

White Paper Report

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Main Street, Carolina

White Paper to the NEH Office of Digital Humanities Level 2 Digital Humanities Start-Up Grant

A Level II NEH Digital Humanities Start-Up Grant supported development of "Main Street, Carolina" (MSC), a unique map-based digital history resource and framework that facilitates the production of digital projects documenting and sharing the history of downtowns in North Carolina, the places that have helped to give each town or city its character and identity over the past century. "Main Street, Carolina" provides users of the application with a free, customizable, open-source framework for accessing and manipulating the UNC-CH Library's collection of original Sanborn Fire Insurance maps and other maps digitized and geo-referenced by the UNC Library staff. Users of the application layer these maps (served from the UNC Library server) with a wide range of content: historical and contemporary photographs, postcards, newspaper ads and articles, architectural drawings, historical commentary, family papers, tabular data, and excerpts from oral history interviews.

"Main Street, Carolina" grew out of and builds upon the Library's previous collaboration with Professor Robert Allen, "Going to the Show" (<http://docsouth.unc.edu/gtts/>), an interactive online collection documenting and illuminating one of the most pervasive and significant American social and cultural practices of the early decades of the twentieth century: moviegoing. "Going to the Show" was awarded the 2011 American Historical Association's Rosenzweig Prize for Innovation in Digital History. Since production of an operational version of the MSC application in 2010, we have partnered with public libraries, museums, historical preservation organizations, and municipal economic development offices across North Carolina to demonstrate and test the potential of "Main Street, Carolina" as a digital history toolkit. Professor Allen has developed an undergraduate course (also called "Main Street, Carolina", AMST 350) and a graduate course (AMST 840: Digital Humanities/Digital American Studies) to both use "Main Street, Carolina" projects as discovery tools for understanding the historical development of urban space in the American South, and to serve as a laboratory for the development of new collaborations with cultural heritage organizations around the state. In addition to its use by cultural heritage organizations to engage non-academic audiences, our innovative system for displaying, comparing, and digitally manipulating large-scale, content-rich urban morphological ground plans (here Sanborn Fire Insurance maps) will be of considerable interest to the large and growing international community of scholars using maps and other spatial data to address complex historical questions. This system is tailored for the largest and most historiographically useful category of U.S. urban ground plans (Sanborn Fire Insurance Maps), but can be applied to other similar historic map sets.

The grant has been co-directed by Robert C. Allen, James Logan Godfrey Professor of American Studies, History, and Communication Studies at UNC-CH, and Natasha Smith, Head, Digital Publishing Group/Documenting the American South, Carolina Digital Library and Archives, UNC-CH Libraries.

Accomplishments

The main outcomes of this start-up grant are the MSC web application; the website at <http://mainstreet.lib.unc.edu/> (**APPENDIX 1**); ten demonstration projects created with partnering cultural heritage organizations in N.C. and involving graduate and undergraduate students in the creation of public digital humanities projects, and the offering of three undergraduate and two graduate courses in which "Main Street, Carolina" projects and web application were deployed and tested. The projects demonstrated successful implementation of the MSC application and explored both the capabilities and limitations of the software to document and present local history (**APPENDIX 2**). These accomplishments were made possible with a generous support from the NEH Office of Digital Humanities. Significant additional support (\$75,000) came from the inaugural C. Felix Harvey Award to Advance Institutional Priorities at UNC, which Professor Robert C. Allen received in 2008 (<http://giving.unc.edu/harvey/index.htm>) and dedicated entirely to the "Main Street, Carolina" initiative. The development of "Main Street, Carolina" projects in collaboration with Professor Allen's AMST 840 class (fall term '11) and the testing of projects in AMST 350(fall term '11) was supported through a graduate assistantship (Pam Lach, "Main Street, Carolina" project coordinator since 2010) awarded by the Department of American Studies (\$10,530).

Main Street, Carolina Web Application

- *Content Management System (CMS)*

The Cake PHP web framework was selected to serve as the basis for building the CMS. The decision was made to build our own CMS using a web development framework to allow us to simplify the number and complexity of user configuration options and to reduce the server requirements for using the software. Our CMS provides support for multiple content-types, including place markers, images, videos, text documents, and external websites. "Live" uploading of file-based content such as images and videos is not supported due to the dependence of this feature on configuration of the web server. However such content can be either uploaded to the server manually via FTP or hosted by a third party service and linked to from within the CMS. The CMS supports user-defined metadata fields and item "tagging."

- *Web Interfaces for Creating, Managing, and Displaying Collections*

The administrative and public web interfaces have been developed for creating, managing, and displaying the digitized content.

