
BROOKLYN IMPROVEMENT MASTER PLAN

Process overview





The Spirit of Place



ARUP



People, Place and Partnership



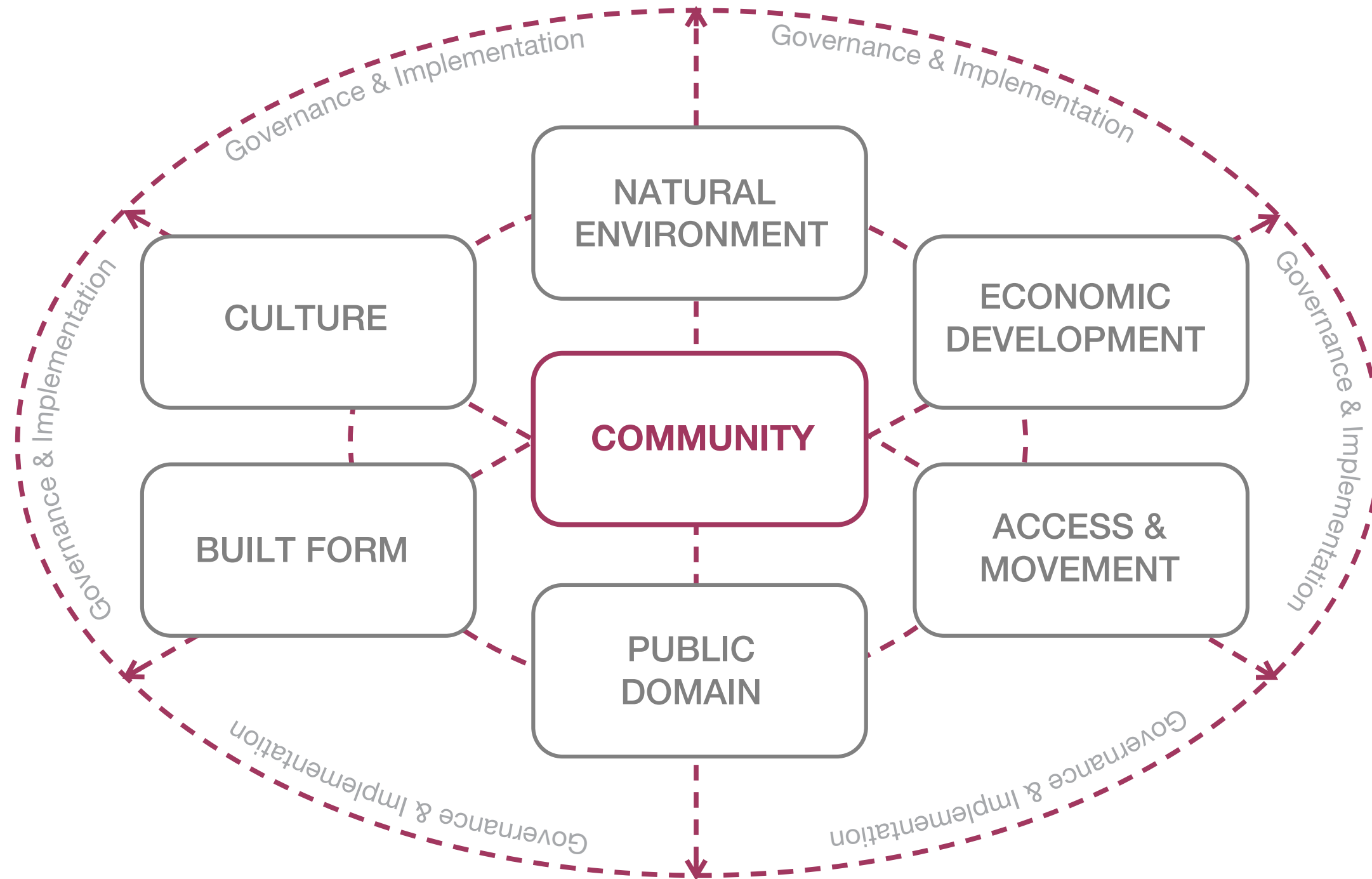
mbm

Brooklyn Improvement Master Plan - Consultant Team





Brooklyn Improvement Master Plan - General Study Area



A Place Focused Master Plan that explores the following vitality criteria

Listen | Share | Understand

Test | Explore | Study

Respond | Refine | Deliver

**Issues
Analysis**

1

We will listen to the community and stakeholders to understand the challenges and the big ideas for Brooklyn.

