



LARC 3510: Regional Design & Ecology

Module 2: Regional Analysis and Masterplan w/ Phasing Plan

Washington County Greenbelt

Instructors Abdouni and Browning
Fall 2022

Project Assignments:

Assignment	Points
Regional Analysis & Masterplan w/ Phasing Plan	(250 total)
Case Studies	50
Presentation	100
Narrative	100
Site Analysis & Trail Section Masterplan	(200 total)
Presentation	100
Narrative	100
Site Design	(300 total)
Final Presentation	150
Final Report	150



Washington County, located in the northeast corner of Tennessee, is comprised of Ridge-and-Valley Appalachians and well as the Blue Ridge Mountains. Known for its outdoor recreation, scenic countryside, and views of rolling hills and mountains, the region has become a popular destination to live and visit. Jonesborough, Tennessee's oldest town, serves as its seat and attracts visitors far and wide to its historic downtown. Johnson City, a historic railroad hub and the county's largest city is considered a "Med-Tech corridor" with numerous medical centers and East Tennessee State

University. It is home to the Tweetsie Trail, a 9.5 mile trail connecting Johnson City and Elizabethton, and Tannery Knobs Mountain Bike Park. Both communities and the county have been working to revitalize downtown areas, improve community character, enhance natural resources, and expand connectivity. We have been tasked with creating a greenbelt to connect popular destinations in Jonesborough, Washington County, and Johnson City. For the first step of this project, you will create a regional master plan for the Washington County Greenbelt that addresses a proposed route, infrastructure (access points, signage, picnic shelters, trails etc.), branding (how do you provide a consistent character to the corridor at a regional level while still giving each individual community its own identity?), priority parcels for acquisition (infrastructure, corridor enhancement etc.) and a phasing plan. During the second phase of the project, you will create a more detailed masterplan for section along the corridor. During the third phase of the project, you will select an area of your masterplan and do a detailed site plan.

<u>Project Due Dates</u>		
Regional Analysis & Masterplan w/ Phasing Plan	Monday, October 10th	4 weeks
Site Analysis & Trail Section Masterplan	Friday, November 4th	3 weeks
Site Design	TBA, Design Review Week	3 weeks
<u>Interim Due Dates for Regional Analysis & Masterplan w/ Phasing Plan</u>		
Case Studies (Pinup)	Wednesday, Sept. 21	
Graphic Style (Pinup)	Friday, Sept. 23rd	
Analysis (Pinup)	Wednesday, Sept. 28th	
Conceptual Designs (Pinup)	Wednesday, October 5th	

Deliverables for Regional Analysis, Master Plan, and Phasing Plan:

1. Regional & Corridor Analysis and Masterplan
(Group Project – can work in teams of 3 people)
For this assignment, you will collect information on the cultural, biological, economical, and recreational conditions of Jonesborough, Johnson City, Washington County, and the surrounding region. Students will present their findings to the class.

Step 1: Precedent Studies: Prepare a report section of precedent studies that can help guide your project. Introduce the project. What is a greenbelt? How does it relate to greenways, blueways, and other types of trail systems? How do they impact the communities around them? What elements are needed to create a successful project? Provide case studies with clear take-aways. Be sure to check out the resources available to you on our resources page.

Step 2: Brainstorm information that should be collected for your project. Start at the regional scale. What information should you collect and why? In other words, what should your “take-away statement” describe from your findings? Where would you find that information. Now think at the site-specific scale. What information would you want at this level? Why? Where can you find it? Create a table utilizing the following headings to outline your findings.

<i>Regional Level</i>		
Data	Why? What does this information tell you?	Where can you find it?
<i>Community Level</i>		
Data	Why? What does this information tell you?	Where can you find it?
<i>Site Level</i>		
Data	Why? What does this information tell you?	Where can you find it?

Step 3: Review projects in the ASLA awards category of Analysis and Planning (<https://www.asla.org/individualaward.aspx?id=4244>) Each team member should find examples of 2-3 projects that appeal to them. Why are you drawn to the project? What about the graphics do you like? How does the designer communicate information? Share your findings as a team and come up with a plan of how you will present your information. What will be your style? Set up templates of colors, text etc. for your group to follow. Share the template and 1-2 example pages with your instructor before moving forward. ** For each section of this project, you will create a presentation and a narrative, the written document which will ultimately be compiled into a single document and delivered to your client). Think about how these two documents relate to one another and how you can streamline your efforts when creating both.