- The administrative site is password-protected and supports three different roles for users (administrator, editor, and contributor) with varying levels of access to configuration and content creation functionality. The administrative tools are split into three categories: creating and editing content; configuring content description, including metadata fields and hierarchical categories; and configuring site functionality and appearance. The MSC application has several customization options for users, i.e. support for selecting colors for various page elements, including backgrounds, headings, text, and links, and several more options (**APPENDIX 3**).
- The public interface allows users to browse content via the map interface, category, or tags.
- Project coordinator Pam Lach devised and recorded **seven** training sessions on how to use and manage the application:
 - Session 1: Introduction to MSC
 - Session 2: Configuring MSC I: Users and Site Design
 - Session 3: Configuring MSC II: Maps
 - Session 4: Defining Content I: Content Types and Metadata
 - Session 5: Defining Content II: Categories and Tags
 - Session 6: Adding Content I: Markers, Documents and Web Pages
 - Session 7: Adding Content II: Guides, Images, Audio and Visual

More detailed information on the content for each training session is included in **APPENDIX 4** and also available at <http://sapienia.its.unc.edu/msc/MSCTrainingLinks.pdf>.

- The documentation is available at <http://sapientia.its.unc.edu/msc/MSCDocumentationFinal.pdf>.

- *Geo-referenced Historic Maps*

Digitized and geo-referenced historic maps are accessible via an application programming interface (API) accessible via HTTP. The MSC application integrates discovery of maps made available in this way for use with collections. The maps themselves are provided in the application's web interface by leveraging the Google Maps API.

- *Dedicated Host*

As our proposal indicates, the originating goal of "Main Street, Carolina" was to produce a software "toolkit" that could be installed and used by cultural heritage organizations. As the software development reached the field-testing stage (summer 2010), the Library recommended that the "Main Street, Carolina" application and projects be hosted locally at UNC and be given a dedicated server. SQLite is a stand-alone, lightweight library that can serve as a database. It was the original choice for the application data store, chosen to support the goal of an encapsulated application. However, SQLite is not robust for multiple users writing to the database at the same time. MySQL, while necessitating a database server, was chosen as a solid alternative.

- *Versions*

The application resides on a dedicated host (mainstreet.lib.unc.edu):

- Red Hat Enterprise Linux Server release 5.7
- PHP Version 5.2.17
- CakePHP Version 1.3

It accesses data from a dedicated database server:

- MySQL Version 5.0.77

Digital History Projects

During the life of the grant, we have undertaken twelve "Main Street, Carolina" projects in partnership with cultural heritage organizations across North Carolina. Ten of those projects are described below. Two others: "Chapel Hill's Franklin Street in 1911" (client: Chapel Hill Museum—closed 2010), and "Reviving Downtown New Bern" (client: [Swiss Bear Downtown Development Corp.](#)) are still in development. The introductory text of the web site's section "Pilot Projects" (<http://mainstreet.lib.unc.edu/pilots.html>) provides details on the development and status of each of the seven collections currently available online. "Charlotte 1911" and "Picturing the Wilmington Waterfront" were initial pilot projects, designed to test the technical capacities/limitations of the MSC application and to explore issues/challenges involved in undertaking collaborative public digital humanities projects with and for the benefit of cultural heritage organizations.

As noted below, all of the subsequent "Main Street, Carolina" projects have been/are being undertaken through the five digital humanities courses Professor Allen has offered during the life of the grant (see "**Teaching Tool**" section of the report), coordinated with and supported by the project team and other Library staff. "Reconstructing Hayti" (spring '10) involved students in AMST 350 class working under the direction of Research Assistant Natalie DeFilippo in a pilot project to document the "lost" African-American neighborhood of Hayti in Durham, N.C. for Preservation Durham.

In summer 2010, Professor Allen and Dr. Pam Lach, Project Coordinator, developed partnerships with the Levine Museum of the New South, Preservation Durham, and the City of Durham Office of Economic and Workforce Development which agreed to serve as external clients for "Main Street, Carolina" projects. Working in 2-4 person teams under Dr. Lach's supervision and with the technical support of Library staff, the 13 students in the class succeeded in developing four new "Main Street, Carolina" projects: "Parrish Street," "Tobacco Heritage Walking Tour," "Romare Bearden's Charlotte," and "Dividing Durham" (see below). All of these projects explored the capacities of the application to

document and recover both "lost" spaces that had once been important features of the social and built environment and surviving architectural landmarks whose connections with the past had been obscured by dereliction, repurposing, or cosmetic modification. One group ("Parrish Street") also explored the use of "Main Street, Carolina" projects for K-12 teaching, particularly in N.C. and U.S. history courses (see "**K-12 Component**" section of the report).

