



## CITY COUNCIL MEMBER REPORT OF CONFERENCE/MEETING ATTENDANCE

Name: Barbara Pierce

Vendor No.:

Department: City Council

Voucher No.:

Responsible Standing Committee: \_\_\_\_\_

Conference or meeting: CNU XVI (Congress for the New Urbanism) Austin, Texas

Summary of conference or meeting: Topic of this year's Congress for New Urbanism was New Urbanism and the Booming Metropolis. CNU's basic tenets are the restoration of existing urban centers and town within metropolitan regions, reconfiguration of sprawling suburbs into communities of real neighborhoods and diverse districts, conservation of natural environments and preservation of our built legacy. Principles that Redwood City shares with CNU are that communities should be designed for pedestrian and transit as well as the car, there should be universally accessible public spaces and that urban places should be framed by architecture and landscape design that celebrates local history, climate, and ecology.

Workshops that had specific relation to the interests of our community included sessions on developing retail centers, visualizing density in communities, and designing streets that work for multi-modal movement.

Retail Recipes explored the difficulties of developing successful retail centers due to the failure to attract key retailers or to meet market performance standards. Experts in retail design and merchandising principles discussed how communities need to understand the demographics, site planning, tenant mix, anchor placement, vehicular circulation patterns and modern retail principles to increase sales and create a successful retail strategy.

Visualizing Density – and Getting It Right provided a detailed visual exploration of how density looks in different cities and the characteristics of density. The presenters, Julie Campoli and Alex MacLean are co-authors of *Visualizing Density* that chronicles through photographs, dozens of neighborhoods with varying densities and designs. The book can be a helpful tool in helping community members, staff and council in showing the range of densities and how they work in different communities.

Green Streets: Multi-Modal, Multi-Functional and Totally Fabulous focused the discussion on how to design and build streets that meet conventional functions and serve as environmental systems – balancing the competitive needs for travel lanes, parking, bikes, pedestrians, trees, drainage and technical requirements.

Participating in this conference gave me new energy and interest in bringing the best ideas back to our Council, staff and community to help Redwood City cope with the challenges of development and sustainability.

*Barbara Pierce*

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Signature of Council Member

7-15-08

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Date

The Administrative Code requires reports of conferences or meetings for which a council member requests per diem or expense reimbursement. Reports must be submitted to the City Clerk of no later than the Wednesday of the week before the next City Council meeting. Reports must be submitted before the City of Redwood City will pay per diem or reimbursement for the conference or the meeting. Reports are not required for City