Check out:

Adobe Color: <https://color.adobe.com/create/color-wheel>

ColorBrewer: <https://colorbrewer2.org/#type=sequential&scheme=PuBu&n=5>

Step 4: Next you will complete the site analysis for your project. This is where you refer to the Site Analysis Guide. The guide is meant to support your inquiry and organize your design process.

Considerations:

- a. Think carefully about how you organize your information. Are you telling a story with your data? Have you introduced the project and process so that your data has context? Does the data flow logically from one step to another? How are you organizing your work (e.g. process, data type)?
- b. Also consider the effects of your findings. Does each set of data have a "take-away" statement that reflects what this means for your project? For example, with demographics, are there certain user-groups that you need to pay attention to? With soils, are there limitations to what you can build? What types of plant communities will flourish here?
- c. What is your conclusion? Can you wrap-up your major findings into a brief concluding statement?

****Important Note:**

When creating your reports, you cannot copy text directly from website, books, or other resources. This is plagiarism and could get you into major trouble. You must appropriately cite information (no matter what!) and either put the copied text in quotations or change the narrative to be in your own words. Changing the narrative is ideal unless it is something like a mission statement which you shouldn't change. Cite information as you go, so that you do not have to go back and compile your sources at the end. It will save you a lot of time!

After completing your analysis, you will prepare a regional master plan for the Washington County Greenbelt.

2. Washington County Greenbelt Master Plan (Team)

Determining the ideal greenway route can be a complicated process as you must weigh and balance multiple goals such as safety, aesthetics, and function. Begin by looking at a potential greenway under a number of different lenses. As a group determine what these lenses might be. For example, what would the greenway look like if your highest priority was function? What are the places you want to connect and what are the easiest ways to get there? Map it. What if look at the greenway through the lens of aesthetics and experience? What would be a bike route that capitalizes on views, the environment, low traffic counts etc.? Map it.

Steps:

- Determine the different approaches you could take to greenway development. Create a concept map that illustrates these different approaches and what factors would rise in priority based on each approach.
- Create a series of maps that illustrate ideal routes based on each of these approaches.
- Start to compare these routes. What is working, what isn't? Are there areas of overlap?

Develop a master plan based on your analysis. Be sure to include 5+ renderings of your plan.

3. Phasing Plan

Oftentimes funding for public projects comes at various times versus all at once. How would you prioritize the development of your plan? What should be built first, second etc. and why? Develop a phasing plan for the client to follow.

****Important Questions to ask yourself throughout this process:**

Now that you have some ideas about what you want to do, is there additional analysis that you need to complete? As you move forward with your design, what information would be useful? What case studies might be relevant to your work? Make sure that you have the information needed to make the best design decisions possible.

****All plans should include a title, labeled features, legend, north arrow, and graphic scale. Plans can either be drafted by hand or created on the computer. Utilize APA style for in-text citations and references.**

