

**A Forgotten
Borough No
More;
Engaging
Communities
and
Restoring
Relevancy**



CON-

ABSTRACT

- 02 Abstract**
- 03 Acknowledgements**
- 04 Questions and Goals**
- 05 Background**
- 05 Introduction to Participatory Design**
- 06 Social Media Insights Introduction**
- 07 Participatory Design Case Studies**
- 09 Comparative Case Study Analysis**
- 10 Traditional Design Process**
- 11 Integrated Design Process Proposal**
- 12 Comparative Timelines**
- 13 Test-Bed Context**
- 13 “The Forgotten Borough” Preface**
- 14 St. George Context**
- 15 Staten Stakeholders**
- 16 Testbed Specific Questions**
- 17 Methods**
- 18 Parallel Methodology Overview**
- 19 Survey Reach**
- 20 Survey 01 Goals**
- 21 Research Methods; Survey 01**
- 22 Survey 01 Questions**
- 23 Survey 01 Results Identified**
- 24 Survey 01 Needs Identified**
- 25 “aha”-Moment**
- 26 Survey 02 Goals**
- 27 Research Methods; Survey 02**
- 28 Survey 02 Questions**

- 29 Survey 02 Results Identified**
- 31 Story Saturation Goals**
- 32 Story Saturation Method**
- 33 Story Saturation Findings**
- 35 Survey 03 Goals**
- 36 Research Methods; Survey 03**
- 37 Survey 03 Questions**
- 39 Survey 03 Results Identified**
- 41 Summary of Survey Results**
- 43 So what?**
- 44 Facebook vs. Instagram; Likes vs. Likes**
- 45 Data Collection vs. Project Progression**
- 46 Findings; How Design Decisions Were Affected**
- 47 Counter Arguments**
- 48 The End... Or is it?**
- 49 Visual Appendix**
- 50 Cheat Sheet**
- 51 Survey 03 Graphic Style 01**
- 52 Survey 03 Graphic Style 02**
- 54 Survey 03 Graphic Style 03**
- 58 Survey 03 Graphic Style 04**
- 61 Time/Importance Diagrammatic Breakdown**
- 65 Mediography**
- 66 List of Media**

Although one of the main goals of architects is to serve the community they are building in, those same stakeholders are not always involved in the design process. Community input has long been an overlooked factor within the traditional architectural process. There have been efforts to include community at key points of a project's development, but participation and expert feedback are missing at the forefront of the design process. This thesis tests a potential design workflow that directly integrates active feedback from people who aren't normally included within the traditional architectural industry. The aim of this tactic is to weave a field of open inquiry through social media for outside feedback within a modified architectural design process. A test bed within a neighborhood on Staten Island, New York, was chosen because of its historically negative reputation and struggling built environment. There have been efforts to physically revamp this area, but they have all failed. This thesis questions why this neighborhood isn't thriving given its proximity to Manhattan and why efforts to revitalize haven't been successful. There seems to be a disconnect between outside designers and the local community. In order to bridge this gap, test the modified design workflow, and peak interest in the area, a potential project was introduced that strives to restore the neighborhood's once-positive notoriety and physical landscape. Additionally, a series of surveys were shared on social media to gather feedback and testimonies from people within this area. These surveys were repeatedly shared along this parallel schematic design process to examine how the inclusion of “outside voices” might change the way a typical project can be transformed. Their success, insights, and evaluation were utilized in the progress of the potential project proposal as external experts used their voice to improve the delivered design and potential user experience. In doing so, this thesis attempts to fully investigate how a more integrated form of participatory design can have a positive impact on the future of Staten Island.



TENTS

TENTS

thanks

A very big thank you goes out to everyone who has come along my design journey. It really does take a village. Through the countless all nighters, complaints about reviews that don't make sense, and the constant modeling I am doing on my computer, you have been there. Your endless love, support, and willingness to take my surveys is unmatched and I literally would not have a thesis if it weren't for you. I know that architecture has a very niche culture of understanding and that not a lot of things I have said or done over the past 7 years has made a lot of sense. That is why I am creating this thesis. It's payback time.

QUESTIONS

How can architecture use current tools like social media in order to engage communities in the participatory design process?

What data can be gathered through immediate feedback methods so as to gauge opinions across a multitude of platforms?

How can site-specific questions be answered through the progression of a social-media-integrated design process?

What types of social media insights affect design decisions?

GOALS

The goals of this thesis are twofold; the first goal is to utilize social media engagement tools in order to incorporate feedback data into an integrated architectural design process. The second goal is to analyze and translate the data taken from social media surveys in order to test how the integration of outside voices can possibly affect an architectural proposal. Social media is a growing tool that is being applied in new ways outside of its original digital platform. It can be woven into business

models and create new ways to interact with a multitude of users. It is inclusive and when used correctly, connects people whose physical or metaphorical differences may have separated them in the past. The primary audience for this thesis are those who have not previously interacted with architects or the design build industry. It is these opinions that matter most in the methodology carried out so as to best understand final user needs. This new "network" creates a new line of communication in design.

PARTICIPATORY DESIGN

MAIN PRINCIPLES

- Consider community members as key stakeholders and understand their needs because they know the area best.
- The continuation of the participatory design process leads to the strengthening of community relationships and info-sharing.
- Community members look at architects as outsiders and spending time understanding shared values bolsters trust in the process.
- Engaging with diverse stakeholders in order to understand what affects them and see how involved they want to be in the design process.
- Respect the specific culture of the community and their issues while simultaneously developing the project.
- Integrate sustainability within the project to empower community members to take pride and ownership in its development.

WHAT IS IT REALLY?

- Ideally, participatory design directly involves its potential users within the design process. New projects being integrated into a community can foster a greater sense of belonging and social ownership. Centering the local community as key stakeholders brings about pride that creates an equitable project.


PURPOSE

- To break down assumed misconceptions and find out the truth about the needs of a community from the people who reside in it.
 - Participatory design instills a sense of personal responsibility when it gives a voice to those not considered before. This sense of ownership will be applied to the longevity of the project.

BENEFITS

- One of the key goals of participatory design is that it brings people from all walks of life together. This might bring unexpected discourse and different opinions don't normally interact.
 - When considering community opinions & needs from the perception of an architect, sometimes they get lost in translation. A successful partnership must have communication & compromise.(32)

- The advent of the "digital age" has made sharing information and opinions more accessible for people near & far away.
 - Social media allows people to connect and form digital "communities" based on physical ones or virtual interests.
 - Facebook even has a feature called "community help" where users can log on & pledge their time or money to help projects.



(3)

(9)

22.598
Number of Fans 
Gained: 703 Lost: 62

8.148
Page Views 
Unique Pageviews: 4,8K

199
Total Actions 
To prev. period: +6,99%

5.828
Post Likes 
New PageLikes: 703

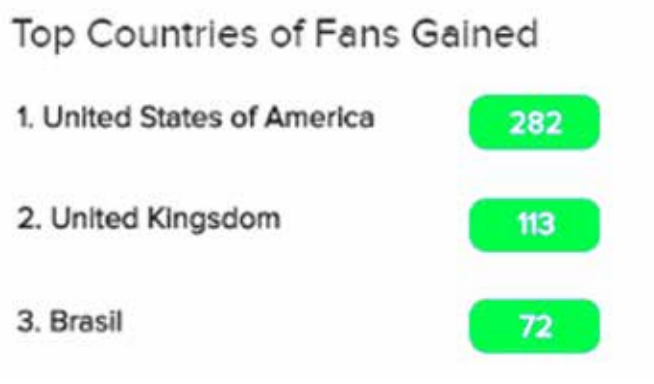
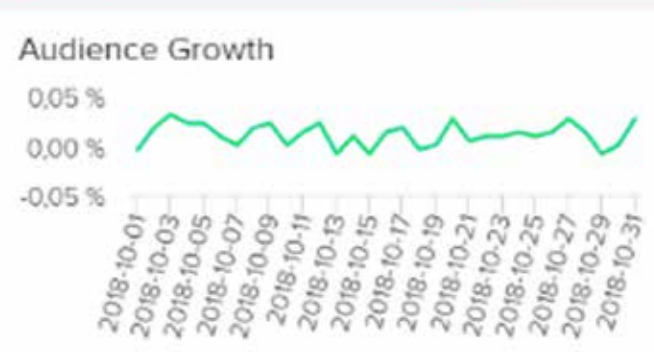


fig 02

DATA & DESIGN APPLICATION

How can a social media insights report be applied to the participatory design process? This thesis utilizes metrics from Meta platforms such as Instagram and Facebook. Using these insights sheds new light on the people who are not only seeing your social media page, but interacting with the content that you are producing. Since the beginning of social media, architects, design admirers, and critics alike have snapped pictures and utilized hashtags to share their ideas about the existing built environment. Buildings and their features were sought after because of their picture perfect quality. Now, we can use these virtual visitor statistics to predict the future of architecture. The use of metric pages, like those provided by Meta, exhibit how engaged other users are with ideas being shared on a certain page. The privileges that users allow companies to track can be shared in order to provide a complete picture of an "active page." This report can be geared towards a number of purposes, and architects need to start utilizing this tool to compare and engage the future users of their buildings. Certain elements of the built environment appeal or disuage an audience, and whether or not they actually verbalize this opinion is still gathered in report. (15,22)

Specific Takeaways from Insights Report:

- Demographics
- Positive engagement
- Negative engagement
- Time spent on posts
- "Likes" on a post
- Identification of target audience
- Number of clicks
- Engaged action items (Buttons)
- Page views
- Story reach
- Recommendations
- Page previews
- Followers
- Orders of goods & services
- Promotions
- Highlights
- Exits
- Boosts

CASE STUDIES



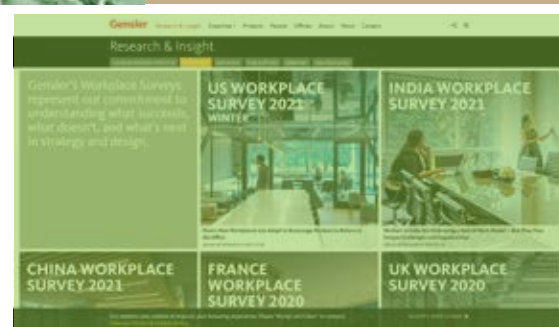
Design-build project actively involved elementary school children in Portland Oregon to learn about water mitigation and allow them to actually help construct a mitigation system integrated within their current play space. Design process also included parents and teacher input. (43)

Thesis project presented by Bo Zhang investigates how mining Instagram users' posts within a site in Seattle's Freeway Park can understand their emotional ties to the park. Additionally studied the use of the park and developed a method for integrating social media into landscape design. (47)



A response to how COVID-19 has changed kid's lives & how they interact with each other. This intervention is an example of activating public spaces benefits child development and community health. It is also an international movement carried out in New York and Africa. (25)

Gensler is one of the world's leading architectural firms, with this position comes the teamwork of thousands of people across international offices. This study was conducted in order to understand the best way to bring people back to a productive office post-pandemic. (45)



TAKEAWAYS

- While this project was effective, it only served one school. There was an amazing amount of impact as the parent teacher association, students, and designers were all collaborating together. Because the project was so niche, the only form of communication needed was at closed PTA meetings.

- Zhang's thesis proposal is the closest in comparison to this thesis study. Instead of creating new content, the investigation dove into posts that are already existing. It was from these pictures and hashtags taken around the test-bed site that the author was able visualize the extent of the park, how it was used, and what people really thought about it. He attempted to change the way site-survey understandings were conducted through a virtual, emotional method.

- Possible project that was not clear about methods used to shut down these streets and acquire the necessary community engagement that would achieve the goals originally set out. Used public input and the internet during the pandemic in order to share these ideas. It would be interesting to see what people thought of the proposal and if it was successful across varied generations and not just children.

- Interesting to see how large architecture corporations are surveying their employees to figure out how to move forward and get back to work. Did not have to use social media because all of the survey takers were contractually obligated employees. The study is not over yet in that whatever position the firm takes from the answers in the survey might be changing the way they facilitate design progress within their offices.



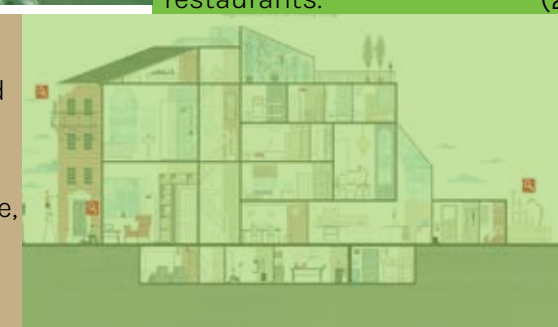
The Catholic University of Louvain in Belgium was tested and redesigned by students in the 1960's. The process was more physical than others in that these students made models practiced their construction skills on a "practice house" before finishing the university plans. (42)

An old site used for dumping was reimagined in San Francisco. The community noticed a non-accessible site due to the construction of a highway and worked together to clean up the site. This movement has spread throughout the city and is being applied to another site. (7)



Design trust for public space is a collective in Nyc that brings together a unique group of partners within the public and private sector. its greatest achievement was the "al fresco" street project that promoted more open streets for community activity, pedestrians and outdoor restaurants. (2)

Home Trends Design Survey with portion dedicated to community and neighborhood development completed by the AIA. Identifies trends like exterior finishes, the business of renovating a home, and what sort of styles are trending within participating neighborhoods. (1)



TAKEAWAYS

- This project was successful in that it completed the renovation of a practice house before the group manually redesigned and rebuilt their university to better their needs. With this in mind, it was the rebellious mindset of the youth of the 1960's that created the campus standing now. they utilized the traditional architectural method even though none of them were classically trained in the process.

- More of a success than the others and not just because it was a design build. Utilized the community board and forums in order to physically bring people to meetings to collaborate. Great example of participatory design but limited to a niche group of people. Community members were so interested in how the project was progressing that they actually took part in the building process. While this project was successfully shared on social media, it did not use any modern tools to share concepts as it was progressing.

- Not as much of a design build project, but more of a pedestrian-driven urban reinvention project. Streets were shut down in New York City in order to promote a greater level of community engagement and experiment with how people, restaurants, and other retail would use the new space. The project that drove this new experience used their internet based website in order to spread this movement. While this project succeeded in activating the community, this same idea was already occurring because of the pandemic and did not change the way architecture was used afterwards.

- Restricted the group of people that could accurately complete the survey to homeowners who have a single/detached house. The methods by which the statistics being displayed were not forthcoming. While the graphic promises to be "interactive," there are only three trending categories that the institute looked into and created 2 graphs for each. There wasn't enough description or inclusion of personal testimonies.



PARTICIPATORY PROJECT COMPARISON

The following is a comparison of a recent study conducted by Lino Bianco, a professor and senior lecturer at the University of Architecture at the University of Malta. His paper entitled, "Social Media; Third Person Perspectives of Architecture," follows a similar train of thought as this thesis. In the paper, Bianco utilizes Facebook as a research tool in order to investigate how people not normally included within the architecture world think about provocative images created by designers. The picture on the left was posted to the fan page of an author asking, "would you live in this house? yes or no." The picture was liked, commented on, and shared. Bianco similarly pooled the data taken from these interactions and transferred them to data tables to summarize the findings. Then, the idea of the "third person effect" was introduced and how mass communication can sway the attitudes and opinions of users.



fig 05

While bianco's project is similar in that it attempts to gauge feedback from a range of people using a social media in order to better understand architecture, there are some elements that limit the conclusions of the project. It is these limitations that this thesis learns from and adapts in order to improve the situation.

The post itself was limited in that it was only going to reach a certain radius of people. it was not promoted using the facebook feature that boosts a post beyond the confines of just those who have actively sought out to "friend" a user. while the image stirred a lot of responses, it was posted to the fan page of a popular author whose readers are of a certain age group, thus limiting the respose demographic. additionally, the momentum that this post generated was not acted upon in order to further study the impact of "third person effect" and how it makes users think about architecture. (6)

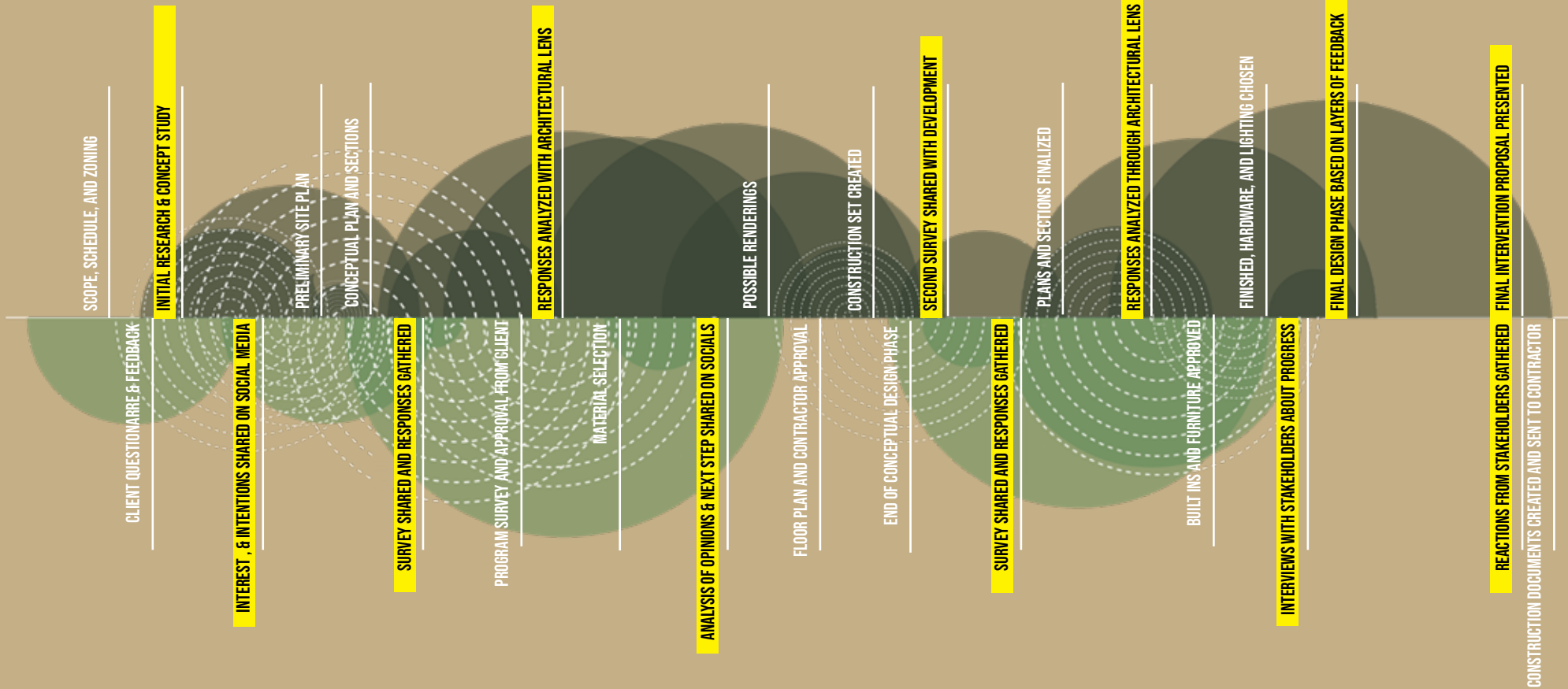
TRADITIONAL ARCHITECTURE PROCESS



fig 06

fig 05

PROPOSED INTEGRATED DESIGN



Above is a proposal for a more democratic process that directly integrates communities and users. It follows a timeline parallel to that of the phases outlined by Frank Gehry's Masterclass. It is important that this proposed process is perceived as being an "additive" to the traditional architectural process, instead of suggesting to abolish it altogether. While a lot of this thesis is dedicated to designing lines of feedback in order to progress a proposal, its greater integration within the traditional design process is necessary. The main reason for this is that the community's voice must be amplified more than the literal and figurative space that it is being sectioned off to now. With this placement, the proposed integrated design process would include the community voice in more than just the very conceptual phase. (12)

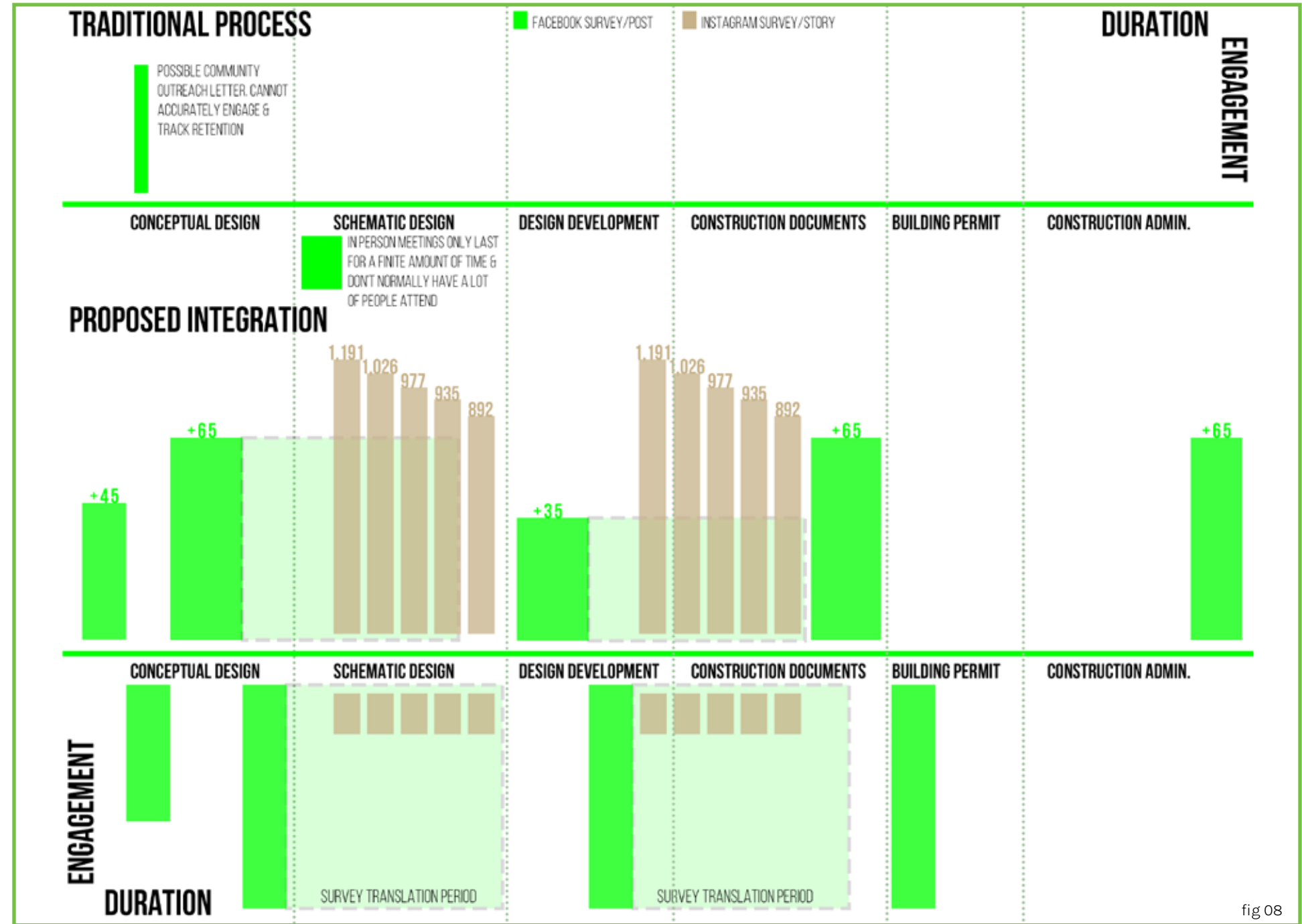


fig 08

The timeline above compares the proposed integration process to the traditional model being used in the industry today. Utilizing social media as a design tool allows architects to repeatedly incorporate immediate feedback from a broader audience. As seen here, different platforms can be utilized throughout design phases to create artifacts at different lengths of time for review.

TESTBED: "THE FORGOTTEN BOROUGH"

Staten Island has been known too long as "The Forgotten Borough." This has added to its negative reputation throughout the rest of the city. It is time to change that. St. George is a very special place and the first impression of the island that many tourists see. Intentional improvements here will only better the community and entire island.



St. George

Staten Island was originally part of the British colonies and played part in the Revolutionary War. It was incorporated into the consolidation of NYC in 1897. Since then, it has been the highest growing and developed of the five boroughs. To this day, there are new residential communities being established on the south shore. While the island is physically constrained, it has tremendous potential.

The term "Forgotten Borough" was coined as early as 1928 when politicians in Manhattan were ignoring problems associated with the island. Additionally, many do not consider Staten Island comparable to its sister boroughs. Staten Island is the most rural and is not directly connected to the rest of the city's subway system along with being the farthest from Manhattan.