In summer 2011, Allen and Lach lined up partnerships with the Public History Program at the University of North Carolina at Greensboro, the Lebanese Migration Project at North Carolina State University, and (once again) with Preservation Durham. Again working under Dr. Lach's supervision and with the support of Library staff, the 12 students in this class developed three additional "Main Street, Carolina" projects: "The Lebanese of Charlotte and New Bern ca. 1910," "Windows to the Past: People, Places and Memory in Downtown Greensboro," and "Repopulating Hayti." These projects explored the possibility of developing sustained partnerships with public history programs (UNC-G) through the production of public digital humanities projects, the use of material digitized and published by the N.C. Digital Heritage Center in "Main Street, Carolina" projects, the capacities and limitations of the application to document and display multi-site historical phenomena (migration patterns across multiple cities in NC at the turn of the century), and expansion of the historical map sets that might be used in "Main Street, Carolina" projects beyond Sanborn maps and others held by the UNC Library ("redlining" maps held by the National Archives, urban renewal maps widely held by local municipalities).

Seven projects currently available online as part of the "Main Street, Carolina" initiative:

- "Charlotte 1911", online at <http://mainstreet.lib.unc.edu/projects/charlotte/>.
Client: Levine Museum of the New South, Dr. Tom Hanchett, staff historian.
This project takes information for over 4,000 persons, businesses, and institutions from the 1911 City Directory for Charlotte and displays it on stitched and geo-referenced Sanborn Fire Insurance Maps from 1911.
- "Picturing the Wilmington Waterfront", online at <http://mainstreet.lib.unc.edu/projects/wilmington/>.
Client: New Hanover County Public Library, Beverly Tetterton.
The project creates a virtual exhibition space for some of the hundreds of historic photographs of the Wilmington waterfront in the library's collection.
- "Dividing Durham: HOLC's Survey of the Bull City", online at http://mainstreet.lib.unc.edu/projects/hayti_durham/.
Client: Durham County Library's North Carolina Collection co-hosts the site (<http://www.durhamcountylibrary.org/ncc.php>).
This project was developed as a proof of concept to test whether MSC could support "redlining" data. The practice of "redlining"—restricting access of certain groups of people to particular neighborhoods, as well as limiting access to affordable loans—was first introduced in the 1930s with the creation of the Home Owners Loan Corp. (HOLC). Federal housing policies, as instituted by HOLC and continued by the FHA and VA, often reinforced segregation through policies of exclusion. Five North Carolina cities underwent redlining in 1937—Asheville, Charlotte, Durham, Greensboro and Winston-Salem. This project provides a look at redlining in Durham.
- "Parrish Street", online at http://mainstreet.lib.unc.edu/projects/parrish_st_durham/.
Client: City of Durham [Office of Economic and Workforce Development](#) on behalf of the Parrish Street Project; Reginald Jones, Economic Development Coordinator, Parrish Street & Special Initiatives.
This project is a virtual walking tour of the main buildings and historic markers that demarcate the Parrish Street district in downtown Durham, N.C.—an area once dubbed the “Black Wall Street” due to the success of black-owned businesses such as North Carolina Mutual Life Insurance Company and Mechanics and Farmers Bank around the turn of the century. These Jim Crow-era business achievements fueled the development of many important community institutions throughout Durham.

The area is now the focus of an intensive redevelopment campaign, led by the City of Durham (see: "The History of Parrish Stree", online at http://www.durhamnc.gov/departments/eed/parrish/p_history.cfm).

