

# Map Your Memories

Robert Cheetham, Avencia Incorporated

7 November 2007

www.PhillyHistory.org

























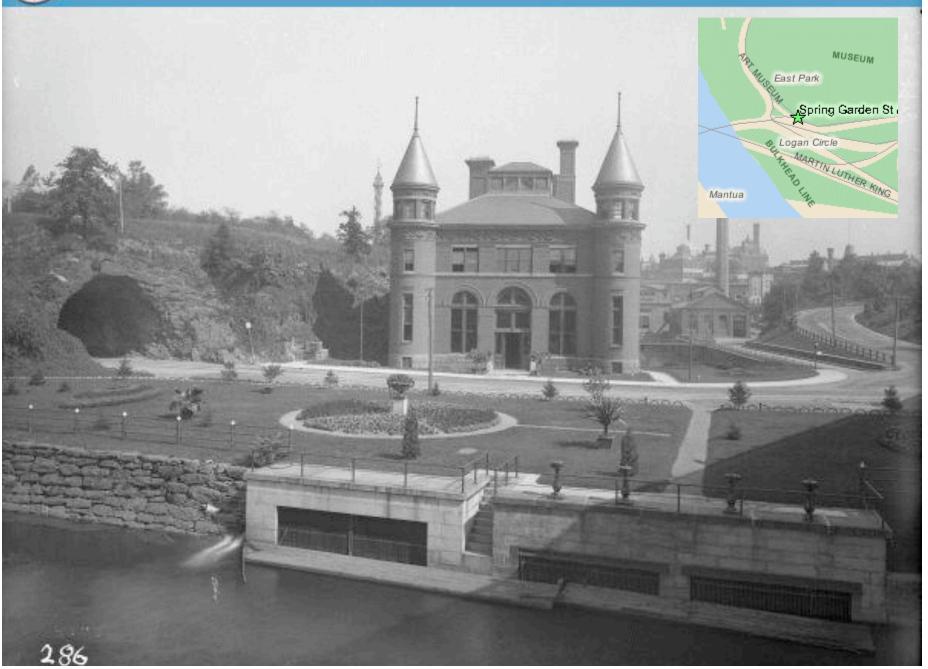


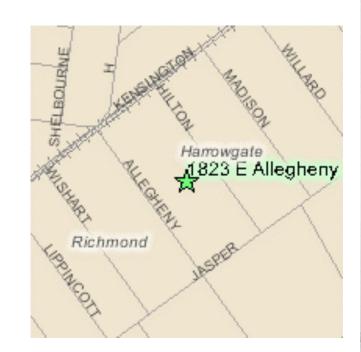




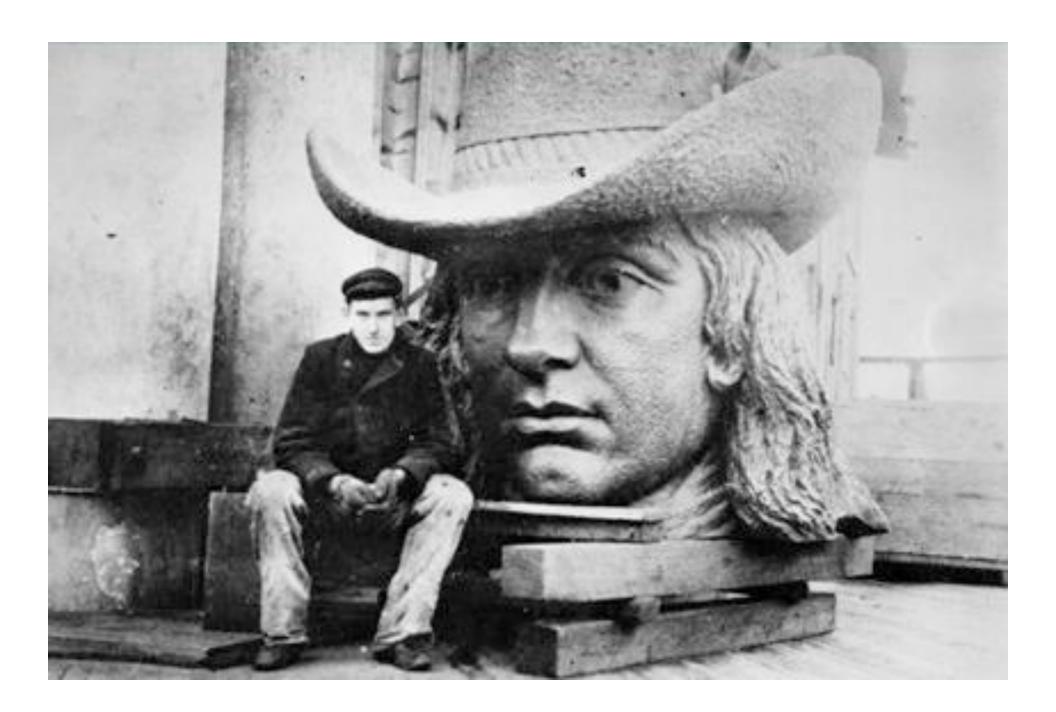


# © City of Philadelphia, Department of Records









### Introduction

- Estimated 2 million images in archives
- 47,000 scanned images
- 55,000 metadata records
- Grows by approx. 2,000 per month
- Focus is on geography, but several thousand do not
- Audience
  - Home owners
  - Historians
  - Genealogists
  - Students
  - Graphic designers
  - Property managers
  - Philly residents, past and present

Home | Search | Blog | Featured Photos | Fine Art Collection | Newsletter | Links V | About V

B

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East on Delaware Bridge (1954) See past featured photos



### MAP your MEMORIES

The Philadelphia City Archive is one of the country's largest municipal archives, with an estimated 2 million photographs that date from the late 1800's. These gorgeous pictures paint a stunning portrait of Philadelphia and its industry, architecture, culture and people.





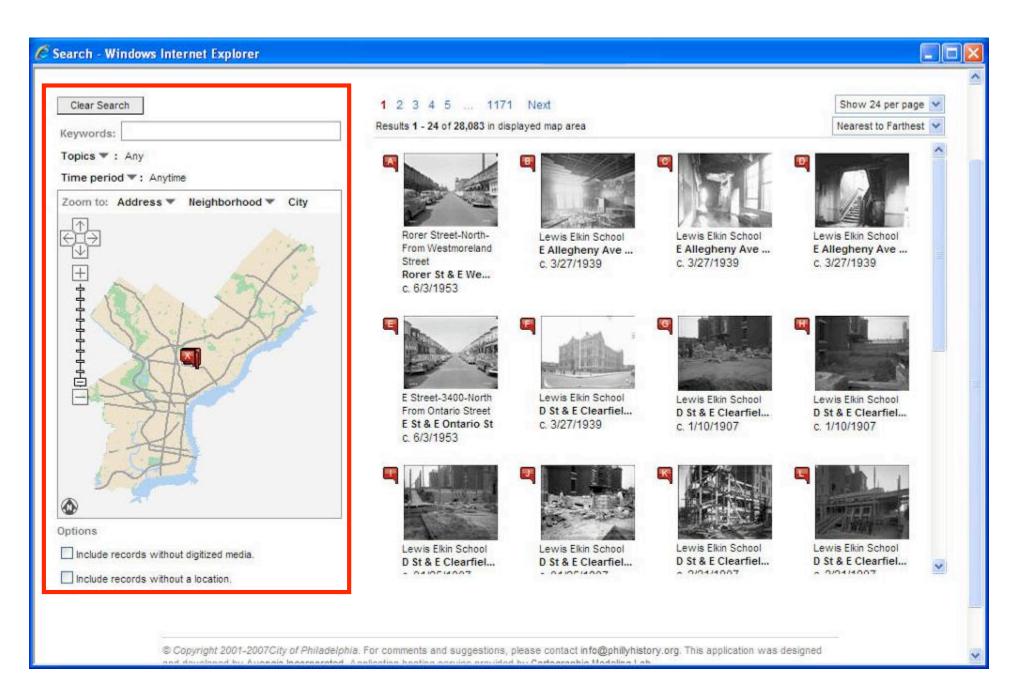
See and purchase the fine art collection photographs from the exhibit here.

