|  |
| --- |
| **9A: Programming for Commercial Space: Facilitator Guide** |
| **Goal** | * Discuss and consider different types of commercial and retail that participants want in the development.
* Determine, generally, the types of commercial tenants to reach out to.
 |
| **Time Allotted** | * Total time: 30 minutes
 | * Discussion: 20 minutes
* Summary of Results: 10 minutes
 |
| **Materials:** | * Butcher Paper
* Markers
 |
| **Framework for Activity** | * In small group, define the term commercial with participants- the definition will depend on the land-use of the parcel.
 |
| **Time/ Description** | **Activity** | **Presenter/ Facilitator** |
|  | * Break out into groups of 5-10
* Each group should have a facilitator, a note taker, and a translator (if necessary).
 |  |
| Define Commercial | * Define the term commercial with participants- the definition will depend on the land-use of the parcel.
	+ Can be a broad definition: retail (coffee shop, grocery store), services (community clinic, bike repair, childcare, etc.), or offices.
 |  |
| Why Commercial is Important? | * Why is it important to mix commercial and housing?
	+ We use these services
	+ Jobs
	+ Limits on transportation
 |  |
| Commercial Land Use Restrictions | * Are there any restrictions on the land-use for this parcel (for example- heavy manufacturing is not allowed in most residential areas, or schools need a lot of open space, etc.)?
	+ Discuss with participants why you might want to limit the any uses in a neighborhood.
 |  |
| What is missing in our Neighborhood? | * Determine with participants what types of commercial services are missing from the neighborhood.
	+ How far do you travel to find it?
	+ Do they fit within the definition of commercial that you determined above?
	+ Why or why not?
 |  |
| Report Back(10 minutes) | * Explain how their feedback during this exercise will help inform the next steps in the design process.
* Each group reports back to entire group
 |  |