



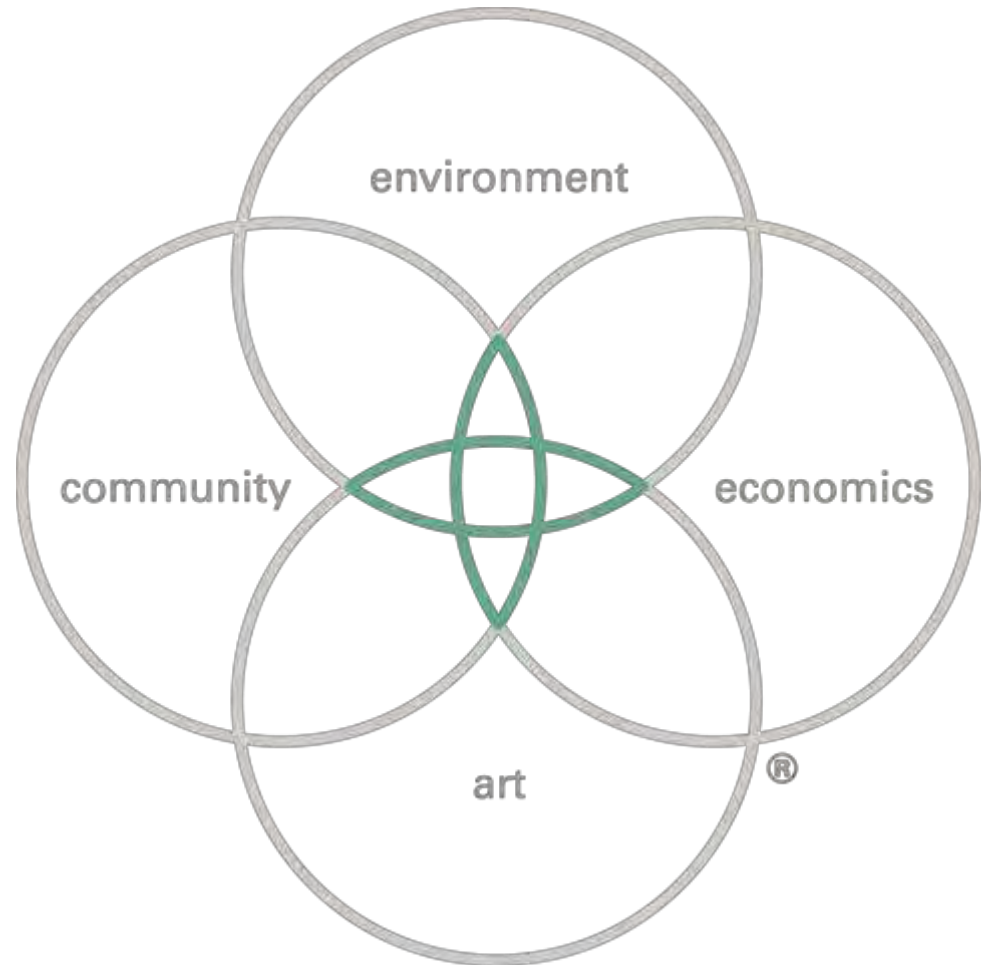
**Waterfront Talkabout #3:**  
**Dollars & Sense--Smart Strategies to Fund Our Future**  
Rebecca Leonard, President, Design Workshop