#### » Check Out Our Blog!

#### Oct 18, 2007

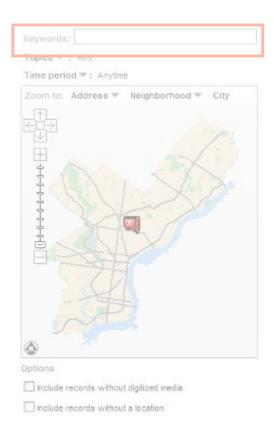
The Schuylkill Expressway: Modern Highway or "Worst Mistake"?

# **Image Search Options**

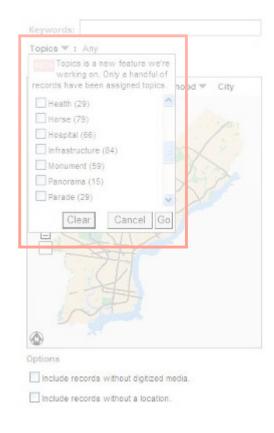


# Image Search Options - Metadata Searches

### Keyword



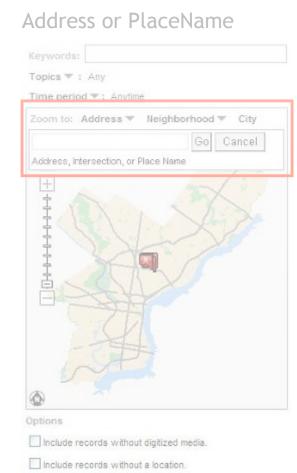
### Tag



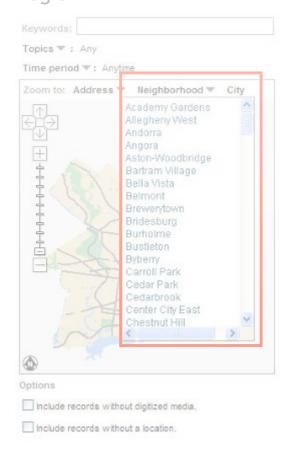
### Image Date



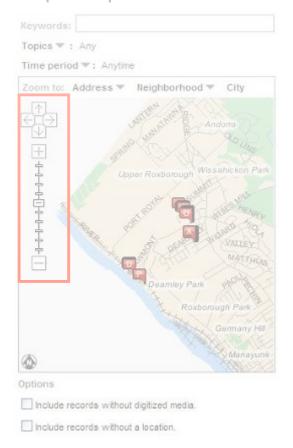
# Image Search Options - Location-based Searches