General Evaluation Criteria

Evaluation Criteria	Advanced	Proficient	Not there yet	Inadequate
Graphics:	Plan is detailed, comprehensive, and demonstrates an in-depth understanding of the project site. Graphics are clear, legible, and contain the necessary components (scale, N arrow, title etc. noted in class). Program elements and important features are labeled. Plan is graphically pleasing.	Plan is detailed but demonstrates an average understanding of the project site. Graphics are clear and legible, and contain the necessary components (scale, N arrow, title etc. noted in class). Some features are labeled, but other elements are left unexplained. Master plan is graphically acceptable.	Plan is superficial and lacking in critical information. Graphics are difficult to understand and/or lack crucial elements. Program features are important elements are not labeled.	Group demonstrates little effort in creating a conceptual master plan and/or demonstrates a limited understand of the project site.
Content:	Plan is successful in meeting the goals of the project. Detailed thought and analysis are apparent in the selection and placement of design elements and features.	The master plan meets the goals of the project, but the selection and placement of program elements could use more critical thinking.	The master plan does not meet the goals of the project. The selection and placement of program elements lacks critical thinking. Several major issues exist in the design.	Little thought has been put into the selection and placement of program elements and how it relates to circulation. Design is weak and incomplete.
Narrative:	Concept narrative paints a clear picture of the intent of the design and provides the reader with numerous, illustrative descriptions and supporting images. Justifications for design features and their location are included and well-supported. Tone is professional yet engaging. Transitions are used between paragraphs and sections. The descriptions flow and are easy to read.	Concept narrative paints a clear picture of the intent of the design, but the narrative could use more detailed descriptions and graphics. Justifications for park features are included but are not well-supported. Transitions exist between paragraphs and sections, but the flow of the descriptions could be improved.	Concept narrative provides descriptions of the plan, but they are poorly developed and do not adequately describe the design. Justifications are weak or missing. The tone is casual and not easy to read.	Concept narrative is unprofessional, difficult to read, and does not reinforce the plan.
Spelling and Grammar	Plan and narrative are free of grammatical and spelling errors.	Minimal spelling and grammar errors.	A notable amount of spelling and grammar errors.	N/A



LARC 3510: Regional Design & Ecology

Module 2: Regional Analysis and Masterplan

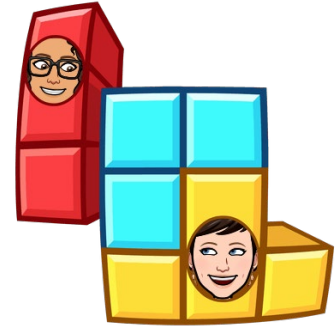
Washington County Greenbelt

Site Analysis Guide

Instructors Abdouni and Browning

Fall 2022

Below are levels of questioning that can guide your design inquiry. Use these lines of inquiry to either investigate or design with your site. When you are moving to assemble your master plan, present a hierarchy of information that supports your design narrative. Also, not all data will be displayed in the same format: depending on your thought process and your master plan, you can combine graphs, text, drawings/photos, and maps to make your case.



Level One: Existing Conditions

- a. **General History:** Provide an overview of the general history of the region. How and why was it formed? How has it changed over time? How does it relate to the surrounding community? Who used the land previously? Be sure to make note of historically significant features.
- b. **Demographic information:** What is the demographic makeup of the region? Who currently uses the trail systems and properties along the corridor? What groups might be interested in utilizing the trail (see Stakeholder Analysis). Describe interest groups and the surrounding region in terms of its demographic data (e.g., age, gender, occupation, social status, income levels, ethnic heritage, religious affiliation, educational level, disability and health status, family configuration).
- c. **Land Use and Circulation:** Describe the land use in and around the trail corridor. What are the means of transportation such as major roads, historic roads, railroads, airports, greenways, sidewalks etc.? How do the properties connect to the surrounding community and region? What other multimodal transportation systems exist in the region? If so, where are they and what amenities do they include? Show public versus private property. Where are the right-of-ways and utility easements? These can provide good opportunities for trails. Identify important places for access. Show this information on a map(s) if possible.

- d. **Community Resources and Points of Interest:** What are the major natural and cultural assets of the region. Where are the major points of interest? Describe why they are important considerations for our project? Are there particularly scenic areas, historic sites, recreational opportunities (see below), etc.?
- e. **Recreational amenities and Greenspace:** Describe the current recreational amenities (parks, tourism destinations, lodging etc.) both locally and regionally. Are there existing destinations that should be included along the trail system? Provide a map that shows walking times to available greenspace.
- f. **Environment/Topography/Geology/Soils/Climate etc.:** Describe the environment of the greenway corridor, general properties, and the surrounding region. What did it look like historically before development? What major environmental features exist today? Are there areas prone to flooding?
- g. **Ecological Communities:** Describe current conservation initiatives regarding habitat. What are the major ecological communities of the region? Are there properties that contain sensitive plant or wildlife communities? Are there certain species and habitats that are important to protect? What types of communities/plants are they managing? Where are they located?
- h. **Economic data:** Provide information on the economic status of the region. What are the main industries? What are the employment, income, and tax revenue rates and how do they compare to the county and state? What role does eco-tourism currently play in the region?
- i. **Community strategic plan and other planning documents:** Give an overview of pertinent information in state/region/community strategic plans. How do they relate to each other and our project? What plans for trail systems already exist in the region?
- j. **Branding and Marketing:** How is the region currently branding itself? How about individual communities? How do you provide a consistent character to the corridor at a regional level while still giving each individual community its own identity? Do sections of the river have a distinct character or is the corridor uniform?