As time and the nickname have gone on, it has only gained notoriety. Paired with politics and pop culture, the island is sometimes considered a punchline from those who have barely spent more than an hour here. Nevertheless, the islanders are fierce and proud. Despite what many say, there are good jobs and many amenities that come with living within island borders.



fig 10

fig 09



fig 11

Historically, St. George is the most built-up area on Staten Island. It was where the colonists first settled and was acquired by the Dutch during the purchase of Manhattan. As of the last 20 years, St. George gained the reputation of being a problematic area. While the initial infrastructure and architectural context of the neighborhood seems promising, the area was described as "seedy and troublesome. Unfortunately, this is a part of the Island that parents warn their children about and don't feel safe walking alone at night. During AND post-COVID, the neighborhood struggles with racial divide, disputes with Staten Island's police force and civil administration, and small business growth. There are plenty of spatial opportunities and current infrastructure that have not been fully taken advantage of throughout the neighborhood. In 2015, there were plans to revamp the image of st. george and the island by developing land for shopping outlets, a large parking structure for commuters, and a 630-foot ferris wheel. The plans were later abandoned in 2018 and islanders have had to deal with these half-completed spaces that were supposed to bring bright hope.

ST. GEORGE CONTEXT

(5, 14)

fig 09

STATEN STAKEHOLDERS



St. George is home to the 120th Precinct **LAW ENFORCEMENT**, that covers a large portion of the North Shore and has the responsibility of being part of one of the nation's biggest counterterrorism hotspots. The precinct station itself is located across the street from the ferry.



70,000 passengers ride the **Staten Island Ferry** every day which makes almost 22 million people annually. That gives the island 22 million chances to entice people to step out of the terminal and see what the rest of the island has to offer just steps away.



Staten Island's **Municipal headquarters** are located throughout St. George. The **Borough Hall** is across the street from the ferry with the Supreme, Civil, Family, and Criminal Court just walking steps away. This is a large group of people who frequent the area and affect island-wide political change. St. George is a proud community with many **generations of native Staten Islanders** who proudly live there. It has a rich tapestry of shared oral history. St. George



has elements dating all the way to the Revolutionary War and deserves to be taken care of. The community and the area that it resides in needs the resources it deserves to thrive for the next generation of Islanders.

The **NYC Parks Department** has branches all across the city big and small. From medians with greenery

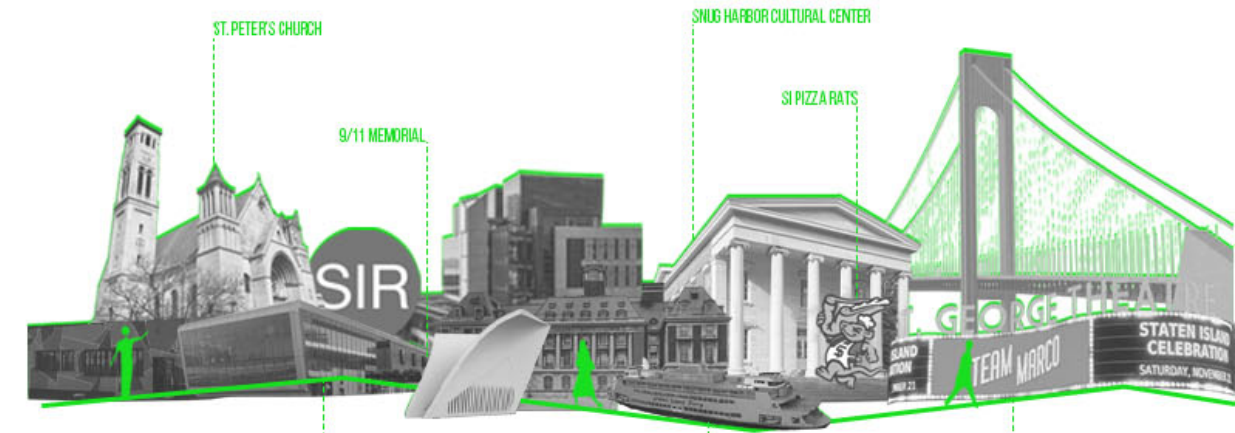
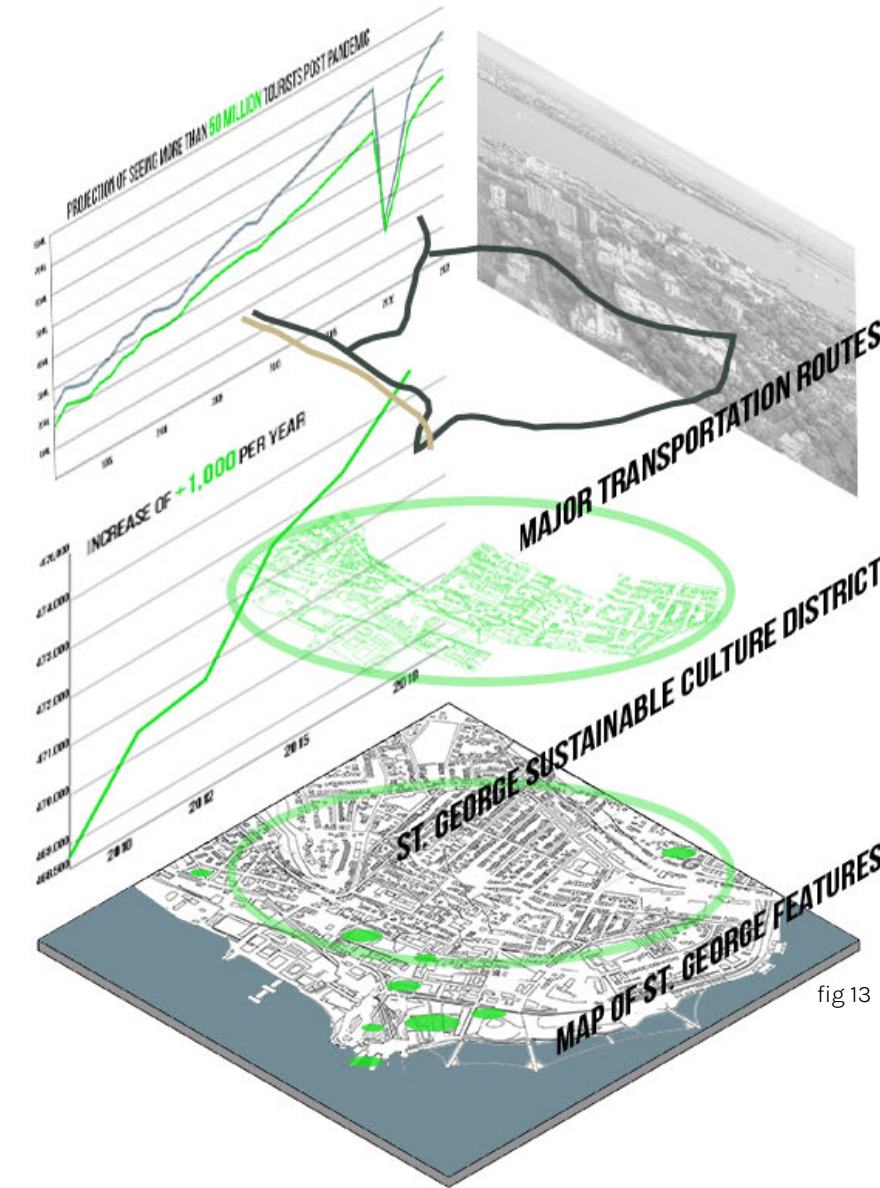


to playgrounds and community centers, this department is tasked with the upkeep of all of them. This includes the Staten Island waterfront parks.

Many local **restaurants and stores** are hurting in St. George due to COVID and lack of traffic. These hardworking and genuine hotspots deserve to have a light shone on their efforts. It takes a lot of personal determination to keep these gems alive and running.



fig 12



What are the specific needs of the people in this area and how can they be satisfied?

How can current attractions be highlighted or accentuated in order to attract visitors?

How can the Island metaphorically and physically revamp its image?
What programs can be integrated in order to enact positive change?

TESTBED QUESTIONS

METHODS

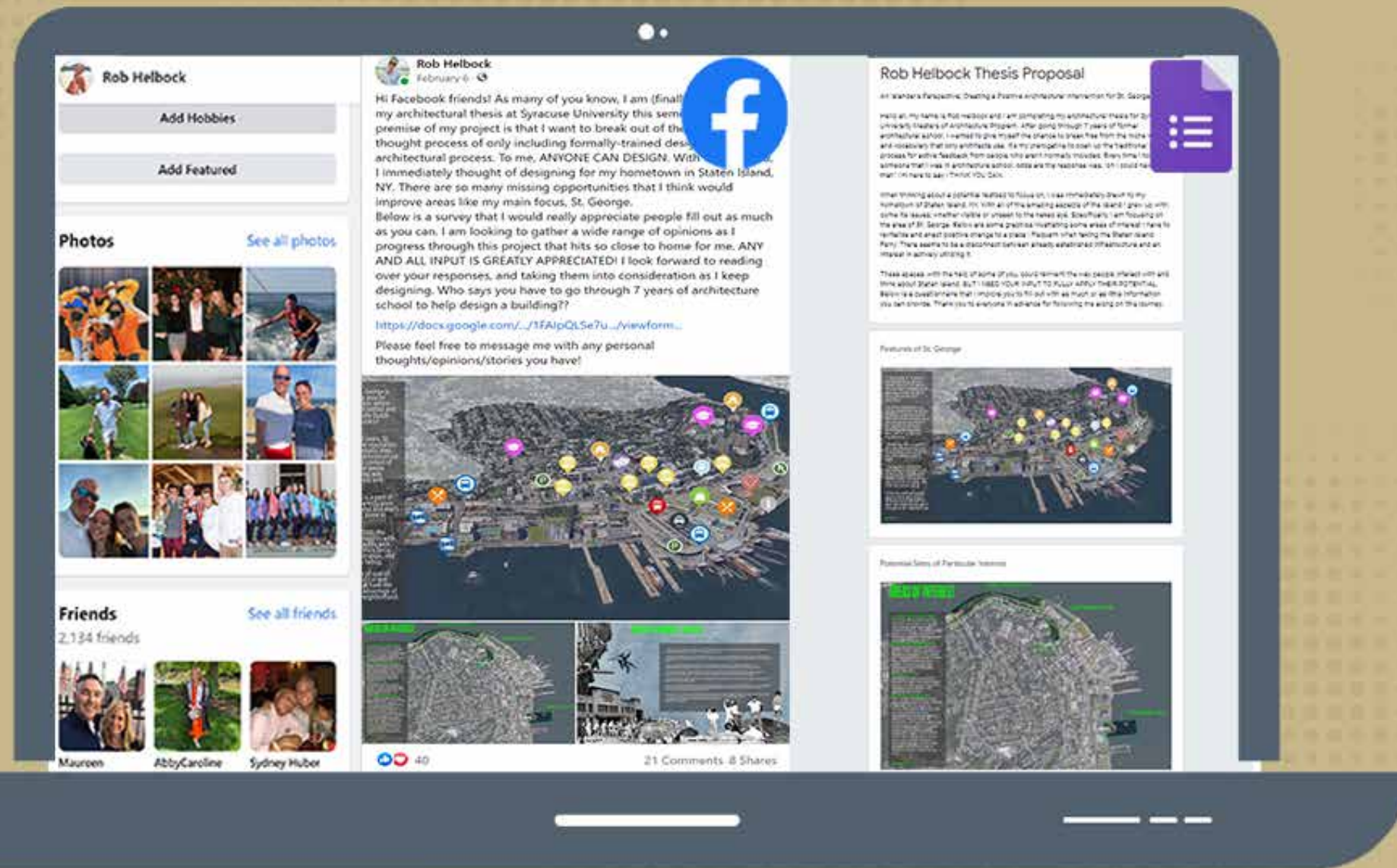


fig 14

PARALLEL PROCESS

- The design of the survey itself is an important part of the methods. The findings from the survey are dependent on whether people are interested in completing the questions and taking in all of the important graphics provided as the “scope” of the project.
- Each time the survey is to be sent out, there are some control questions that always start it off. It is important that the survey identifies the audience, how they heard about the survey, and whether or not they include themselves as being traditionally involved within the architecture and built environment community.
- The designed content of each survey changes as more and more are released. Each one denotes more progress occurring in the proposal for the testbed. For each, there is an aspect included that focuses on the fact that people’s attention spans on social media are extremely short. Long surveys or things that do not actively excite and engage them will not be clicked on.
- The more personal the answers, the better. Opportunities for testimonials and short answers are to be added in each of the surveys when the paired content warrants it. It is this kind of response that evokes the character and voice of the community previously ignored in the architectural process.
- While the design of surveys has proven to be a big draw for user participation, the actual project proposal for the testbed must also continue along a parallel path. As each survey is released, one path is more user focused and the other is geared more towards evidence.
- The project proposal gets more and more visual as the process continues. It relies heavily on architectural terms that are not common vernacular for outside survey takers by the second survey/end of conceptual design phase. This alignment is a pivotal point to keep the survey takers interest while also keeping them included and understanding the project.
- Spatial diagrams with conventional color blocks and bubbles were introduced to relay the program proposal as a part of the iterative design process. While these graphics are meant to question the “program” of the proposed space, the legibility and understanding of these drawings is an equally important aspect to dissect.
- Traditional architectural drawing names are always introduced and explained towards the third survey and the start of the schematic design process. Additionally, the inclusion of quick Instagram story design decisions like materiality, finishes, and massing are introduced at this stage. These are based on the foundational knowledge established through the first 2 surveys.

SURVEY REACH

- 01 Friends**
This is the core group of users and “friends” on Facebook that hopefully feel the most obligated to answer a survey posted from a personal account. These are where some of the most open and honest answers come from.
- 02 Friends of Friends**
When your “friends” like, comment, or interact with a post or survey, facebook’s algorithm then connects friends’ friends with posts that their first connection, your friend, supposedly “likes”.
- 03 Pages**
Surveys with the right privacy settings can be allowed to be shared to any pages that wish to present the content. In the case of this thesis, all of the surveys were shared to a Facebook page dedicated to the testbed’s neighborhood.
- 04 Facebook Community Feature**
Facebook has a feature where any user can create a post with graphics, polls, or asks that may request time, signatures, or donations. Many users post on this for charities, or passion projects. Posts like this survey ask for users’ time to fill out.

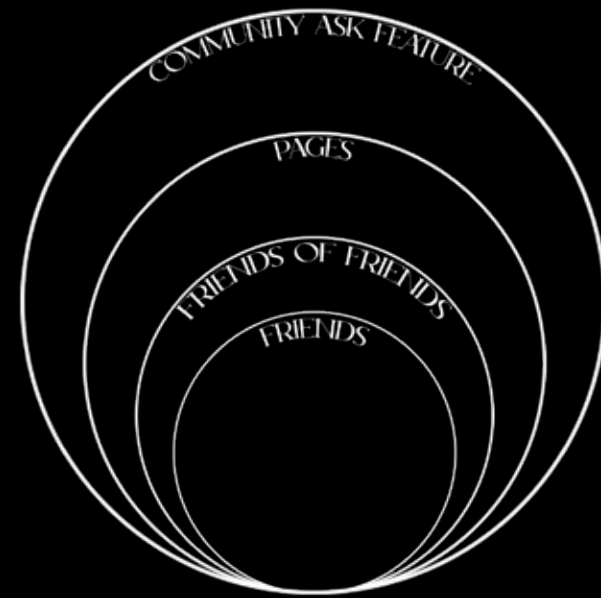
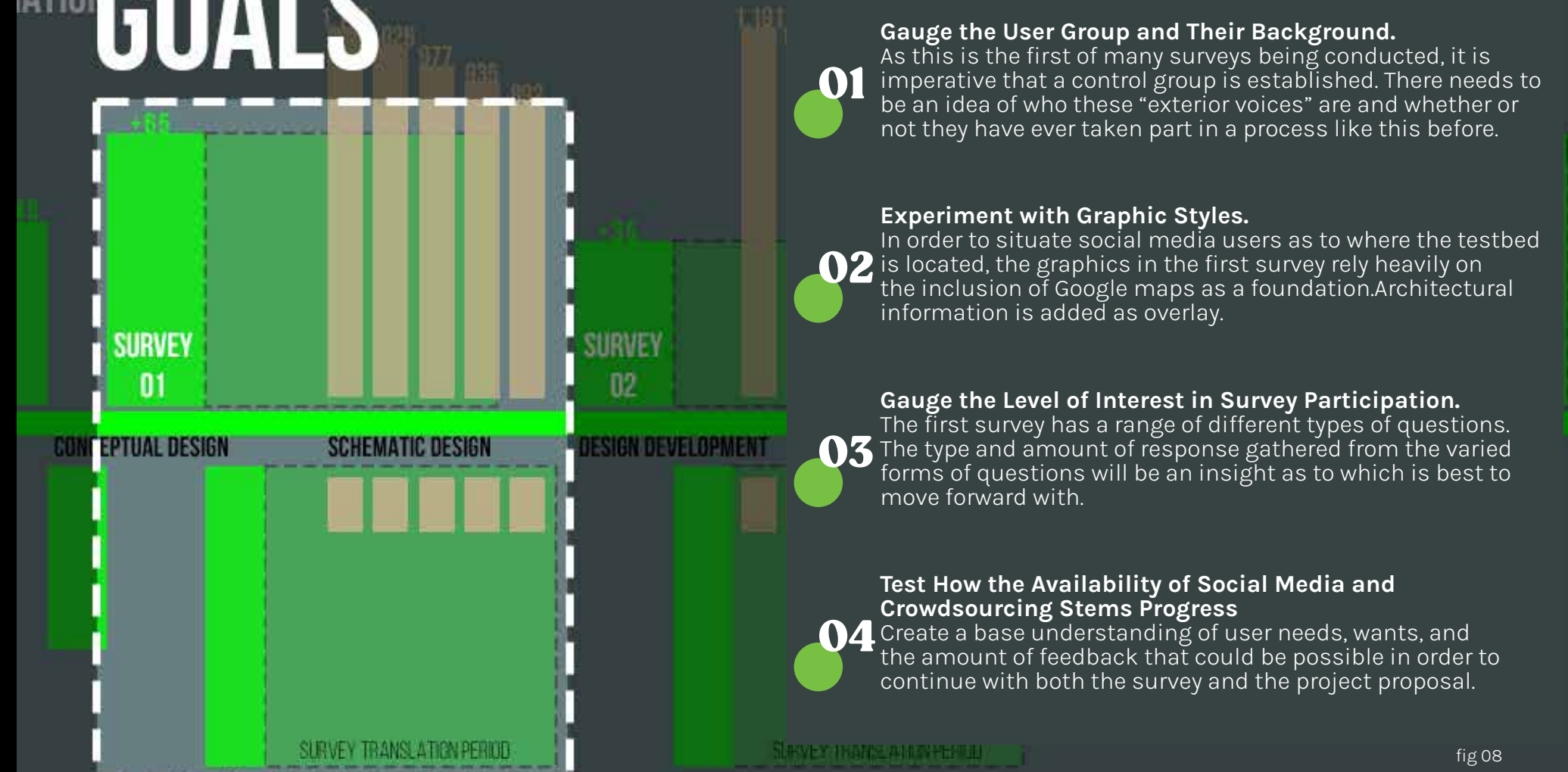


fig 15

SURVEY 01 GOALS



- 01 Gauge the User Group and Their Background.**
As this is the first of many surveys being conducted, it is imperative that a control group is established. There needs to be an idea of who these “exterior voices” are and whether or not they have ever taken part in a process like this before.
- 02 Experiment with Graphic Styles.**
In order to situate social media users as to where the testbed is located, the graphics in the first survey rely heavily on the inclusion of Google maps as a foundation. Architectural information is added as overlay.
- 03 Gauge the Level of Interest in Survey Participation.**
The first survey has a range of different types of questions. The type and amount of response gathered from the varied forms of questions will be an insight as to which is best to move forward with.
- 04 Test How the Availability of Social Media and Crowdsourcing Stems Progress**
Create a base understanding of user needs, wants, and the amount of feedback that could be possible in order to continue with both the survey and the project proposal.

fig 08

RESEARCH METHODS: SURVEY 01

“oh I could never do that.” I’m here to say I THINK YOU CAN.”

The first survey was widely successful in the range of feedback and social media sharing that it received. It was posted on a Sunday night around 5pm. This is what is normally considered a “prime time” for social media engagement. During this time of the day, many people are decompressing from their weekend activities and are spending time scrolling. This might be one of the reasons why the survey received over 66 responses.

The facebook post consisted of a personal testimonial that was a shortened abstract along with graphics and a link to the actual survey. The tone of the facebook post was meant to be more personal to fellow facebook users and friends, while the survey itself more academic as a piece of evidence. Additionally, the “facebook community help page” was utilized in an attempt to cast a wide net and involve as many users as possible.

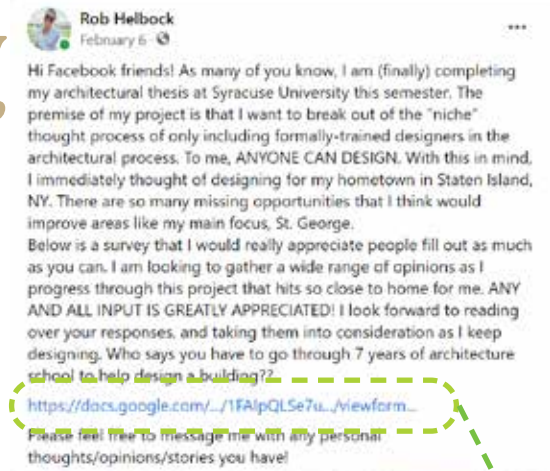


fig 16



fig 17



fig 17



fig 17

There is a balancing act being played with how a Facebook post itself is “designed.” There needs to be elements that grab and hold people’s attention for the >30 seconds they read a post on average.

01

How did you hear about this project?
 - fellow staten islander
 - interested in architecture
 - friends with rob
 - other

03

What feature of st. george would you like to see
 - ferry terminal
 - s.i. baseball park
 - municipal buildings
 - waterfront parks
 - housing
 - entertainment spaces
 - fitness/community centers
 - restaurants
 - shopping/retail
 - other

05

What do you think is missing from this area of staten island?
 (Prompt direct to a short answer response)

07

How often would you like to be notified of progress for this thesis?
 - every 2 weeks
 - once a month
 - after every school presentation
 - no thanks
 - other

09

What are some features that you think would enact positive change?
 - basketball courts
 - community theatre
 - boxing
 - meeting space for community
 - green space
 - learning/education center
 - additional fitness space
 - other

02

Are you involved within the architecture, building, and design industry?
 - yes
 - no
 - no, but i have always been interested

04

Why do you want to see this change?
 (Prompt direct to a short answer response)

06

Would you be personally affected by these changes?
 - yes
 - no
 - maybe
 - other

08

Have you been personally been to the george Cromwell Center?
 - yes
 - no
 - maybe

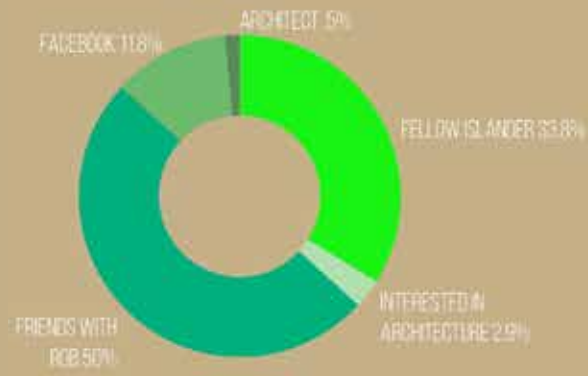
10

Do you think a community center brings positive change?
 - yes
 - no
 - maybe
 - other

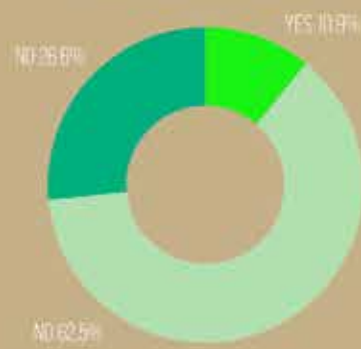
SURVEY RESULTS IDENTIFIED

These survey graphics were created in order to compile and visualize the answers that a majority of users answered along with the personal anecdotes that were included in some of the short answer & "other" options.

