

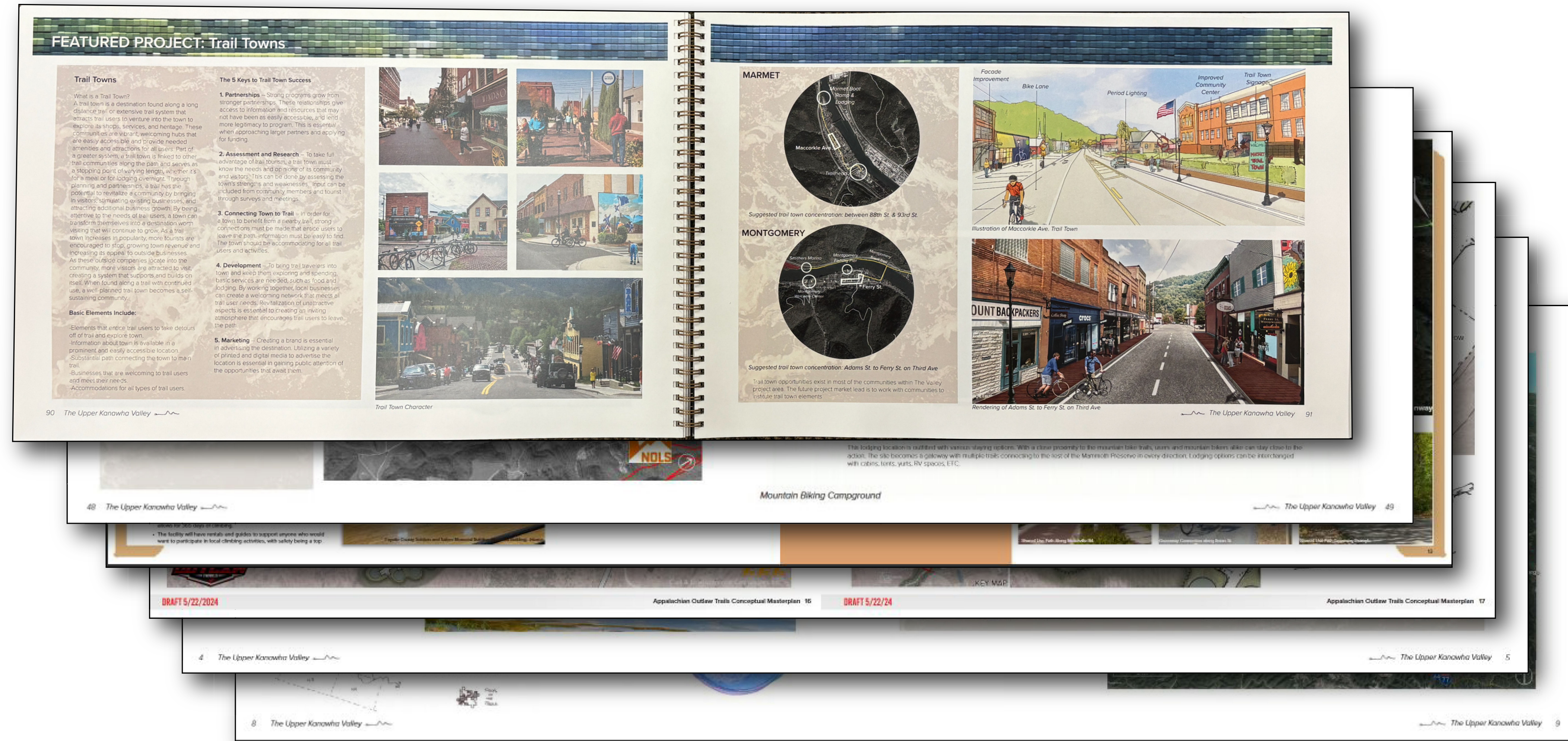
Innovating Regional Master Planning with Esri Story Maps

