

## What is a Master Plan?

A master plan is a plan that shows an overall development concept that includes urban design, place making, landscaping, infrastructure, service provision, circulation, present and future land use and built form. It looks at the needs of the community and the location to determine the preferred outcomes for the site and develops a visual plan to portray the intent of the development.

It describes how a specific location will be developed and may consist of images, text, diagrams, statistics, reports, maps and aerial photos. It provides a structured approach and creates a clear framework for developing an area.

An effective master plan describes and illustrates the proposed urban form, explains the method of developing a site and illustrates what delivery strategies to use to implement the project. Typically, a master plan addresses transportation and traffic, community facilities, environmental needs, neighbourhoods and housing, parks and open space, land use and economic development.

A master plan is used in building any municipality, from small villages to large cities. Generally, it is required for changes, such as housing developments, town centres, regeneration projects and town extensions.

Some master plans can be developed as a result of a place making approach. Place making is a collaborative process involving the community in a 'hands on' way to determine how their 'place' could be transformed. See separate Fact Sheet on Place making.

Once a master plan is adopted, the next phase is implementation that can occur over several years. Most plans include an action agenda that outlines the necessary short-term and medium-term actions to implement the plan.

