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Walking Through History:
Leveraging the Full Potential of
the Story Map Tour

Map 1:

McKinney, Texas
Overview



Why is Historic Preservation Important?



Cultural Values & Quality of Life



Economic Development



Identity & Community



Environment & Planned
Growth

What are the advantages of COTS Story Maps?



Esri does the heavy lifting



Limited Time for customization



Easy for Anyone to Maintain. No “Mystery Code”

What are the limitations of the COTS Story Map Tour?

*Hacks Available



Function Over Form



No Pop-Ups



No CSS or JavaScript



Single Photo Per Location *



No Legend *



Limited Layers

So...why should I use the COTS Story Map Tour?



Build Multiple Tours from a Single Web Service



Looks Good on All Devices
Optimized for Mobile



Consumes Minimal Resources
Works on AGOL or an Enterprise/Server System



Leverage Off-Site Information
Let Someone Else Do the Hard Work!

Map 2:

McKinney Historic Residential District Story Map Tour

Original Hard-Copy Version of Tour



Story Map Tour: Workflow

- ✓ Design Schema with Required Field Names
- ✓ Define Locations: Preferably in Desired Order
- ✓ Upload Full-Size & Thumbnail Photos & Define URLs
- ✓ Design Name & Description: Include HTML Markup & Web Links
- ✓ Update Attribute Table with Photo Links, Name & Description
- ✓ Publish Map Tour Points: ArcGIS Server or AGOL Hosted Layer
- ✓ Create AGOL Map: Filter Points for Each Map Tour
- ✓ Share as Story Map Tour
- ✓ Configure Final Story Map

ArcGIS Online Demo:

Creating a Story Map Tour from an AGOL Map



Story Map Tour: Best Practices (1)



Required



Point Layer must include standard Story Map Tour fields



Point Layer must be visible at all scales



All Changes, including Icon Color, Must Be Made in Source Data. Point Order can be changed in the Story Map.



All Links Must be HTTPS



One Web Map = One Tour App



Directly Edit Hosted Layers in Pro Only

Story Map Tour: Best Practices (2)



Recommended



Do As I Say, Not As I Do



Draw Points in the Order You Want Them Displayed



Add Layers As Individual Services



Use HTML5 Compliant Markup★



Default Font Colors are Best, Use Other Font Colors Sparingly★



Test HTML Formatting Across Devices, Especially Font Color Changes



Use Python scripts & generic fields to automate HTML markup

Under the Hood:

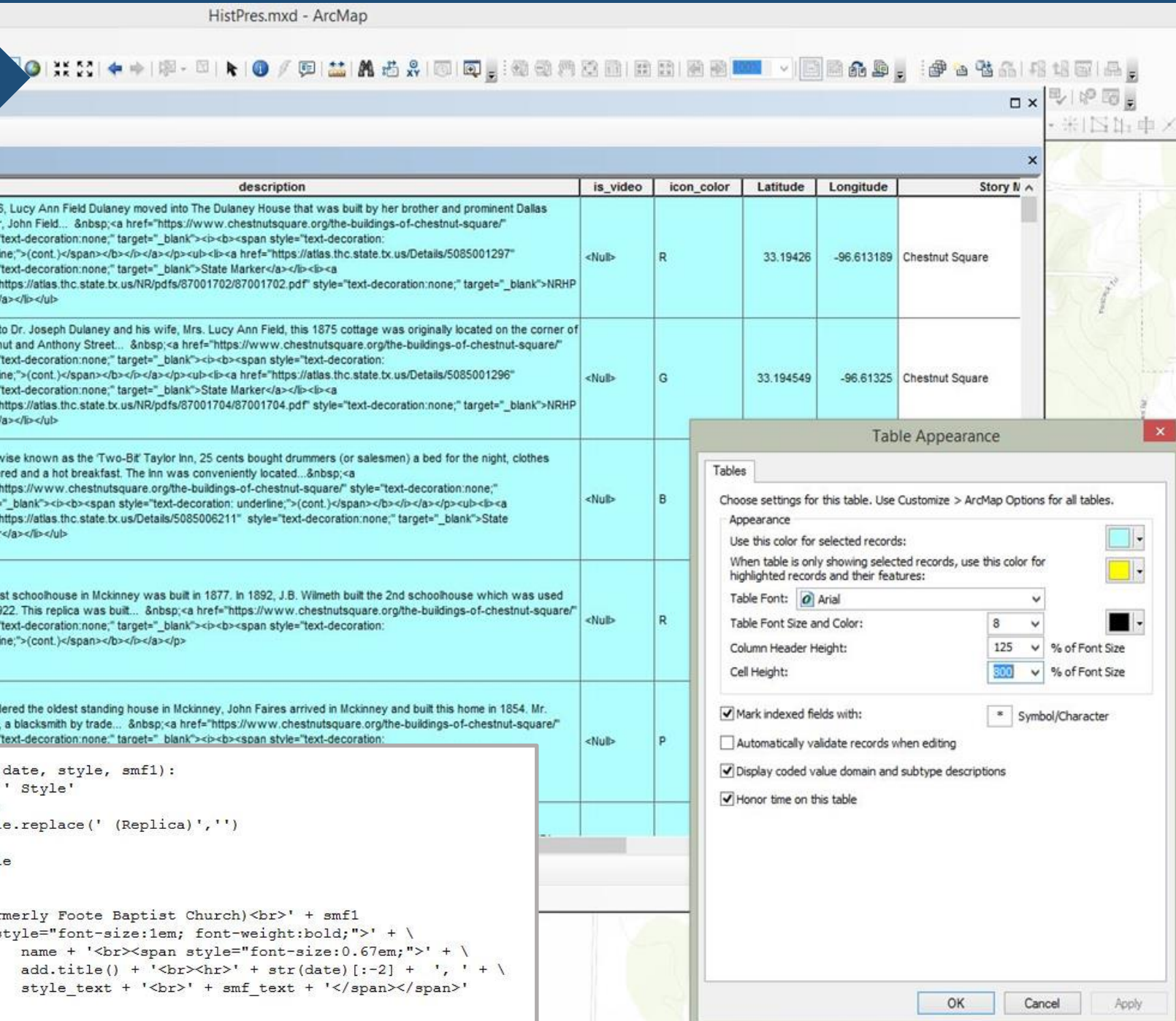
- Standard Fields Required
- Insert Photo URLs
- Define Icon Colors
- Leverage Additional Data Fields
- Customize Name & Description
- Python Streamlines HTML

