

URBAN MAPPING AND SOCIAL CLASS

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ABSTRACT

Does urban mapping allow city planners to structure cities based on social class? Many people believe that all communities offer the same types of business, such as grocery stores, specialty stores and restaurants no matter the income level in a city, the problem with this is, the statement is not true. In the city of Fayetteville, North Carolina, what is available in one part of the city is not offered in another, why is this? There are two different reasons that could determine why and how this happens, one the business's are geared to make profits and require a certain type of consumer, and the other is what the needs of the community are. If you look at a particular area in the city of Fayetteville you will see upscale stores, restaurants, if you drive a mere twenty minutes you lose the stores and now are left with convenience marts, that sell a variety of items at a higher price to the people in the area. Is the structure of city and the business's that are encompassed in it based on social class, profit or both? If you look in what is known as the impoverished part of the city, there are no grocery stores, the people have to rely on these convenience marts, that do not even sell healthy choices, these stores, often in high crime areas; offer cheap alcoholic beverages, processed foods and basic supplies. The restaurants in this area are fast food; there is no fine dining, no specialty stores, which means the choices for the people in the particular area limited. If you go back on the other side of town there is grocery stores, specialty stores, and nice sit down restaurants', if you look at the people in that area, they have very affluent jobs, the income level and education tends to be higher. The question is, How can urban mapping restructure the city without putting social class limits and bring well rounded business's to all the people in the city?

Key words: Urban Mapping, Social Class, City, GIS, Zoning, Stereotype, Location.

INTRODUCTION

Do you think there is a reason behind your choice of city to live in? The factors could range from different amenities, such as entertainment, jobs, school, and type of neighbourhoods or the social class. As a child you never really give much thought about the city that you live in, the reason being it is the place we call home, the place we have become familiar with. We know the streets and places to go; depending on the size one might even know all of the people in it. As time goes on you may choose to move on to a bigger city or stay in the current one, yet what are the factors that would determine why one would stay or leave? Could the social class in city determine one's ability to move and grow or stay without room for development? Does stereotyping go along with the social class and make the people in charge of the growth and structure careless about the lower income residents in community? Or if a part of the city is missing essential needs for the people in the community, how are the residents suppose to function? These are all crucial factors that have to go in to the urban mapping and planning, cities have to make sure they all residents have the same amenities.

URBAN MAPPING

Urban mapping by definition is also known as urban planning; it is the branch of architecture dealing with design and organization of urban space and activities which includes transportation networks. In order to understand the true make up of the city and how it all began, one must go back and look at history. History allows one to get a

better understanding of what was done and how it will impact the future as a whole , if one does not take not of the past .(Hagman,1986)

History of Planning

If one was to review the historical aspect of urban mapping it would have to go back to pre-classical and classical periods, which saw number so of various layouts as if it was a fix plan. The first plan in history to extend a city was in Barcelona. It was on a scientific analysis of the city it was drawn by Catalan engineer Ildefons Cerda to fill the space beyond the city walls after they were demolished from 1854, he is also credited with invented the term “urbanization” which codified in his General Theory of Urbanization(Busquets,2005)

Cities

A city is a large town and settlement, even though there is no formal definition, but a city is where people live it can be downtown or up town depending on the location. When you look at the city one might wonder how it is created, who was in the process and what could have been done different? There are city planners, who are involved with the zoning, ordinance and making sure city runs correctly(Levy,1988). What are the factors in determining a city and the business and the types of neighborhoods that will be inside? This would be made by the City Manager, developers and City planners (www.city-data.com/city/fayetteville). Now as time goes on after the city has been established, what are the factors in place that will make sure that all areas of the city are the same? Does social class have a factor in this or is it the businesses developers?