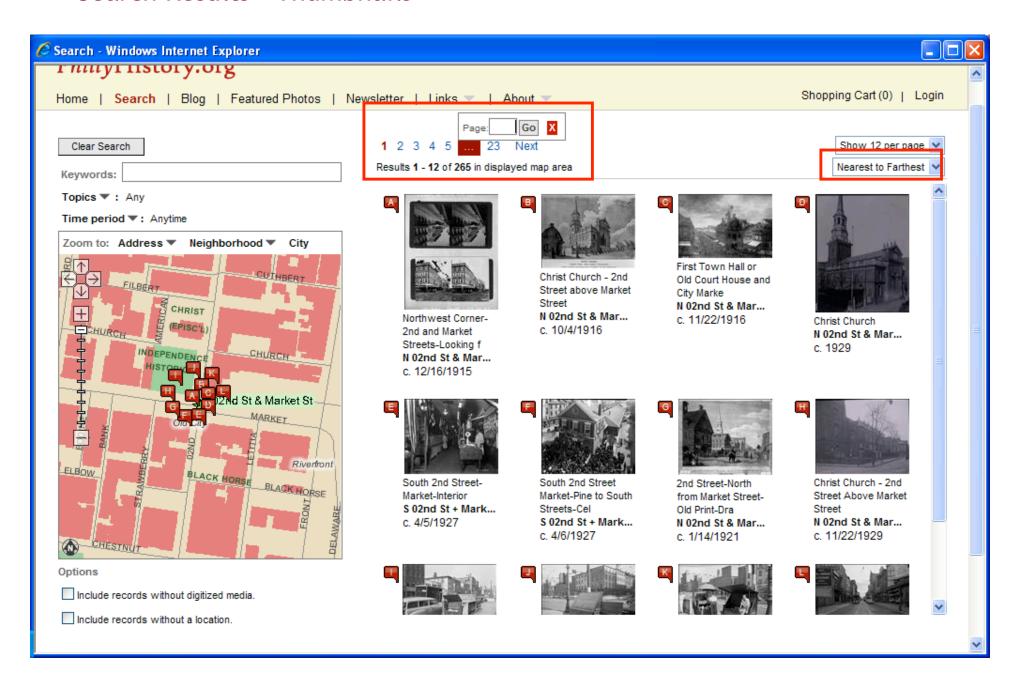
### Region



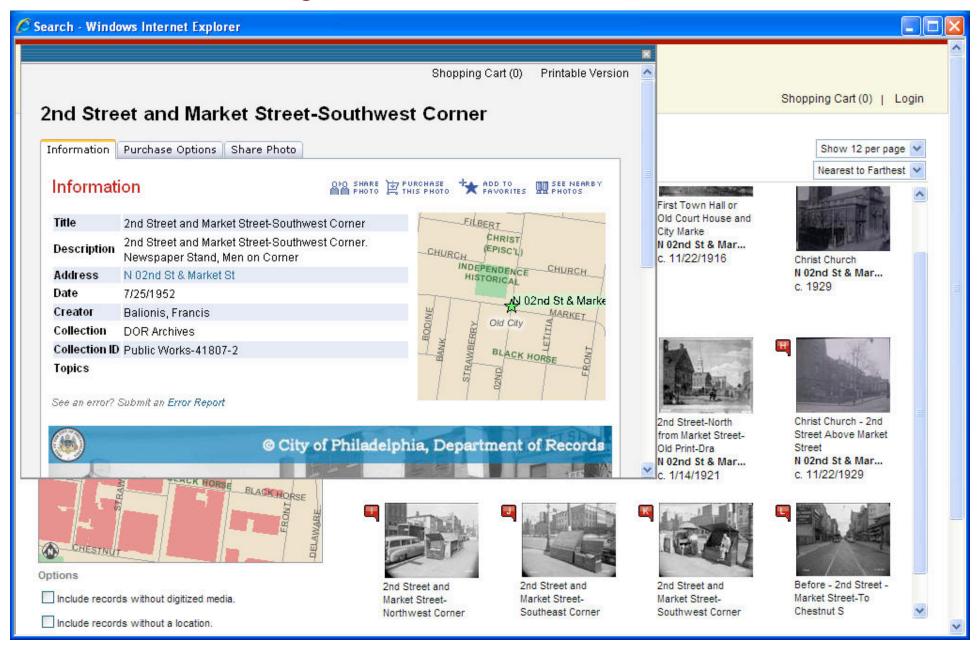
### Map Manipulation



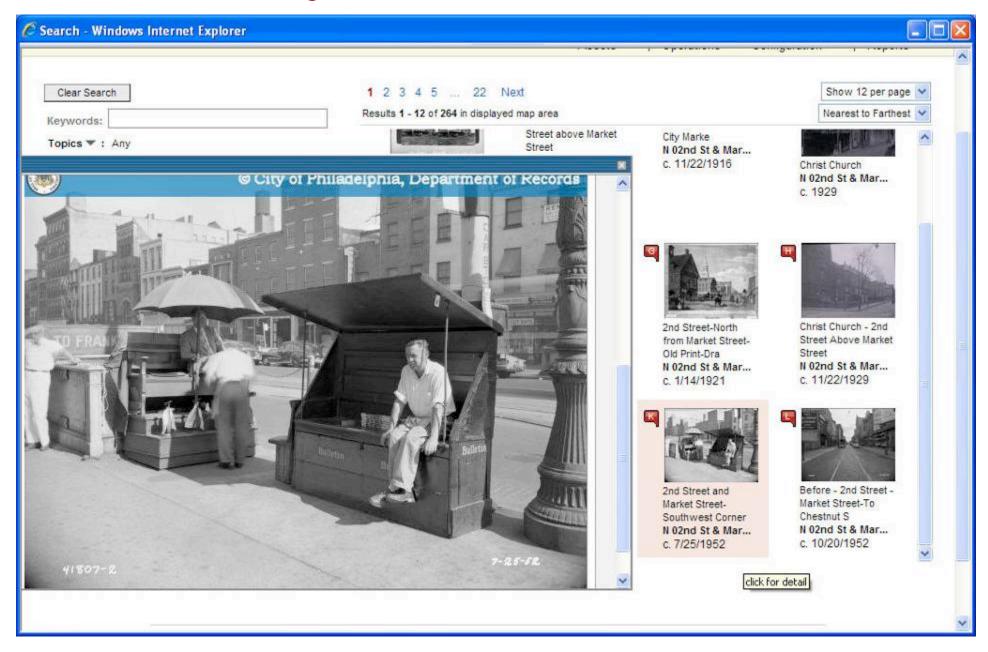
### Search Results - Thumbnails



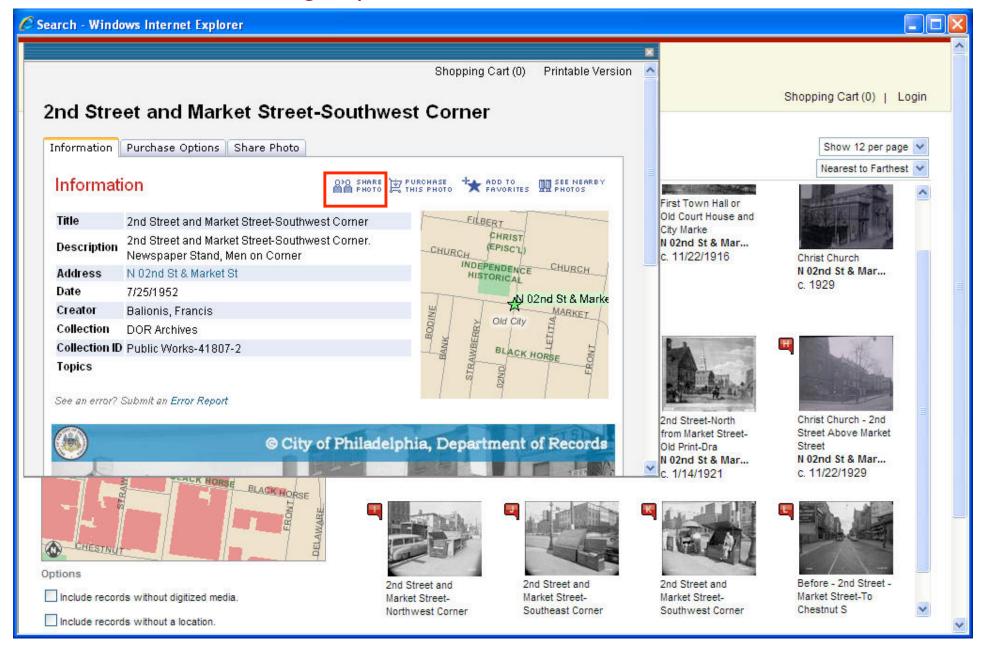
# Search Results - Image Details



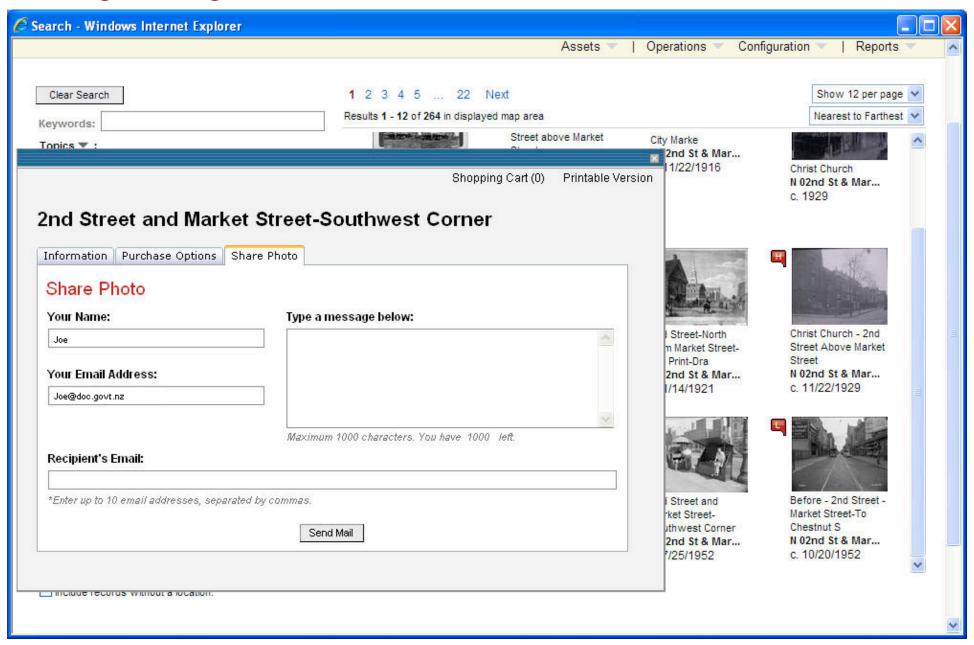
# Search Results - Image Details



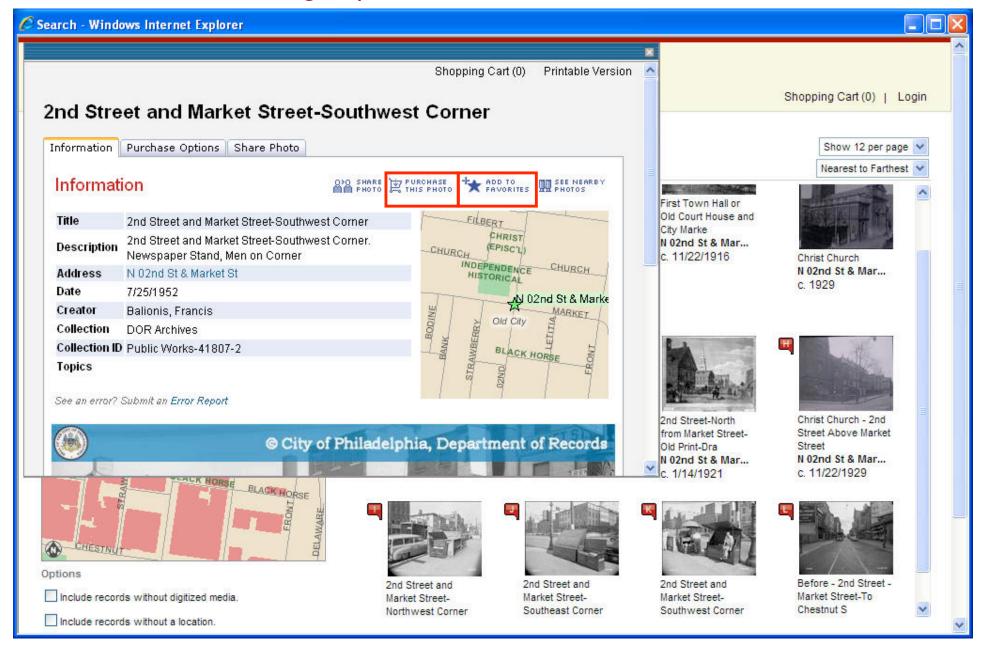
# Search Results - Image Options



# **Image Sharing**



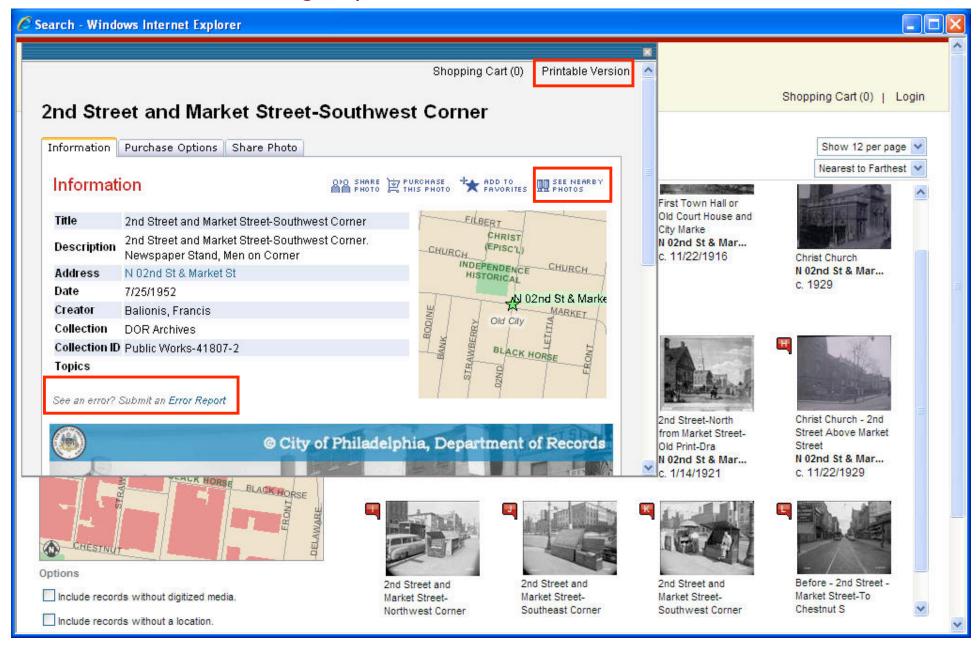
# Search Results - Image Options



### Personal Collection - Favorite Photos

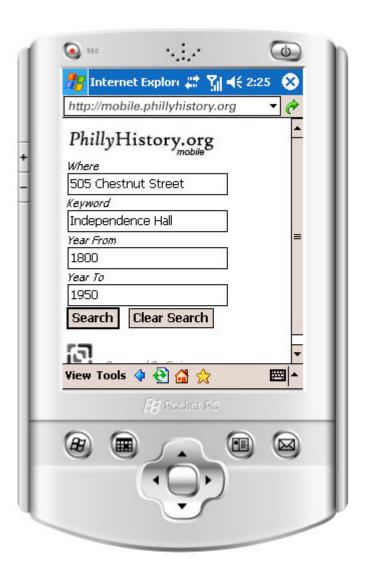


# Search Results - Image Options



### **Mobile Edition**





### Mobile Edition





## **Mobile Edition**



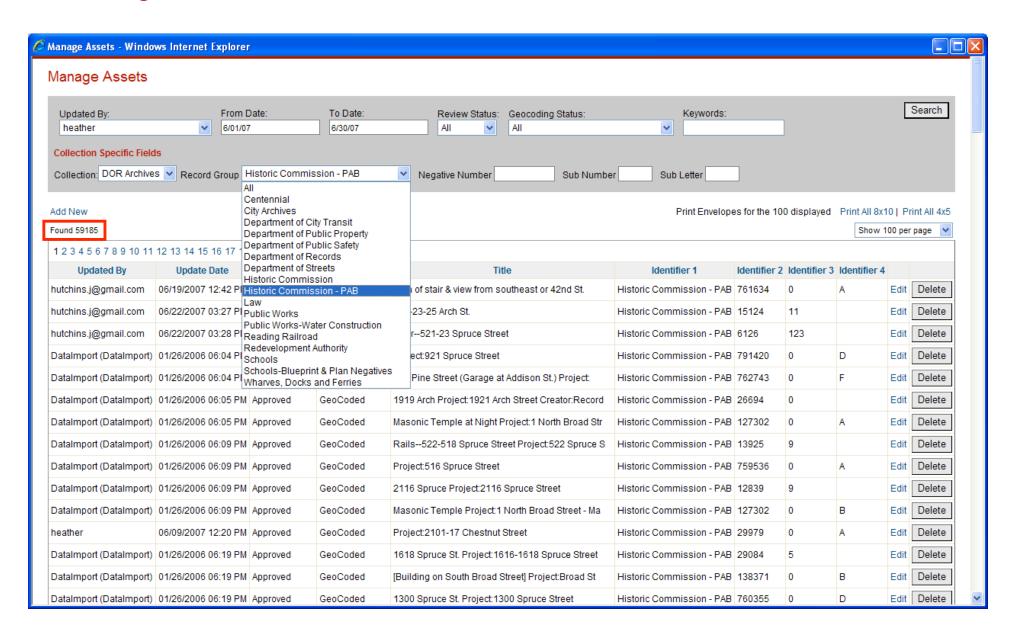


