

# GEOGRAPHIC INFORMATION SYSTEMS

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## Business Analyst Online for Office of Economic Development

GIS develops web application that helps to identify local economy's health

GIS staff has developed an online GIS Business Viewer and mapping application for use in the county's Office of Economic Development and Planning Department. The application was built with [ESRI's Business Analyst Online](#).

Business Analyst Online (BAO) is a web-based application hosted by ESRI, which provides access to up-to-date demographics, business and market data analysis. BAO uses a number of extensive demographic, consumer spending and business data from several companies and organizations including U.S. Census Bureau, [Dun & Bradstreet](#), Bureau of Labor Statistics, [GfK MRI](#) and [Applied Geographic Solutions, Inc.](#) for crime indices.

The GIS Business Viewer application pro-

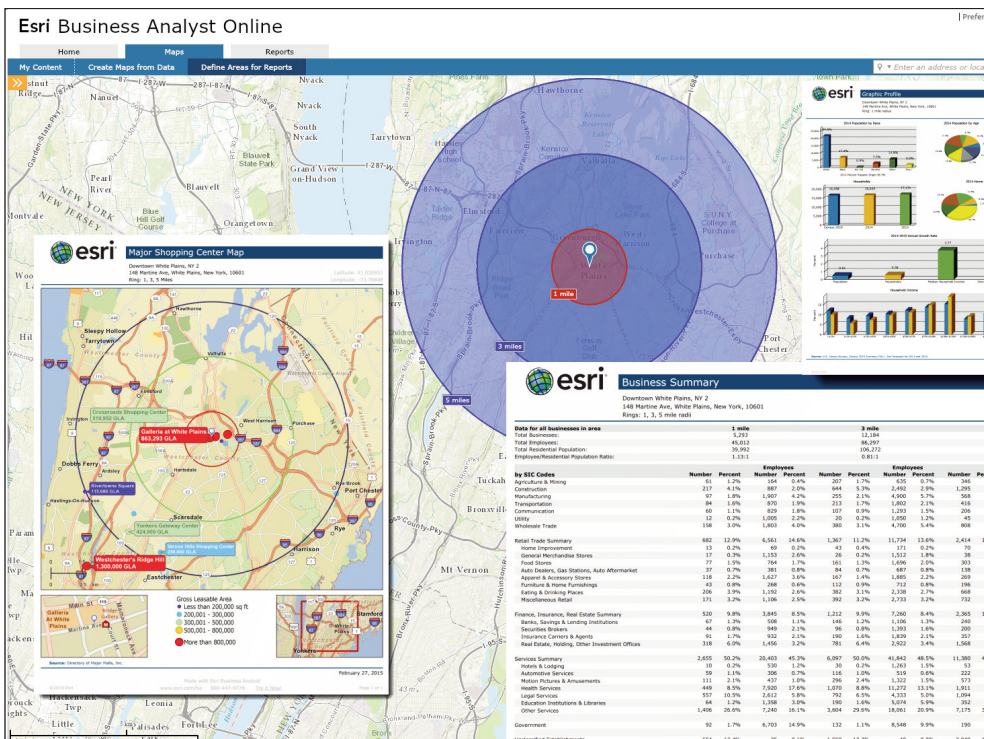
vides the base for BAO to view local data such as zoning districts, tax parcel boundaries, land use and local businesses. BAO allows users to quickly create thematic maps based on user-defined geographic areas or a specific location. Users can identify local businesses in the area of interest and generate reports using BOA data.

Westchester County's local business database is licensed through [Infogroup](#). Infogroup data is updated every four months in order to produce up-to-date information on local business addresses, demographics and other industry indicators such as industry type, number of employees, square footage and contact information.

The application user interface is easy to nav-

igate. In addition, users can add text or shapes as well as create PDF or images from the map. Although similar online mapping applications exist, BAO reporting capabilities is the program's strongest asset. Staff in the county's Office of Economic Development and Planning Department can generate customized reports to identify market potential based on number of consumers, services, consumer behavior and activities in any given area. Reporting also includes [ESRI's Tapestry Segmentation](#) data, which details socioeconomic trends based on customer's lifestyle and behaviors.

For more information regarding the GIS Business Viewer, contact [Ana Hiraldo-Gomez](#) at (914) 995-5162 or visit the [ESRI's Business Analyst Online](#) website.



Business Analyst Online (BAO) can generate 1, 3, and 5-mile radius rings from any location as shown in this downtown White Plains example. Pertinent business and graphic profiles, as well as maps, can also be generated for each radius ring.

Westchester GIS User Group Meeting

## User Group Meeting

### May 14, 2015

**SUNY Purchase**  
8:15 a.m. – 4 p.m.

The county's annual Westchester GIS User Group will be held at Purchase College on May 14th, 2015. The day-long event will feature presentations from government, industry, and academia. This year's program includes outdoor activities with [Orienteering \(Map Adventures\)](#) and [Geocaching](#), and exclusive Story Maps training (*seating is limited*).

Join us for the largest annual meeting of geospatial professionals in the Lower Hudson Valley.

For more information or to register for the free event, visit our [website](#).