Comprehensiveness

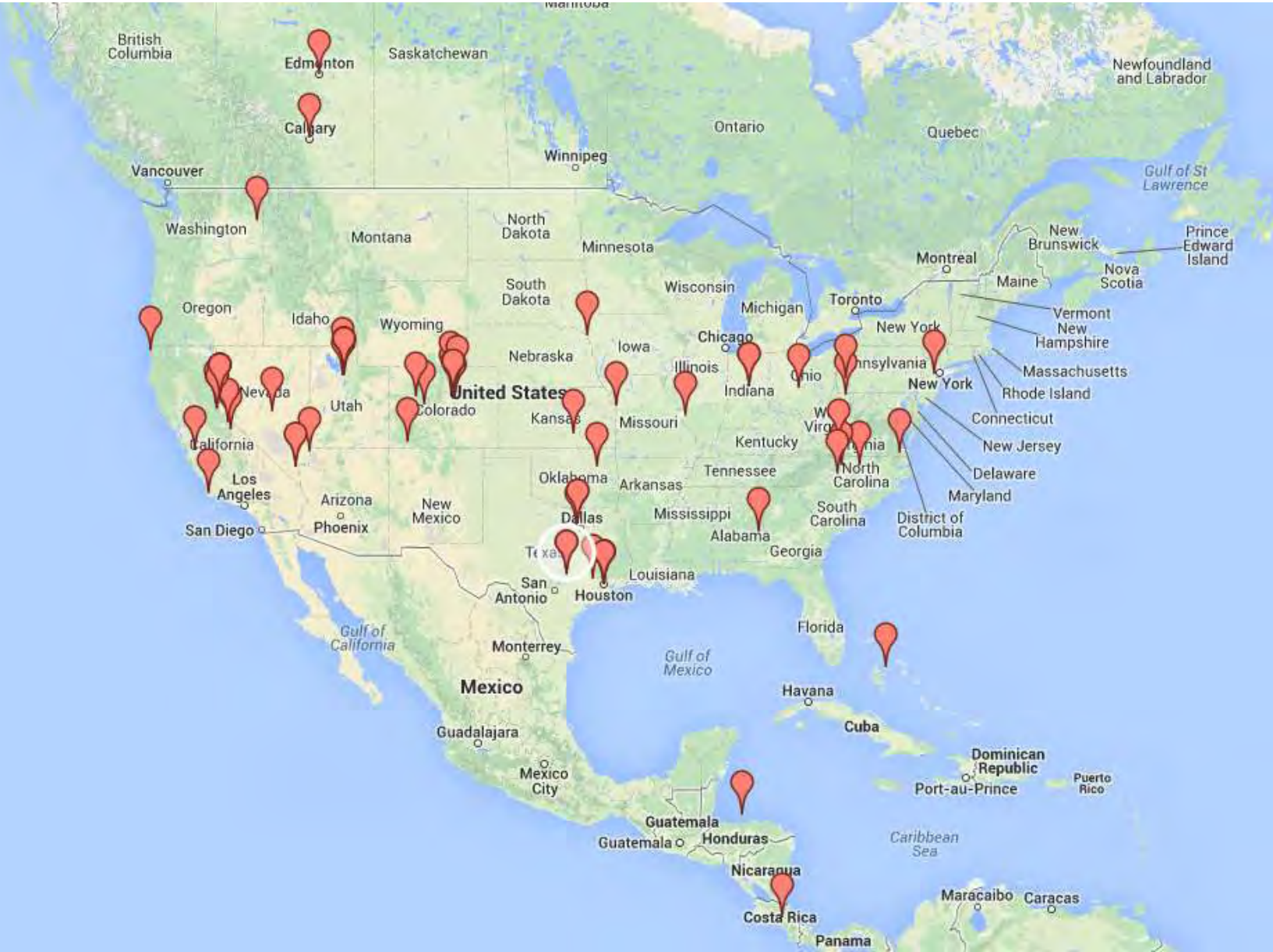
Inclusiveness

Transparent Decision Making

Measurement



# District Planning Experience



# DISTRICT PLANNING PROCESS



# The Right Approach



# The Right Approach



	Engage	Plan	Design	Govern	Implement
Market Test	→				
Financial Test	→				
Physical Test	→				
Political Test	→				



# The Standard Approach



Market Test		→			
Financial Test			→		
Physical Test			→		
Political Test	→			→	



# The Standard Results





# The Standard Results



# Riverfront Commons, Denver



# Riverfront Commons Approach



	Engage	Plan	Design	Govern	Implement
Market Test	→				
Financial Test	→				
Physical Test	→				
Political Test	→				