Order Sort	pic_url	thumb_url	name	Property Name	description	is_video	icon_color	Latitude	Longitude	Story Name
1	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/315_S_Chestnut_2015_Photo.jpg	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/315_S_Chestnut_2015_Photo-thumb.jpg	Dulane y House 315 S Chestnut St <hr/> 1916, Classic Revival Style Original L	Dulaney House	In 1916, Lucy Ann Field Dulaney moved into The Dulaney House that was built by her brother and prominent Dallas banker, John Field... https://www.chestnutsquare.org/the-buildings-of-chestnut-square/ https://atlas.thc.state.tx.us/Details/5085001297 State Marker https://atlas.thc.state.tx.us/NR/pdfs/87001702/87001702.pdf NRHP Form	<Null>	R	33.19426	-96.613189	Chestnut Square
2	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/307_S_Chestnut_1985_Photo.jpg	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/307_S_Chestnut_1985_Photo-thumb.jpg	Dulane y Cottage 307 S Chestnut St <hr/> 1875, Classic Revival Style Original L	Dulaney Cottage	Home to Dr. Joseph Dulaney and his wife, Mrs. Lucy Ann Field, this 1875 cottage was originally located on the corner of Chestnut and Anthony Street... https://www.chestnutsquare.org/the-buildings-of-chestnut-square/ https://atlas.thc.state.tx.us/Details/5085001296 State Marker https://atlas.thc.state.tx.us/NR/pdfs/87001704/87001704.pdf NRHP Form	<Null>	G	33.194549	-96.61325	Chestnut Square
3	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/309_S_Chestnut_2015_Photo.jpg	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/309_S_Chestnut_2015_Photo-thumb.jpg	Taylor Inn 309 S Chestnut St <hr/> 1863, Folk Victorian Style Relocat	Taylor Inn	Otherwise known as the 'Two-Bit' Taylor Inn, 25 cents bought drummers (or salesmen) a bed for the night, clothes laundered and a hot breakfast. The Inn was conveniently located... https://www.chestnutsquare.org/the-buildings-of-chestnut-square/ https://atlas.thc.state.tx.us/Details/5085006211 State Marker	<Null>	B			
4	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/313_S_Chestnut_2015_Photo.jpg	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/313_S_Chestnut_2015_Photo-thumb.jpg	Wilmeth School 313 S Chestnut St <hr/> 2005, Traditional Schoolhouse	Wilmeth School	The first schoolhouse in McKinney was built in 1877. In 1892, J.B. Wilmeth built the 2nd schoolhouse which was used until 1922. This replica was built... https://www.chestnutsquare.org/the-buildings-of-chestnut-square/ https://atlas.thc.state.tx.us/Details/5085006211 State Marker	<Null>	R			

Required Fields

```
pic_url
thumb_url
name
description
is_video
icon_color
Latitude*
Longitude*
```

```
def name_html(name, add, date, style, smf1):
    style_text = style + ' Style'
    if 'Wilmeth' in name:
        style_text = style.replace(' (Replica)', '')
    if 'Chapel' in name:
        style_text = style
    smf_text = smf1
    if 'Chapel' in name:
        smf_text = '(Formerly Foote Baptist Church)<br>' + smf1
    name_text = '<span style="font-size:1em; font-weight:bold;">' + \
        name + '<br><span style="font-size:0.67em;">' + \
        add.title() + '<br><hr>' + str(date)[-2] + ', ' + \
        style_text + '<br>' + smf_text + '</span></span>'
    return name_text
```



How do I promote Story Maps to the public?