CITY OF FAYETTEVILLE

If one comes into the city of Fayetteville and looks at the whole entire city, they would notice a very huge difference. The difference that is the most visible is two particular parts Raeford Road and Murchison Road, these two specific streets are in the city but the businesses and neighborhoods are not even similar. Cities are suppose to be similar and throughout there should be little difference, but not huge disturbing lack of, it could be based on income, social status or just because there is no businesses willing to come to the area? (www.ci.fayetteville.nc)

MURCHISON ROAD

Murchison road at one time was the place to be if you were a up and coming African American business person. It had all types of business, and was close to Fayetteville State University. As time went on crime became ramped in the area and the business were either living on their own or forced out due to all of the crime and losing profits. If you look at the community it services, you would see that it is low income and differs from the places in the city. There are no grocery stores to get healthy food from only these Quick Marts, inside of these stores it is full of prepackage food, malt liquor and no real options for a family to make a decent meal. These little Quick Marts have become the targets of drugs and gang activities and no place for a person with children to go. The people in the community have partitioned for change to come, nothing has been done, as if stating to residents of this area that your needs are not important because of your social ranking. If you drive 15 minutes down the road you would see a huge difference on Raeford Road.

RAEFORD ROAD

Raeford Road is very upscale and has a very high social class. In this area you have doctors, lawyers and businessmen and woman. The stores are very different from the ones on Murchison Road, on Raeford Road the store

are nice, you will see specialty stores, boutiques and fine dining restaurants. There is no Quick Marts in this area and the buses do not even go that far because it is not needed in the area. It would give the appearance that this area was better and attracting businesses to come and grow and develop. Is it because of the area and the profits other businesses are making or is it because of the social class of the people that live in the area, that demand nothing less than the standard of living? (www.ci.fayetteville.nc)

IS THERE A STEROTYPE IN A CITY

Stereotyping is the pre-judgment of a person, group or business. When you look at the two specific areas listed above you would see that stereotyping has some presence even though it is not stated. It is a understanding that businesses have to make a profit, but as a city planner, mayor to look at a particular part of the city and watch it be ruined down and no one is stopping to see what is the problem. In one part of town, there is a low income community and because there is a criminal element, the others people might have to suffer. Now 15 minutes down the road it is better, there is choice for the residents. How does something like stereotyping get into a city, you would have to look a little deeper than just the residents, the business owners, but the ones in charge.

CHANGE FOR THE BETTER

One way the city can restructure and give the lower income areas a change to get business to come in, is to have the city, rid the old buildings, rebuild some of the older buildings. This will give the appearance that the community is up and coming and will be able to attract local businesses. Another idea would be to lessen the number of Quick Marts that are in an area and try to bring in some fresh and healthy alternatives for the residents. It is always the little things that can be small but important change.

CONCLUSION

In urban planning, you have to involve the city planners, zoning and take into account what is going to be in the city. All cities have schools, grocery stores and neighborhoods. When you decided on moving in a particular area, what are you looking for? Many choose to look for schools, jobs and entertainment. On the other hand some don't have the choice and look and feel that the city might be stereotyping or put social class in a hiring category then making the city even across the board. In the city of Fayetteville this is a huge problem, because it looks like money makes the city and not equality of the people throughout the city. It is not a factor of race, but it deals with the income of residents and gives the appearance that one part is better than the other. How can basic needs of a community be lesser than another and how can the city officials sit back and look and see nothing wrong with the view and the structure of the city. If they would have to live in the lower income levels would the situation change any sooner, and would this give them a better insight into what the community is about and give them a chance to meet the residents and understand that you can't judge a book by its cover. In saying that, just because you drive through the area and see crime and drugs, doesn't mean all the people in the community are participating in the same activities. To take away the social class stigma, make the city even, not the same and you will see a difference. If the people in the community do not have the options, what should they do? When you go and talk to the city planners and the urban mapping department, the only answer they can give you is that it is in the works, but the problem just did not come about overnight, it was growing overtime, and things could have been down sooner rather than later, this way it would not be such a big problem as it is now. Once the business's started living there should have been a red flag that alarmed the permit office, zoning department and the mayor. Once there was no grocery store and the influx of all the Quick Marts that should have sent off another red flag, because of the negative activities that were

going on around these stores. The police have been watching the areas and see how some of the owners do not have permits on file to run a business. It still gives the presence that someone is turning a blind eye to the people in the area and the crime that is happening. Social class is happening in the city, it is very evident, if you have money and move 15 minutes to the other side of town you will have the basic amenities, plus more, but if you are some of the residents that are able to get out what should they do?

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