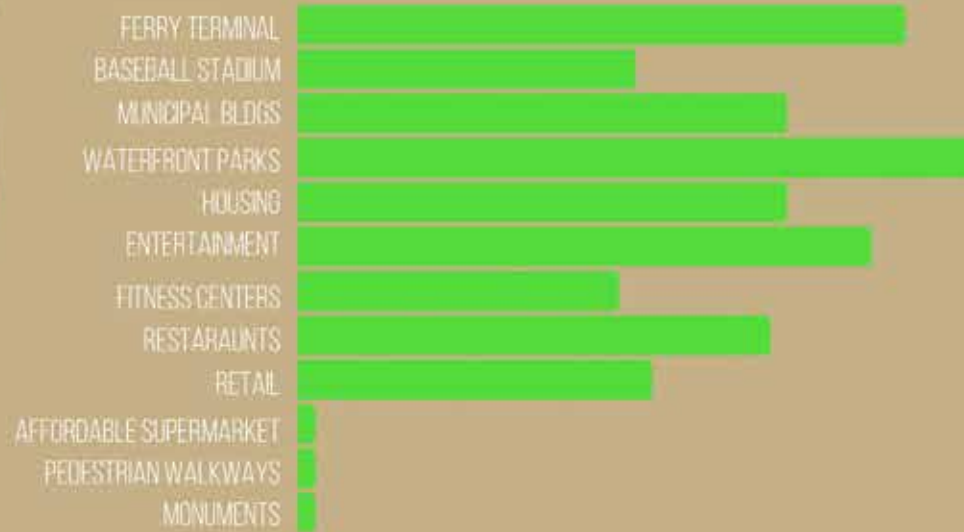
1. HOW DID YOU HEAR ABOUT THIS PROJECT?



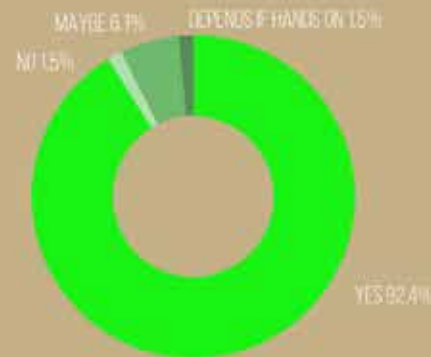
2. ARE YOU INVOLVED IN THE ARCHITECTURE INDUSTRY?



3. WHAT FEATURE OF ST. GEORGE WOULD YOU LIKE TO SEE REFURBISHED?



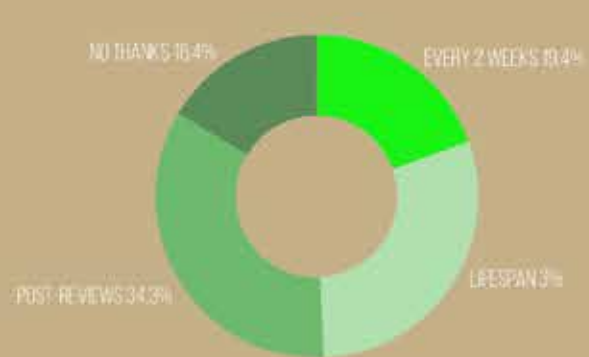
10. DO YOU THINK THAT A COMMUNITY CENTER BRINGS ABOUT POSITIVE CHANGE?



6. WOULD YOU BE PERSONALLY AFFECTED?



7. HOW OFTEN WOULD YOU LIKE TO BE NOTIFIED OF PROGRESS?



FOOD SOURCE

- FOR BEING ONE OF THE MOST DENSELY POPULATED AREAS OF STATEN ISLAND, ST. GEORGE IS A FOOD DESERT FOR CLEAN AND ORGANIC GROCERIES.

HOUSING

- THERE AREN'T MANY HOUSING DEVELOPMENTS IN ST. GEORGE THAT OFFER QUALITY AND AFFORDABILITY FOR YOUNG PEOPLE WHO WORK IN MANHATTAN

ENTERTAINMENT

- MANY SURVEY ANSWERS ACKNOWLEDGED THE HISTORY OF ST. GEORGE THEATER BUT REQUESTED AN UPDATED VENUE FOR PRODUCTIONS.

SOCIAL OWNERSHIP

- THIS THEME COMBINES SURVEY ANSWERS ABOUT RESTORING A POSITIVE IMAGE FOR THE ISLAND & INSTALLING LOCAL PRIDE TO KEEP NEW DEVELOPMENTS NICE.

TOURISM

- BECAUSE OF THE ISLAND'S PROXIMITY TO MANHATTAN, SURVEYERS BELIEVE THAT THE ST. GEORGE QUALITY OF LIFE & ECONOMY WOULD BE IMPROVED WITH AN INFLUX OF TOURISM.

WATERFRONT PARKS

- SURVEY ANSWERS STATED HOW THERE WEREN'T ANY PARKS TO ENJOY THE SWEEPING VIEWS OF THE NEW YORK HARBOR AND REQUESTED OUTDOOR REC ACTIVITIES.

NIGHTLIFE

- CURRENTLY, THIS AREA IS NOT POPULAR FOR SOCIAL GATHERINGS. IT WAS DESCRIBED AS A GHOST TOWN AFTER 6PM & NEEDS MORE LIFE.

PEDESTRIAN ACCESS

- SOMEWHAT HAVING TO DO WITH SAFETY IN THE AREA, THE IDEA OF A BOARDWALK OR PROMENADE WAS REQUESTED BY SURVEY TAKERS TO MAKE NEW FEATURES REACHABLE.

The adjoining graphic details the "needs" identified from written-in testimonials in the survey. Many people wrote paragraphs on their personal experiences and thoughts on the future of the St. George neighborhood. The most repeated words were collected and highlighted in black. These words then follow a train of thought towards a possible program that could be included within the intervention. The "needs" were then defined to 8 themes.

- POTENTIAL HOT SPOT
- RESTORE
- VIBRANT AREA
- POTENTIAL
- FOOD DESERT
- DENSELY POPULATED
- LEAST ACCESS
- UNDERUTILIZED WATERFRONT
- POTENTIAL
- PEDESTRIAN ACCESS
- POTENTIAL
- BACKYARD
- TOURIST ATTRACTION
- PUBLIC OPINION
- PRIME LOCATION
- ABANDONED
- REINVENT AREA
- LIMITLESS POTENTIAL
- PROXIMITY TO CITY
- ATTRACT PEOPLE
- DINGY HOUSING
- INFRASTRUCTURE IMPROVED
- BURGEONING POPULATION
- DIVERSE COMMUNITY
- UNDERUTILIZED POTENTIAL
- MORE INVITING
- DRAB
- UNINVITING
- UNDERSERVED
- GENTRIFICATION
- IMPROVE EXISTING
- PRESERVE EXISTING
- WATERFRONT OPPORTUNITY
- UPDATE ISLAND
- COMMUNITY AMMENITIES
- OVERLOOKED
- UNDERFUNDED
- CROWNELL CENTER
- EATING
- NON-NATIVE PERSPECTIVE
- MORE DENSITY
- OUTDATED HOUSING
- OWNERSHIP
- SOCIAL IMPLICATIONS
- CULTURAL IDENTITY
- CULTURED ISLAND
- MEDIOCRITY
- SOCIAL GHOST TOWN
- ENTERTAINMENT AREA
- BOLSTER ECONOMY
- DISCONNECT
- COMMUNITY IDENTITY
- ROOTED IN HISTORY
- DRIVE INTERACTION
- SOCIAL OWNERSHIP
- AESTHETICS
- MORE WELCOMING
- GATHERING SPACE
- SUPPORT THE ARTS
- SMALL BUSINESS
- MANHATTAN CONDUIT
- WATERFRONT OPPORTUNITIES
- RECREATIONAL OPTIONS
- REVITALIZE QUALITY OF LIFE
- PRIDE COMEBACK
- DRUG BUSINESS
- LACKING
- WALK THE WATERFRONT
- PROMENADE
- IMPRESSIVE TERMINAL
- SERVICEABLE
- MATCH MUNICIPAL BUILDINGS
- RE-GENTRIFICATION
- PROMISED CHANGE
- "GEM" OF AN AREA
- BAY VIEW BLOCKED
- RECLAIM VIEW
- RECLAIM AIR
- RECLAIM EXPANSE
- SAFETY
- CULTURE REFURBISH
- MAJOR ATTRACTION
- TRADER JES
- ENTERTAINMENT
- DINING VENUES
- BOARDWALK
- RESTAURANTS
- UPGRADE PRECINT/COURTHOUSE
- PARKS
- TRAFFICE MANAGEMENT
- PARKS
- ENTERTAINMENT DISTRICT
- SMALL THEATER
- OUTDOOR ENTERTAINMENT
- STOREFRONT RETAIL
- TOURISM PATH
- CHILD ENRICHMENT CENTER
- WATERFRONT DINING
- UNIFIED AREA
- FERRIS WHEEL
- SAFE OPEN SPACE
- NIGHTLIFE
- BAR
- KID FRIENDLY ACTIVITIES
- COHESIVENESS
- RESTAURANT/BAR VENUES
- TOO MANY RENTALS
- COMMERCIAL DEVELOPMENT
- LIFE
- GROCERY STORE

fig 18

fig 19

“A-HA” MOMENT

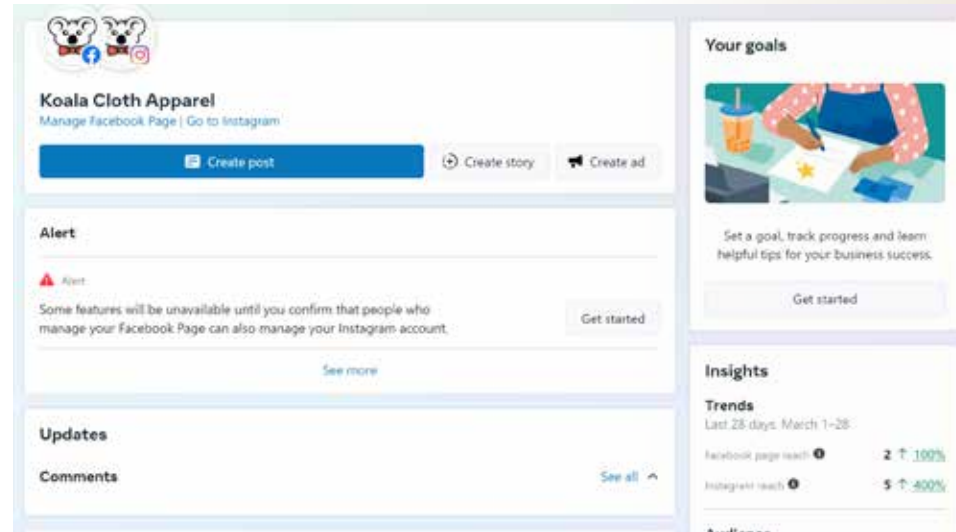


fig 20

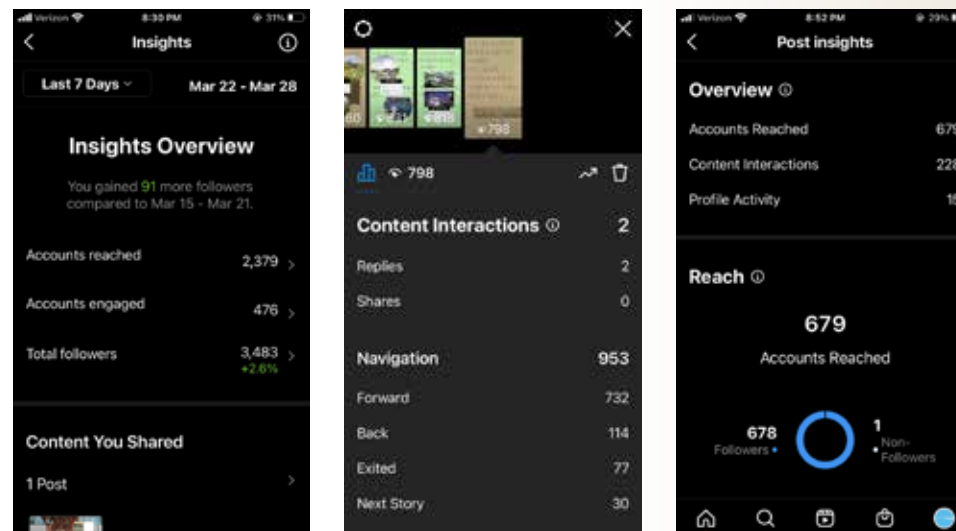


fig 21

As the scope of this thesis project became more focused, there was also a refinement in the methods used to gather user information towards a more participatory-design focused architectural process. This “aha-moment” occurred when the surveys that were originally sent out. Their insights could have had the full breadth of the meta business insights if the thesis was created as a “page” users joined and instead of being shared as a personal post with a link. That way, certain insights like the amount of people who viewed the post and may or may not have interacted with it could have been recorded. For the purpose of the time constraints placed on this thesis, it was a better move to continue posting the surveys from a person account. A dedicated thesis “page” might not have received the same traction as an individual request for help.

With this information in mind, the thesis Instagram account was changed to “professional” on Instagram in order to reap the benefits of the post insights report on this platform. Thankfully this mistake was realized before the thesis started to test how design decisions on Instagram could be applied to the parallel feedback loop occurring within the potential design project proposal.



fig 08

RESEARCH METHODS: SURVEY 02

**“I LITERALLY
COULDN'T DO THIS
WITHOUT YOU...”**

The second survey attempted to repeat themes and features identified as “user friendly” in the first. Some other factors were changed based on circumstance. For instance, the second survey was posted on a Tuesday evening at 9PM because of visual production progress. This might be a factor as to why the second survey only received 35 responses instead of the original 66. The same components of the short testimonial, survey link, graphics, and words of gratitude were included.

This survey might have posed a challenge to users who were scrolling and did not remember the prompt provided in the original post. The second survey was acting as a progression based off of the answers from the first and the graphic language continued this idea. It might have seemed intimidating or too time consuming for the average Facebook user scrolling at night. In order to further simplify the survey, separate sections were not included to overwhelm responders.

Rob Helbeck added 3 new photos from March 1 at 9:06 PM
March 1 at 9:06 PM
Hello Facebook friends! For those of you who don't know, I am currently working on my final architectural thesis in order to graduate in May! My goal in this thesis is to question how community feedback and the involvement of "outsiders" to the building industry can change an architectural proposal. I sent out a survey outlining a potential neighborhood intervention in St. George, Staten Island a few weeks ago and received AMAZING feedback. THANK YOU!
Below is the follow up survey and some supporting graphics on my work thus far. If you have 5 minutes or less, I would really appreciate your feedback and opinions on my progress. THANK YOU AGAIN FOR ALL OF YOUR SUPPORT! I LITERALLY COULD NOT HAVE DONE THIS WITHOUT ANY OF YOU 😊
https://docs.google.com/_/1FAIpQLSdqVYKWJ9Y.../viewform...



fig 22



fig 22



fig 23

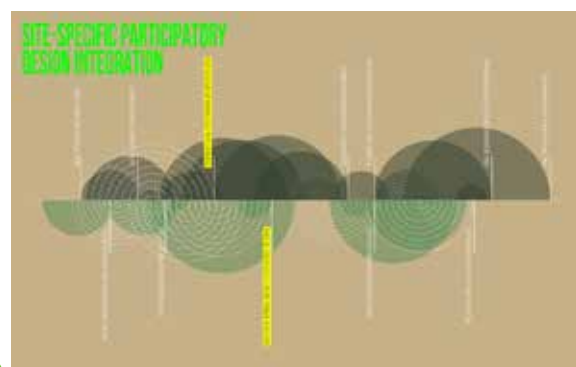


fig 22

A Tuesday night after dinner time is not when social media apps see a spike in insights and activity. Even though the post was shared the same, this might have been a factor to the 6 comments and 2 shares that the post received.

01

How did you find out about this survey?

- fellow staten islander
- friends with rob
- interested in architecture
- fellow architect/designer
- other

02

The 8 “needs” identified from the first survey were fresh food, entertainment, pedestrian access, quality housing, parks, nightlife, and social ownership. Is anything that still needs to be included?

- yes
- no

06-07

10

What is your favorite option for a St. George intervention?

- plan 01
- plan 02
- plan 03
- other...

11

Were these plans easy to understand?

- yes
- no
- confusing - not user friendly to those outside of architecture field.

fig 23

02

Are you involved in the architecture/building design industry?

- yes
- no

04-05

08-09

Is this “plan” of St. George successful?

- yes
- other
- no

Is there a “need” missing? Thoughts?

- short answer

Is this “plan” of St. George successful?

- yes
- other
- no

Is there a “need” missing? Thoughts?

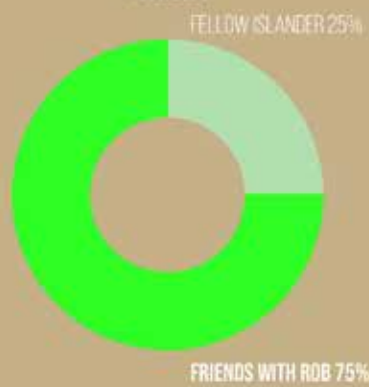
- short answer

What would you most like to see as an outcome from this survey/proposal? (Can check multiple)

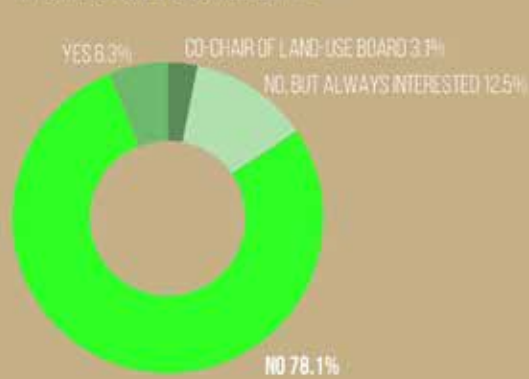
- plans (overhead “cuts” of bldg showing inside walls & uses)
- sections (sideways “cuts” showing different levels & uses)
- perspective renderings of different aspects of the proposal
- large scale plan showing all of the bldgs and greenery
- keep it conceptual

12

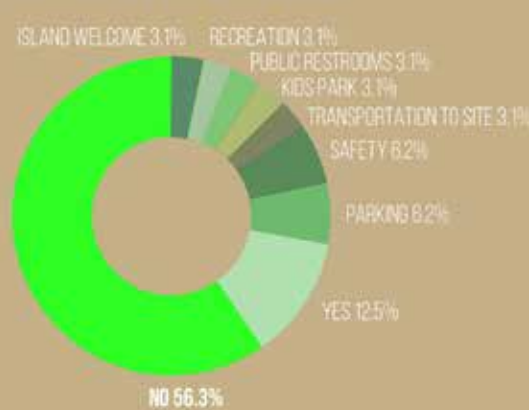
1. HOW DID YOU HEAR ABOUT THIS PROJECT?



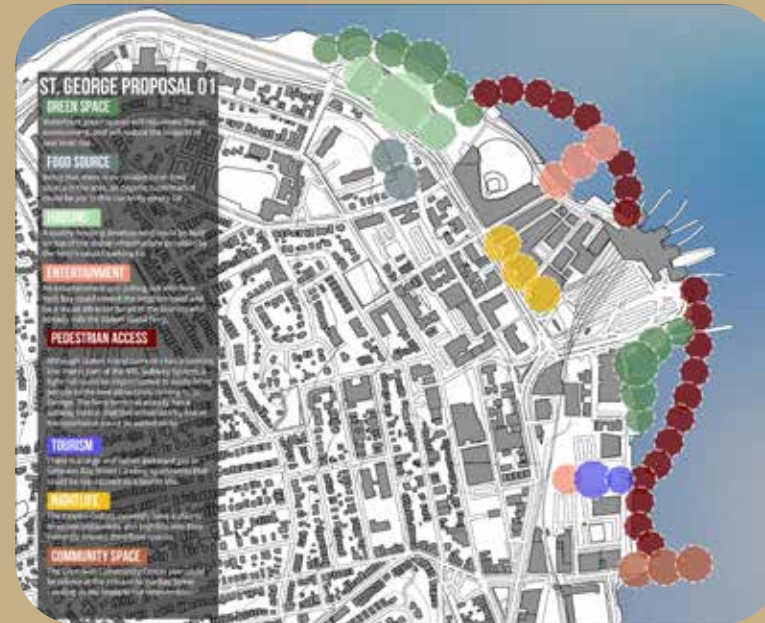
2. ARE YOU INVOLVED IN THE ARCHITECTURE/BLDG INDUSTRY?



3. 8 "NEEDS" WERE PREVIOUSLY IDENTIFIED. ARE ANY MORE MISSING?



MASTER PLAN 01 FEEDBACK



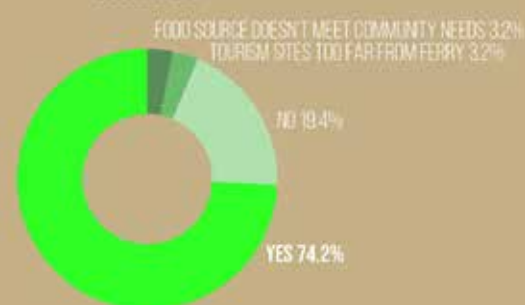
Quality life services like a pharmacy, bank, etc. are missing with housing portion

Add rec space like pickle ball, basketball courts, and artificial fields

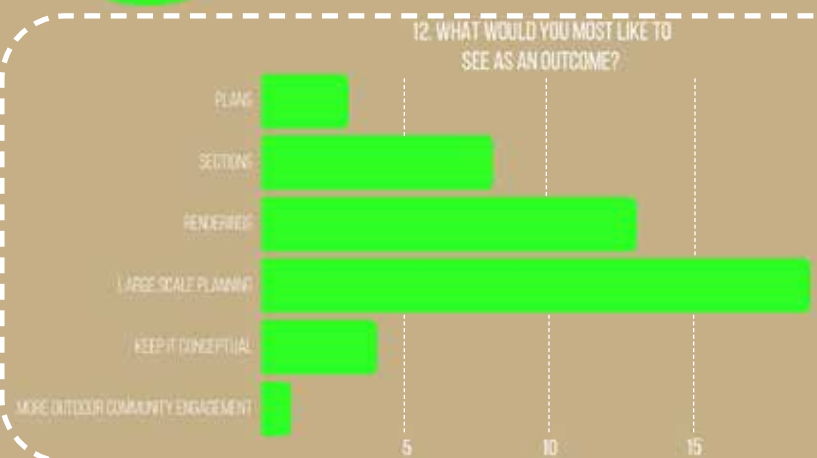
Placing affordable housing on a storefront property will exacerbate the preexisting issue in this neighborhood.

Need room for Collin Jost's ferry

4. IS THIS "PLAN" FOR ST. GEORGE SUCCESSFUL?



IS THERE A NEED MISSING? THOUGHTS?

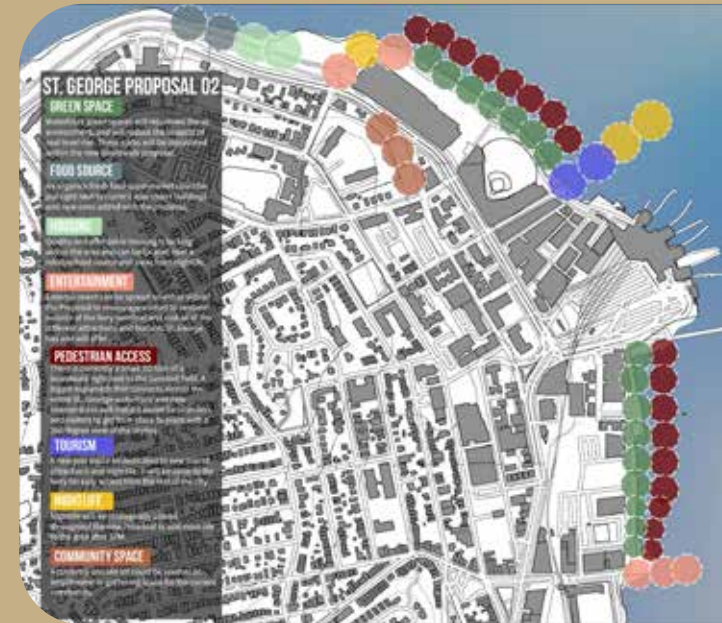


Most people who responded to the survey said that they would best understand and prefer to see renderings as a definite outcome.

SURVEY RESULTS

fig 24

MASTER PLAN 02 FEEDBACK



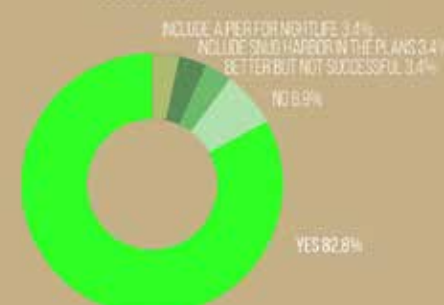
More public parking to support new entertainment & nightlife

Community gathering spaces should be indoors for consistency

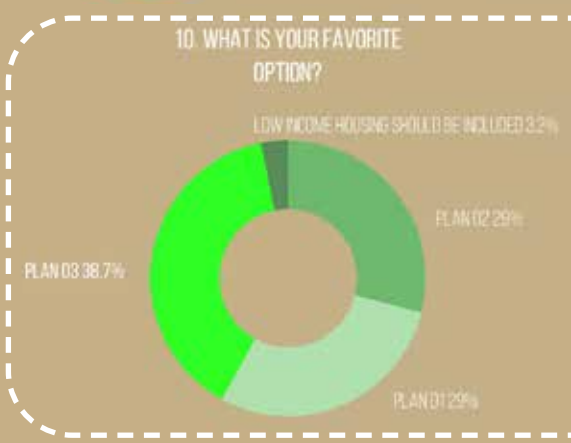
Nightlife doesn't seem like a safe location on the water

Seems like the focus is more towards nightlife and new housing and not drawing in the community. tourism is second.