- "Tobacco Heritage Trail", online at http://mainstreet.lib.unc.edu/projects/tobacco_durham/.
Client: Preservation Durham (<http://www.preservationdurham.org/>), Andrew Edmunds, PD Board Member and Tour Coordinator.
The project, a virtual extension and amplification of Preservation Durham's "Tobacco Heritage Trail" walking tour, incorporates ten sites, including Liberty Warehouse (in today's Durham Central Park), various warehouses and administrative buildings along Main and Duke Streets, the Liggett & Myers Cigarette Factory, and the Imperial Tobacco Building. The virtual tour includes excerpts from oral histories and features examples of typical Piedmont Blues music that emerged out of tobacco auctions and cigarette factories.
- "Reconstructing Hayti", online at <http://mainstreet.lib.unc.edu/projects/durham/>.
Client: Preservation Durham. Andrew Edmunds, PD Board Member and Tour Coordinator.
This pilot project (developed as an undergraduate class project) documents and displays 15 representative structures in Hayti, once one of the most important African-American neighborhoods in the state and home to Durham's large black middle class, which was destroyed in the late 1960s as a part of an urban renewal scheme. The project documents the now destroyed homes of affluent bank managers and laborers, a tobacco mill, Durham's first black hospital, a landmark African-American church and a movie theater. None of the structures survive, but their outlines and place in the larger Hayti community can be clearly seen on early 20th century Sanborn Fire Insurance maps. The project includes photographs of these structures and information about the people who would have used them from city directories.
- "Romare Bearden's Charlotte", online at http://mainstreet.lib.unc.edu/projects/bearden_charlotte/.
Client: Levine Museum of the New South, Dr. Tom Hanchett, staff historian.
This project is a virtual exhibit to celebrate the 100th anniversary of the birth of Romare Bearden, a native of Charlotte, a luminary of the Harlem Renaissance, and one of the world's foremost collage artists until his death in 1998. The site highlights the places and spaces through which Bearden and his family passed, incorporating his collage work to depict an increasingly segregated Charlotte with a bustling business district sprouting its first skyscrapers and department stores. This exhibit highlights the vitality of black Charlotte of the 1910s, which flourished despite Jim Crow laws.

As noted above, work on new digital projects continued after the official end of the grant on September 30, 2011. These projects were created as part of Professor Allen's graduate seminar during fall semester 2011. They will be soon linked from the MSC web site:

- "The Lebanese of Charlotte and New Bern ca. 1910", online at http://mainstreet.lib.unc.edu/projects/lebanese_charlotte/ and http://mainstreet.lib.unc.edu/projects/lebanese_newbern/.
Client: Professor Akram Khater, Director of the Lebanese Migration Project at North Carolina State University (<http://faculty.chass.ncsu.edu/akhater/lac/history.htm>). This project maps part of the first wave of Lebanese migration to North Carolina, ca. 1910. The project compares migration in the eastern part of the state (New Bern) to the western region (Charlotte), studying family units from the 1910 Census Records. This project employed crowdsourcing techniques, drawing on contributions from Robert Allen's concurrent undergraduate class, AMST 350: "Main Street, Carolina."
- "Windows to the Past: People, Places and Memory in Downtown Greensboro", online at <http://mainstreet.lib.unc.edu/projects/greensboro/>.
Client: University of North Carolina at Greensboro Public History Program. Part of a three-tier project to document downtown Greensboro storefronts, this project maps thirty-six historic buildings, tracing their changing uses over the years. The MSC site is a companion to storefront displays and a self-guided walking tour in Greensboro. A member of the student team working on this project

developed a mobile version of the site that can be accessed via QR codes included on each storefront display.

- "Repopulating Hayti", online at <http://mainstreet.lib.unc.edu/projects/hayti/>. Client: Preservation Durham. This project virtually repopulates the Hayti neighborhood of Durham on the eve of its destruction by urban renewal in the 1960s. The site currently maps over 200 homes and businesses, using the photos and parcel appraisals from the Durham Urban Renewal Records (<http://digitalnc.org/collections/durham>). The project also relied on crowdsourcing with Professor Allen's undergraduates. Allen plans to continue mapping via crowdsourcing lost buildings in the spring 2012 semester.

Teaching Tool

As noted in the original proposal, one of the important goals of this project was its incorporation in both undergraduate and graduate curricula at UNC. Robert Allen's course on the development of urban spaces in N.C. (AMST 350: Main Street, Carolina) is now a regularly offered undergraduate course in the Department of American Studies. It has been offered three times during the grant period. Some 75 students have used "Main Street, Carolina" projects to enhance their understanding of the growth of cities in the state as well as the value of digital humanities as an exciting new approach to historical analysis. This course will be offered again in spring semester 2012, and is planned for fall '12 and spring '13. In summer 2010, Professor Allen and Dr. Pam Lach developed a new graduate-level course (initially offered as a special topics course, American Studies 890, but approved as AMST 840, a permanent course, by the Graduate School in 2011). Its goals were (1) to provide students from UNC's highly regarded School of Information and Library Science as well as students from a range of disciplines in the College of Arts and Sciences an opportunity to work in project-based teams with "external" partner organizations to design and implement digital history projects using the MSC application; (2) to serve as a sustainable vehicle for generating new public digital humanities projects beyond the term of the NEH start-up grant, and (3) to contribute to the growing array of digital humanities course opportunities at UNC, particularly at the MA and Ph.D. levels. Professor Allen's two offerings of his graduate course in digital humanities (AMST 890, fall '11 and fall '12) have involved 28 graduate students in the development, implementation, and testing of public digital humanities projects. The permanent course offering developed on the basis of these seminars (AMST 840: Digital Humanities/Digital American Studies) will be offered in spring term '13. Below is a digest of course offerings incorporating "Main Street, Carolina" during the grant:

