The Master Planning Process

Project Definition

- Define the goals of the master plan.
- Define the scope and outcomes of the planning process.
- Define the deadlines.
- Define the team members.
- RFP for professional assistance.

Program Assessment

- Analyze the current use by types of groups, common group sizes, educational activities, human needs.
- Assess the market potential for expansion, mission goals to be achieved, operational and financial impact of these changes.
- Develop consensus about future programs and services, their priority within the total operation.
- Describe and quantify facility needs.

Site Assessment

- Assess the characteristics of the land and structures to determine the assets and liabilities of the site.
- Identify the issues to be addressed in development.
- Identify property and infrastructure needs.
- Illustrate and describe the observations to develop understanding with the planning team.

Land Use Plan

- Identify the areas of use on the site required to meet program goals.
- Define the capacities of the various sections of the camp/campus, the relationship between public and private use the areas, circulation routes, infrastructure needs, and support facilities. (At this point in the process, the “whole view” is established, and the specific planning for various areas can proceed on different timelines, if necessary.)

Conceptual Master Plan

- Complete conceptual design of the various areas of the total site.
- Define building size and shape and placement on the site.
- Define recreation and program support facilities.
- Define roads, paths and parking.
- Define relationships to the natural areas; aesthetic concerns and infrastructure needs.
- Establish opinion of probable cost.
- Establish priorities and estimated timeframes for development.

KALEIDOSCOPE inc.

4241 Gabel Drive, Suite 1b
Fayetteville, AR 72703
479-443-0478