6. IS THIS "PLAN" FOR ST. GEORGE SUCCESSFUL?

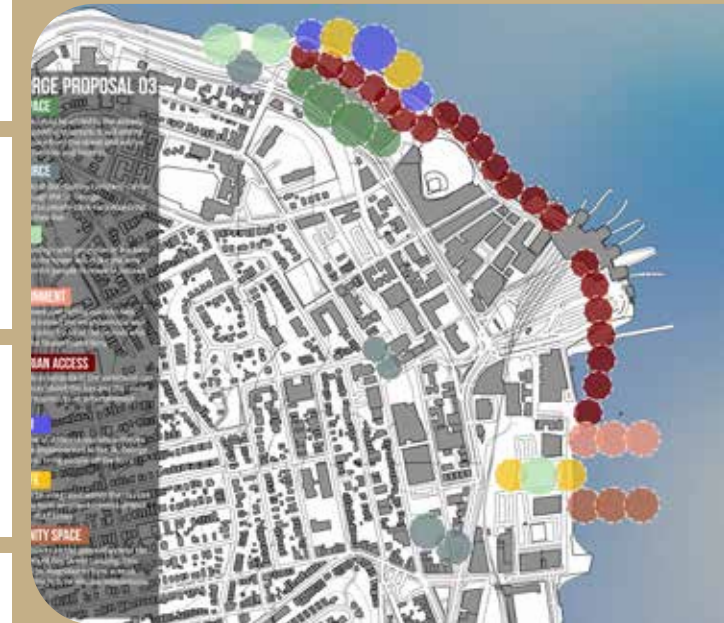


IS THERE A NEED MISSING? THOUGHTS?



A clear majority voted for the 3rd master plan option to be implemented, but testimonial feedback reported that the others should still be incorporated moving forward.

MASTER PLAN 03 FEEDBACK



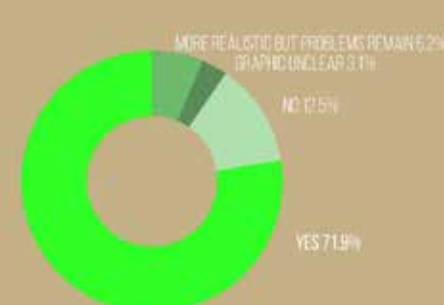
I don't understand how this place is lonely at night with that view.

More reasonable cost parking

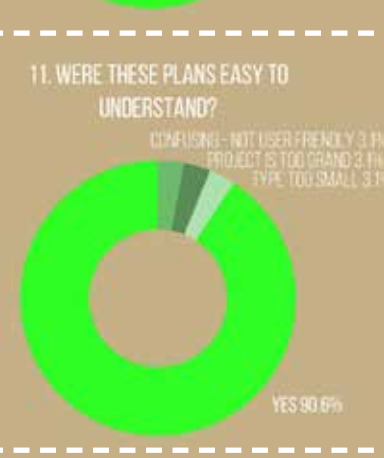
There needs to be more housing available.

Can the entertainment pier house Pete Davidson's ferry?

8. IS THIS "PLAN" FOR ST. GEORGE SUCCESSFUL?



IS THERE A NEED MISSING? THOUGHTS?



People who responded voted that they were easily able to understand the bubble diagram plans but noted that it was hard for them to imagine what the intervention would actually look like because the current survey was so conceptual.

INSTAGRAM SURVEY GOALS

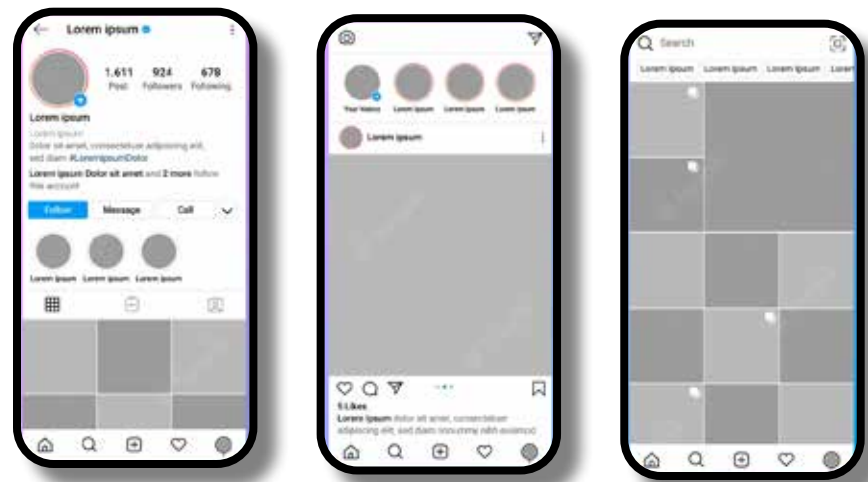


fig 25

- 01 Over-saturate followers feeds with proposal content to test immediate feedback response.**
Provide a multitude of stories with survey questions to study how users respond with a new platform. Survey questions still aided in continuing project progression and methodology.
- 02 Adapt the survey post to Instagram's culture.**
Instagram stories are completely different than a Facebook feed in terms of dimensions, attraction, and user tools. Stories must be succinct and direct so users keep "watching."
- 03 Test how users respond to survey questions with less time.**
Instagram stories last only 15 seconds and are posted on the platform for 24 hours. This new constraint gives users less time to deliberate their answer. It is considered a more "gut" reaction to the content.
- 04 Understand responder's "limits" to survey length.**
One of the benefits of a rapid response survey is that you can fit more "questions," and in this case, "stories." This survey experiment will track how long users' attentions are captured by the rapid-fire questions.

RESEARCH METHODS: QUICK DESIGN DECISIONS

"just quick taps and even faster design decisions"

The third attempt to convince feedback from social media users required a switch in platform. Instagram, another platform run by meta, was chosen based on personal data like followers and previous interaction numbers. The switch was helpful because the insight report is within the same data servers since both the Instagram and Facebook apps are run under the same umbrella of "Meta."

Instagram stories were created with quick "true or false" style questions. Users who viewed the story only had one choice to make. This decreased the required action needed to complete the survey. No external links were needed to answer these questions and the results were instant. The questions that follow ask a series of opinions on whether or not certain architectural elements would be more preferable to include within the potential project proposal in the testbed. These stories stayed posted for 24 hours before the insight report was gathered.

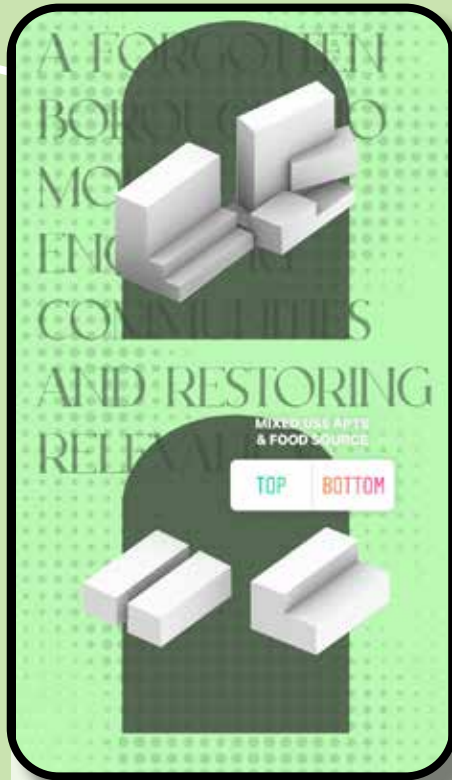


fig 26

Time elapsed and live engagement are 2 key features of the Instagram story. Using both of these icons, you can see which profiles most frequently and rarely interact with your story and gather responses.

INSTAGRAM STORY SATURATION

Each Instagram story was created using both Photoshop and the Instagram creator tools in order to feature live voting of story viewer preferences. The thesis is experimenting with an even more rapid decision making process for the community since the proposal has progressed.



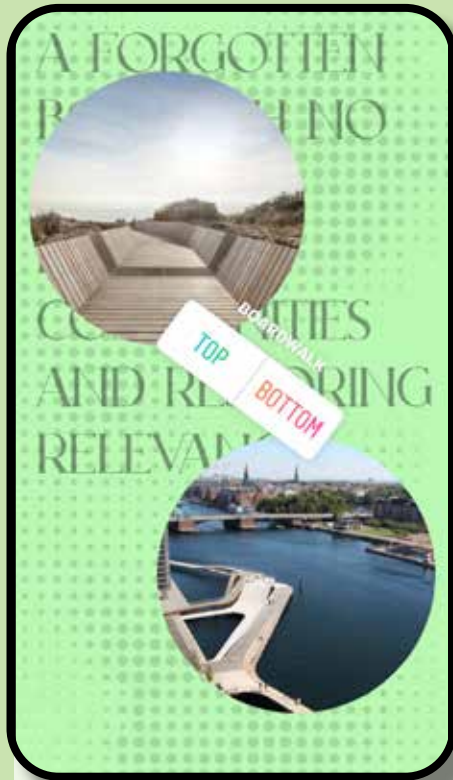
Potential Building Form:
 Top Option: 28%
 Bottom Option: 72%
 Impressions: 1,191 Accounts

Potential Lightrail Station:
 Top Option: 21%
 Bottom Option: 79%
 Impressions: 1,026 Accounts
 Exited: 165



Potential Waterfront Park:
 Top Option: 79%
 Bottom Option: 21%
 Impressions: 977 Accounts
 Exited: 49

Potential Pier:
 Top Option: 71%
 Bottom Option: 29%
 Impressions: 935 Accounts
 Exited: 42



Potential Boardwalk:
 Top Option: 47%
 Bottom Option: 53%
 Impressions: 892 Accounts
 Exited: 43

Potential Building Enclosure:
 Top Option: 42%
 Bottom Option: 58%
 Impressions: 831 Accounts
 Exited: 61



Potential Apartment Complex:
 Top Option: 62%
 Bottom Option: 38%
 Impressions: 818 Accounts
 Exited: 13

Potential Community Center:
 Top Option: 70%
 Bottom Option: 30%
 Impressions: 797 Accounts
 Exited: 21



Overview of Insights:
 - accounts reached: 1,191
 - content interactions: 254
 - impressions: 784
 - replies: 2
 - shares: 0
 - forward: 732
 - back: 114
 - exited: 77
 - next story: 30
 - follows: 0

fig 27

fig 27

POSSIBLE COMMUNITY
OUTREACH LETTER COMMIT
ALTERNATELY ENOUGH
TRACK CREATION

CONCEPTUAL DESIGN SCHEMATIC DESIGN DESIGN DEVELOPMENT CONSTRUCTION DOCUMENTS PRESENTATION

IN PERSON MEETING ONLY LAST
FOR A LIMITED AMOUNT OF TIME &
DON'T NORMALLY HAVE A LOT
OF PEOPLE ATTEND

SURVEY 03 GOALS

01

Build Upon the Progress and Design Decisions Made in Survey 02
Present findings from users gleaned in Survey 02 to establish a current foundation for design. Use this information to continue design phase.

02

Apply a More Literal Interpretation of Diagrams
Previously, all of the buildings and programs of the potential project were all circles and conceptual shapes. In Survey 03, literal building footprints will be introduced based on prior feedback.

03

Gauge How "Outside Voices" Comprehend Traditional Architecture Graphics
Survey 02 asked responders what kind of drawings they would like to see as a final outcome. Survey 03 is tasked with presenting those drawings and seeing if they are easily read.

04

Asses User Fatigue and Survey Taking Process Feasibility
The third survey is meant to examine how many people are still engaged with the design process, the current stage of the St. George proposal, and whether or not this process can be applicable in actuality.

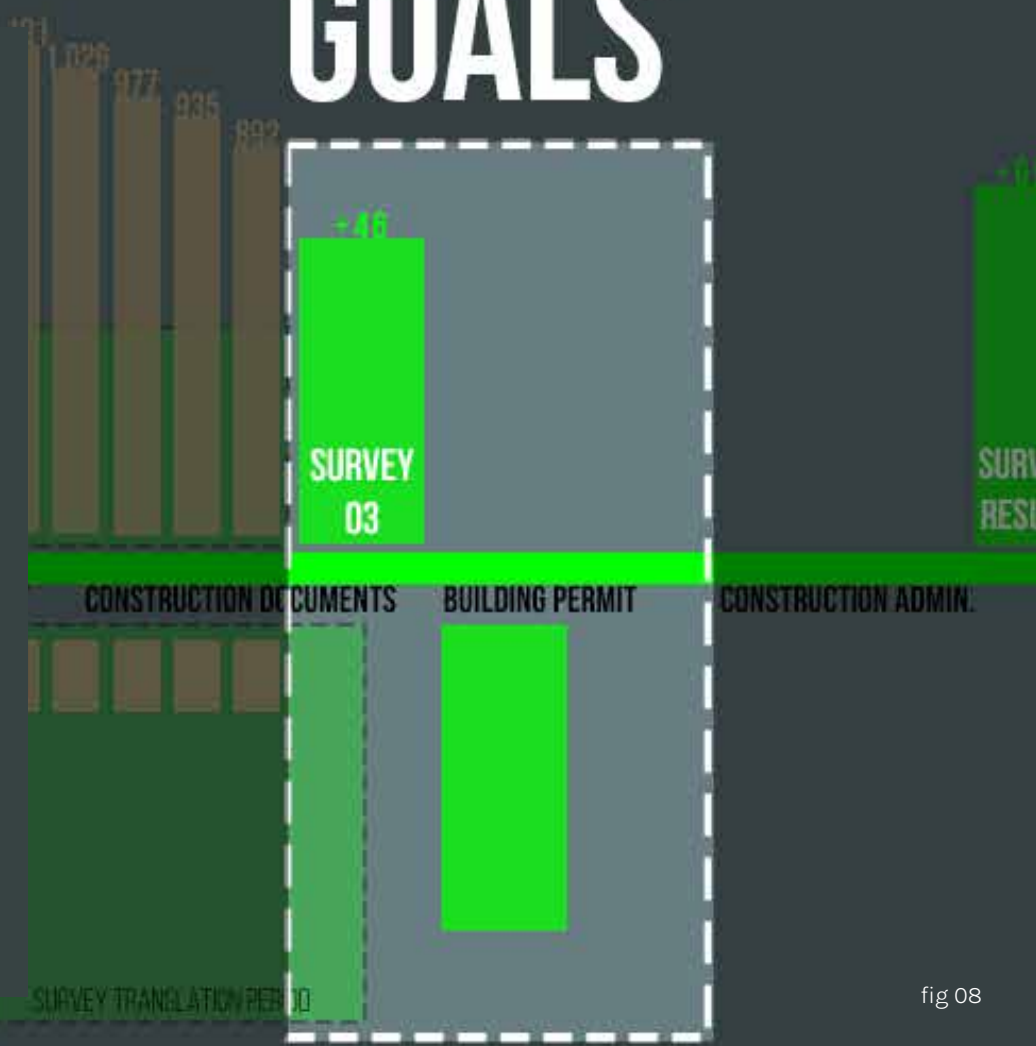


fig 08

RESEARCH METHODS: SURVEY 03

“final survey brought to you by your own opinions”

The final survey was sent out in the same manner and method as the past two. It aimed to give the responders a complete picture of the project that their answers assisted in creating. As this was the last chance that users had to interact with the proposal before the thesis was complete, it was important to present all of the options and clearly link their origins back to the first questions asked in the original survey. This attempted to provide a wholistic idea as to what a potential testbed project would look like before continuing to the construction document phase.

One consideration was time. Because of upcoming presentation and holiday schedules, this survey was posted twice. These times were chosen based on previous forecasts of when social media users are most likely to be on their phones during a holiday weekend. This forecast was needed to get the same quality results as before.

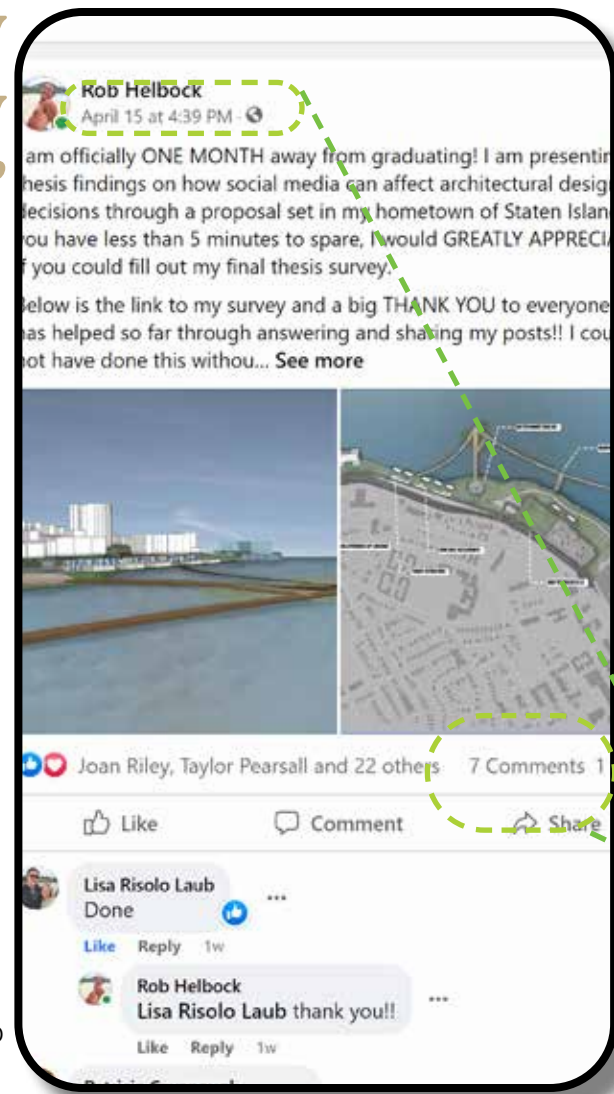


fig 28

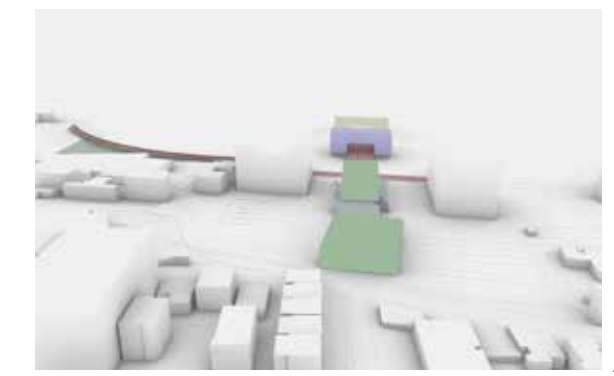


fig 29

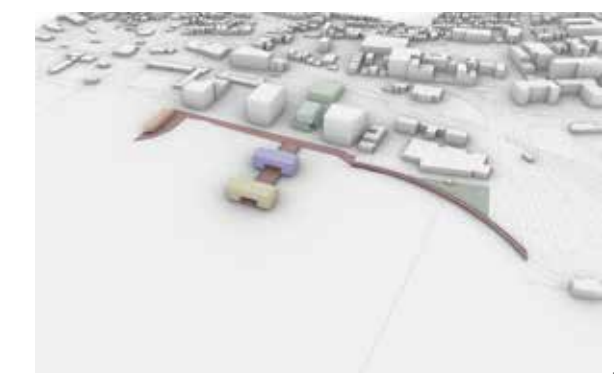


fig 29

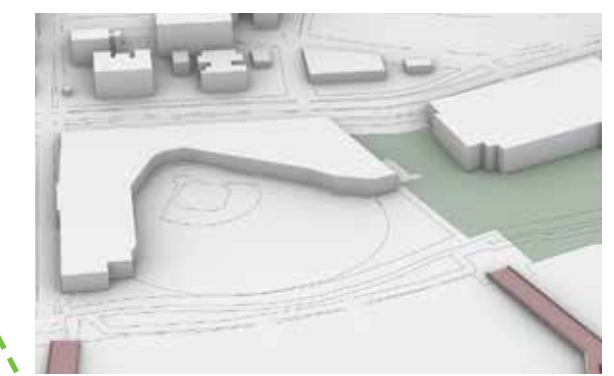


fig 29

Certain factors like time and the affect of a personal request were taken into account in order to gather responses. Similar language and format were used.

SURVEY 03 QUESTIONS

01 How did you find out about this survey?
 - fellow staten islander - friends with rob
 - interested in architecture - fellow architect/designer
 - other

02 Are you involved in the architecture/building design community?
 - yes
 - no



03 On a scale from 1-5, how understandable is this "plan"?
 - 1
 - 2
 - 3
 - 4
 - 5

04 Does this graphic style provide a comprehensive understanding of the proposal?
 - yes
 - no
 - other

05 Suggested ways to improve the graphics and overall proposal?
 - short answer response



06 On a scale from 1-5, how understandable is this "plan"?
 - 1
 - 2
 - 3
 - 4
 - 5

07 Does this graphic style provide a comprehensive understanding of the proposal?
 - yes
 - no
 - other

08 Suggested ways to improve the graphics and overall proposal?
 - short answer response

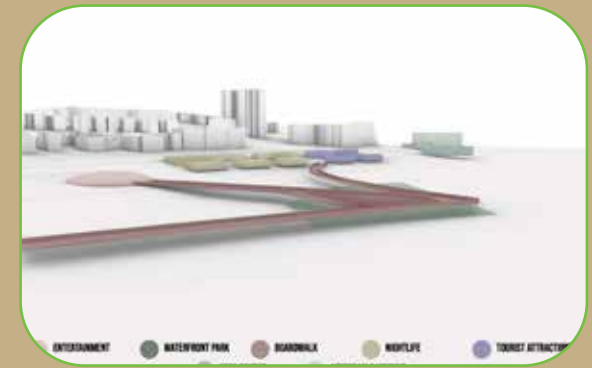


09 On a scale from 1-5, how understandable are these drawings?
 - 1
 - 2
 - 3
 - 4
 - 5



12 On a scale from 1-5, how understandable are these drawings?
 - 1
 - 2
 - 3
 - 4
 - 5

15 Which graphic style provided the best overall understanding of the proposed project?
 - graphic 01- google map plan
 - graphic 02- plan with textures
 - graphic 03- black and white perspectives



10 Does this graphic style provide a comprehensive understanding of the proposal?
 - yes
 - no
 - other

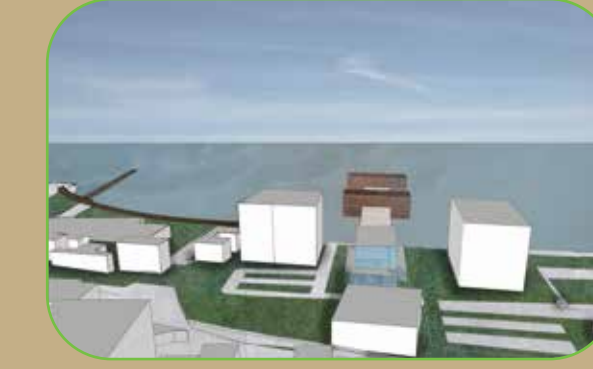


13 Does this graphic style provide a comprehensive understanding of the proposal?
 - yes
 - no
 - other

16 What aspect of these drawings offered a better understanding of the proposal?
 - Labels
 - including context of surroundings
 - realistic colors/textures applied
 - color coding keys



11 Suggested ways to improve the graphics and overall proposal?
 - short answer response



14 Suggested ways to improve the graphics and overall proposal?
 - short answer

17 Hypothetically, how willing would you be to take more surveys in order to curate the design of a building in your community?
 - not willing
 - very willing

SURVEY 03 RESULTS IDENTIFIED



03. ON A SCALE FROM 1-5, HOW UNDERSTANDABLE IS THIS "PLAN"?



add a feature where you click on a number and get a summary/

will these plans be completed in phases? Include a timeline.