- Spring 2010: AMST 350: Main Street, Carolina.
Twenty-five undergraduate students helped with collecting data and developing first 4 pilot projects
- Fall 2010: AMST 890: Virtual Cities (**APPENDIX 5**).
Graduate Seminar included fourteen graduate students (12 of whom were Master's students at the School of Information and Library Science) who worked with clients to develop "Tobacco Heritage Trail", "Romare Bearden's Charlotte", "Parrish Street" and "Dividing Durham" projects.
- Spring 2011: AMST 350: Main Street, Carolina.
Twenty-five undergraduate students used some of the existing MSC projects as learning tools for studying the development of North Carolina downtowns. Specifically, they spent time with the "Charlotte, 1911" and Franklin Street (<http://mainstreet.lib.unc.edu/projects/chapelhill/>) projects. Half of the students conducted archival research to contribute to the Franklin Street project (still incomplete because the original client, the Chapel Hill Museum, closed its doors midway through the project).
- Fall 2011: AMST 890: Digital Humanities/Digital History: Recovering and Representing the Past (14 graduate students); AMST 350: Main Street, Carolina.

Six graduate and twenty-three undergraduate students contributed to two of the three new MSC projects: the Lebanese migration and the Repopulating Hayti projects.

K-12 Component

Christie Hinson, Project Director, Civic Education Consortium at UNC's School of Government, wrote curriculum for the "Tobacco Heritage Trail" and "Repopulating Hayti" projects. They have been incorporated into the Consortium's online database and can be accessed by K-12 teachers across the state:

- Tobacco Heritage Trail: <http://www.civics.unc.edu/resources/docs/TobaccoHeritage.pdf>
- Repopulating Hayti: <http://www.civics.unc.edu/resources/docs/Hayti.pdf>

As a student in Prof. Allen's Fall 2010 graduate seminar (AMST 890), Christie also wrote lesson plans for the "Parrish Street Project" (<http://www.civics.unc.edu/resources/docs/ParrishStreetLessons.pdf>) which was downloaded over 2,000 times between January and May of 2011.

The Virtual Cities/Digital Histories Symposium

<http://virtualcitiesdigitalhistories.web.unc.edu/>

In December of 2010, Prof. Allen and Project Coordinator Pam Lach organized and hosted a virtual symposium in collaboration with Stephen Robertson of the University of Sydney. The symposium was designed to showcase virtual cities projects, including "Main Street, Carolina." The goal of the symposium was to provide a showcase for innovative work in digital/spatial urban history emerging from a variety of institutional contexts and to create a forum where interested and engaged professionals could interact with project collaborators and with like-minded colleagues around the world. Recorded in Elluminate Live!, each session is still available for viewing, allowing the symposium to reach a broader audience than the approximately 100 original "attendees".. These recordings have been repurposed as learning platforms for Prof. Allen's undergraduate and graduate classes. Students view selected sessions; the viewings form the basis of a larger discussion about the digital humanities.

APPENDIX 1.

<http://mainstreet.lib.unc.edu/>

Main Street, Carolina

[Home](#) [About](#) [Pilot Projects](#)

Main Street, Carolina is designed to encourage and facilitate the production of digital projects about the history of towns and cities in North Carolina. We work in collaboration with local organizations around the state to originate, plan, and develop online projects that engage local audiences around the history of their communities through the "location" of multimedia content on historical maps.

A unique feature of **Main Street, Carolina** is its system for displaying and manipulating more than 1000 large-scale, color, fire insurance maps of 45 towns and cities in North Carolina published between 1885 and 1923. Projects can also use more than 300 other georeferenced historical maps of North Carolina drawn from [North Carolina Maps](#). As its name suggests, **Main Street, Carolina** recovers and represents the turn-of-the-century history of "downtowns" in North Carolina in an especially powerful way, enabling a wide range of users to discover previously invisible connections among people, events, stories, images, and places. It also encourages them to connect that history with the lived experience and built environments of their communities today.

