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| **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 | |  |