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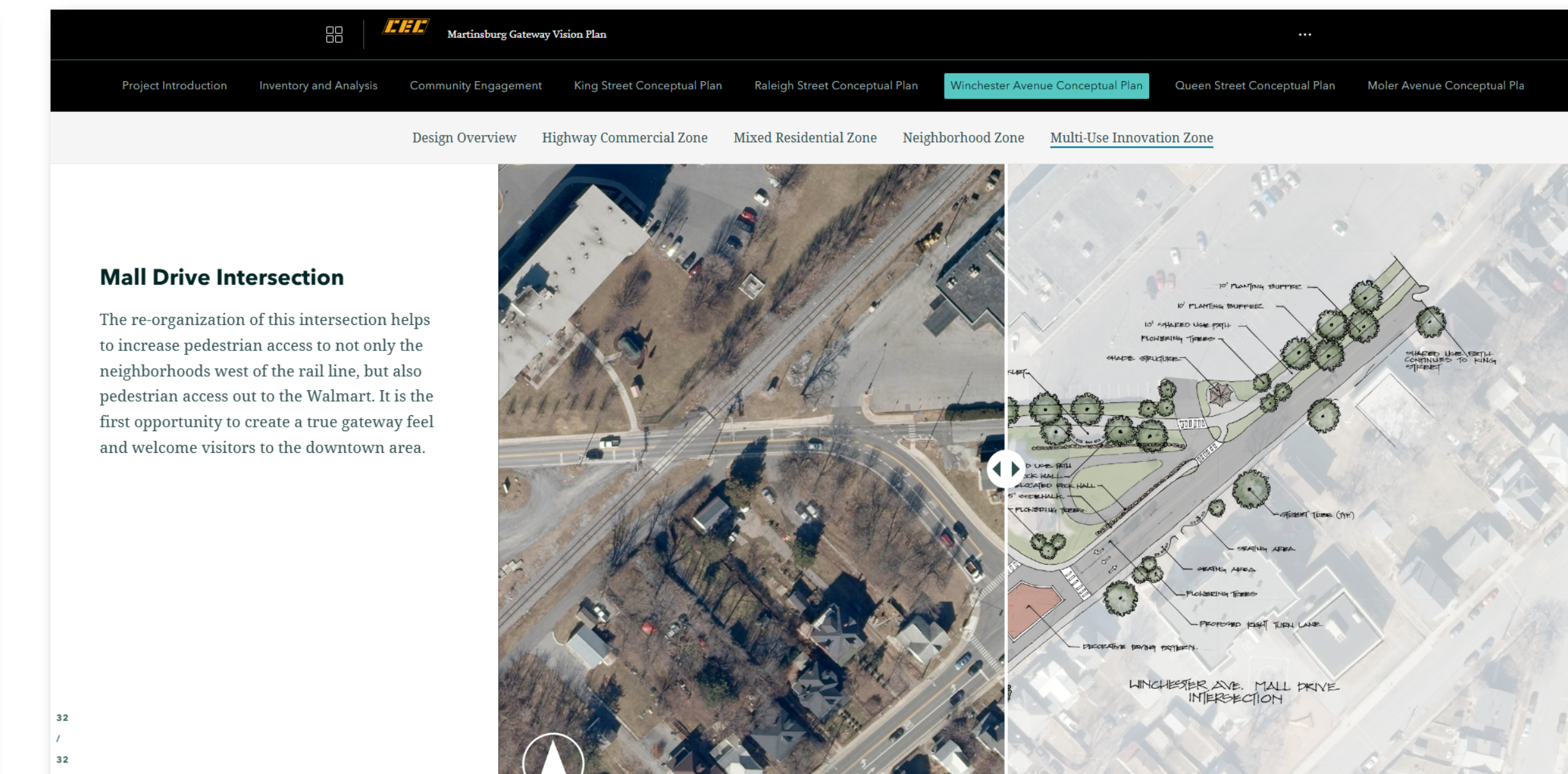
