

# MASTER PLANNING

Master planning **DEFINES** a clear path for your future, **DETERMINES** your needs and goals, and **ESTABLISHES** a plan to accomplish it.



ALLIANT ENERGY CENTER MASTER PLAN



## OPTIMIZING YOUR GROWTH

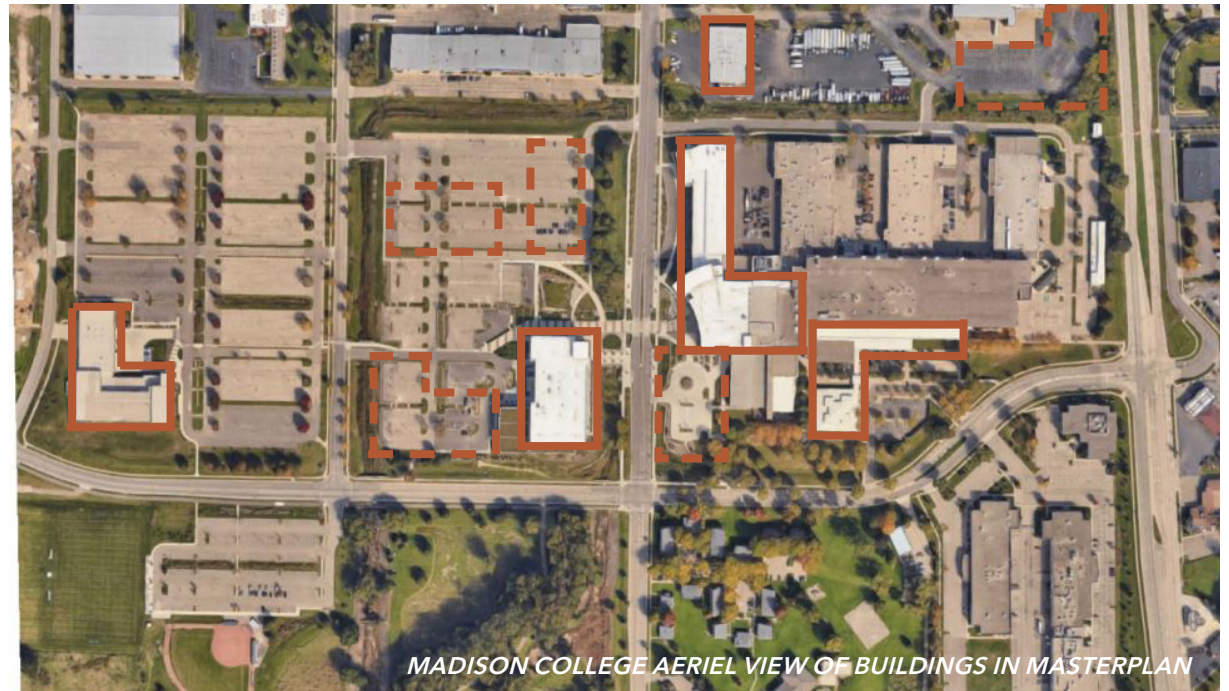
A master plan is a dynamic long-term planning document that provides a framework to guide the future growth and development of an organization, facility, or project. A master plan creates a vision and pathway to understanding your future. It serves as a guide to shaping the physical environment to communicate your **image**, **brand**, and **mission**.

Our master plans are always straightforward, inclusive, practical, personal, responsible, and actionable. With a disciplined, hands-on approach we use observations, fact-finding, and product delivery solutions as unique as your company.

The best master plans are nothing without a solid implementation strategy and plan for the future. We help you take your plans from concept to the real world.



MADISON COLLEGE TRUAX CAMPUS CONCEPT



MADISON COLLEGE AERIAL VIEW OF BUILDINGS IN MASTERPLAN

— COMPLETED BUILDING IN MASTERPLAN

- - - FUTURE BUILDING IN MASTERPLAN

## STRANG MASTER PLANS

- Dynamic
- Resilient
- Straightforward and achievable
- Creative, resourceful, and comprehensive
- Simple to understand, implement, and monitor
- Efficient and value-driven
- Align strategic plans with physical development
- Highlight capacities and optimize facility utilization
- Balance infrastructure with development potential
- Flexible over time
- Implementation-oriented with a sound financial strategy



RESILIENT



FLEXIBLE



IMPLEMENTABLE



EFFICIENT



VALUABLE



CREATIVE