## Mobile Mapping in the Town of Greenburgh

ESRI Collector app used on Android smartphone

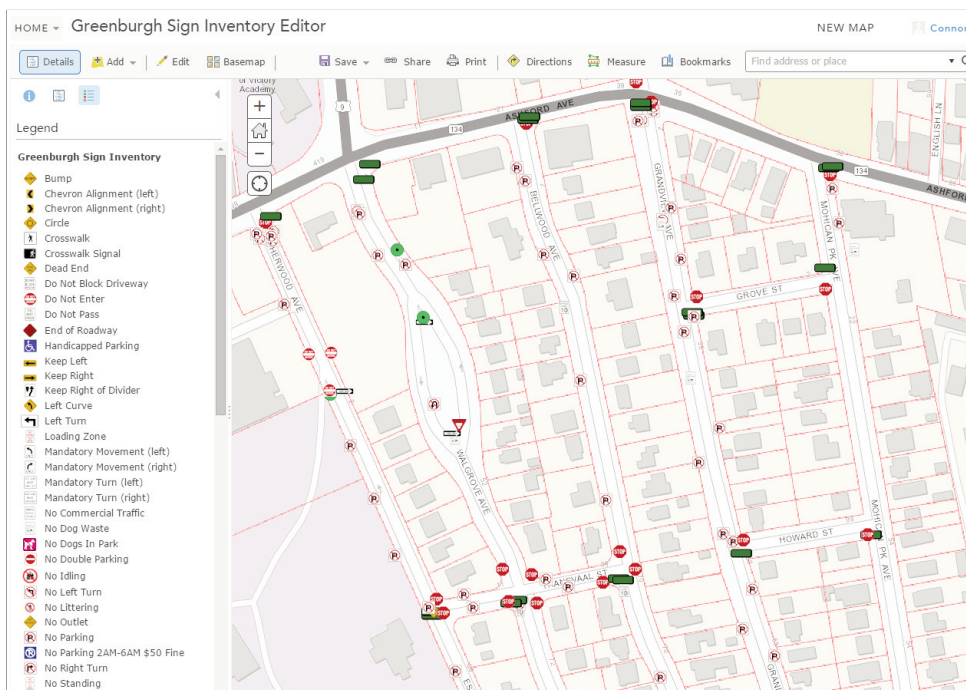
Building off the success of the street inventory project in the Village of Larchmont, Town of Eastchester, City of Rye and Village of Rye Brook, County GIS staff is currently providing mobile mapping guidance to the Town of Greenburgh. At the request of Deputy Commissioner, Richard Fon, the town saw mobile mapping as an effective way to map street signs as part of a comprehensive inventory of the town's street feature assets. Time-stamped pictures of each sign, which are taken as part of the mapping process, will be used to determine what signs need to be replaced or removed.

As designed, the mobile application leverages the county's enterprise GIS infrastructure and does not require any local client software. The data collected from the field or updated using a browser application is automatically stored in the county's enterprise GIS databases. Data collection began

with work in the unincorporated sections of the town. Greenburgh DPW is also responsible for the maintenance of street signs in the villages of Elmsford, Ardsley, Hastings-on-Hudson, Dobbs Ferry, Irvington, Tarrytown and Sleepy Hollow.

The Greenburgh street sign project collects street sign locations, which have been attributed by category (i.e., stop, speed limit, and parking, one way etc.) using easy-to-use pull-down menus speeding up data collection and minimizing data coding errors. With data collection still underway, a total of 12,649 street signs have been mapped across the town and incorporated villages to date. The mobile app also enables users to associate one or more related documents (such as photos, videos, or MS-Word files) with the sign.

For more information, contact either [Connor Lynch](#) at (914) 995-6532 or [Xiaobo Cui](#) at (914) 995-3781.



The Town of Greenburgh collected street sign data and screen shot of the mobile collector app developed by Westchester County GIS.

## Historical Aerial Photo Viewer

The Historical Aerial Photo Viewer application is now available to the public on the [GIS website](#). Created jointly with the Department of Planning, the application provides access to over 6,000 historic air photo digital files which are available for viewing or printing. The black and white aerial photographs are associated with 13 separate photogrammetric projects covering the county

between 1925 and 1995 each generally being flown in late winter / early spring with leaf-off ground conditions. Given the different flying heights of the various photogrammetric projects, different camera systems, and the number of flight paths, the quality and resolution of the images will vary between the flight years. For more information, contact [Dongming Tang](#) at (914) 995-4437.

## Tax Parcel Viewer Update

With high demand from local governments, County GIS has implemented a zoning code lookup function associated with the [Municipal Tax Parcel Viewer](#) application. This convenient and easy to access feature is very helpful for users wanting to know regulations and conditions associated with individual municipal zoning districts. Zoning code data has been extracted from [Westchester County Planning Department's zoning map](#), which is a compilation of local zoning districts based on zoning information digitized between 2011 and 2014, and is intended for general reference purposes only. Since zoning regulations are subject to change, inquiries regarding current zoning regulations should be verified by the local planning or municipal clerk offices. For more information, contact [Zhenglu Zhang](#) at (914) 995-5347.

## Planimetric Map Service

The planimetric feature map service, which includes building footprints, edge-of-pavement, sidewalks, parking lots, driveways, bridges, and other physical features, is now available on the [GIS website](#). Other core countywide data layers such as municipal boundaries, lakes, parks, and hillshade image based on 2009 LiDAR are also included in the map service. The map service has cached 13-different zoom levels to support more efficient rendering of features and to improve the speed of map display. The map service is available via REST, SOAP and WMS interfaces. The planimetrics dataset was captured and developed from Spring 2013 photography. For more information, contact [Xiaobo Cui](#) at (914) 995-3781.

## Peekskill Regulatory Map

In collaboration with both the City of Peekskill Police Department and Department of Planning and Development, Westchester County GIS has developed a parking regulations map to display parking rules and regulations associated with Peekskill's City Winter Parking Ordinance. The project is an effort to accurately display and make available to the public, specific winter regulations and state of emergency procedures. The rules are in effect to aid the Department of Public Works effort to safely plow the city's streets. The bright and colorful map design is easy to read and available on the [Peekskill Police Department website](#). For further information, contact [Will Buckhout](#) at (914) 995-4005.