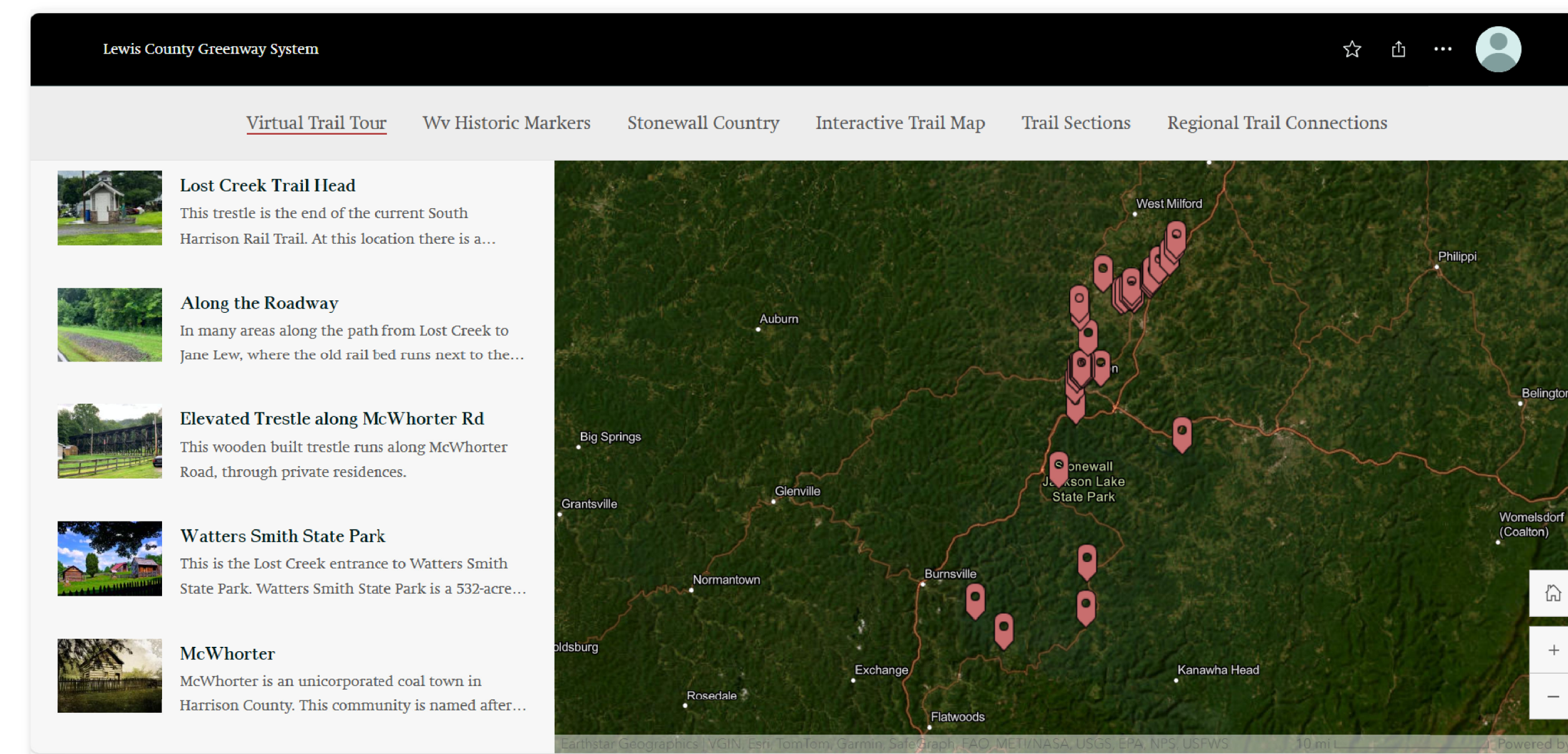
What is Master Planning?