We are currently exploring the capabilities and possible applications of **Main Street, Carolina** with a number of partner organizations around the state, among them: the Levine Museum of the New South (Charlotte), New Hanover County Public Library (Wilmington), Swiss-Bear (New Bern), Preservation Durham, and the City of Durham.



Sanborn Fire Insurance Map of Durham, Durham County, North Carolina, April 1902

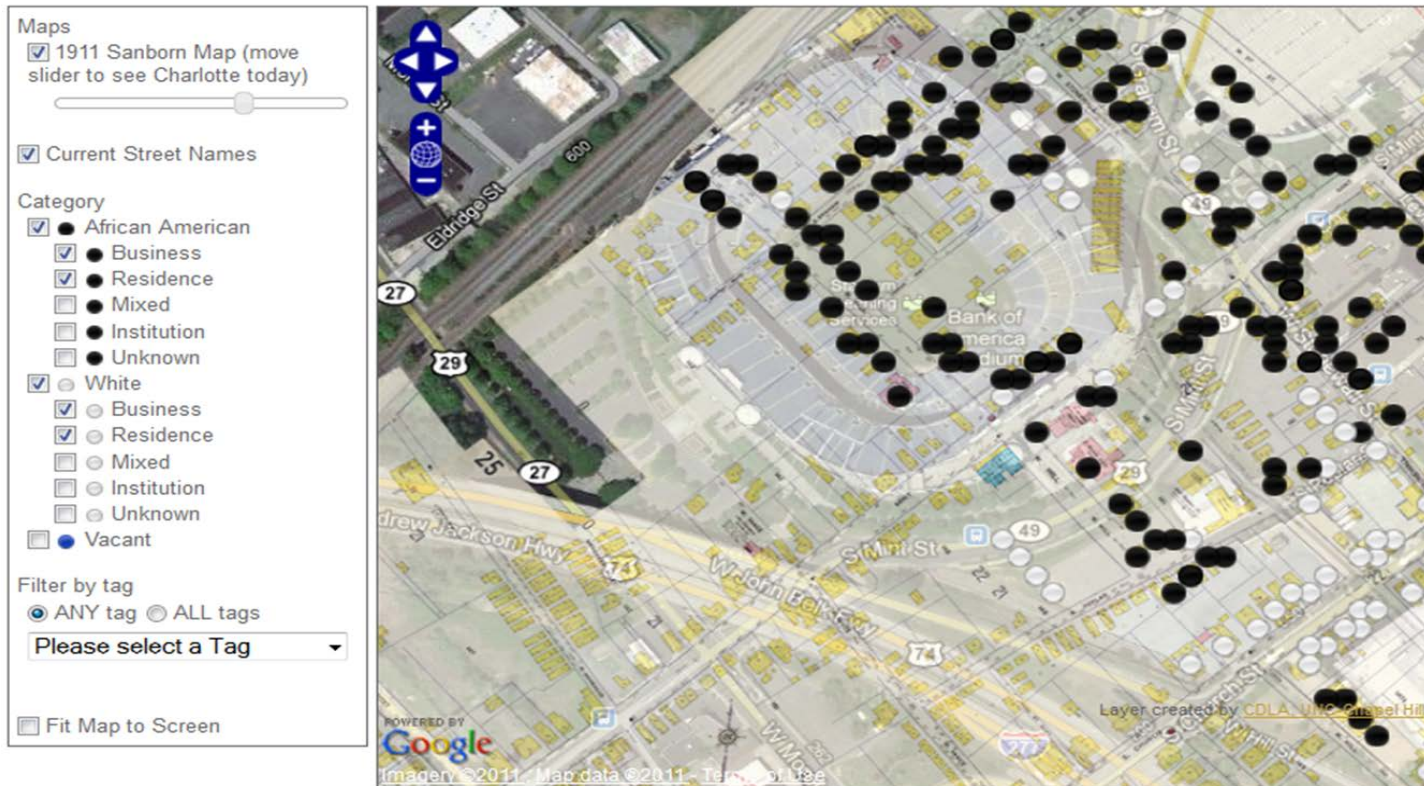
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APPENDIX 2. Examples of using the MSC application in developing digital history projects.

“Charlotte 1911” <http://mainstreet.lib.unc.edu/projects/charlotte/> is designed as a discovery tool. Merging two contemporaneous records of the city at a key moment in its historical development (the city directory and Sanborn Map of 1911) allows us to see this city at that moment in a new way. Zooming from a helicopter view down to a single neighborhood and then to a block within it reveals patterns, anomalies, and singularities. The process of social and economic sorting—easily visible in Charlotte 1911—was to shape the city for the next century. Clicking on a place marker on the [map](#) reveals the information about that person/business contained in the 1911 Charlotte City Directory. Listings are searchable by name, address, occupation, and race. Listings have also been “tagged”: choosing the “barber” tag and the African American category, for example, will display all African American barbers living and working in the center of Charlotte in 1911.