### Blog

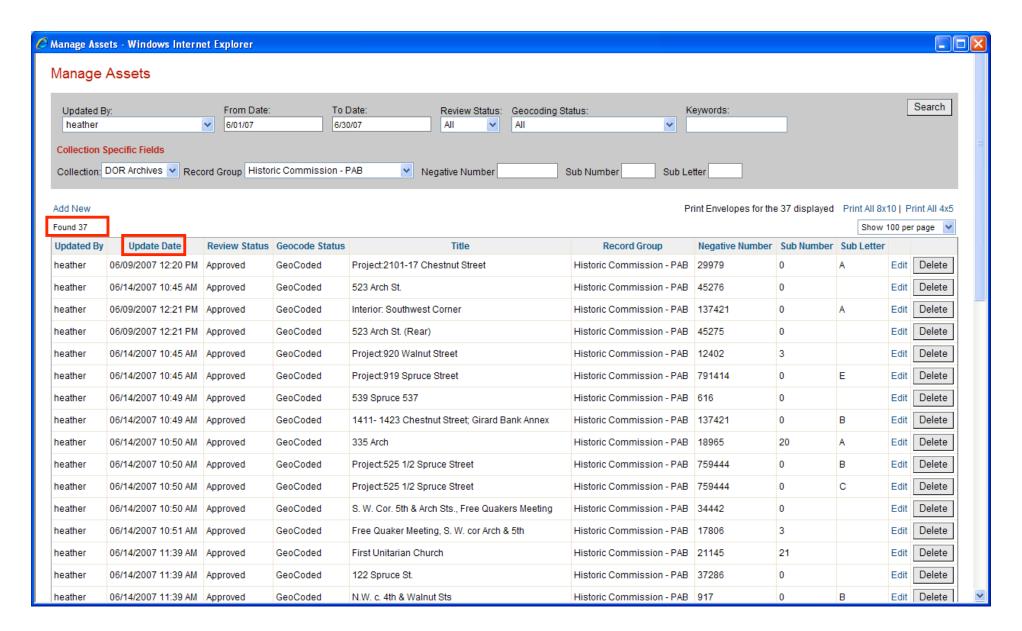


# Metadata

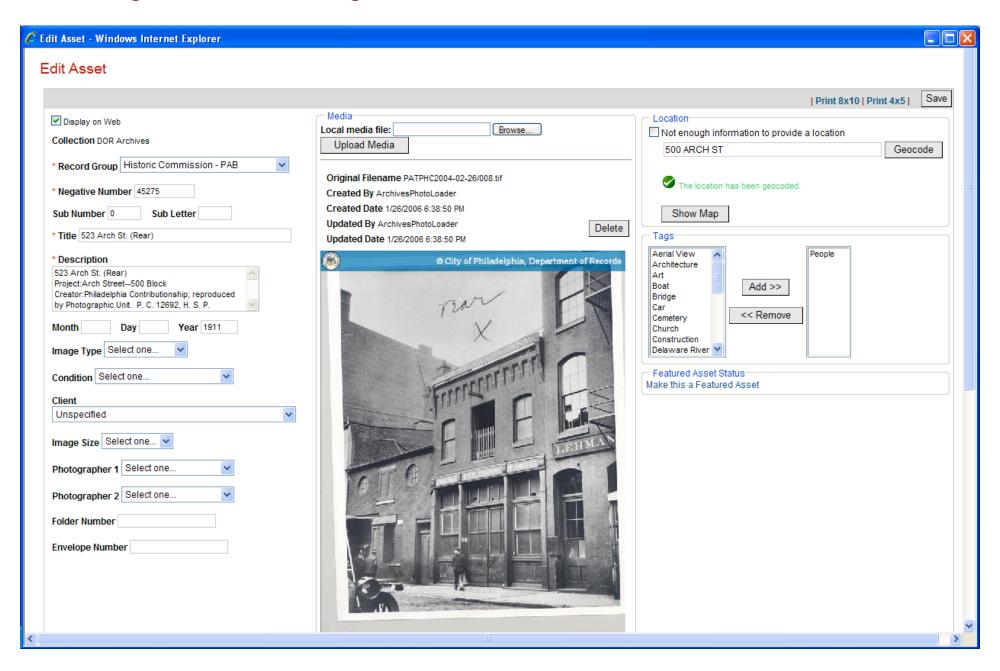
## Manage Assets - Metadata Search



## Manage Assets - Metadata Search



## Manage Assets - Edit Page



## **Configuration - Organizations**

## Organizations

n'	Organizational Unit	Organization	Location	State	Country	Created By	Created Date	Updated By	Updated Date
Edit Delete	Development	Avencia Incorporated	Philadelphia	PA	USA	rtuttle	7/14/2006 4:30:00 PM	rtuttle	8/18/2006 5:35:39 PM
Edit Delete	Department of Records	City of Philadelphia	Philadelphia	PA	USA	rtuttle	8/24/2006 12:53:12 PM	rtuttle	8/24/2006 12:53:12 PM
Edit Delete	Public User	PhillyHistory.Org	Philadelphia	PA	USA	rtuttle	11/29/2006 5:11:12 PM	rtuttle	11/29/2006 5:11:12 PM