Vision & Place Principles

2

Founded on Stage 1 learning's we'll work with the community to develop a shared vision and supporting Place Principles as the foundation for the place strategies moving forward.

**Master Plan Strategy
Development**

3

We'll develop a series of strategies and ideas based on the place vitality criteria and ask the community to review and comment on these draft strategies.

Draft Master Plan

4

Stage 3 conclusions will be refined and opportunities identified which we'll ask the community to review and comment on.

Final Master Plan

5

The draft masterplan will be provided to PCG ahead of final refinement, Council review and approval. We'll ask the PCG to review the draft masterplan and provide an opportunity for final submissions and comments.

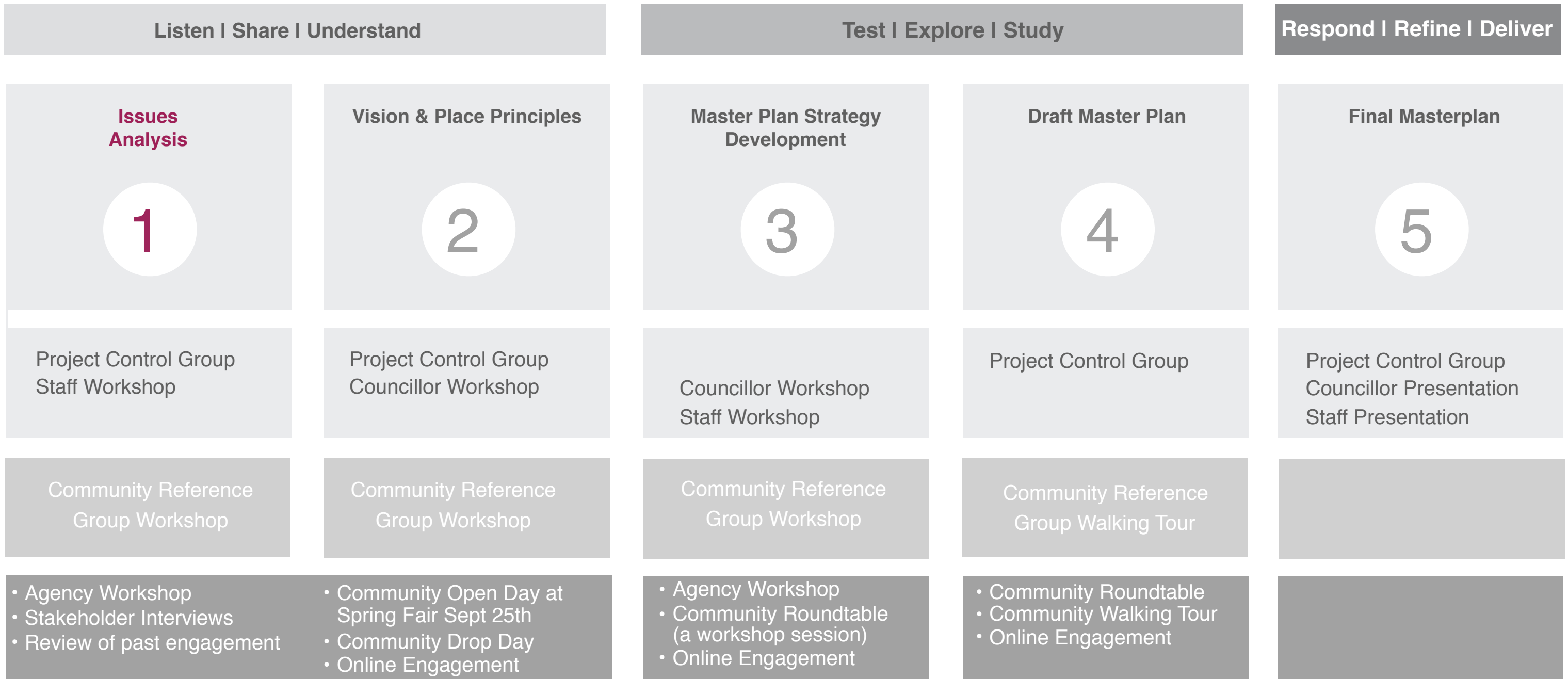
Engagement Period 01

Engagement Period 02

Engagement Period 03

An Integrated and Engaging Masterplanning Process





Communications Program that is responsive to the needs of the overall program (online, print, media)