Level Two: Basic Analysis

- a. **Access and Equity:** Do different groups have equitable access to the trail system based on where they live or gather? Which communities are lacking in opportunity? Are there potential properties that could assist in filling in gaps? What are the options for the disabled population? Note any interesting trends and compare this data to the rest of the state to give context.
- b. **Viewsheds:** Create a map that shows where you can capitalize on views in the region. Are there other scenic areas worth noting?
- c. **Hydrology and Water Quality:** Describe the hydrology of the region. What are the drainage patterns? Where are the current floodplains? Are there any national and state significant water resources in the region. Create a map of these features.
- d. **Comparative Data:** What makes recreational trails, conservation areas, trail towns, and eco-tourism efforts successful? What types of amenities should they include? Find case studies that can help to guide your project. (Revisit your precedent studies. After having completed the analysis, are there other projects you want to explore?)

Level Three: Scenario Design

- a. **Growth projection:** What are the projections of population size and age structure, including anticipated changes in the economic and social characteristics in the future, for the region? Where is the projected growth going to occur in the region? How can we plan our trail system into future development? Think about access for low-income populations. conclusion where you specify relevant data and how it can inform your project.
- b. **Suitability:** Are there areas that are particularly good or bad for development (buildings/trails etc.)? What are the current management strategies? What are the major types of soil on the property and in the region? Describe the climate. What does the topography look like? Are there steep slopes? etc. Create maps that describe these features.
- c. **Corridor Study:** Complete a corridor analysis of the region. Map patches, corridors and the background matrix in the region. What

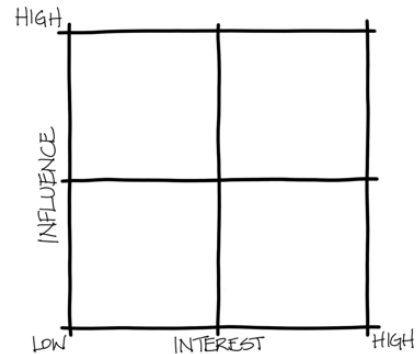
patterns do you see? Where are opportunities for connections? How could these relate to your other findings (areas that need access points or other amenities?)

- d. **Bridging amenity gaps:** What are the strengths and weaknesses in terms of the facilities they provide? What is missing? Describe potential opportunities. Make of map of amenities so that you can think about how to connect to them in your design. Where are the areas of need? (This can include Community Resources and Points of Interest as well).
- e. **Events:** Describe current events that take place both locally and regionally. Are there any events that take place along the corridor? Are there events that might be connected to our project? If so, how does your design support these events?
- f. **Branding and Marketing:** Provide examples of successful trail branding and give suggestions for branding and place-making based on your analysis.
- g. **Summarize your analysis with an Opportunities and Constraints map and provide a “Statement of Need.”** Ultimately your site analysis chapter functions as a justification for the change(s) you propose. It offers initial reasoning for why the community NEEDS your project to accomplish its goals.

When you are presenting your analysis and design products, check that each section has a “take-away” statement. How do your findings relate to your project? You’ve given us the “what,” now make sure you’ve answered the “so what?”

**Below are some analyses that you do not need to do for this project, but I want you to be aware of.

- b. Stakeholder Analysis: Complete a stakeholder analysis for the project where you will identify, prioritize and map stakeholders. Stakeholders or anyone who may have interest in, be affected by, or influence our project, can include a wide variety of people and organizations. Be sure to consider public agencies, nonprofit organizations, and private-for-profit recreational enterprises as part of your brainstorming efforts.



- c. SWOT Analysis: Complete a SWOT analysis (Strengths, Weaknesses, Opportunities and Constraints) of the community(ies), region, and project. What do you perceive the community to do well versus poorly and what opportunities and challenges could exist for the community in the future? For example, who maintains the trails? What about access points? How does an increase in use relate to maintenance? What about programming?