#### Add a new Organization

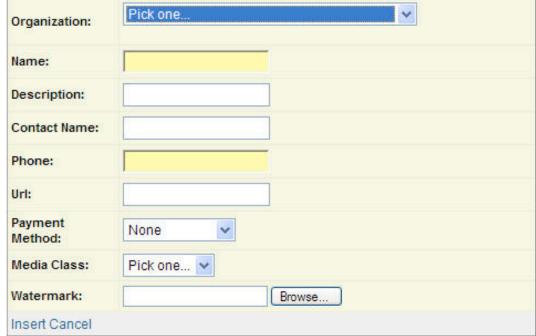


<sup>\*</sup> indicates required field

## **Configuration - Collections**

## Collections





## Configuration - Manage Field Definitions

## Manage Field Definitions

#### Collections / Fields

#### ■ DOR Archives

- --- Asset : Identifier1 as Record Group
- --- Asset : Identifier2 as Negative Number
- --- Asset : Identifier3 as Sub Number
- Asset: Identifier4 as Sub Letter
- Asset : Creator1 as Photographer 1
- -- Asset: Creator2 as Photographer 2
- Asset: SearchTerm1 as Folder Number
- -- Asset : SearchTerm2 as Envelope Number
- --- Asset: Attribute1 as Client
- --- Asset : Attribute2 as Image Size
- Asset : Condition as Condition
- .... Asset: Type as Image Type

#### Field Definition

Collection:	DOR Archives		
Table Name:	Asset		
Field Name:	ldentifier1		
Data Type:	ListType		
Data Length:	50		
Label Text:	Record Group		
Visible:	✓		
Required:	✓		
Description:			
Edit Delete New			

#### ListType Values

	Field Value			
Edit Delete	Centennial			
Edit Delete	City Archives			
Edit Delete	Department of City Transit			
Edit Delete	Department of Public Prop	erty		
Edit Delete	Department of Public Safety			
Edit Delete	Department of Records			
Edit Delete	Department of Streets			
Edit Delete	Historic Commission			
Edit Delete	Historic Commission - PAB			
Edit Delete	Law			
Edit Delete	Public Works			
Edit Delete	Public Works-Water Construction			
Edit Delete	Reading Railroad			
Edit Delete	Redevelopment Authority			
Edit Delete	Schools			
Edit Delete	Schools-Blueprint & Plan Negatives			
Edit Delete	Wharves, Docks and Ferri	ies		
New Value		Add		

New Value: Add

## Interoperability Query Strings, RSS, GeoRSS, KML

#### Creating search links

You can create a link to an area of interest in the city by using the following URL and parameters. There is one required parameter and several optional parameters for specifying a location, keywords, and time period.

#### Required Parameter

The action parameter must be set to link.

www.phillyhistory.org/PhotoArchive/Search.aspx?action=link&...

#### Location Parameters

To search by a location the system needs to know the type of location and one or more required parameters for the type of search.

Be aware that any spaces in a parameter value must be replaced with either \$20 or +.

Address - A Philadelphia street address, intersection or place name. type=address&address=340+N+12th+St

Neighborhood - A neighborhood name from the list below. Case matters. type=neighborhood&neighborhood=East+Falls

Point - City coordinates in PA State Plane South Feet type=pointsx=2694843sy=238539

Area - City coordinates in PA State Plane South Feet. type=areasminx=2694600sminy=238400smaxx=2694900smaxy=238700

Buffering the Search - Address and Point type searches can be buffered by some amount in feet. The default is 500 feet.

type=addressaddress=340+N+12th+Stabuffer=200 type=pointax=2694843ay=238539abuffer=300

#### Neighborhood List

noignbornood Elot		
Academy Gardens	Glenwood	Pennypack Woods
Allegheny West	Graduate Hospital	Penrose
Andorra	Grays Ferry	Point Breeze
Angora	Greenwich	Port Richmond
Aston-Woodbridge	Haddington	Powelton
Bartram Village	Harrowgate	Queen Village
Bella Vista	Hartranft	Rhawnhurst
Belmont	Haverford North	Richmond
Brewerytown	Hawthorne	Rittenhouse
Bridesburg	Holmesburg	Riverfront

Franklin Mills	Old City	Wissahickon
Franklinville	Olney	Wissahickon Hills
Garden Court	Overbrook	Wissahickon Park
Germantown, East	Oxford Circle	Wissanoming
Germantown, Morton	Packer Park	Wister
Germantown, Penn Knox	Parkwood Manor	Woodland Terrace
Germantown, Southwest	Paschall	Wynnefield
Germantown, West Central	Passyunk	Wynnefield
Germantown, Westside	Pennsport	Wynnefield Heights
Germany Hill	Pennypack	Yorktown
Girard Estates	Pennypack Park	

#### Keywords

The title and description text fields will be searched for the keywords provided.

keywords=bank+girard

#### Topics

A query for one or more topics can be made by providing a comma separated list of topics. Assignment of topics is a relatively new feature and has a limited number of records.

topics=Railroad, Construction

The list of topics is growing. Below are the currently available topics along with the number of records assigned to the topic in parenthesis.

Aerial View (177)	Delaware River (221)	People (3071)
Architecture (8815)	Health (31)	Railroad (806)
Art (668)	Horse (90)	Restaurant (109)
Boat (133)	Hospital (63)	Schuylkill River (262)
Bridge (1722)	Infrastructure (716)	Store (1004)
Car (4801)	Monument (45)	Theatre (25)
Cemetery (45)	Panorama (20)	Transportation (164)
Church (231)	Parade (29)	Wagon (67)
Construction (4376)	Park (418)	

#### From Date and/or To Date

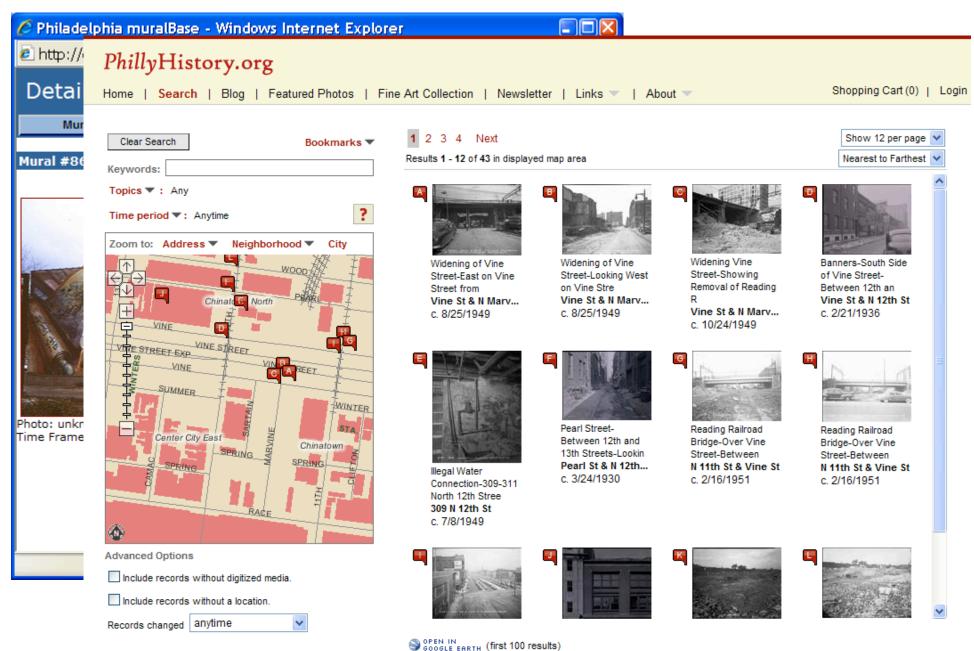
Time period can be searched in three ways. Currently the date is only the year.