Provide Instructions



Don't call it an "App"

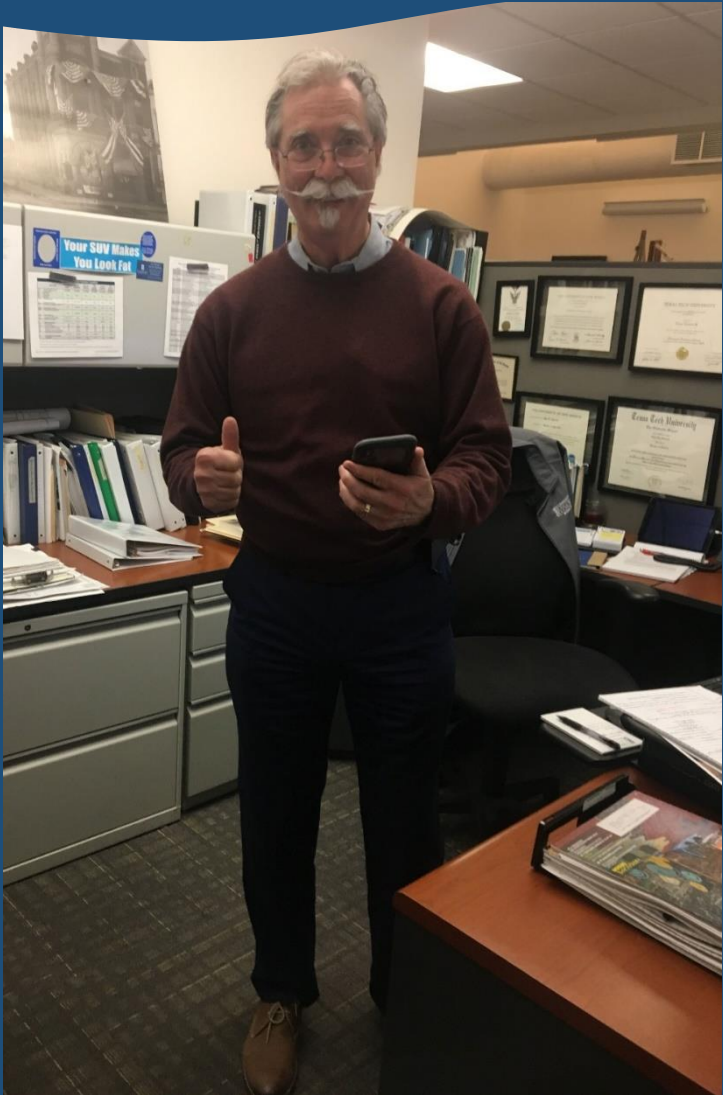


Avoid QR Codes



Train Staff

100% of McKinney Historic Preservation Officers Agree: Story Map Tours Are The Best!

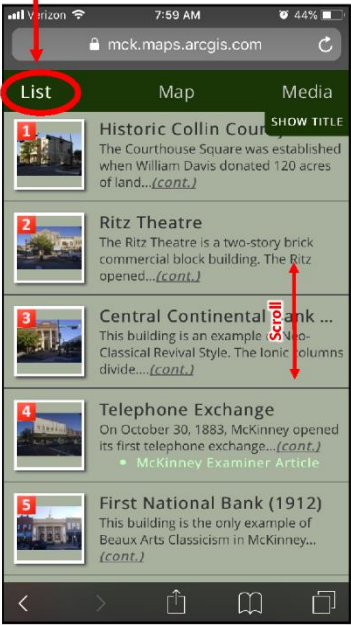


McKinney Historic Walking Tour Interactive Maps

Mobile App Instructions



List presents all tour points in list form. Scroll up/down and click on items for details in **Media** view.



Map displays all tour points and a suggested route. Navigate using pinch, zoom and pan gestures.



Click the **Location** button to display your current location on the map. (Some device's security settings may restrict this function).

Media shows details for each tour point with a photo, description, and links to more information.



In **Map** view, click a numbered tour point **1** to zoom the map to that location and display details at the bottom of the screen.

Click the bottom banner to show details in **Media** view.



Access maps at www.mckinneytexas.org/walkingtours.
Or click on QR Code (left).
Select Interactive Maps for **Residential** or **Historic Building** Walking Tours.
Illustrations from iPhone, but app similar on all mobile devices.
App displays in browser. No download required.

Page design inspired by Downtown Bellingham, WA Historic Walking Tour
Check out their great historic maps at www.cob.org/historytours

Thank You!

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Bonus!

COTS Story Map Tour Hacks

Dubuque, IA Street Improvements:
Before & After Photos

Historic Romanian Churches:
Photo & Text Montage

Vista, CA Planning Projects:
Stealth Legend & Creative Imagery

