



Waterfront Talkabout **3**

Dollars & Sense: Smart Strategies to Fund Our Future

Monday, March 24th

7-9 pm | Doors at 6:30 pm

St. David's Episcopal Church | 301 East 8th Street

Light refreshments will be served.



Dollars & Sense: Smart Strategies to Fund Our Future

Dr. Abe Farkas | Director of Development Services at ECONorthwest | Portland, OR

Abe is an expert in strategic planning and crafting urban development partnerships nationwide. He served on Austin's 2012 AIA SDAT.

Rebecca Leonard | President of Design Workshop | Austin, TX

Rebecca's firm, Design Workshop, has won regional and national awards for projects which merge quality place-making design with practical approaches for implementation and funding.

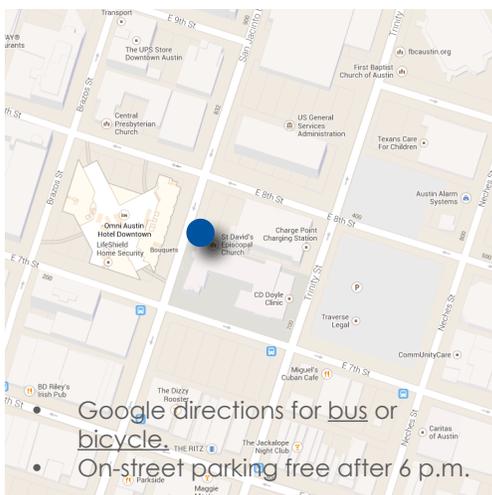


Photo credit: Design Workshop

Given market conditions and zoning already in place, over \$1 billion dollars of private redevelopment is heading to the South Central Waterfront in the next several years; in fact, it's rapidly underway.

To complement this tremendous private investment, Austin needs a plan and viable strategy to build and fund a public realm that increases the quality and amount of: public access & connections to the waterfront, and public open space & streetscapes. In addition, it needs to integrate landscaping for beauty and environmental benefits, and to realize community values like affordable housing.

This Talkabout will explore creative approaches to financing and implementing a community vision and will highlight examples of how other cities have worked in tandem with private redevelopment to fund their futures.



2014 "Waterfront Talkabouts" Speaker Series

www.austintexas.gov/waterfront

The City of Austin launched the South Central Waterfront Plan Initiative to guide private redevelopment and accompanying public investment. The Waterfront Talkabouts are a part of the Imagine Austin Speaker Series. The Talkabouts will enrich community conversations around the South Central Waterfront Plan Initiative and feature experts who will highlight best practices and inspirational examples of waterfront development. Waterfront Talkabouts are hosted by the City of Austin's Planning & Development Review and Economic Development Departments.