LARC 3510: Regional Design & Ecology

Module 3: Site Analysis & Trail Section Masterplan

Washington County Greenbelt

Instructors Abdouni and Browning

Fall 2022

Assignment	Points
Site Analysis & Trail Section Masterplan	(200 total)
Presentation	100
Narrative	100



Congratulations! You are now entering the second phase of the Washington County Greenbelt project. During this phase, each member of your group will select a different section of the regional trail masterplan to create a more detailed design. Be sure to discuss and get approval for your trail section before proceeding.

Once you have selected your section of the trail, you will create a site analysis that shows topography, slope, views, soils, right-of-way and utility easements, utilities, floodplains, water courses, wetlands, historic structures, parks, areas that need screening etc. This analysis will help guide your design.

You will then develop a master plan that shows specific trail alignment, access points, benches, signage (both directional and educational), restrooms, bicycle racks, water fountains, artwork (sculpture, murals), pavilions/ picnic areas, parking, plantings, playgrounds, transit stops, potential land acquisition, riparian improvements, sidewalk improvements etc.

Your final products should include:

1. masterplan
2. $\geq$ two sections
3. $\geq$ before/after images
4. character and materials board
5. signage examples
6. general plant recommendations

** items will be exhibited within your report/narrative and as a presentation

Interim Due Dates for Site Analysis & Trail Section Masterplan

Analysis (Pinup)	Friday, Oct. 21st	1 week
Concept Design (Pinup)	Friday, Oct. 28th	1 week
Site Analysis & Trail Section Masterplan	Friday, Nov. 4th	1 week

Please note that although your work during this portion of the project will be individual (and graded as such), the design should still fit into the broader concept of the larger greenway system. Ultimately your work will be combined into a final report, so you should try to maintain some consistency in your work both individually and as a team.





LARC 3510: Regional Design & Ecology

Module 3: Detailed Site Design

Instructors Abdouni and Browning
Fall 2022

Project Due Dates:

Assignment	Points	Due Date
Site Masterplan	(300 total)	
Final Presentation	150	Friday, December 9th
Final Report	150	Monday, December 12th
Interim Due Dates		
Site Analysis Complete		Monday, November 14th
3 Initial Concepts- Small Group Crit		Friday, November 18th
Final Concept- Small Group Crit		Wednesday, November 30th

Now that you have completed a master plan for the greenway network and developed a section with greater detail, the time has come for the final pièce de resistance: your detailed site design. In the process of your analysis and trail design, you have identified a few potential properties that you could develop. Select one of these sites and embark on what is likely going to be the most leisurely part of your studio. Think of this as the centerpiece of your trail section. It should agree with (if not completely fit in) the greater concept of your greenway system, although you also have the individual freedom to craft it uniquely. Observe the interim due dates to stay on track. You will use the time after November 30th for finalizing your report and for preparing the community presentations scheduled for December 9th, 2022 in Johnson City, TN. Stay tuned for details.



Deliverables:

1. Site Analysis

a. Complete an analysis of the focal area

Elements should include (but are not limited to):

1. Circulation/Access points etc.
2. Topography
3. Existing Conditions (ecological, noise, barriers etc.)
4. Points of Interest
5. Views
6. Microclimate information (wind, sun, shade etc.)

2. **Detailed Site Plan and Supportive Products**

Your final products will include

- Site Analysis
- Concept statement- describes your design intent
- Illustrative master plan

- 1 material | character board
- Minimum of 2 perspectives or axon views
- Minimum of 1 section

**All plans should include a title, labeled features, legend, north arrow, and graphic scale. Plans can either be drafted by hand or created on the computer. Utilize APA style for in-text citations and references.