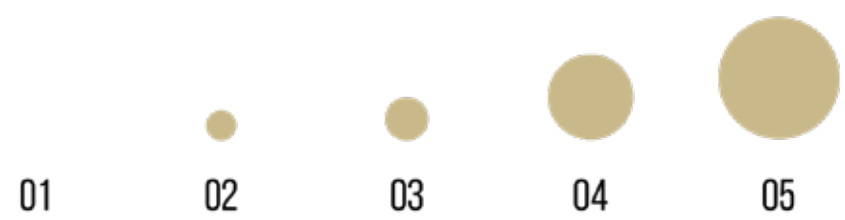
include close up 3d graphics/ renders/ sketches of the bldgs.

street views in addition to birds eye view

color coding by typology



06. ON A SCALE FROM 1-5, HOW UNDERSTANDABLE IS THIS "PLAN"?



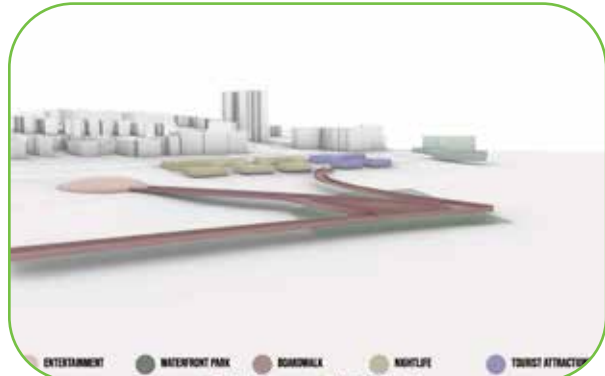
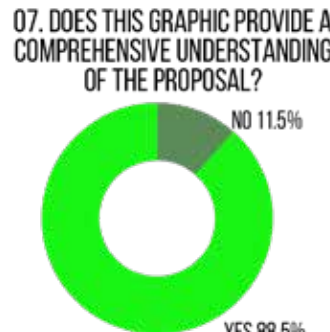
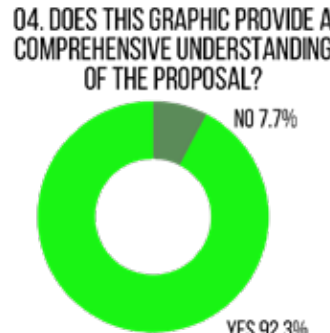
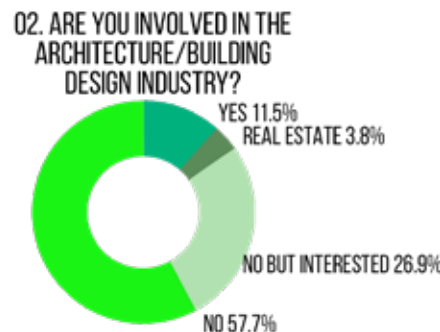
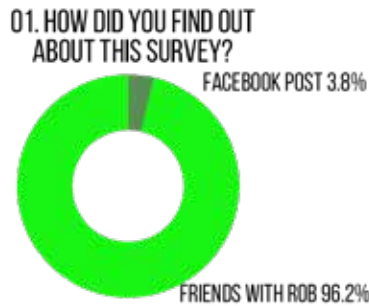
explain the different views between the different graphics

more description of location instead of just an arrow

get all aspects on one side with an overall view on the other

include more street levels to understand what we would see

how do current landmarks respect one another?



use greens that contrast with each other more

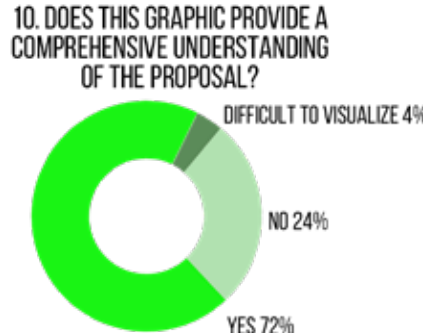
love the 3d view but need more labels to identify buildings

colors are hard to see for people who don't have good vision

water as a different color, it currently reads like land

combine this with graphic 01

09. ON A SCALE FROM 1-5, HOW UNDERSTANDABLE ARE THESE DRAWINGS?



none. love this.

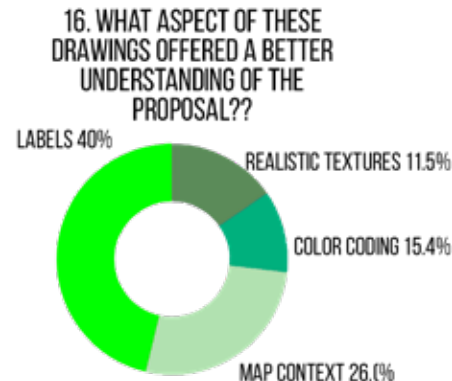
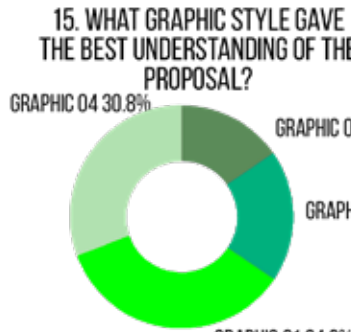
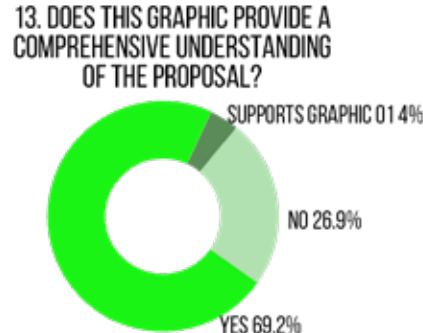
label the buildings for what they will be

i like how it visually shows what would be there

it's a great visual to see, but would love to see more labels

couple this with the same type of aerial view to understand

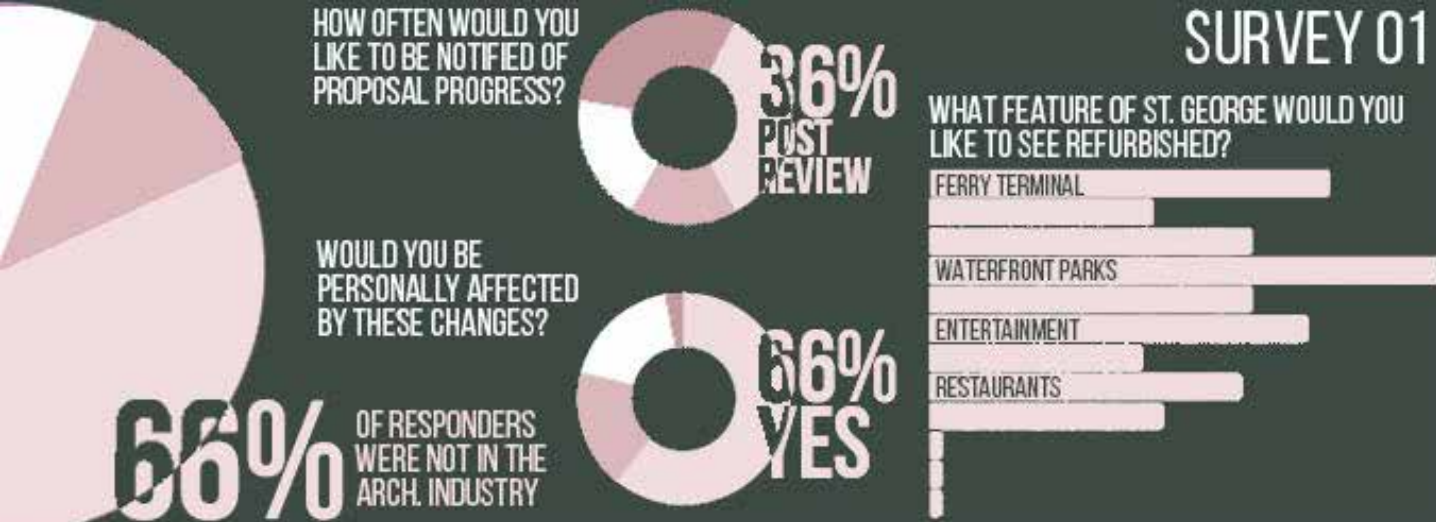
12. ON A SCALE FROM 1-5, HOW UNDERSTANDABLE ARE THESE DRAWINGS?



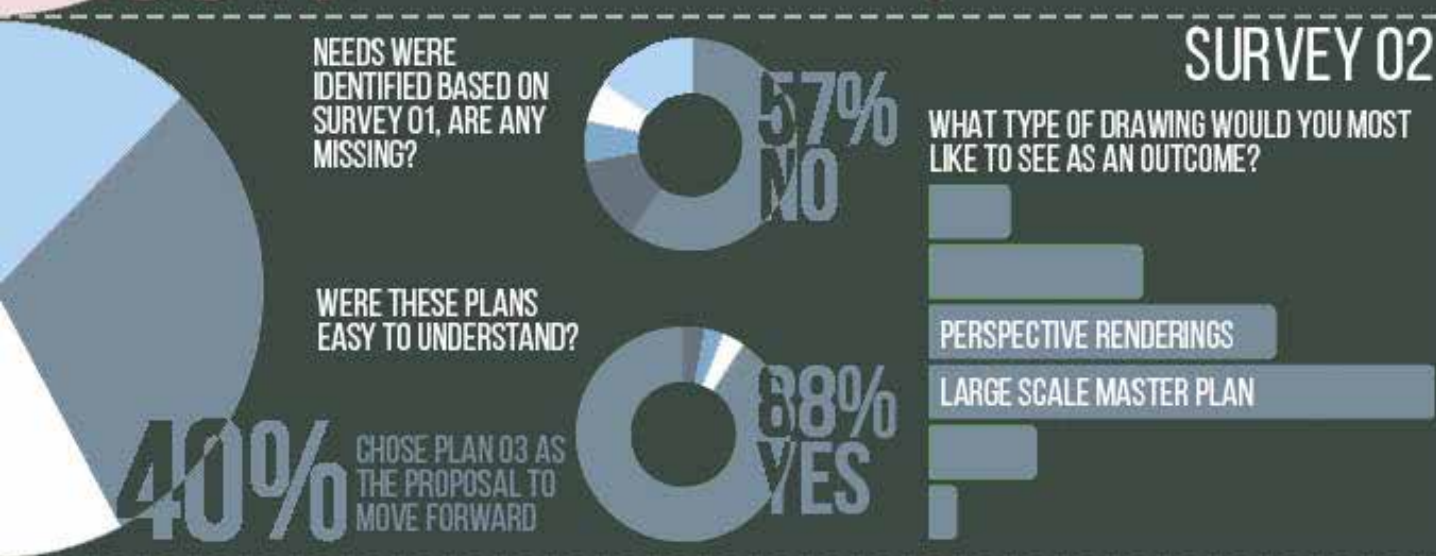
17. ARE YOU WILLING TO TAKE MORE SURVEYS TO CURATE A PROJECT IN YOUR COMMUNITY?



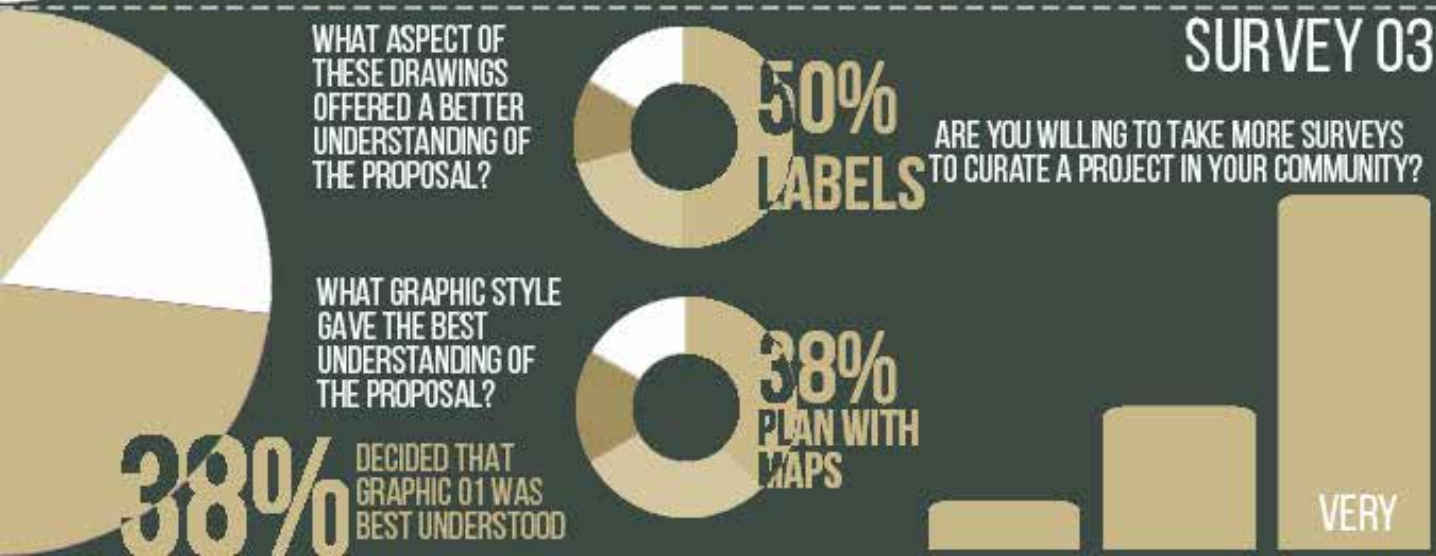
SUMMARY OF SURVEY FINDINGS



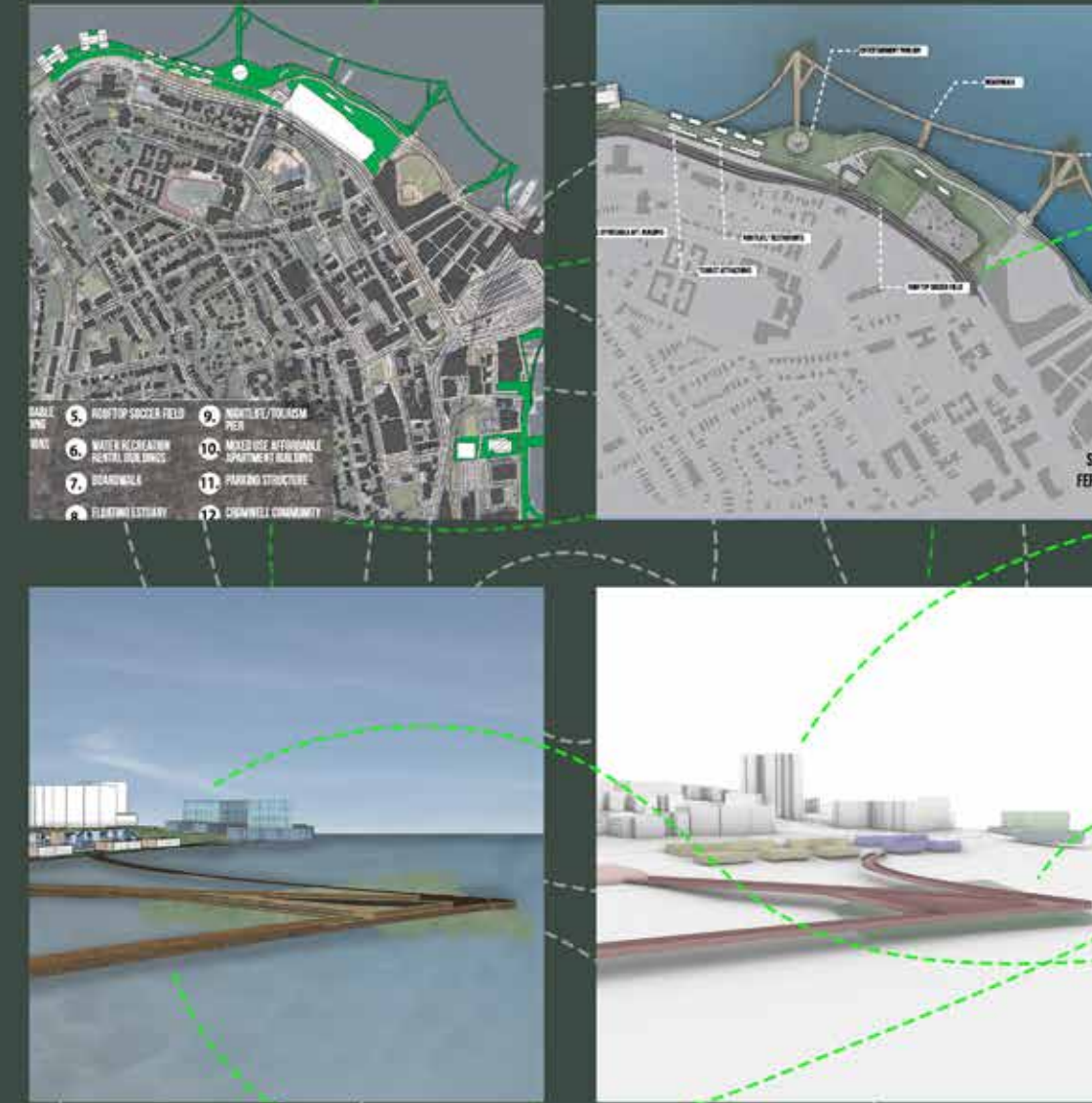
Needs, Schedule, and Ideal Audience Gathered
 Survey 01 revealed that it was reaching people outside of the architecture industry who would be directly affected by the proposed changes to the St. George testbed. Then, the personal needs and inside opinions of the stated audience were brought to light in order to start the design process.



Needs Were Translated and Conventional Outcomes Outlined
 Survey 02 only built up the foundational information laid out by Survey 01. The needs identified were drawn out through a combination of diagram that was debated by survey responders. From this survey, an overall urban strategy was laid out along with the graphic means by which it will be presented.



Visual Grasp of Image and Design Phase Completed
 Survey 03 uncovered the comprehension level of those "outside voices" in how they understood the more traditional architectural drawings presented in the questionnaire. At this point in the design process, building footprints were established and a potential firm could take the survey findings and start to create a design development set of documents.



Even as the proposal edges closer and closer to a territory where architects take over, it is still important that the needs and opinions of the community are included. Above is a graphic illustrating how comments and critiques can still be applied to both the proposal presentation style and its overall arrangement.

- BE ABLE TO CLICK ON EACH NUMBER AND HAVE A SHORT AND EFFECTIVE SUMMARY PLAN FOR EACH PROJECT.
- MORE DETAIL OF THE PROPOSED AREAS AND A TIMELINE TO COMPLETION FOR EACH AREA WOULD BE HELPFUL. ARE THESE COMPLETED IN PHASES?
- COLOR CODING BY TYPOLOGY IS THERE A TIME LINE FOR THESE NUMBERED SECTIONS? WILL THEY BE COMPLETED IN PHASES?
- LARGER FONTS, MORE INFORMATION ABOUT LOCATION INSTEAD OF AN ARROW
- WOULD BE HELPFUL TO SEE WHICH NUMBERS ARE PLANNED TO BE COMPLETED AND WHEN.
- EXPLAIN THE DIFFERENT VIEWS BETWEEN THE GRAPHICS FOR 02. SAME FEEDBACK ON STREET LEVEL VIEWS
- LARGER FONTS, IMAGES OF PROPOSED STRUCTURES
- WATER AS DIFFERENT COLOR (GRAY/BLUE), CURRENTLY READS LIKE LAND
- GRAPHIC #1 ALONG WITH AN ELEVATION GRAPHIC WOULD GIVE A MORE COMPLETE UNDERSTANDING OF THE PROPOSAL.
- AERIAL VIEW WOULD BE EASIER TO UNDERSTAND
- YOU COULD LABEL EXISTING PLACES SO PEOPLE HAVE A REFERENCE OF WHERE NEW THINGS WILL GO.
- I FEEL LIKE YOU DON'T GET THE WHOLE PICTURE, AND IF SOMEONE IS COLOR BLIND OR JUST DOESN'T HAVE GOOD EYE SITE THOSE COLORS ARE HARD TO SEE
- STREET VIEWS IN ADDITION TO BIRDS EYE VIEW
- USE DIFFERENT COLORS OTHER THEN SHADES OF GREEN
- INCLUDE CLOSEUP/3D GRAPHICS/RENDERINGS/SKETCHES OF THE DIFFERENT ITEMS (I.E. YOUR VISION FOR WHAT THE NIGHTLIFE AND ROOFTOP SOCCER FIELD WILL LOOK LIKE)
- LOVE THE 3D VIEW BUT MORE CLEAR LABELS, LOOKING AT IT ON A PHONE SO HARD TO SEE COLOR DIFFERENCE.
- USE GREENS THAT CONTRAST WITH EACH OTHER MORE. 3 DIFFERENT ANGLES WITHOUT LABELING THEM IS CONFUSING.
- GRAPHIC 1 COMBINED WITH GRAPHIC 4 USING THE NUMBER COORDINATES FROM GRAPHIC 1 WOULD GIVE THE MOST COMPLETE UNDERSTANDING OF THE PROPOSAL.
- N/A

So what?

While the first and second surveys allowed the investigation to identify the needs of the testbed community, the Instagram stories shed a light on new elements of the immediate-feedback aspect of participatory design. This is the proposed key that can be integrated within the traditional architectural process. Through Instagram stories, this thesis used a shorter method of gathering data in order to cast a wider net of profiles who would participate. Additionally, the creator insight report gathered by Instagram provided a story-by-story number of users who were engaged, viewed, and/or voted on the simple pole provided.

The posting of the stories was an attempt to appease the shorter attention spans that accounts viewing an Instagram story tend to have. Since stories only last on average 15 seconds, accounts might feel obligated to answer the question for the account they followed and are aware that the question will only be posed for a certain amount of time. It gives off the sense that the poll is less serious and requires less effort. Given that fact, more people tend to vote on Instagram stories than having to click through a Google survey link off of a Facebook post. Thus, a wider network of profiles and a greater amount of answers were collected through this investigation. This data can directly be used towards the programmatic and aesthetic aspects of the St. George architectural intervention.

Paired with the interwoven stories, the third survey offers even more vision for the proposal using the opinions gathered previously. The drawings and depictions of the testbed project are more concrete and can provide more information for the architectural firm that would potentially build it. Each survey, story, post, and vote offers more insight and establishes trust in the line of communication between designer and user.

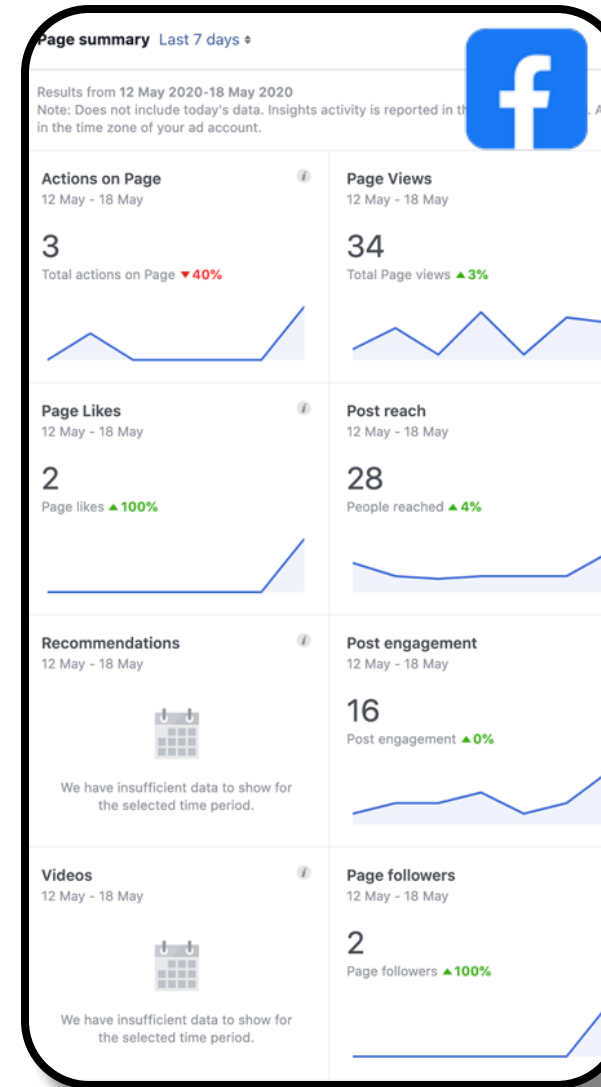


fig 34

INSTAGRAM VS. FACEBOOK; LIKES VS. LIKES

When all is said and done, how can we apply this information gathered?

For the exclusive use of this survey, the insights can be applied to the approval or rejection of design proposals posed to a community. The amount of accounts reached compared to the amount that interact with the survey sets up an observation as to whether or not a post was successful in engaging user feedback. Thus, the design of the post or the proposal itself should be adjusted in order to capture a greater reaction from followers.

Facebook and Instagram both rely on profile actions in order to figure out what the users are interested in. When insights are gathered from Facebook, a lot has to do with the written out description of the content posted. When looking back on Facebook reception, an architectural proposal is aided more from the written reviews or language used to outline the proposal. On Instagram, the reactions are more of a quick reflex that can be curated adversely. In this way, smaller details and minor adjustments to a project that need feedback would be best posted on this platform. Additionally, it would bode well for a firm's project if the positive reactions manufactured design updates that fit into an aesthetically pleasing grid on their profile.