After or during a year fromDate=1915

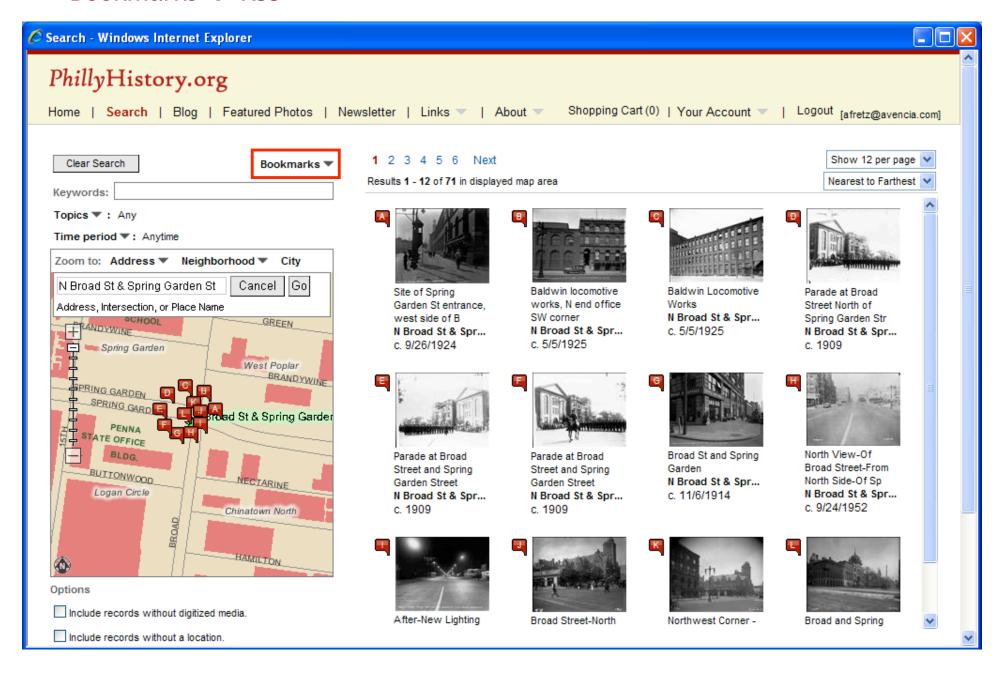
Before or during a year toDate=1937

Between a range of years fromDate=1915&toDate=1937

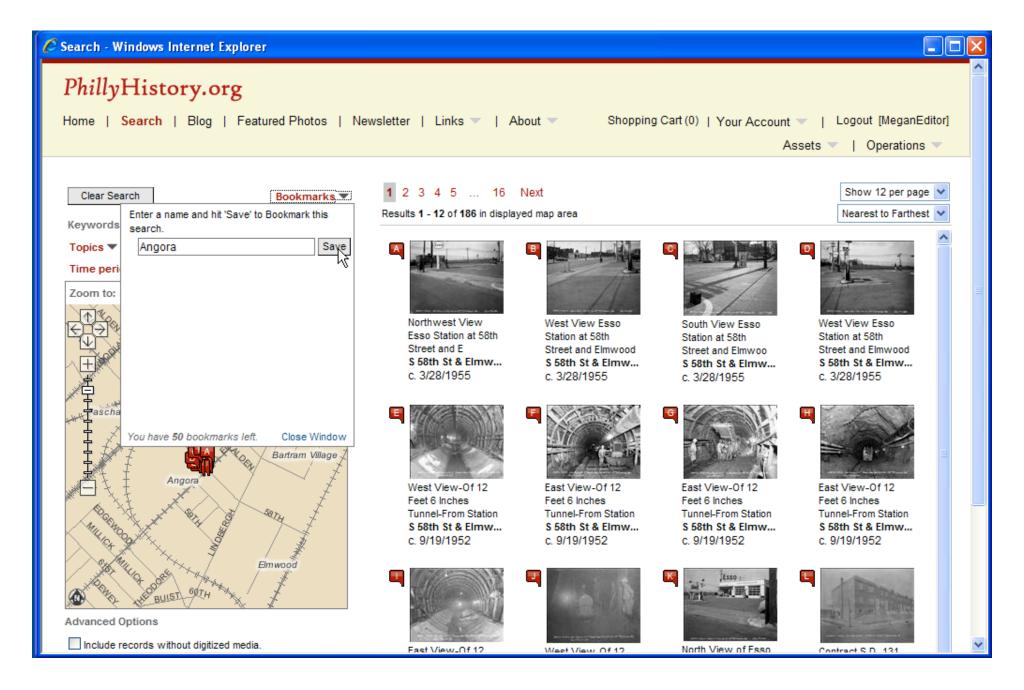
#### MuralBase



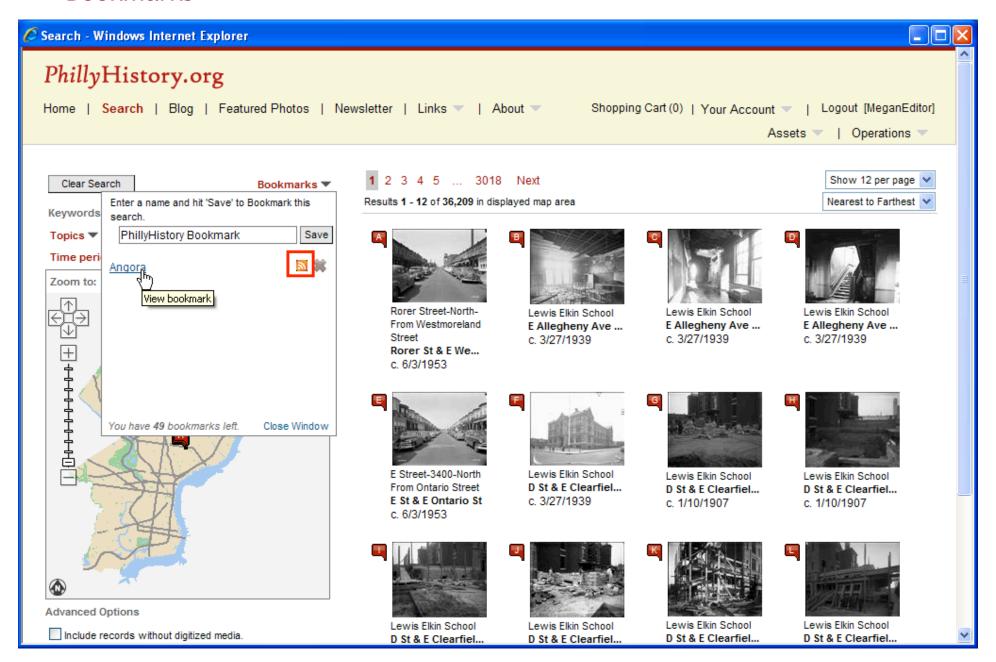
#### Bookmarks → RSS



### **Bookmarks**



## **Bookmarks**



## **RSS Feeds**

#### 🏉 PhillyHistory.org: Angora - Windows Internet Explorer



16 / 16

Displaying

All

Sort by: ▼ Date Title

#### PhillyHistory.org: Angora

You are viewing a feed that contains frequently updated content. When you subscribe to a feed, it is added to the Common Feed List. Updated information from the feed is automatically downloaded to your computer and can be viewed in Internet Explorer and other programs. Learn more about feeds.