APPENDIX 3. Main Street, Carolina Application.

Links to video trainings are available at <http://sapienia.its.unc.edu/msc/MSCTrainingLinks.pdf>.
Documentation is available at <http://sapienia.its.unc.edu/msc/MSCDocumentationFinal.pdf>




Site Administration

Content

Markers

-  View Markers
-  New Marker
-  Metadata Fields

Oral Histories (Audio)

-  View Oral Histories
-  New Oral History
-  Metadata Fields

Pages (Documents)

-  View Pages
-  New Page
-  Metadata Fields

Walking Tours (C

-  View Walking Tou
-  New Walking Tou
-  Metadata Fields

Pictures (Images)

-  View Pictures
-  New Picture
-  Metadata Fields

Videos

-  View Videos
-  New Video
-  Metadata Fields

Web Pages

-  View Web Pages
-  New Web Page
-  Metadata Fields

Description

Categories

-  View Categories
-  New Category

Metadata Fields

-  View Metadata Fields
-  New Metadata Field

Tags

-  View Tags
-  New Tag

Configuration

Appearance

- Site Title and Logo
- Home Page Text
- Navigation Bar
-  Colors and Fonts

Content

- Content Options
-  Maps

Users

-  Manage Users

APPENDIX 4. MSC Training Videos

1. Session 1: Introduction to

MSC <https://sas.illuminate.com/site/external/jwsdetect/playback.jnlp?psid=2011-03-31.1756.M.E668A28E5013ACD18C7C6665372048.vcr&sid=2009099>

Content Covered:

- Introduction to MSC
- General Terms
- Common Icons

2. Session 2: Configuring MSC I: Users and Site

Design <https://sas.illuminate.com/site/external/jwsdetect/playback.jnlp?psid=2011-03-31.1845.M.E668A28E5013ACD18C7C6665372048.vcr&sid=2009099>

Content Covered:

- Adding and modifying users
- Configuring Appearance:
 - Site Title and Logo
 - Home Page Text
 - Navigation Bar
 - Themes: Colors and Fonts
- Configuring Content

3. Session 3: Configuring MSC II: Maps

<https://sas.illuminate.com/site/external/jwsdetect/playback.jnlp?psid=2011-03-31.2018.M.E668A28E5013ACD18C7C6665372048.vcr&sid=2009099>

Content Covered:

- View Available Maps and Add Maps
- Edit Map Options
- Configure Initial Map View

4. Session 4: Defining Content I: Content Types and Metadata

<https://sas.illuminate.com/site/external/jwsdetect/playback.jnlp?psid=2011-04-03.1520.M.E668A28E5013ACD18C7C6665372048.vcr&sid=2009099>

Content Covered:

- Setting up metadata fields
- Associating metadata fields with content types
- Note: *Defining Content Types was covered in Session #2 *

5. Session 5: Defining Content II: Categories and Tags

<https://sas.illuminate.com/site/external/jwsdetect/playback.jnlp?psid=2011-04-03.1606.M.E668A28E5013ACD18C7C6665372048.vcr&sid=2009099>

Content Covered:

- Differences between categories and tags
- Creating categories
- Creating tags

6. Session 6: Adding Content I: Markers, Documents and Web Pages

<https://sas.illuminate.com/site/external/jwsdetect/playback.jnlp?psid=2011-04-03.1645.M.E668A28E5013ACD18C7C6665372048.vcr&sid=2009099>

Content Covered:

- Adding markers, documents & external web pages
- Publishing content
- Establishing relationships across content types (related items)

7. Session 7: Adding Content II: Guides, Images, Audio and Visual

<https://sas.illuminate.com/site/external/jwsdetect/playback.jnlp?psid=2011-04-03.1736.M.E668A28E5013ACD18C7C6665372048.vcr&sid=2009099>

Content Covered:

- Limits and uses of guides feature
- Adding images, audio and visual content
- Quick wrap-up review of all MSC features

APPENDIX 5. Use of the Main Street, Carolina application in the classroom.

