Planning a DIY Landscape Master Plan

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Introduction

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Presentation Outcomes

• The MSU model is a resource to initiate an inclusive planning process.

• Demonstrate how collaboration leads to a unified vision, stakeholder acceptance with a plan grounded in reality.

• Understand the significance of a plan that emphasizes graphics to visualize the future and intensify the message.
**Presentation Ideas**

**INCLUSIVE PROCESS**

**DOCUMENT DESIGN AND CONTENT**
- Process and Particulars

**DOCUMENT PRODUCTION**
- Initial and Final

**BETA TESTING**

**IMPLEMENTATION**
- Before and After Comparisons

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**Process**

**OUTLINE PROCESS**
- fundamental, inclusive, scope, schedule, budget

**ASSEMBLE PARTICIPANTS**
- campus constituents, stakeholders, planning team that can make decisions

**CONDUCT INTERACTIVE CHARRETTES**
- public and challenge input using visual comparisons

**SELECT DOCUMENT FORMAT**
- models from peer universities/colleges

**CONSENSUS DEVELOP GOALS**
- production and of the plan

**DEFINE CLEAR EXPECTATIONS AND DELIVERABLES**
- planning team, participants, timeline and products
**Document Design and Content**

**THE PROCESS**
- Create a template that compliments other plans
- Establish a draft outline with chapter layout and idea organization
- Write and edit – agree to one editor
- Project management

**THE PARTICULARS**
- Collect examples from other institutions
- Determine preferences for design
- Promote the importance of imagery in a landscape master plan
- Layout is developed by trial and error
- Use conceptual landscape design vignettes to illustrate goals and objectives
- Use passive persuasion and make recommendations rather than prescribe rigid absolutes

**Initial Production**

**THE PROCESS**
- Create draft
- Circulate draft to planning team
- Establish review period and collect redlines
- Collect and organize photos and illustrations
- Refine drafts with redlines
- Package final photos and illustrations in "Image Folder," organized by chapter in Microsoft Explorer
- Finalize layout of publishing software document
- Move text from processing to publishing software
**THE PARTICULARS**

- Write bulk of text in Microsoft Word or other word processing software
- Circulate drafts in Word type format (we used old-school redlines)
- Keep all drafts and redlines for record, date and keep track of input
- Use superior publishing software that allows greatest artistic liberties
- Complement publishing software with photo software like Photoshop

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**Final Document Production**

**THE PROCESS**

- All text and photos are now in publishing software or final layout
- Obtain approvals of Final Draft
- Proceed with publication of plan
- Post electronically and publish limited copies on paper
- Distribute to contributors and constituents

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**Final Document Production**

**THE PARTICULARS**

- Work closely with in-house printing services or graphics experts to plan publishing/printing
- Ensure branding and marketing goals of greater university are met
- Complimentary documents include brochures, postcards, web postings, handouts for campus constituents
Beta Test Plan Principles and Design

DEMONSTRATION PROJECTS

LOW HANGING FRUIT

Implement and Review
LMP Goals

1. Uphold the University’s mission - Montana State University, the State’s land-grant institution, educates students, creates knowledge and art, and serves communities, by integrating learning, discovery, and engagement.

2. Preserve and improve the campus image.

3. Uphold good stewardship of historic, natural, and fiscal resources.

4. Create a distinctive campus landscape character that acknowledges the university’s land-grant heritage and dynamic future.

5. Develop the physical environment of the University with sensitivity, sustainable resource use and long term viability.

6. Foster a positive relationship with the surrounding community.
E-mail from the College of Business Design Team

Subject: MSU CoB Site accessibility and Landscape Masterplan question

"After discussing this, we touched one more time on the Landscape Master Plan's double sidewalk design in this location, (from Bobcat Plaza to the North). If we were to incorporate that idea, it would allow the main west entry to be accessible from the parking."
Take Away Points

• Assemble an inclusive planning team.
• Select format and layout design from samples.
• Establish Plan goals that reinforce the university mission
• Work from the outline – photograph, write and edit.
• Beta test – apply emerging strategies to current projects
• Distribute for awareness and support.
• Implement it. Use it. Consider it dynamic.
• It is possible to DIY.

Questions

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Thank you!