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#### Contract S.D.-131-Southwest-5537 to 5533 Wheeler





Contract S.D.-131-Southwest-5537 to 5533 Wheeler Street. Man Standing on Steps

Updated on: 6/14/2007 3:49:44 PM

#### Contract S.D.-131-Southwest-5539 to 5535 Wheeler





Contract S.D.-131-Southwest-5539 to 5535 Wheeler Street. Bike on Walkway

Updated on: 6/14/2007 3:54:12 PM

#### Gibson Avenue-Looking West

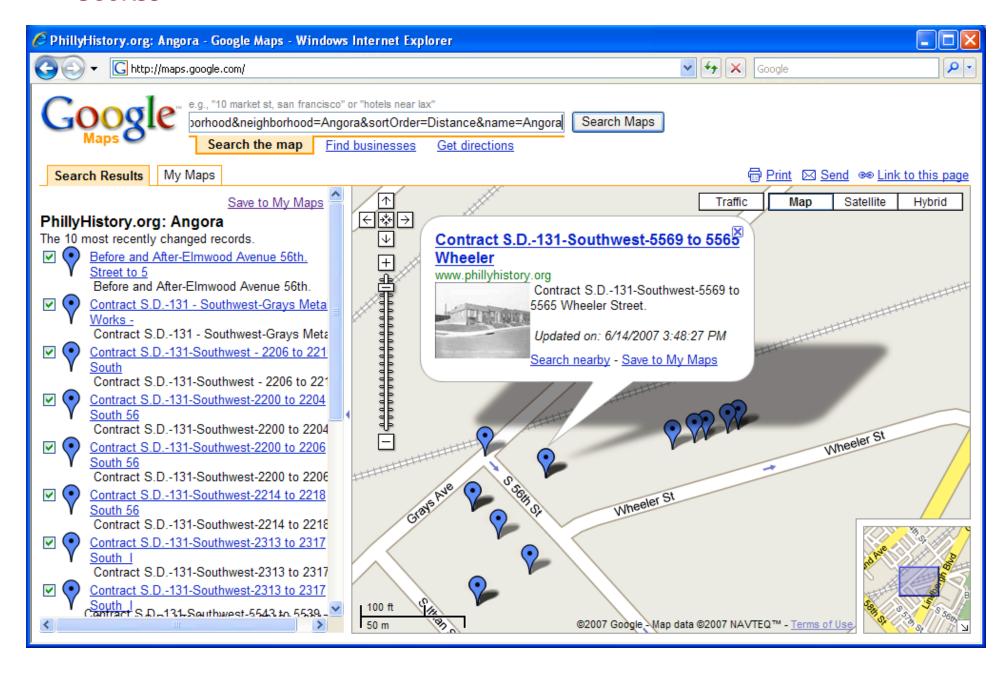




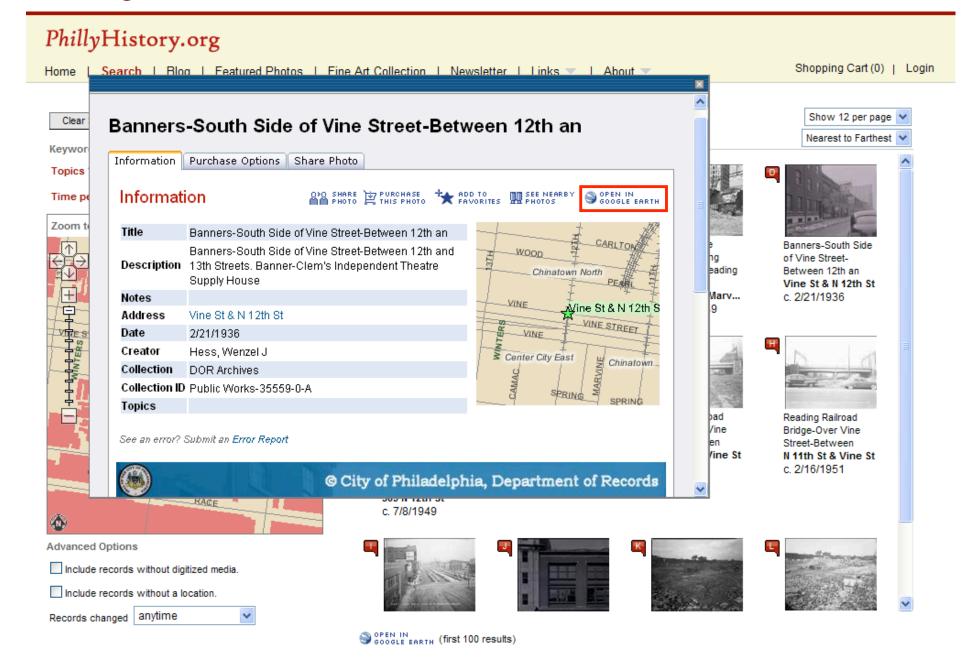
Gibson Avenue-Looking West.

Updated on: 6/4/2007 12:40:04 PM

#### **GeoRSS**

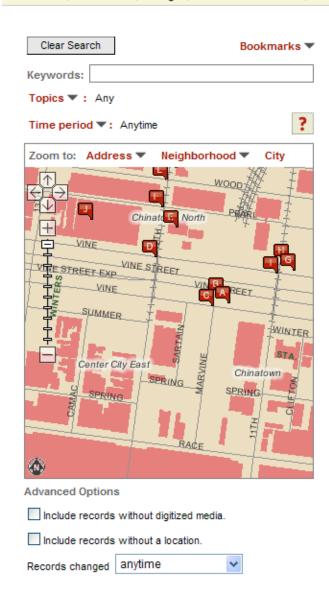


## GoogleEarth



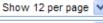
## PhillyHistory.org

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#### 2 3 4 Next

Results 1 - 12 of 43 in displayed map area



Nearest to Farthest



Widening of Vine Street-East on Vine Street from Vine St & N Marv... c. 8/25/1949



Widening of Vine Street-Looking West on Vine Stre Vine St & N Marv... c. 8/25/1949



Widening Vine Street-Showing Removal of Reading Vine St & N Marv... c. 10/24/1949



Banners-South Side of Vine Street-Between 12th an Vine St & N 12th St c. 2/21/1936



Illegal Water Connection-309-311 North 12th Stree 309 N 12th St c. 7/8/1949



Pearl Street-Between 12th and 13th Streets-Lookin Pearl St & N 12th... c. 3/24/1930



Reading Railroad Bridge-Over Vine Street-Between N 11th St & Vine St c. 2/16/1951



Reading Railroad Bridge-Over Vine Street-Between N 11th St & Vine St c. 2/16/1951