Virtual Cities: A Digital Humanities Laboratory. American Studies 890. Fall 2010. Robert C. Allen, James Logan Godfrey Professor, American Studies, History, and Communication Studies, Email: rallen@email.unc.edu

This course is designed to bring together graduate students from a wide range of disciplinary and interdisciplinary interests to develop digital humanities projects using a new digital toolkit, Main Street, Carolina (MSC). Participants will be among the first to use MSC to document and illuminate the history of towns and cities and display a wide range of historical content on georeferenced historical maps (Sanborn Fire Insurance Maps). They will have the opportunity to further develop demonstration projects already underway (see below), help design and develop new projects for external clients, use MSC to manage and display their own research, develop pedagogic uses (high school or university) for MSC, or create additional apps and features for the MSC toolkit. Participants are welcome from all fields. This course experience might have special appeal for graduate students in History, City and Regional Planning, Information and Library Science, Geography, Computer Science, and Folklore/American Studies.

Main Street, Carolina is a free, open-source, web-based digital history toolkit designed for local libraries, schools, museums, preservation and local history societies, and other community organizations across N.C. to preserve, document, and interpret their history, as reflected in the growth and development of their downtowns in the first decades of the twentieth century (1896-1922). It provides users with a flexible, user-friendly digital platform on which they can add a wide variety of “local” data: historical and contemporary photographs, postcards, newspaper ads and articles, architectural drawings, historical commentary, family papers, and audio and video files—all keyed to and layered on digitized historic maps. MSC is a library/faculty collaboration developed by Professor Allen and Carolina Digital Library and Archives (<http://cdla.unc.edu/index.html>). It was awarded the first C. Felix Harvey Award to Advance Institutional Priorities at UNC-CH (<http://giving.unc.edu/harvey/>) and is also supported by a grant from the National Endowment for the Humanities.

Main Street, Carolina leverages the North Carolina Collection’s (<http://www.lib.unc.edu/ncc/>) outstanding archive of printed and published material about the state, including its complete collection of Sanborn Fire Insurance Maps for towns and cities in N.C. Sanborn maps are recognized as among the most important spatial records of the development of urban America, and they are the most requested maps at public and academic libraries in the U.S. These large-scale, color urban ground plans, produced at roughly five-year intervals for more than 12,000 towns in the U.S. from the 1880s to the 1930s, show every downtown structure, its dimensions, building material, and use. A number of state and university libraries have launched projects to digitize the Sanborn maps for their states, but MSC is the first (and so far the only) project to digitally stitch individual map pages together to form a composite downtown view of a town or city a century ago, georeference that view so that it can be displayed using GIS systems, and utilize Google Maps and Google Earth as the user interface. In addition to the more than 1000 map pages representing the downtowns of forty-five strategically selected towns and cities in N.C. that have already been digitized, electronically “stitched” together, and geo-referenced (including all of the Sanborn maps produced prior to 1923 for Charlotte, Wilmington, Durham, New Bern, Kinston, and Asheville, N.C., and covering more than 90% of the urban population of the state at the beginning of the 20th century), MSC also can be used with the more than 150 digitized and geo-referenced historic overlay maps available through the North Carolina Maps project: (<http://www.lib.unc.edu/dc/ncmaps/interactive/overlay.html>). MSC can also display content directly on contemporary Google map and satellite views.

MSC will be launched and available for download in the summer of 2010. Five demonstration projects involving collaborations with cultural heritage organizations across the state are underway. They include:

- “Sorting Out the New South City,” virtual reconstitution of Charlotte, N.C. in 1911, layering city directory data (including race, address, and occupation) for more than 5,000 residents and businesses on contemporaneous Sanborn maps (Levine Museum of the New South, Charlotte, N.C.), which will form the basis for museum programs in 2011 about the “sorting out” of the city by race and class in the early years of the 20th century.
- “The Resurrection of Downtown New Bern,” digital showcase of successful historic preservation projects undertaken by Swiss Bear (private/public downtown redevelopment partnership, Swiss Bear, New Bern, N.C.) as a contribution to the 300th anniversary of the city’s founding.
- “Recovering Hayti: Durham’s African American Downtown,” documenting key homes, businesses, and churches in Durham’s historic Hayti neighborhood (Preservation Durham, Durham, N.C.) in support of a 3-year project to document and obtain historic landmark status for black neighborhoods in Durham.
- “Picturing the Wilmington Waterfront,” digital library project displaying more than 250 historic photos of the Wilmington, N.C. waterfront (1820-1990) in conjunction with the opening of a new downtown civic center (New Hanover County Public Library, Wilmington, N.C.)
- “Franklin Street A Century Ago,” documentation of historic Franklin Street in 1911 and creation of digital content management system for local history museum (Chapel Hill Museum, Chapel Hill, N.C.)