A programmed approach to engagement and communications



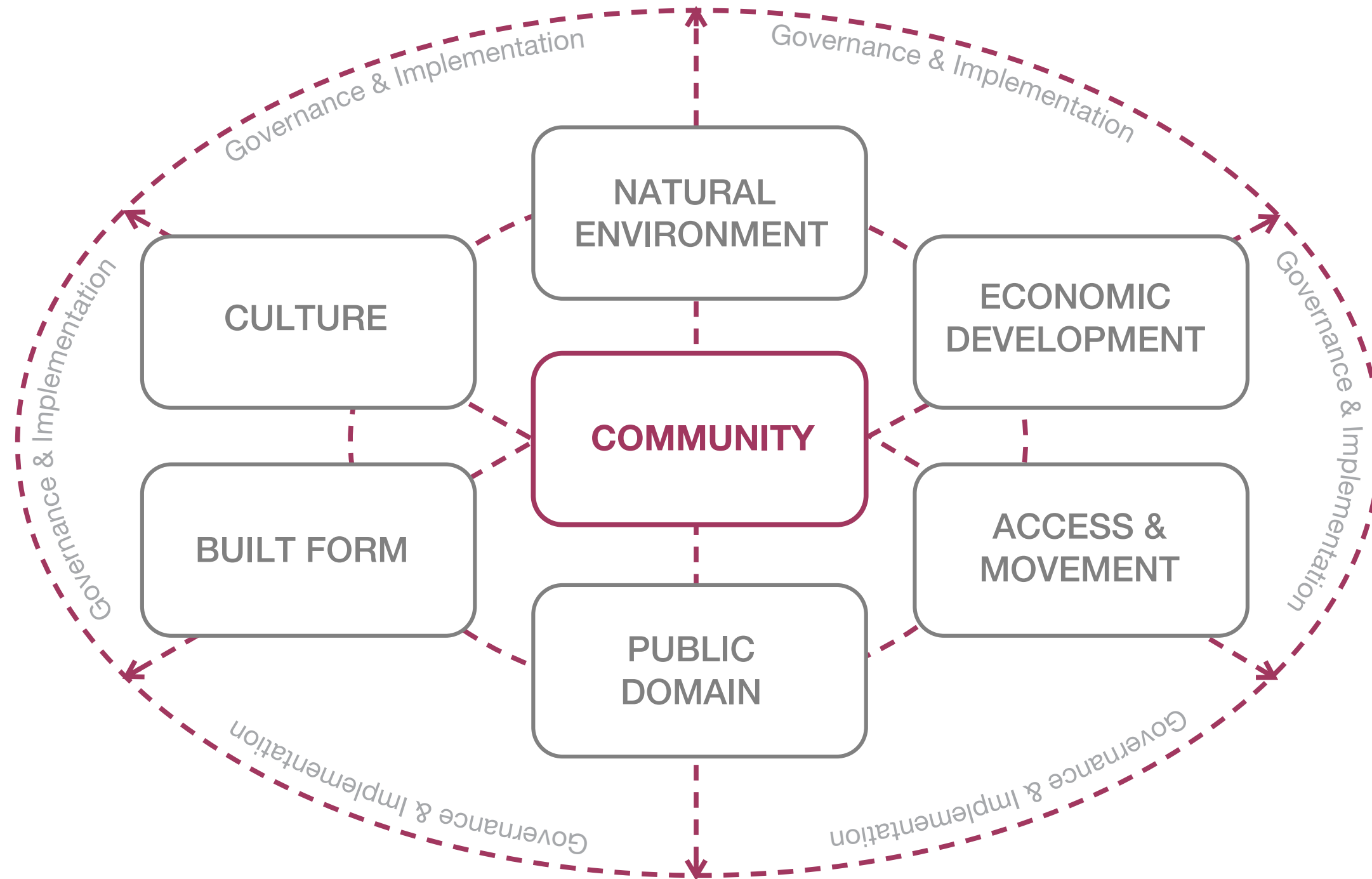
ENGAGEMENT PERIOD 01 | UNDERSTANDING THE COMMUNITY PERSPECTIVES



ENGAGEMENT PERIOD 02 | STRATEGY EXPLORATION

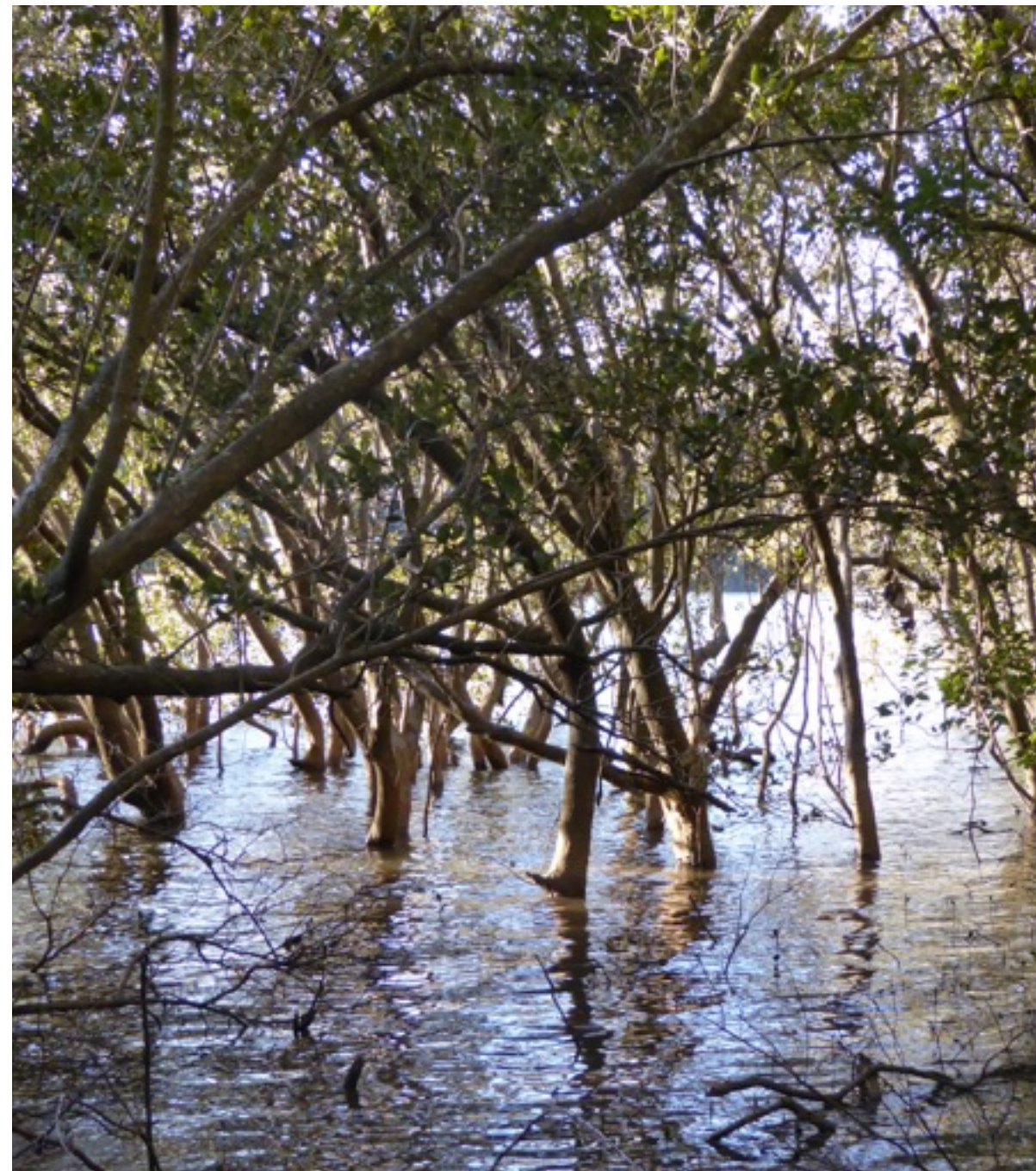


ENGAGEMENT PERIOD 03 | MASTER PLAN PRIORITIES



A closer look of each of the **vitality criteria** is provided on the following pages





Natural Environment



Culture - Community



Built Form



Public Domain



Access & Movement



Economic Development