General Evaluation Criteria

Evaluation Criteria	Advanced	Proficient	Not there yet	Inadequate
Graphics:	Plan is detailed, comprehensive, and demonstrates an in-depth understanding of the project site. Graphics are clear, legible, and contain the necessary components (scale, N arrow, title etc. noted in class). Program elements and important features are labeled. Plan is graphically pleasing.	Plan is detailed but demonstrates an average understanding of the project site. Graphics are clear and legible, and contain the necessary components (scale, N arrow, title etc. noted in class). Some features are labeled, but other elements are left unexplained. Master plan is graphically acceptable.	Plan is superficial and lacking in critical information. Graphics are difficult to understand and/or lack crucial elements. Program features are important elements are not labeled.	Student demonstrates little effort in creating a conceptual master plan and/or demonstrates a limited understand of the project site.
Content:	Plan is successful in meeting the goals of the project. Detailed thought and analysis are apparent in the selection and placement of program elements and features.	The master plan meets the goals of the project, but the selection and placement of program elements could use more critical thinking.	The master plan does not meet the goals of the project. The selection and placement of program elements lacks critical thinking.	Little thought has been put into the selection and placement of program elements. Design is weak and incomplete.
Narrative:	Concept narrative paints a clear picture of the intent of the design and provides the reader with numerous, illustrative descriptions and supporting images. Justifications for design features and their location are included and well-supported. Tone is professional yet engaging. Transitions are used between paragraphs and sections. The descriptions flow and are easy to read.	Concept narrative paints a clear picture of the intent of the design, but the narrative could use more detailed descriptions and graphics. Justifications for design features are included but are not well-supported. Transitions exist between paragraphs and sections, but the flow of the descriptions could be improved.	Concept narrative provides descriptions of the plan, but they are poorly developed and do not adequately describe the design. Justifications are weak or missing. The tone is casual and not easy to read.	Concept narrative is unprofessional, difficult to read, and does not reinforce the plan.
Spelling and Grammar	Plan and narrative are free of grammatical and spelling errors.	Minimal spelling and grammar errors.	A notable amount of spelling and grammar errors.	N/A



LARC 3510: Regional Design & Ecology

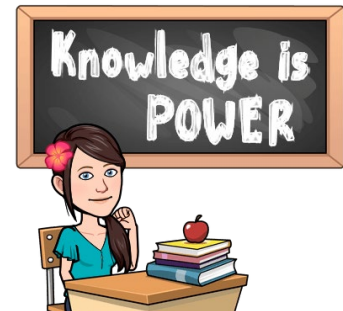
Module 3: Site Analysis, Masterplan, and Phasing Plan

Instructor Lara Browning
Fall 2021

Project Due Dates:

Assignment	Points	Due Date
Site Masterplan w/Phasing Plan	(170 total)	
Presentation	80	Monday, November 8th
Chapter	80	Friday, November 12th
Interim Due Dates		
Analysis Complete		Wednesday, Oct. 27th
3 Initial Concepts- Pinup		Friday, October 29th
Plan Development		Monday, Nov. 1st
Design complete, focus on final renderings		Wednesday, Nov. 3rd

The Black River Water Trail and Park Network, a proposed 70-mile blueway along South Carolina's scenic Black River, will create a recreational and eco-tourism opportunity for communities in Williamsburg and Georgetown counties. Project partners have acquired several properties to develop along the Black River Corridor. Hinds Canada, RMS South, and the Meade Property will become part of the South Carolina state park system. Rocky Point Community Forest will be furthered developed to enhance project goals.



To begin, each member from your project groups should select one of the following properties:

1. Hinds Canada/ RMS South
2. Meade
3. Rocky Point

After selecting a property, you will create the following deliverables:

Deliverables:

1. Site Analysis
 - a. Complete an analysis of either Hinds Canada/RMS South, Meade, or Rocky Point
Elements should include (but is not limited to):
 1. Community history, culture, and character (if pertinent to property)
 2. Circulation/Access points etc.
 3. Topography
 4. Existing Conditions (ecological, noise, barriers etc.)
 5. Points of Interest
 6. Views

7. Microclimate information (wind, sun, shade etc.)
Remember to tell a story!

2. Site Master Plan

Develop a master plan for your property. Your master plan should be accompanied by at least three renderings that help the client to visualize your ideas.

3. Phasing Plan

Oftentimes funding for public projects comes at various times versus all at once. How would you prioritize the development of your plan? What should be built first, second etc. and why? Develop a phasing plan for the client to follow.