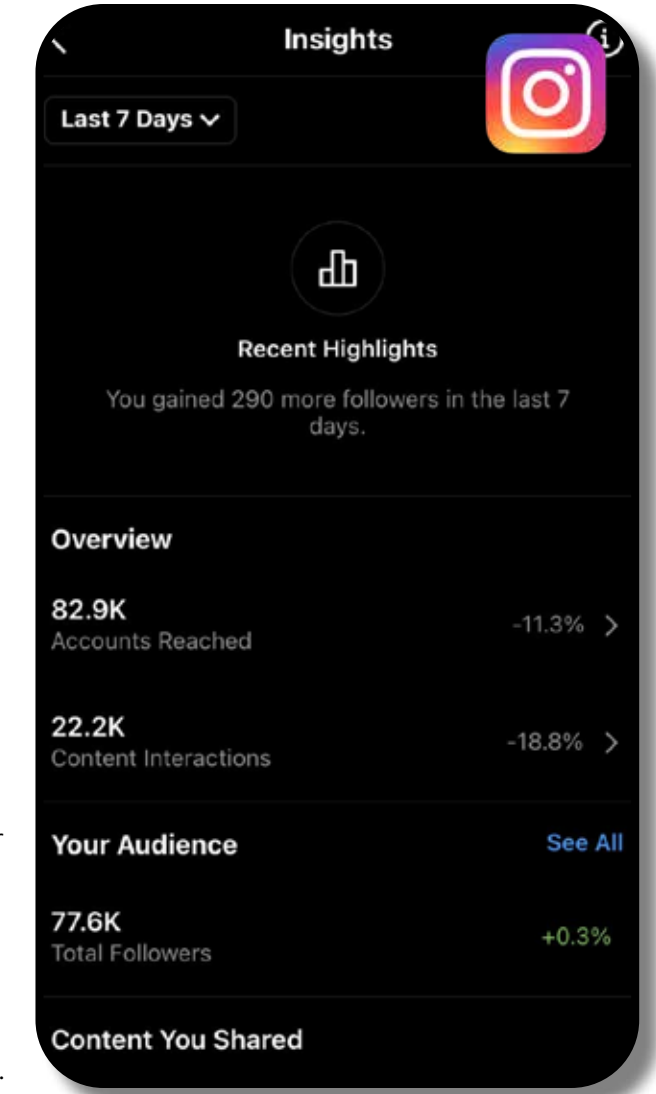


fig 35

DATA COLLECTION VS. PROJECT PROGRESS

DATA COLLECTION

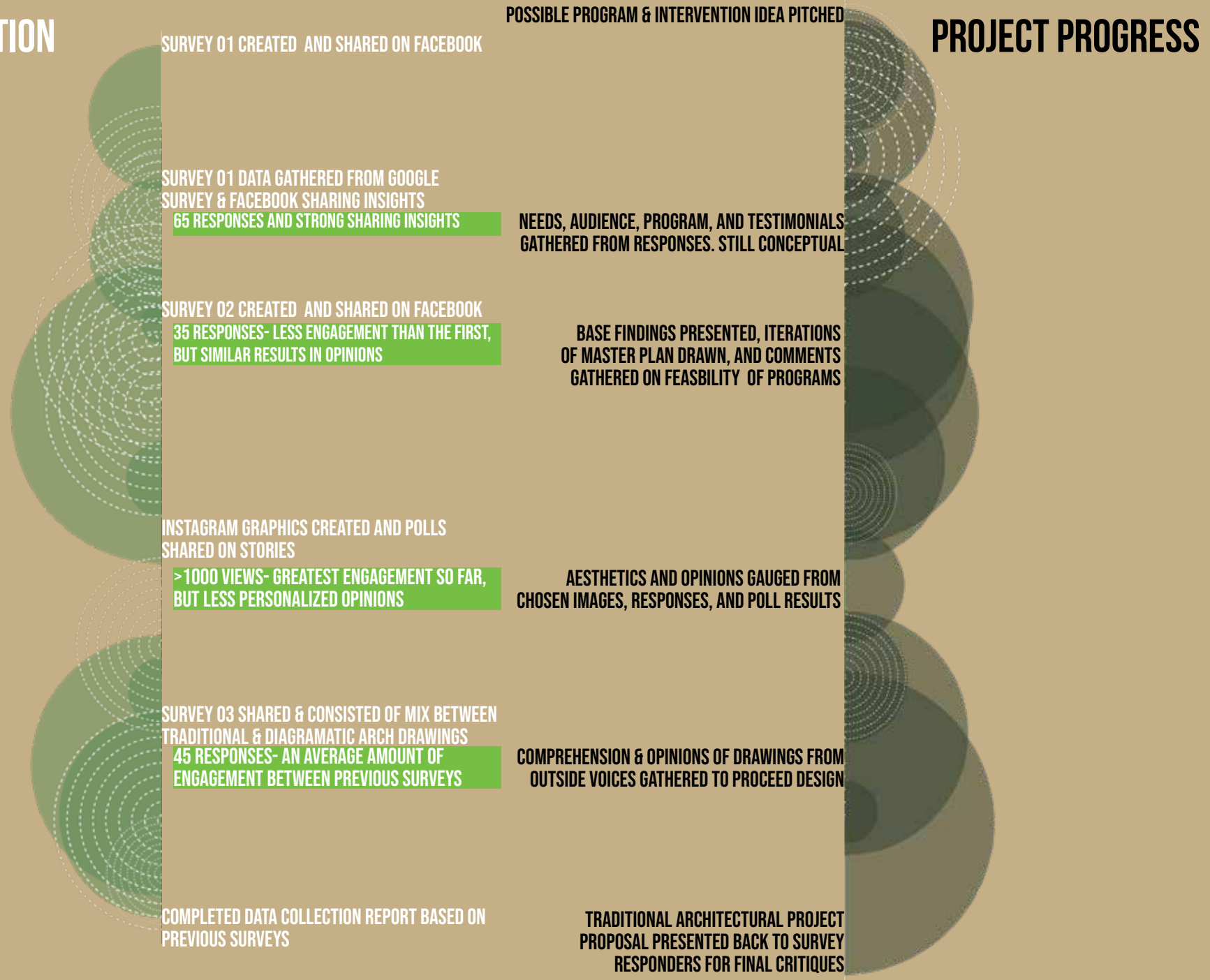


fig 36

HOW DESIGN DECISIONS WERE AFFECTED

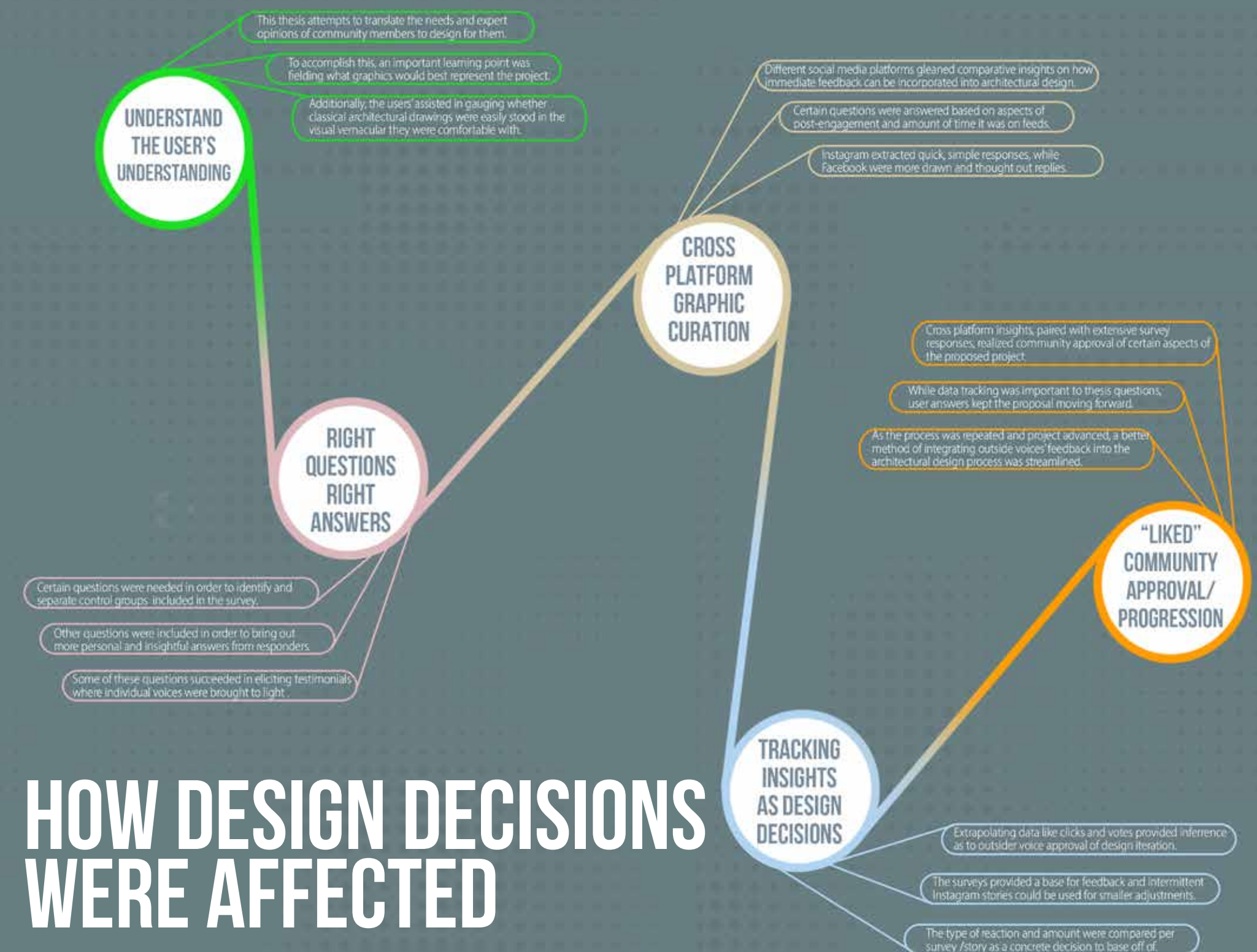


fig 37

COUNTER ARGUMENTS

“Waste of Time in the Design Process”

01

As shown in the timelines provided by this thesis, the posts are released once and can be looked over at any time during the design process when needed. That way, architects can go back to review insights and engagement numbers when faced with a design decision.

“Not Cost Effective”

02

Facebook and Instagram business accounts that track reactions are free for all to use. Architects actually have a leg up in this realm of data sharing because of our educational training in Photoshop, Illustrator and translating public speaking methods into proposals.

“May Not Be Applicable”

03

It is noted that the traditional architecture training has instilled a god-complex in emerging graduates. While there are certain facets of information that are more pertinent coming from an architect, all buildings should be shared with those who are going to be affected by and use it the most.

“Architects Don’t Know How to Use Social Media”

04

It is time to learn. One of the most important principles of architecture and how it has survived for thousands of years is that it is adaptable. When new challenges arise, architects find a way to conquer them. Social Media is the next challenge that may not be a physical obstacle, but should be mastered nonetheless.

THE END...

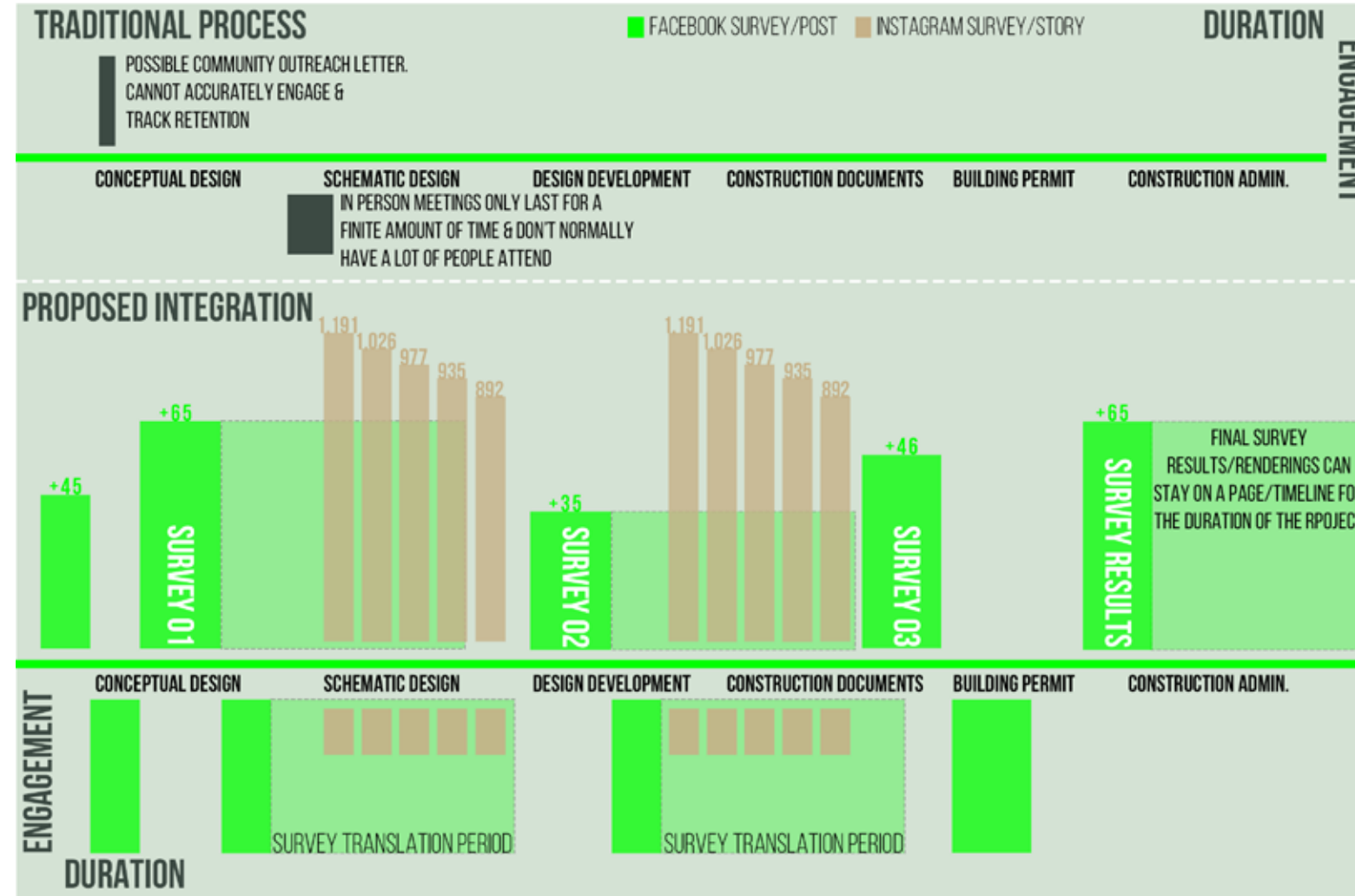
The conclusion of this thesis only comes because the researched proposal was put into action on a project. The incorporated of this integrated design method can continue in any project within the built environment through the final checklist and occupation phase. Survey questions and design can be tweaked to comply with the current stage of design, but the benefits and trust created with the community are still there. This thesis is grounded in the current version of the architecture industry but looks a future that is more inclusive and a little bit more social.

OR IS IT?

VISUALS APPENDIX

A FORGOTTEN BOROUGH NO MORE; ENGAGING COMMUNITIES AND RESTORING RELEVANCY

Community input has long been an overlooked factor within the traditional architectural process. This thesis tests a potential design workflow that directly integrates active feedback from people who aren't normally included within the traditional architectural industry. The aim is to weave a field of open inquiry through social media for feedback within a modified design process. A testbed was chosen where there is a disconnect between outside designers and the local community. In order to bridge this gap, a potential project was introduced that strives to restore the neighborhood's once-positive notoriety and physical landscape. Additionally, a series of surveys were shared on social media to gather feedback and testimonies from people within this area. Their insights and opinions were utilized in the progress of the potential proposal as external experts. In doing so, this thesis attempts to fully investigate how a more integrated form of participatory design can have a positive impact.



DATA COLLECTION PROJECT PROGRESSION

Feedback is only generated when a "reaction" is incited which is directly correlated to overall survey interest.

As each survey is released, one path is more user-focused and the other is geared towards compiling design decision data.

Control questions are included in each survey so as to identify the audience and position the affected users.

Project proposal gets more and more visually adapted as more reactions and feedback are gathered from user profiles.

The designed content & social actions change as more surveys are released to capture attention spans.

Spatial diagrams evolve along the process as their comprehension is an important part of project development.

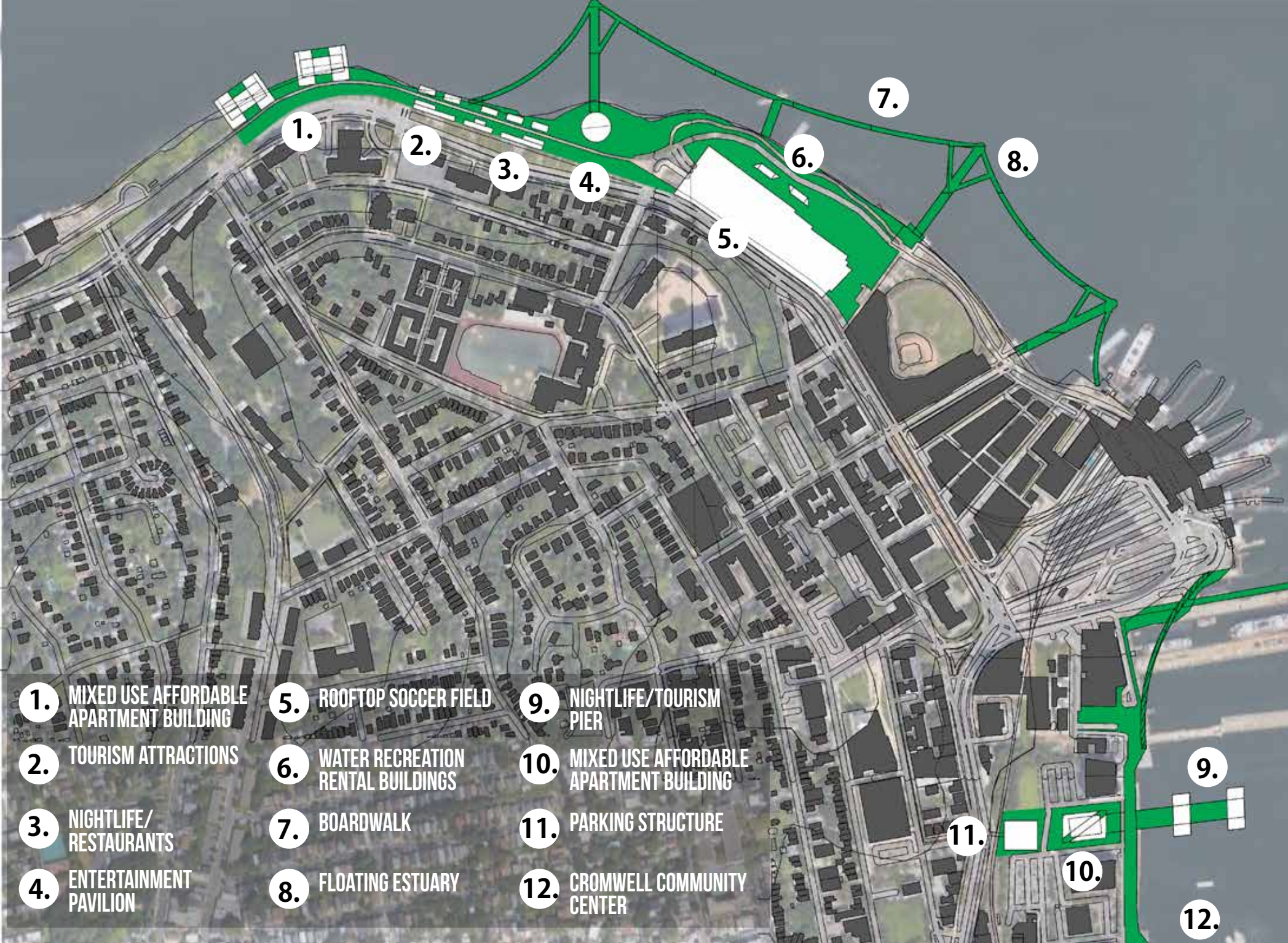
Testimonials evoke the voice of the community and are not normally included in the traditional design process.

Cross platform graphics are added and based on foundational data gathered from original surveys released.

LEARNING OUTCOMES:

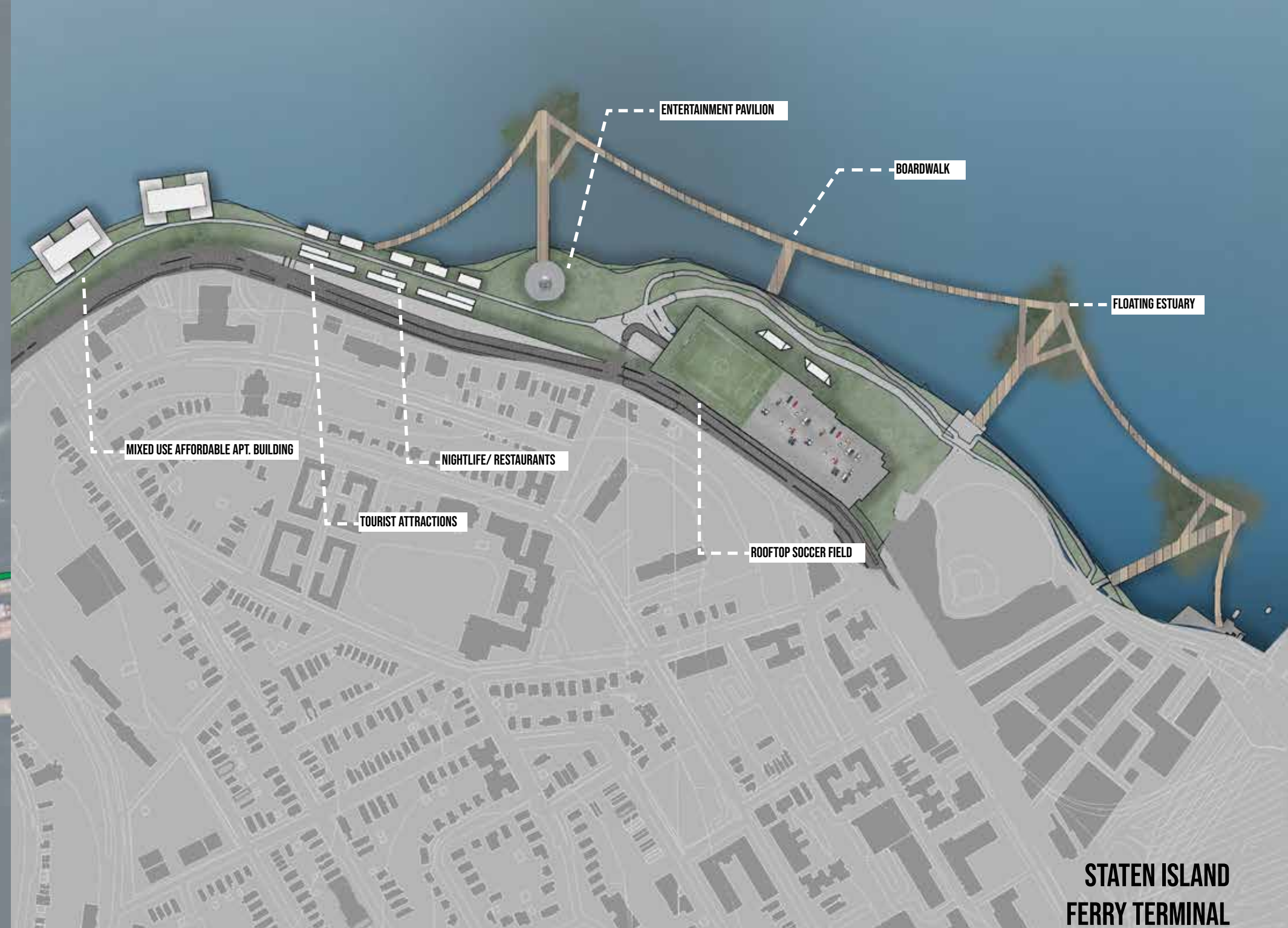
- UNDERSTAND THE USERS' UNDERSTANDING
- RIGHT QUESTIONS RIGHT ANSWERS
- CROSS PLATFORM GRAPHIC CURATION
- TRACKING INSIGHTS & DESIGN DECISIONS
- "LIKED" COMMUNITY APPROVAL/ PROGRESSION

fig 38



Graphic style 01 presented in Survey 03.