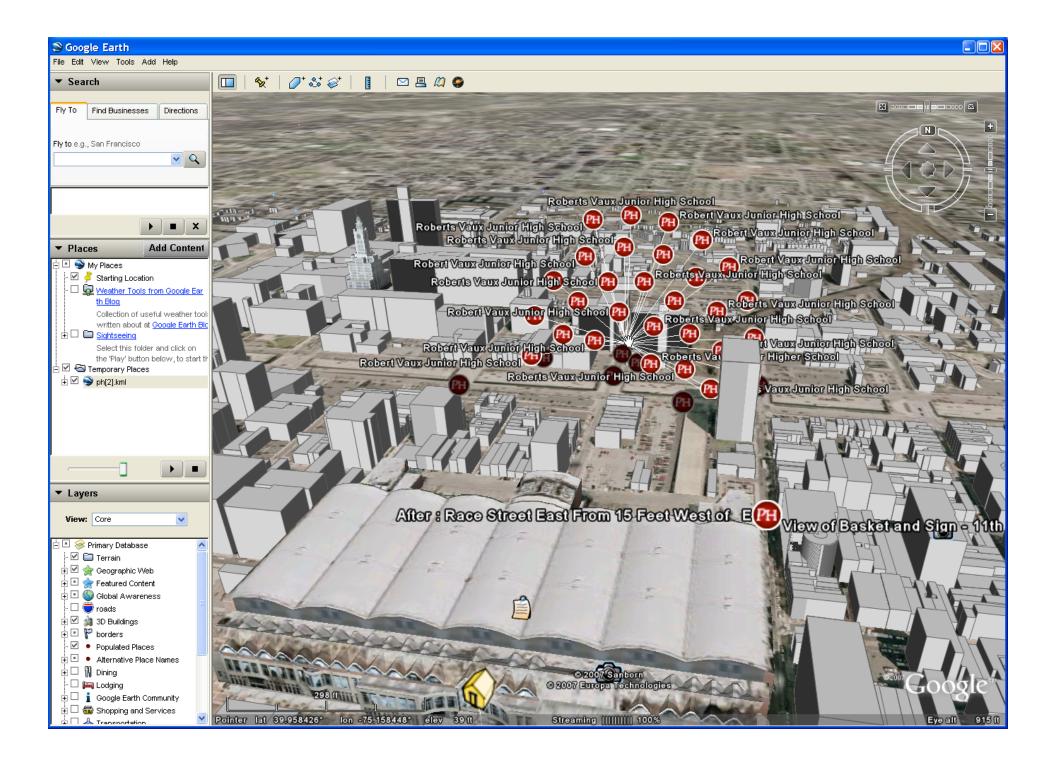


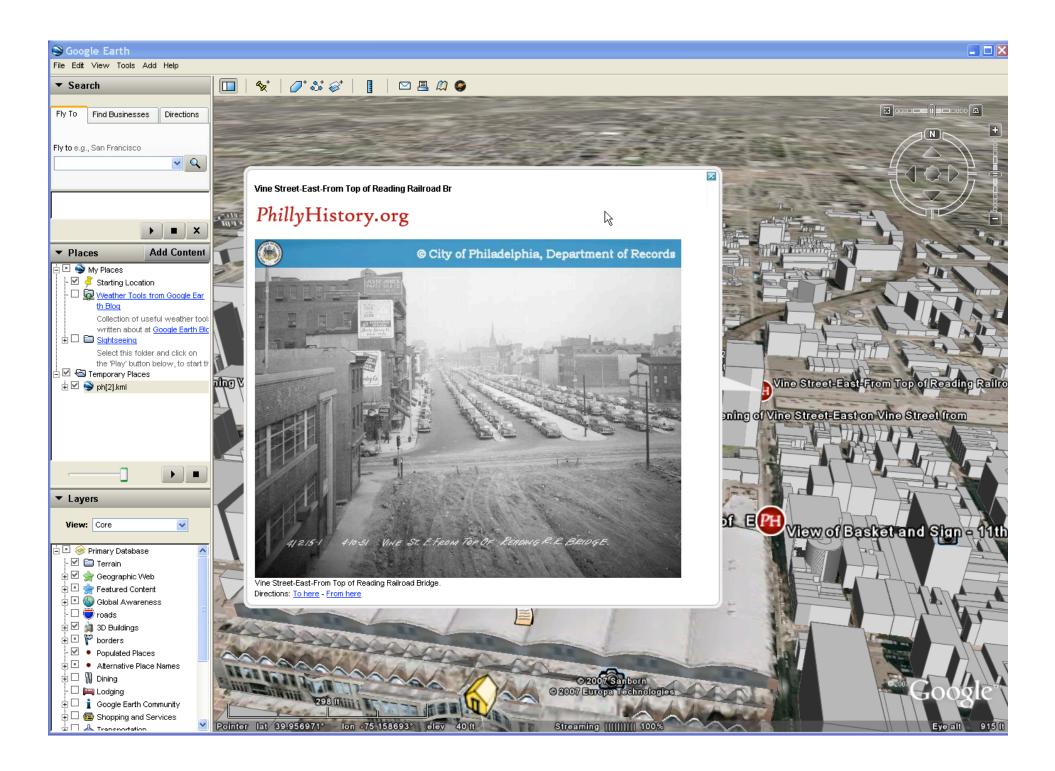


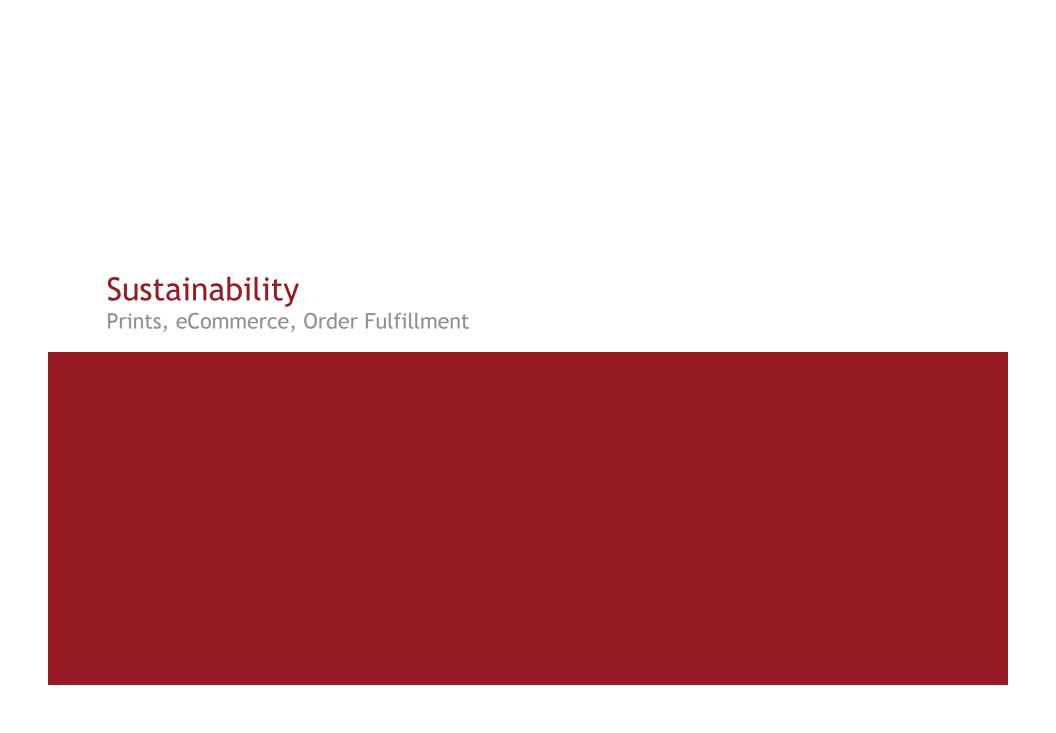




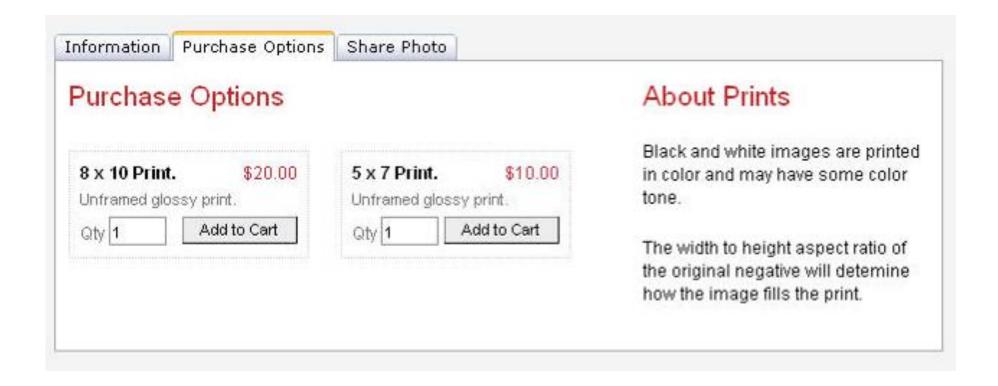








## E-Commerce



## E-Commerce

## **Shopping Cart**

Remove	Photo	Product	Quantity	UnitCost	Subtotal	
		8 x 10 Print. Unframed glossy print. Public Works-41807-22	1	\$20.00	\$20.00	Update
		8 x 10 Print. Unframed glossy print. Public Works-41807-2	1	\$20.00	\$20.00	Update
		8 x 10 Print. V Unframed glossy print. Schools-216-0	1	\$20.00	\$20.00	Update
					Total:\$60.00	

Continue Searching Proceed to Checkout

## **Impact**

- Over 1,500 registered users
- Over 45,000 site visits per month in 2007
- Over \$21,000 generated in past year
- Enormous amount of positive press and feedback from visitors

"I've become a PhillyHistory.org junkie ... This is the best use of taxpayer money I've heard of in a long time. I'd even be willing pay more taxes, if it would speed up the image ... "

Duane Swierczynski, CityPaper



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