****All plans should include a title, labeled features, legend, north arrow, and graphic scale. Plans can either be drafted by hand or created on the computer. Utilize APA style for in-text citations and references.**

General Evaluation Criteria

Evaluation Criteria	Advanced	Proficient	Not there yet	Inadequate
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Spelling and Grammar

are included and well-supported. Tone is professional yet engaging. Transitions are used between paragraphs and sections. The descriptions flow and are easy to read.	Transitions exist between paragraphs and sections, but the flow of the descriptions could be improved.	weak or missing. The tone is casual and not easy to read.	
Plan and narrative are free of grammatical and spelling errors.	Minimal spelling and grammar errors.	A notable amount of spelling and grammar errors.	N/A



LARC 3510: Regional Design & Ecology

Module 4: Detailed Site Design

Instructor Lara Browning

Fall 2021

Project Due Dates:

Assignment	Points	Due Date
Site Masterplan	(300 total)	
Final Presentation	150	Friday, December 3rd
Final Report	150	Friday, December 10th
Interim Due Dates		
Analysis Complete		Wednesday, November 17th
3 Initial Concepts- Small Group Crit		Monday, November 22nd
Final Concept- Small Group Crit		Monday, November 29th

Now that you have completed a master plan for a property along the Black River Water Trail and Park Network, select a location from your plan to develop a more detailed design.

Deliverables:

1. Site Analysis

a. Complete an analysis of the focal area

Elements should include (but are not limited to):

1. Circulation/Access points etc.
2. Topography
3. Existing Conditions (ecological, noise, barriers etc.)
4. Points of Interest
5. Views
6. Microclimate information (wind, sun, shade etc.)

Remember to tell a story!



The devil is in the details.

2. Detailed Site Plan and Supportive Products

Develop a detailed site plan for your focus area based on your analysis.

Your final products will include

- Site Analysis
- Concept statement- describes your design intent
- Illustrative master plan
- 1 materials | character board
- 2 perspectives (must incorporate design features ie. cannot be of a trail or kayaking scene)
- 1 section

****All plans should include a title, labeled features, legend, north arrow, and graphic scale. Plans can either be drafted by hand or created on the computer. Utilize APA style for in-text citations and references.**

General Evaluation Criteria

Evaluation Criteria	Advanced	Proficient	Not there yet	Inadequate
Graphics:	Plan is detailed, comprehensive, and demonstrates an in-depth understanding of the project site. Graphics are clear, legible, and contain the necessary components (scale, N arrow, title etc. noted in class). Program elements and important features are labeled. Plan is graphically pleasing.	Plan is detailed but demonstrates an average understanding of the project site. Graphics are clear and legible, and contain the necessary components (scale, N arrow, title etc. noted in class). Some features are labeled, but other elements are left unexplained. Master plan is graphically acceptable.	Plan is superficial and lacking in critical information. Graphics are difficult to understand and/or lack crucial elements. Program features are important elements are not labeled.	Student demonstrates little effort in creating a conceptual master plan and/or demonstrates a limited understand of the project site.
Content:	Plan is successful in meeting the goals of the project. Detailed thought and analysis are apparent in the selection and placement of program elements and features.	The master plan meets the goals of the project, but the selection and placement of program elements could use more critical thinking.	The master plan does not meet the goals of the project. The selection and placement of program elements lacks critical thinking.	Little thought has been put into the selection and placement of program elements. Design is weak and incomplete.
Narrative:	Concept narrative paints a clear picture of the intent of the design and provides the reader with numerous, illustrative descriptions and supporting images. Justifications for design features and their location are included and well-supported. Tone is professional yet engaging. Transitions are used between paragraphs and sections. The descriptions flow and are easy to read.	Concept narrative paints a clear picture of the intent of the design, but the narrative could use more detailed descriptions and graphics. Justifications for design features are included but are not well-supported. Transitions exist between paragraphs and sections, but the flow of the descriptions could be improved.	Concept narrative provides descriptions of the plan, but they are poorly developed and do not adequately describe the design. Justifications are weak or missing. The tone is casual and not easy to read.	Concept narrative is unprofessional, difficult to read, and does not reinforce the plan.
Spelling and Grammar	Plan and narrative are free of grammatical and spelling errors.	Minimal spelling and grammar errors.	A notable amount of spelling and grammar errors.	N/A