fig 40



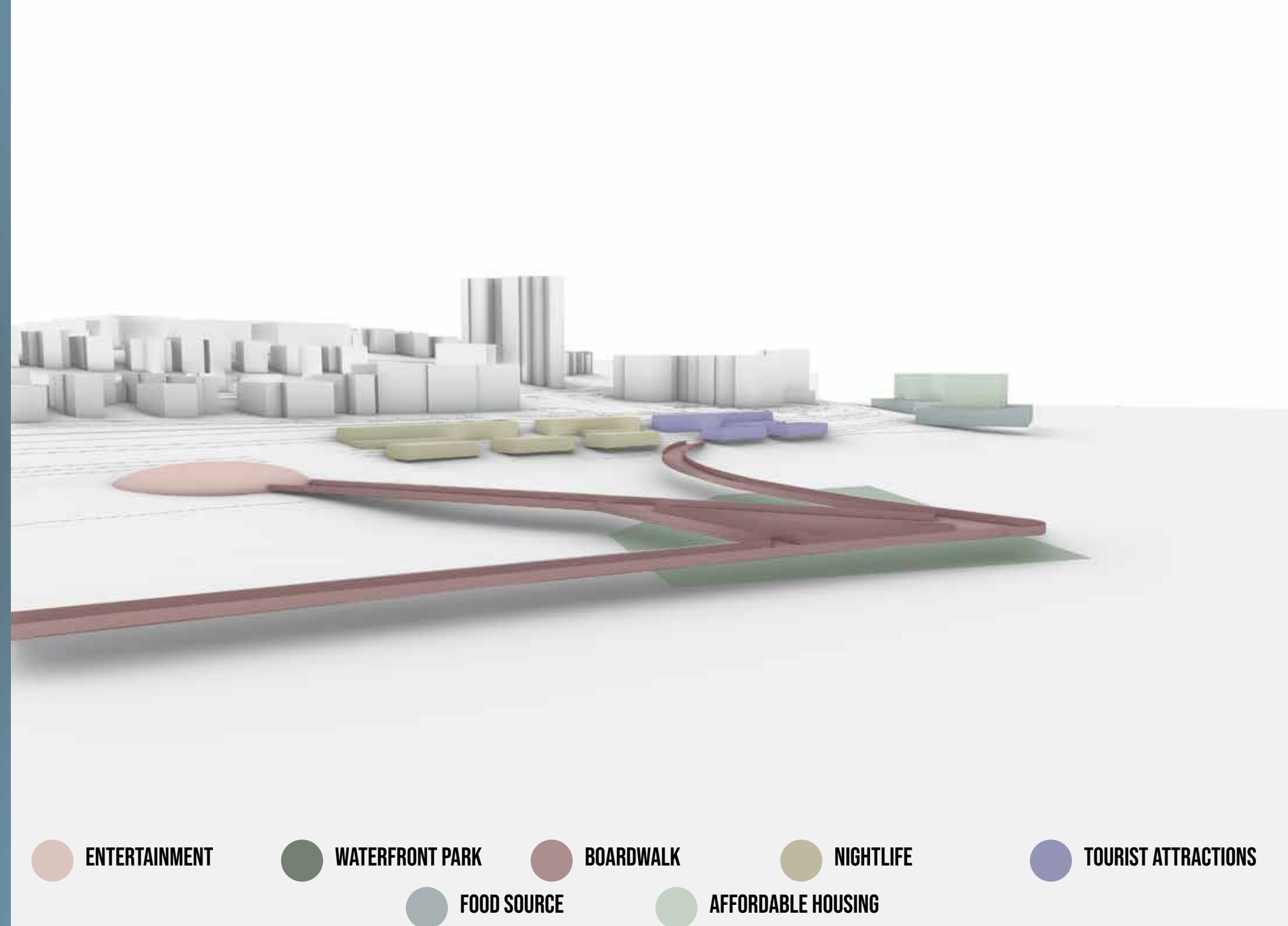
Graphic style 02 presented in Survey 03.

fig 41



Graphic style 02 presented in Survey 03.

fig 41`



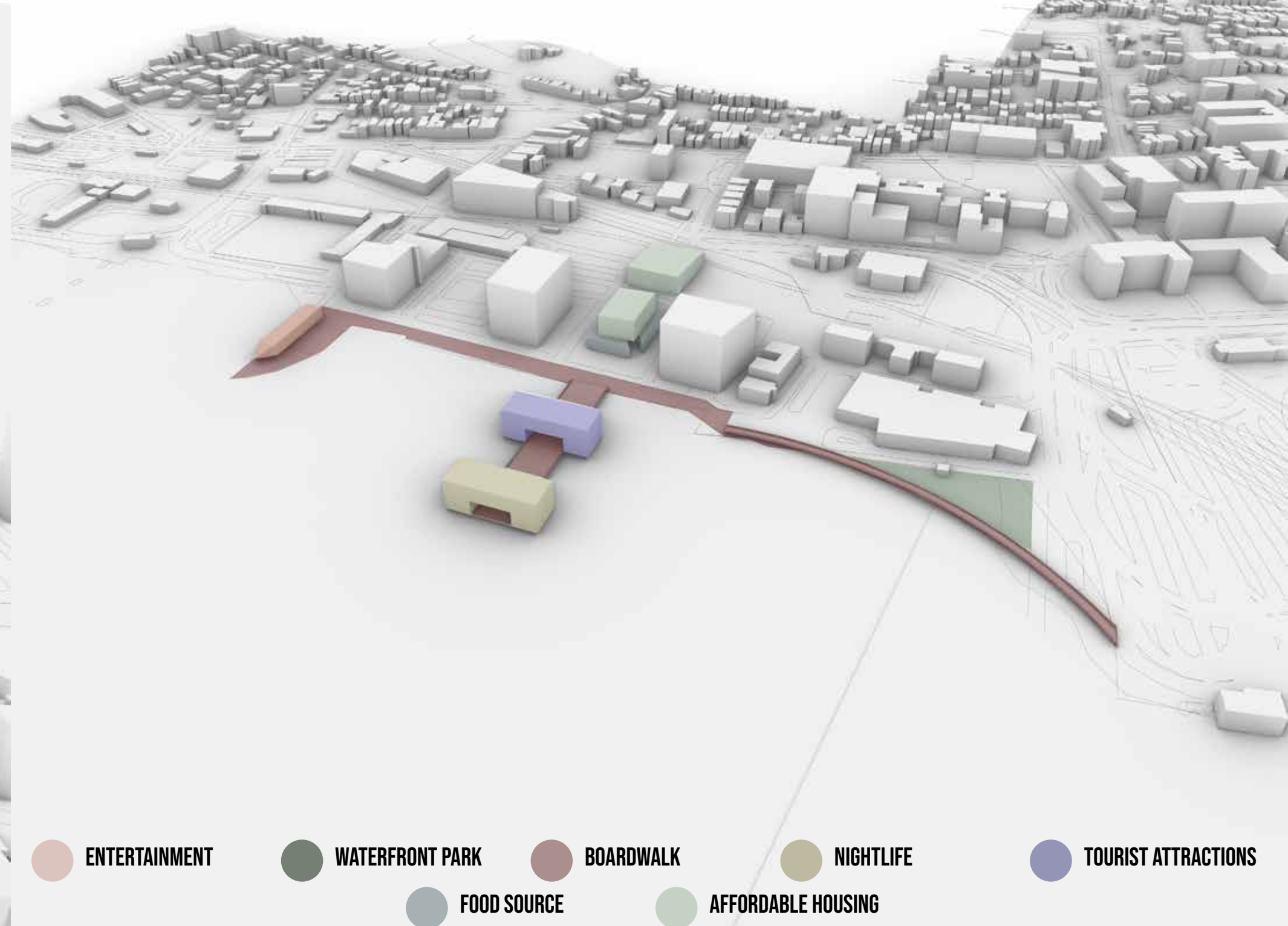
- ENTERTAINMENT
- WATERFRONT PARK
- BOARDWALK
- FOOD SOURCE
- AFFORDABLE HOUSING
- NIGHTLIFE
- TOURIST ATTRACTIONS

Graphic style 03 presented in Survey 03.

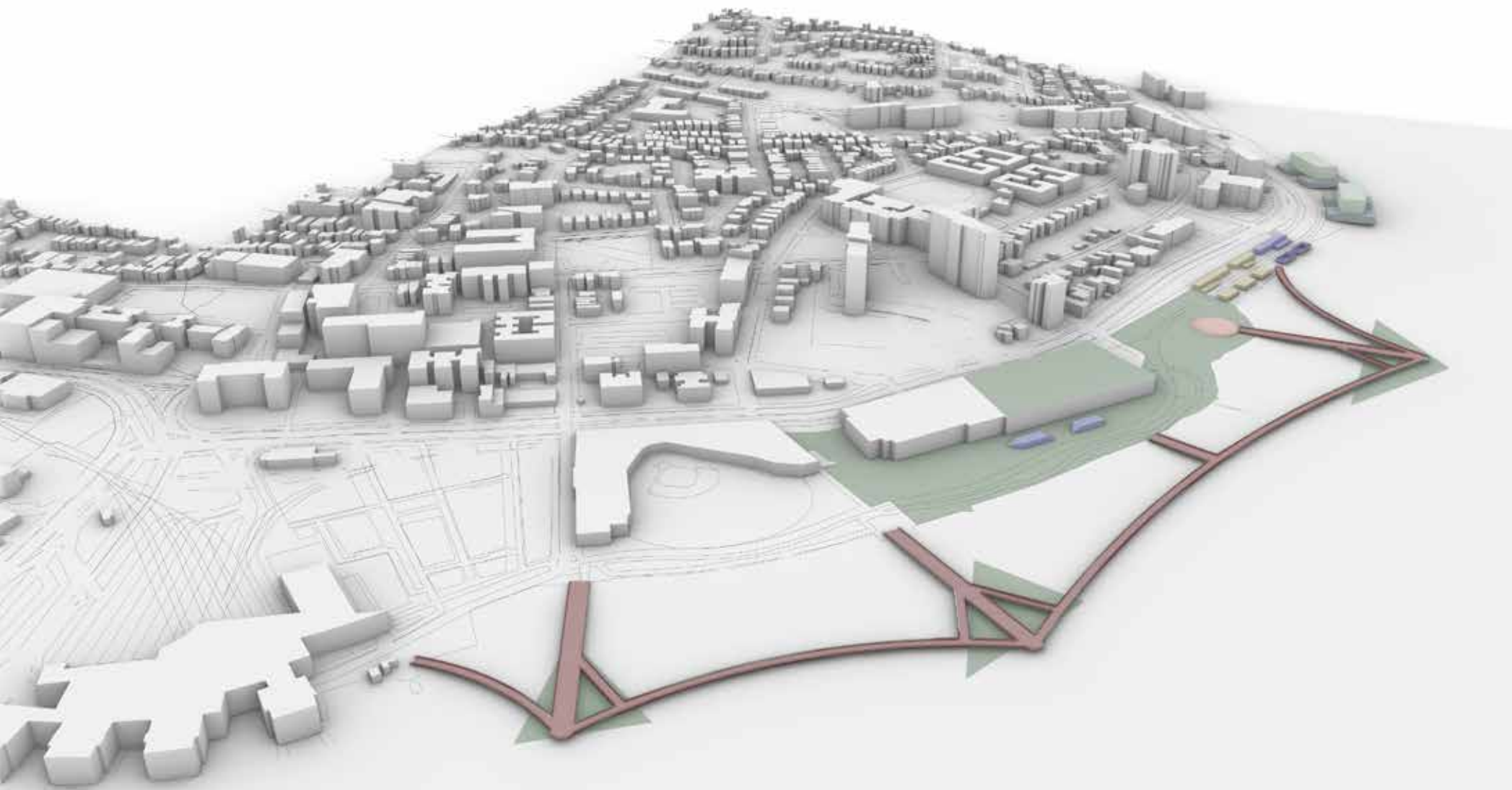
fig 42



Graphic style 04 presented in Survey 03.



Graphic style 03 presented in Survey 03.



- ENTERTAINMENT
- WATERFRONT PARK
- BOARDWALK
- NIGHTLIFE
- TOURIST ATTRACTIONS
- FOOD SOURCE
- AFFORDABLE HOUSING

Graphic style 03 presented in Survey 03.

fig 42



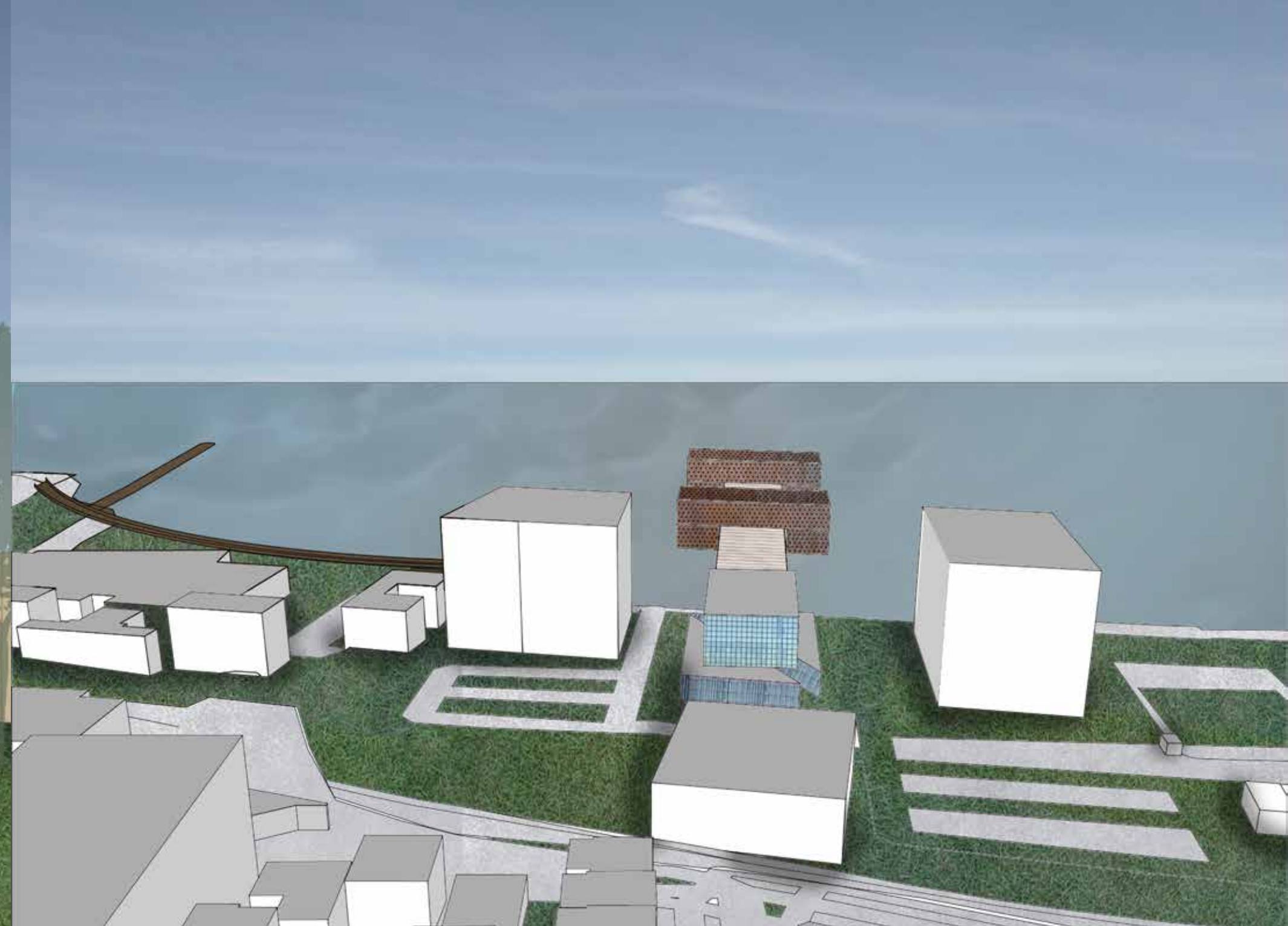
Graphic 04 showing Northwest view of site presented in Survey 03.

fig 44



Graphic style 04 showing restaurant district street view presented in Survey 03.

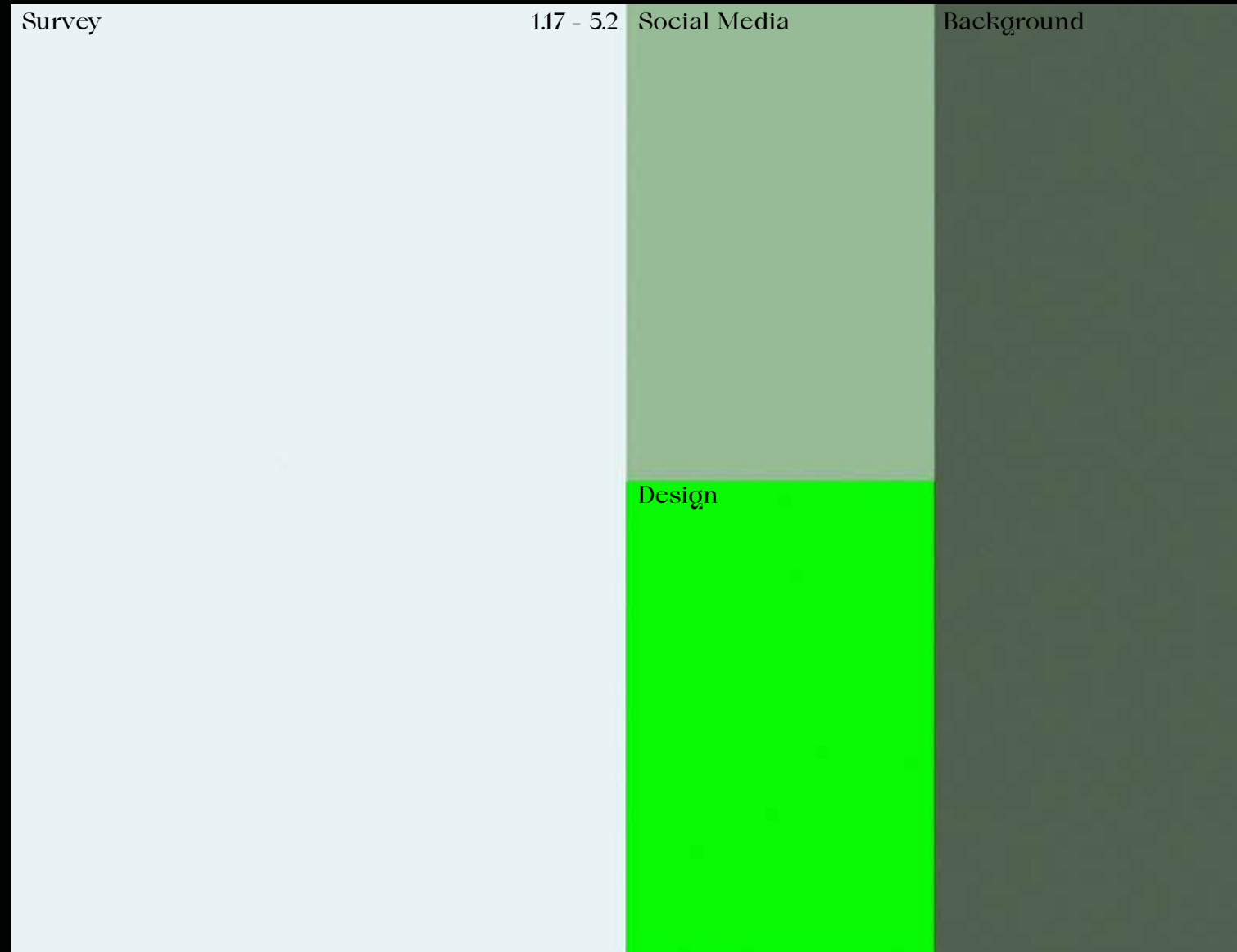
fig 45



Graphic style 04 showing entertainment pier presented in Survey 03.

fig 46

PROJECT DISTRIBUTION



Spatial graphic depicting the diagrammatic breakdown of time and importance spent on each major aspect of the survey methods.

fig 47

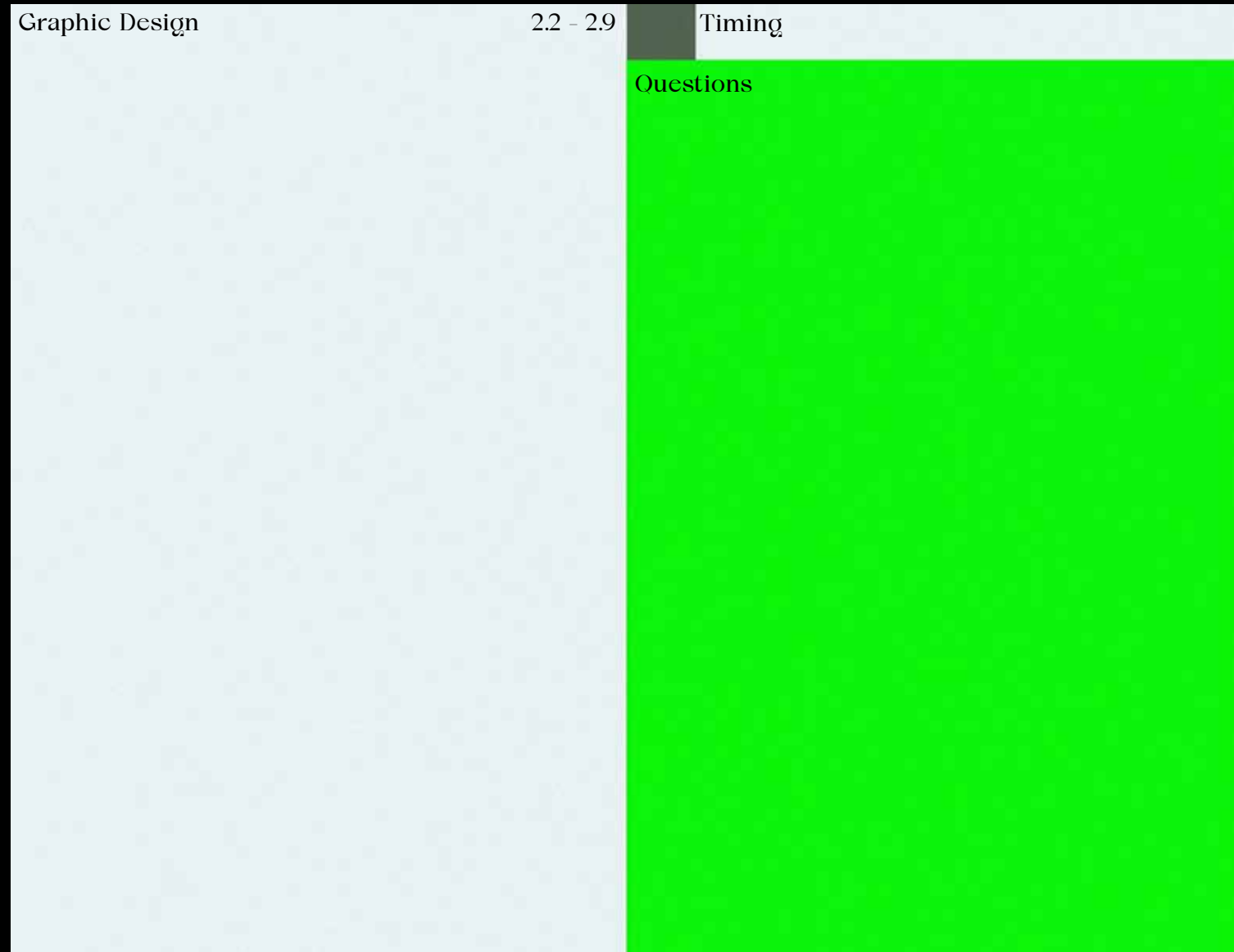
SURVEY 01



Spatial graphic depicting the diagrammatic breakdown of time and importance spent on each major aspect of the survey methods.