Master planning tells a story that outlines a strategic plan for long-term community development, focusing on cities, towns, buildings, or properties.



Telling the story in a new way: ArcGIS StoryMaps

**ArcGIS StoryMaps Combines
Interactive Maps, Sound Clips, Narratives, Drawings, Images, Videos**

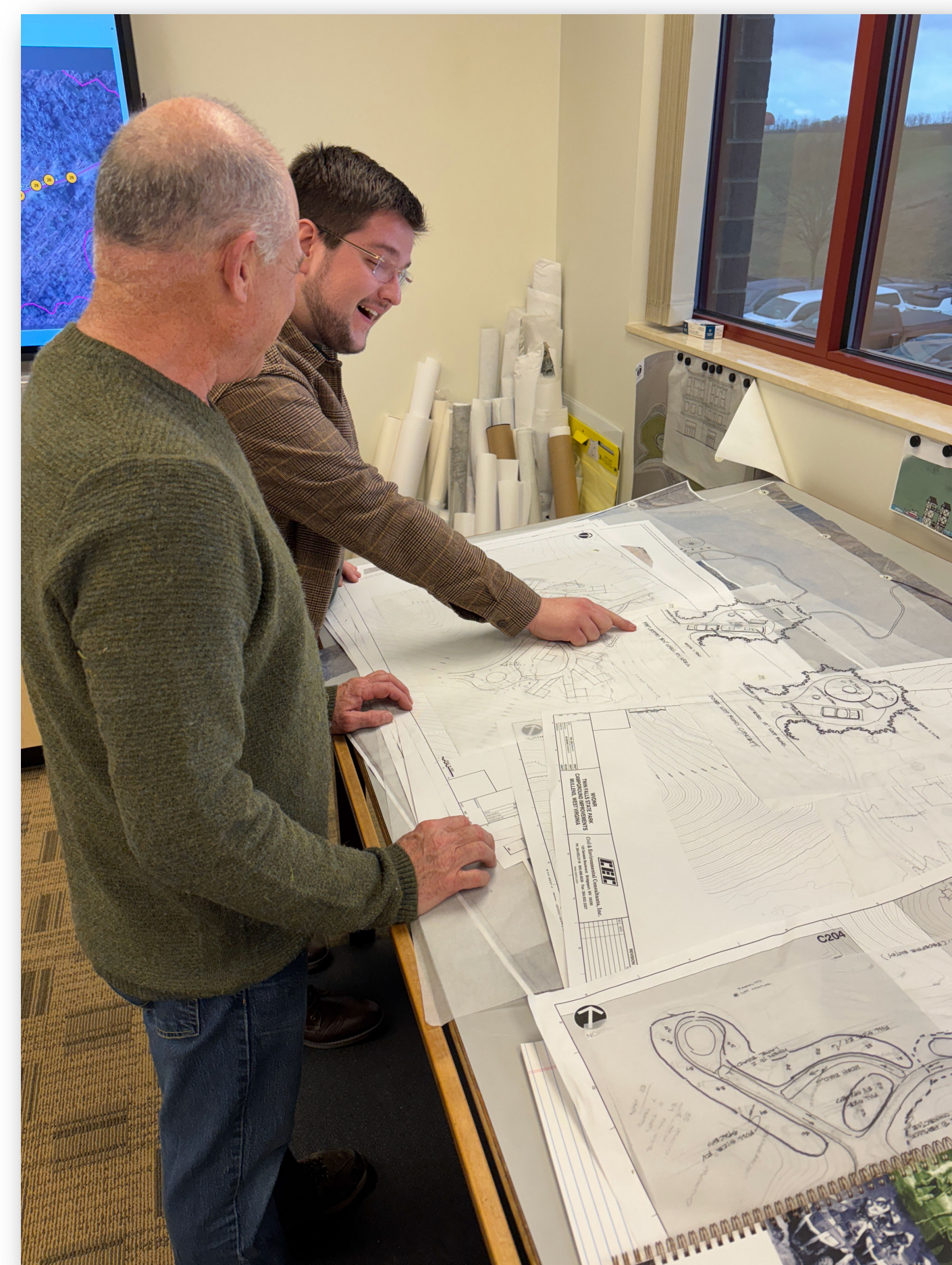


Traditional Master Planning



PROS:

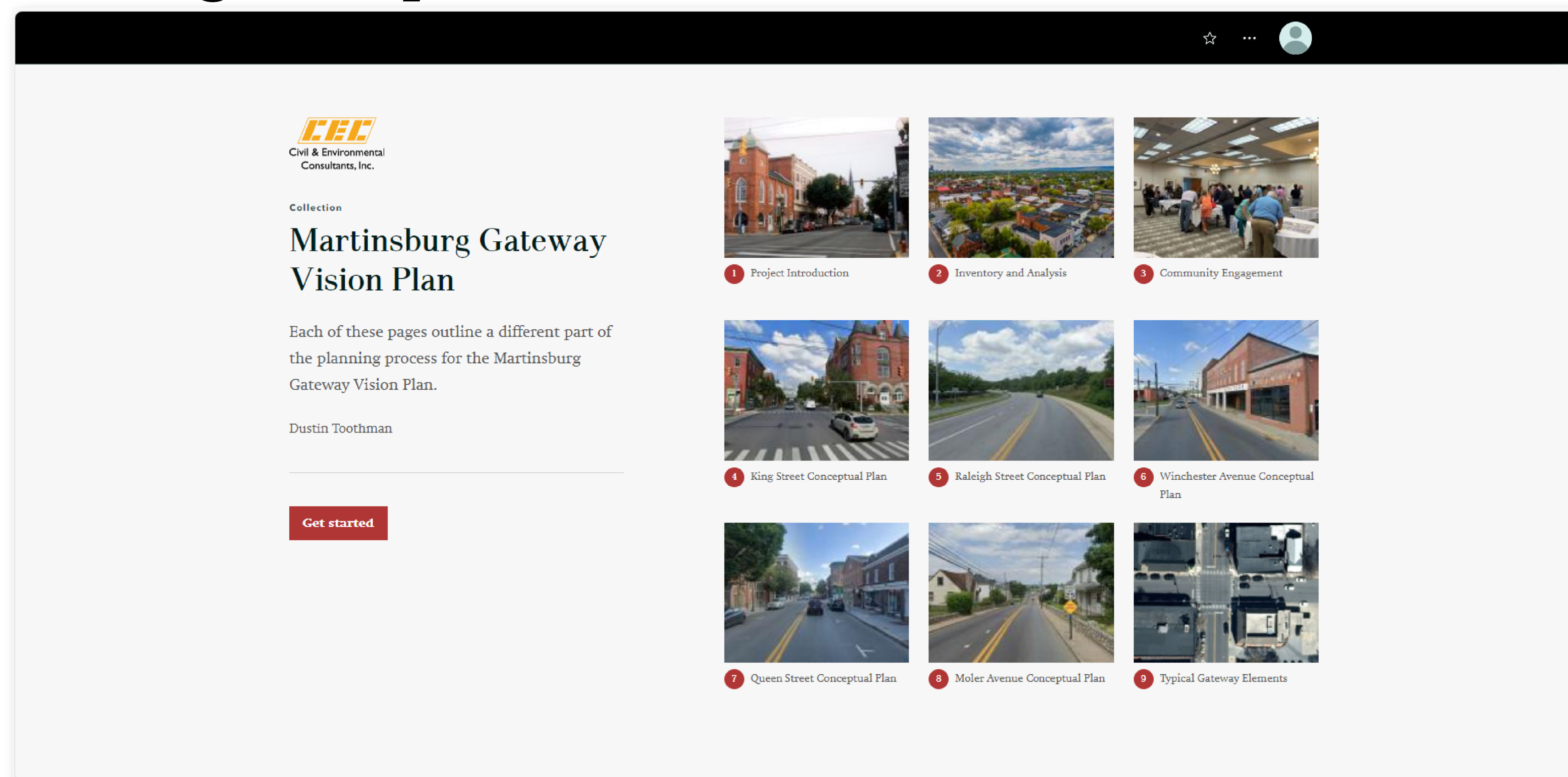
- Provides a physical guide book for future development
- Tangible deliverable for clients
- Easier for in-person meetings
- No dependence on technology for the client



CONS:

- Expensive to produce and print for the client
- Limited flexibility for project updates
- Storage and distribution challenges
- Environmental concerns around paper and ink use
- Not easily searchable or accessible

StoryMaps Provides the Client With:



PROS:

- An Interactive Website
- Ability to share with the public in the same format
- Have a living master plan that can be continuously updated
- A product that is cheaper to produce and update

CONS:

- Digital only format
- Requires internet connection
- Requires GIS account to manage