fig 48

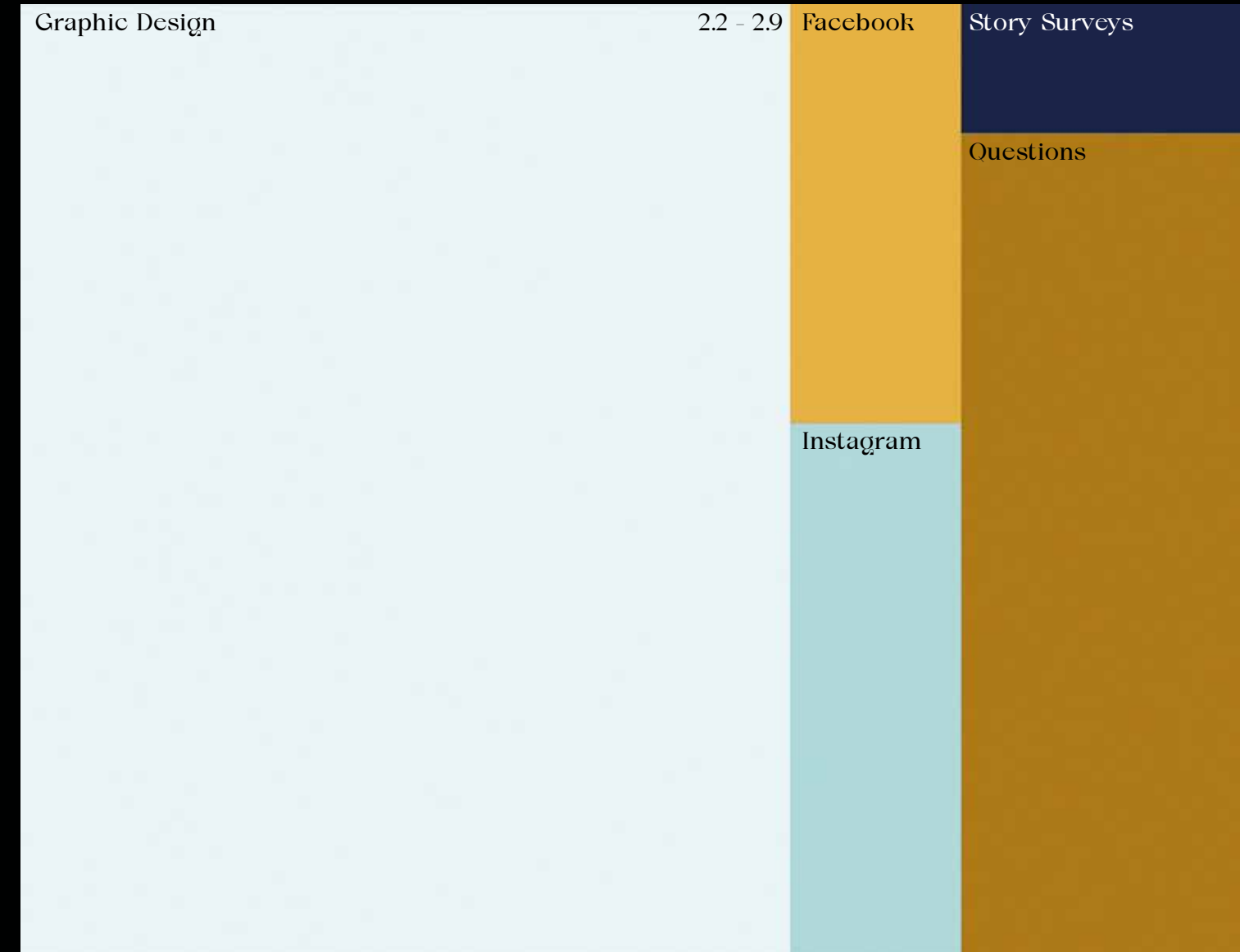
SURVEY 02



Spatial graphic depicting the diagrammatic breakdown of time and importance spent on each major aspect of the survey methods.

fig 49

STORY SURVEYS



Spatial graphic depicting the diagrammatic breakdown of time and importance spent on each major aspect of the survey methods.

fig 50

MEDIOGRAPHY

1. “2016 AIA Home Design Trends Survey - Q3 Neighborhood and Community Design.” Accessed March 30, 2022. http://info.aia.org/AIArchitect/2016/1216/aia-interactive/index.html?utm_medium=website&utm_source=archdaily.com#
2. RPA. “‘Alfresco NYC’ Coalition Announces Winners for Best Outdoor Dining...” Accessed March 11, 2022. <https://rpa.org/latest/news-release/alfresco-awards-open-streets-outdoor-dining-nyc-release>.
3. Authority, Metropolitan Transportation. English: The Logo of the Staten Island Railway, a Rapid Transit System in the New York City Metropolitan Area Operated by the Metropolitan Transportation Authority. November 11, 2011. Extracted from the timetable for the Staten Island Railway. https://commons.wikimedia.org/wiki/File:SIR_logo.svg.
4. Bagheri, Mohammad Reza. “Survey of Citizens’ Interest to Native Architecture Case Study: Sari City.” International Journal of Engineering Research & Technology 9, no. 6 (July 6, 2020). <https://www.ijert.org/research/survey-of-citizens-interest-to-native-architecture-case-study-sari-city-IJERTV9IS060772.pdf>, <https://www.ijert.org/survey-of-citizens-interest-to-native-architecture-case-study-sari-city>.
5. “Bay Street Corridor Neighborhood Plan - DCP.” Accessed March 11, 2022. <https://www1.nyc.gov/site/planning/plans/bay-street-corridor/bay-street-corridor.page>.
6. Bianco, Lino. “Social Media: Third-Person Perceptions of Architecture.” Urbanism. Architecture. Constructions 9 (September 1, 2018): 265–72.
7. “Burrows Pocket Park – Open Architecture Collaborative.” Accessed March 30, 2022. <https://openarchcollab.org/429/burrows-pocket-park/>.
8. “CCRB Brings Rights Training to Far Rockaway Teens – Queens Daily Eagle.” Accessed March 30, 2022. <https://queenseagle.com/all/ccrb-brings-rights-training-to-far-rockaway-teens>.
9. Centre, Cecses. “Table of Contents.” 2005.
10. “Facebook Dashboards – Explore Great Examples & Templates.” Accessed April 28, 2022. <https://www.datapine.com/dashboard-examples-and-templates/facebook>.
11. ArchiCGI. “Facebook for Architects: Top-7 Content Ideas.” November 10, 2020. <https://archicgi.com/architecture/facebook-for-architects-content-ideas/>.
12. Graaf, Reinier de. “Few Architects Have Embraced the Idea of User Participation; a New Movement Is Needed.” Architectural Review (blog), July 26, 2016. <https://www.architectural-review.com/essays/few-architects-have-embraced-the-idea-of-user-participation-a-new-movement-is-needed>.
13. This Way on Bay. “Have You Seen The Art Inside Staten Island’s Borough Hall?,” July 23, 2015. <http://thiswayonbay.com/art-inside-borough-hall/>.
14. Staten Island History. “History.” Accessed March 10, 2022. <https://www.statenislandhistorian.com/history.html>.
15. RTF | Rethinking The Future. “How Is Social Media Influencing Architecture,” July 19, 2021. <https://www.re-thinkingthefuture.com/architectural-community/a4658-how-is-social-media-influencing-architecture/>.
16. “How to Successfully Use Social Media on Your Projects.” Accessed April 18, 2022. <https://www.pmi.org/learning/library/use-social-media-on-project-successfully-9920>.
17. Journal. “Insta-Architecture: How Social Media Will Build Buildings - Architizer Journal,” December 14, 2015. <https://architizer.com/blog/practice/details/insta-architecture/>.
18. “Instagram Images – Browse 257,239 Stock Photos, Vectors, and Video | Adobe Stock.” Accessed April 28, 2022. <https://stock.adobe.com/search?k=instagram>.
19. jag9889. Tourists on the Staten Island Ferry, New York City. May 24, 2017. Photo. <https://www.flickr.com/photos/jag9889/34557780960/>.
20. Kent, Michael L., and Maureen Taylor. “Fostering Dialogic Engagement: Toward an Architecture of Social Media for Social Change.” Social Media + Society 7, no. 1 (January 1, 2021): 2056305120984462. <https://doi.org/10.1177/2056305120984462>.
21. McGeehan, Patrick. “A 630-Foot Ferris Wheel Meant to Boost Staten Island’s Image Is No More.” The New York Times, October 23, 2018, sec. New York. <https://www.nytimes.com/2018/10/23/nyregion/ferris-wheel-staten-island.html>.
22. “Meta Business Suite.” Accessed March 29, 2022. https://business.facebook.com/latest/home?nav_ref=pages_you_manage_upsell&asset_id=854019464673017.
23. “New Tools for Community Feedback and Action | Building Design + Construction,” October 8, 2014. <https://www.bdcnetwork.com/blog/new-tools-community-feedback-and-action>.
24. “NYC Planning ZoLa.” Accessed March 31, 2022. <https://zola.planning.nyc.gov/l/zoning-district/M1-1?aerial-year=aerials-2016&layer-groups=%5B%22building-footprints%22%2C%22commercial-overlays%22%2C%22street-centerlines%22%2C%22subway%22%2C%22tax-lots%22%2C%22zoning-districts%22%5D&print=false&search=false&selectedFirm=%5B%22A%22%2C%22Shaded%20X%22%2C%22V%22%5D&selectedOverlays=%5B%22C1-1%22%2C%22C1-2%22%2C%22C1-3%22%2C%22C1-4%22%2C%22C1-5%22%2C%22C2-1%22%2C%22C2-2%22%2C%22C2-3%22%2C%22C2-4%22%2C%22C2-5%22%5D&selectedPfirm=%5B%22A%22%2C%22Shaded%20X%22%2C%22V%22%5D&selectedZoning=%5B%22BP%22%2C%22C1%22%2C%22C2%22%2C%22C3%22%2C%22C4%22%2C%22C5%22%2C%22C6%22%2C%22C7%22%2C%22C8%22%2C%22M1%22%2C%22M2%22%2C%22M3%22%2C%22PA%22%2C%22R1%22%2C%22R10%22%2C%22R2%22%2C%22R3%22%2C%22R4%22%2C%22R5%22%2C%22R6%22%2C%22R7%22%2C%22R8%22%2C%22R9%22%5D&shouldRefresh=false>.
25. “Open Architecture Collaborative - Social Design for Social Justice.” Accessed April 28, 2022. <https://openarchcollab.org/>.
26. Inhabitat - Green Design, Innovation, Architecture, Green Building | Green design & innovation for a better world. “Pier35 Eco Park-SHoP Architects,” July 26, 2012. <https://inhabitat.com/new-east-river-waterfront-esplanade-ecopark-at-pier-35-is-coming-along-slowly-but-surely/pier35-eco-park-shop-architects-2/>.
27. “Raising Kids in NYC: Making the Decision to Stay in the City or Move Somewhere Easier (and Cheaper).” Accessed March 11, 2022. <https://www.brickunderground.com/live/raising-kids-in-nyc-leave-or-go>.
28. The Architect’s Newspaper. “Renderings Revealed for OLIN’s Manhattan Pier 26,” December 15, 2016. <https://www.archpaper.com/2016/12/renderings-revealed-olins-manhattan-pier-26/>.
29. “Ruddy And Dean – ‘Feed The Beast’ Chronicles.” Accessed March 11, 2022. <https://feedthebeast.blog/2021/03/15/ruddy-and-dean/>.
30. RZA! “The News Said That Staten Island Is the ‘Forgotten Borough’ How Can You Forget over a Half of Million Families. Shaolin Wutang Worldwide...” Tweet. @RZA (blog), November 2, 2012. <https://twitter.com/RZA/status/264221054472429568>.
31. “Shop NYC Parks Apparel and Accessories : NYC Parks.” Accessed March 11, 2022. <https://www.nycgovparks.org/opportunities/parks-merchandise>.
32. HuffPost. “Social Architecture: A New Approach To Designing Social Spaces,” June 5, 2014. https://www.huffpost.com/entry/social-architecture-a-new-_b_5448130.
33. BI Blog | Data Visualization & Analytics Blog | datapine. “Social Media Report - See Examples & Reporting Templates,” April 20, 2021. <https://www.datapine.com/blog/social-media-reports-examples-and-templates/>.
34. KooZA/rch. “Sport in Prison | Participatory Design for Bollate Detention Centre Spaces.” Accessed March 11, 2022. <https://www.koozarch.com/interviews/sport-in-prison/>.
35. Pizza Rats. “Staten Island Pizza Rats.” Accessed April 28, 2022. <https://pizzarats.com/>.
36. “Staten Island’s Population Shows Strong Growth in 2020 Census; How Close to 500,000 Did We Get? - Silive.Com.” Accessed April 28, 2022. <https://www.silive.com/news/2021/08/staten-islands-population-shows-strong-growth-in-2020-census-how-close-to-500000-did-we-get.html>.
37. MasterClass. “The 7 Phases of the Architectural Design Process - 2022.” Accessed March 10, 2022. <https://www.masterclass.com/articles/phases-of-the-architectural-design-process>.
38. Office of the New York State Comptroller. “The Tourism Industry in New York City.” Accessed April 28, 2022. <https://www.osc.state.ny.us/reports/osdc/tourism-industry-new-york-city>.
39. ideas.ted.com. “The Wonder and Humanity of a Mural That Spans 50 Buildings,” May 3, 2016. <https://ideas.ted.com/the-wonder-and-humanity-of-a-mural-that-spans-50-buildings/>.
40. “‘TikTok-itecture’: Is This the New Digital Media for Architecture and Design? | ArchDaily.” Accessed March 28, 2022. <https://www.archdaily.com/954080/tiktok-itecture-is-this-the-new-digital-media-for-architecture-and-design>.
41. “Top 10 Secrets of St. George on Staten Island - Page 8 of 9 - Untapped New York.” Accessed April 28, 2022. <https://untappedcities.com/2022/03/15/secrets-st-george-staten-island/8/>.
42. “Towards a Child Friendly City: Abuja Kids Revitalize Public Spaces – Open Architecture Collaborative.” Accessed March 30, 2022. <https://openarchcollab.org/518/towards-a-child-friendly-city-abuja-kids-revitalize-public-spaces/>.
43. “TreeSquare – Stormwater Mitigation – Open Architecture Collaborative.” Accessed March 10, 2022. <https://openarchcollab.org/147/147/>.
44. “Urboteca: On-Demand Participatory Planning Service :: Future Architecture.” Accessed March 11, 2022. <https://futurearchitectureplatform.org/projects/171170a8-aa29-4170-9563-43855a682c41/>.
45. Gensler. “US Workplace Survey Winter 2021.” Accessed March 30, 2022. <https://www.gensler.com/gri/us-workplace-survey-winter-2021>.
46. “Using Social Media Data to Understand Site-Scale Landscape Architecture Design: A Case Study of Seattle Freeway Park | 2019 ASLA Professional Awards.” Accessed March 29, 2022. https://www.asla.org/2019awards/629092-Using_Social_Media_Data_To_Understand_Site.html.
47. “Using Social Media Data to Understand Site-Scale Landscape Architecture Design: A Case Study of Seattle Freeway Park | 2019 ASLA Professional Awards.” Accessed April 28, 2022. https://www.asla.org/2019awards/629092-Using_Social_Media_Data_To_Understand_Site.html.
48. Vick, Rachel. “CCRB Brings Rights Training to Far Rockaway Teens.” Queens Daily Eagle. Accessed March 11, 2022. <https://queenseagle.com/all/ccrb-brings-rights-training-to-far-rockaway-teens>.
49. Victoria, Michele, Srinath Perera, and Sam Brand. “Use of Social Media in Construction Industry: A Case Study,” 2015.
50. Watkins, Jerry. “Social Media, Participatory Design and Cultural Engagement,” 161–66, 2007. <https://doi.org/10.1145/1324892.1324921>.
51. “Zoning: Districts Guide -Manufacturing Districts - M1 - DCP.” Accessed March 31, 2022. <https://www1.nyc.gov/site/planning/zoning/districts-tools/m1.page>.
52. Zuckerman, Esther. “How Staten Island Became the ‘Forgotten Borough.’” The Atlantic, November 2, 2012. <https://www.theatlantic.com/national/archive/2012/11/how-staten-island-became-forgotten-borough/321819/>.

LIST OF MEDIA

1. Cover Page Image
2. Social Media Insights Dashboard <https://www.datapine.com/blog/social-media-reports-examples-and-templates/>
3. Case Study Images
 - “TreeSquare – Stormwater Mitigation – Open Architecture Collaborative.” Accessed March 10, 2022. <https://openarchcollab.org/147/147/>.
 - “Using Social Media Data to Understand Site-Scale Landscape Architecture Design: A Case Study of Seattle Freeway Park | 2019 ASLA Professional Awards.” Accessed March 29, 2022. https://www.asla.org/2019awards/629092-Using_Social_Media_Data_To_Understand_Site.
 - “Towards a Child Friendly City: Abuja Kids Revitalize Public Spaces – Open Architecture Collaborative.” Accessed March 30, 2022. <https://openarchcollab.org/518/towards-a-child-friendly-city-abuja-kids-revitalize-public-spaces/>.
 - Gensler. “US Workplace Survey Winter 2021.” Accessed March 30, 2022. <https://www.gensler.com/gri/us-workplace-survey-winter-2021>.
4. Case Study Images
 - Graaf, Reinier de. “Few Architects Have Embraced the Idea of User Participation; a New Movement Is Needed.” Architectural Review (blog), July 26, 2016. <https://www.architectural-review.com/essays/few-architects-have-embraced-the-idea-of-user-participation-a-new-movement>
 - RPA. “‘Alfresco NYC’ Coalition Announces Winners for Best Outdoor Dining...” Accessed March 11, 2022. <https://rpa.org/latest/news-release/alfresco-awards-open-streets-outdoor-dining-nyc-release>.

- “Burrows Pocket Park – Open Architecture Collaborative.” Accessed March 30, 2022. <https://openarchcollab.org/429/burrows-pocket-park/>.
“2016 AIA Home Design Trends Survey - Q3 Neighborhood and Community Design.” Accessed March 30, 2022. http://info.aia.org/AIArchitect/2016/1216/aia-interactive/index.html?utm_medium=website&utm_source=archdaily.com#!
- 5.** Image taken from the Facebook page of Cambria Hebert in a study by Bianco, Lino. “Social Media: Third-Person Perceptions of Architecture.” *Urbanism. Architecture. Constructions* 9 (September 1, 2018): 265-72. Centre, Cecses. “Table of Contents,” 2005.
- 6.** Graphic describing the traditional architectural process as described in MasterClass. “The 7 Phases of the Architectural Design Process - 2022.” Accessed March 10, 2022. <https://www.masterclass.com/articles/phases-of-the-architectural-design-process>.
- 7.** Graphic depicting the thesis’s improved participatory design process within the contemporary architectural design process timeline.
- 8.** Comparative timeline depicting the length of time a social media post is used in the proposed integrated design process vs. its engagement value.
- 9.** Graphic outline of Staten Island.
- 10.** Screenshot of tweet written by RZA! “The News Said That Staten Island Is the ‘Forgotten Borough’ How Can You Forget over a Half of Million Families. Shaolin Wutang Worldwide...” Tweet. @RZA (blog), November 2, 2012. <https://twitter.com/RZA/status/264221054472429568>.
- 11.** Google Maps overview with icons identifying the different cultural and municipal features of St. George, Staten Island.
- 12.** Staten Stakeholder Images
“CCRB Brings Rights Training to Far Rockaway Teens – Queens Daily Eagle.” Accessed March 30, 2022. <https://queenseagle.com/all/ccrb-brings-rights-training-to-far-rockaway-teens>.
“Shop NYC Parks Apparel and Accessories : NYC Parks.” Accessed March 11, 2022. <https://www.nycgovparks.org/opportunities/parks-merch>
jag9889. Tourists on the Staten Island Ferry, New York City, May 24, 2017. Photo. <https://www.flickr.com/photos/jag9889/34557780960/>.
“Ruddy And Dean – ‘Feed The Beast’ Chronicles.” Accessed March 11, 2022. <https://feedthebeast.blog/2021/03/15/ruddy-and-dean/>.
This Way on Bay. “Have You Seen The Art Inside Staten Island’s Borough Hall?,” July 23, 2015. <http://thiswayonbay.com/art-inside-borough-hall/>.
“Raising Kids in NYC: Making the Decision to Stay in the City or Move Somewhere Easier (and Cheaper).” Accessed March 11, 2022. <https://www>.
- 13.** Axonometric drawing depicting different layers of information pertinent to the context of the St. George testbed.
Office of the New York State Comptroller. “The Tourism Industry in New York City.” Accessed April 28, 2022. <https://www.osc.state.ny.us/reports/osdc/tourism-industry-new-york-city>.
“Staten Island’s Bay Street Rezoning Rejected by Community Board - Curbed NY.” Accessed April 28, 2022. <https://ny.curbed.com/2019/1/11/18178689/staten-island-bay-street-rezoning-rejected-by-community-board-1>.
Google Maps. “Google Maps.” Accessed April 28, 2022. <https://www.google.com/maps>.
Pizza Rats. “Staten Island Pizza Rats.” Accessed April 28, 2022. <https://pizzarats.com/>.
“Staten Island’s Population Shows Strong Growth in 2020 Census; How Close to 500,000 Did We Get? - Silive.Com.” Accessed April 28, 2022. <https://www.silive.com/news/2021/08/staten-islands-population-shows-strong-growth-in-2020-census-how-close-to-500000-did-we-get.html>.
“Top 10 Secrets of St. George on Staten Island - Page 8 of 9 - Untapped New York.” Accessed April 28, 2022. <https://untappedcities.com/2022/03/15/secrets-st-george-staten-island/8/>.
Authority, Metropolitan Transportation. English: The Logo of the Staten Island Railway, a Rapid Transit System in the New York City Metropolitan Area Operated by the Metropolitan Transportation Authority. November 11, 2011. Extracted from the timetable for the Staten Island Railway. https://commons.wikimedia.org/wiki/File:SIR_logo.svg.
- 14.** Screenshots from personal Facebook page showing what the survey post and linked Google form looked like.
- 15.** Circle figure showing the expanding spheres of influence being connected through the architectural survey designed.
- 16.** Screenshot of personal Facebook page showing post created for the first architectural survey share on Facebook February 6th, 2022.
- 17.** Digital diagrams created to give context on the area of St. George and potential sites that could be utilized through the intervention being introduced.
- 18.** Graphs of results from Survey 01.
- 19.** Graphic depicting the needs identified by users in Survey 01 connected to their personal testimonies provided.
- 20.** Screenshot of “Koala Cloth Apparel,” small business Facebook page created and administered by Alvaro Guzman Galvez, circa 2017.
- 21.** Screenshots of personal Instagram insights page taken after an Instagram story about the survey was posted.
- 22.** Screenshot of images from personal Facebook page that were created for the second architectural survey shared on Facebook March 1st, 2022.
- 23.** Potential master plan bubble diagrams included in questions in Survey 02.
- 24.** Graphic of results from Survey 02.
- 25.** Image of blank Instagram explore page, profile, and feed taken from “Instagram Images – Browse 257,239 Stock Photos, Vectors, and Video | Adobe Stock.” Accessed April 28, 2022. <https://stock.adobe.com/search?k=instagram>.
- 26.** Screenshot of Instagram story created for the quick design decision portion of the thesis posted on March 28th, 2022.
- 27.** Instagram graphics personally created for story polls shared on March 28th, 2022. Poll results and Meta data insights also included.
- 28.** Screenshots from personal Facebook page showing what the survey post and linked Google form for Survey 03 looked like posted on April 15th & 17th, 2022
- 29.** Graphics personally created to provide a visual insight to survey responders about what the master plan of the proposed project looked like.

- 30.** Digital graphics and maps personally created to provide an overview of the proposed project included in the survey and paired with survey questions.
- 31.** Survey results extracted and translated in summary.
- 32.** Summary of survey results taken from all 3 surveys in thesis personally created in Photoshop.
- 33.** Graphic depicting how the short answers provided from survey takers were translated into the proposed architectural project.
- 34.** Screenshots of Facebook and Instagram insight and engagement dashboards on mobile devices taken from
- 35.** Screenshots of Instagram and Facebook Meta insight reports taken from “How to Successfully Use Social Media on Your Projects.” Accessed April 18, 2022. <https://www.pmi.org/learning/library/use-social-media-on-project-successfully-9920>., “Instagram Images – Browse 257,239 Stock Photos, Vectors, and Video | Adobe Stock.” Accessed April 28, 2022. <https://stock.adobe.com/search?k=instagram>.
- 36.** Split graph of thesis process integrated into traditional architectural process comparing survey data collected vs. potential St. George project progress.
- 37.** Circular image describing the main findings from the thesis and supporting statements about those themes.
- 38.** “Cheat Sheet” depicting the abstract of the thesis, comparative timeline of the traditional vs. the proposed integrated design process, the methodology of the parallel lines of thought throughout the thesis course, and main findings. Physically handed out to reviewers during final thesis presentation.
- 39.** Mobile phone graphic silhouette.
- 40.** Graphic style 01 presented in Survey 03.
- 41.** Graphic style 02 presented in Survey 03.
- 42.** Graphic style 03 presented in Survey 03.
- 43.** Graphic in Survey 03.
- 44.** Graphic style 04 showing northwest view of site presented in Survey 03.
- 45.** Graphic style 04 showing restaurant district street view presented in Survey 03.
- 46.** Graphic style 04 showing entertainment pier presented in Survey 03.
- 47.** Image depicting a graphic created to breakdown the amount and type of time allotted to the overall project.
- 48.** Image depicting a graphic created to breakdown the amount and type of time allotted to Survey 01.
- 49.** Image depicting a graphic created to breakdown the amount and type of time allotted to Survey 02
- 50.** Image depicting a graphic created to breakdown the amount and type of time allotted to Instagram stories created.