# The Pure Market Solution



# The Pure Market Solution





D.U.T. PLAZA









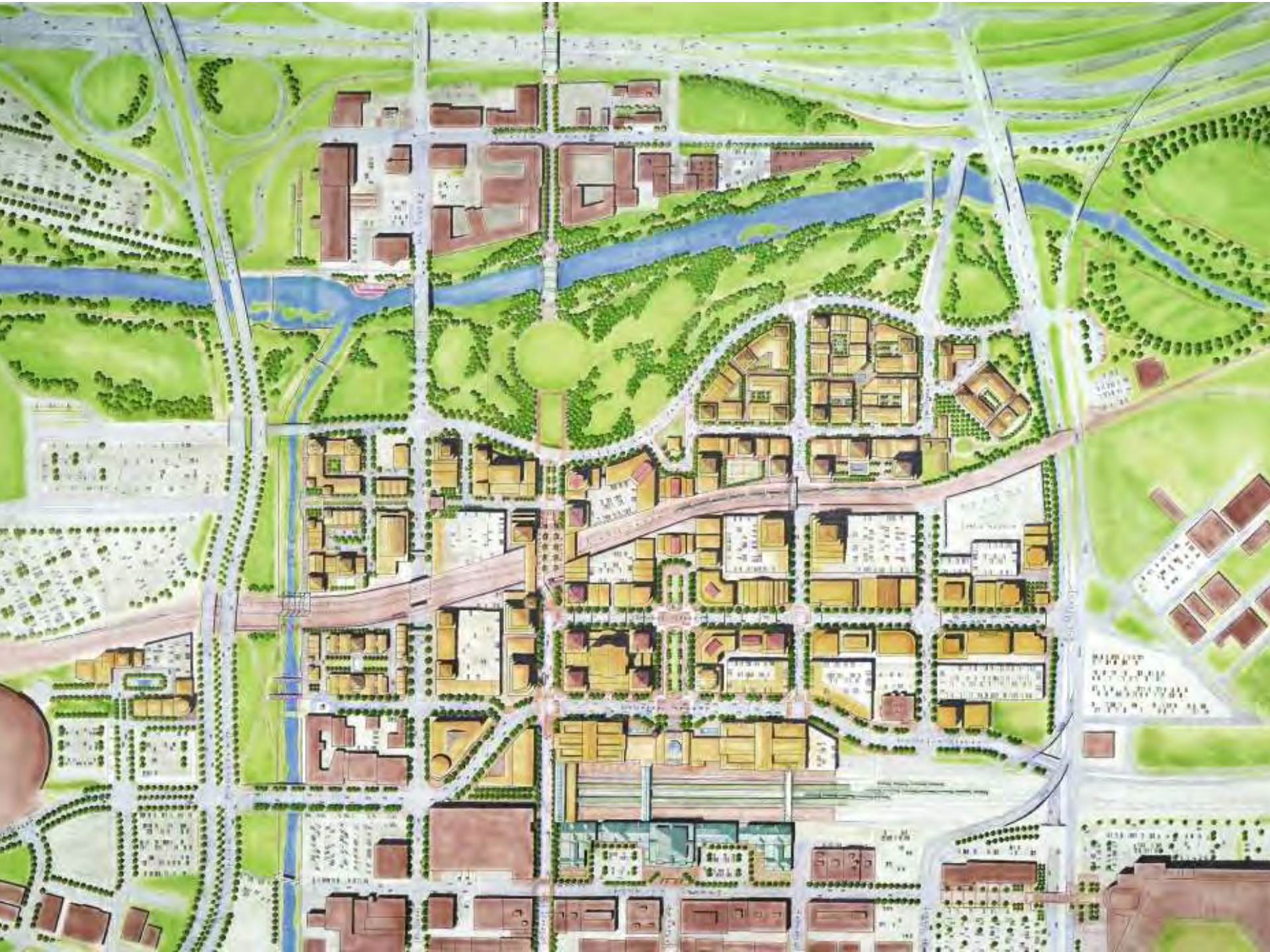
# Stakeholder Involvement Process

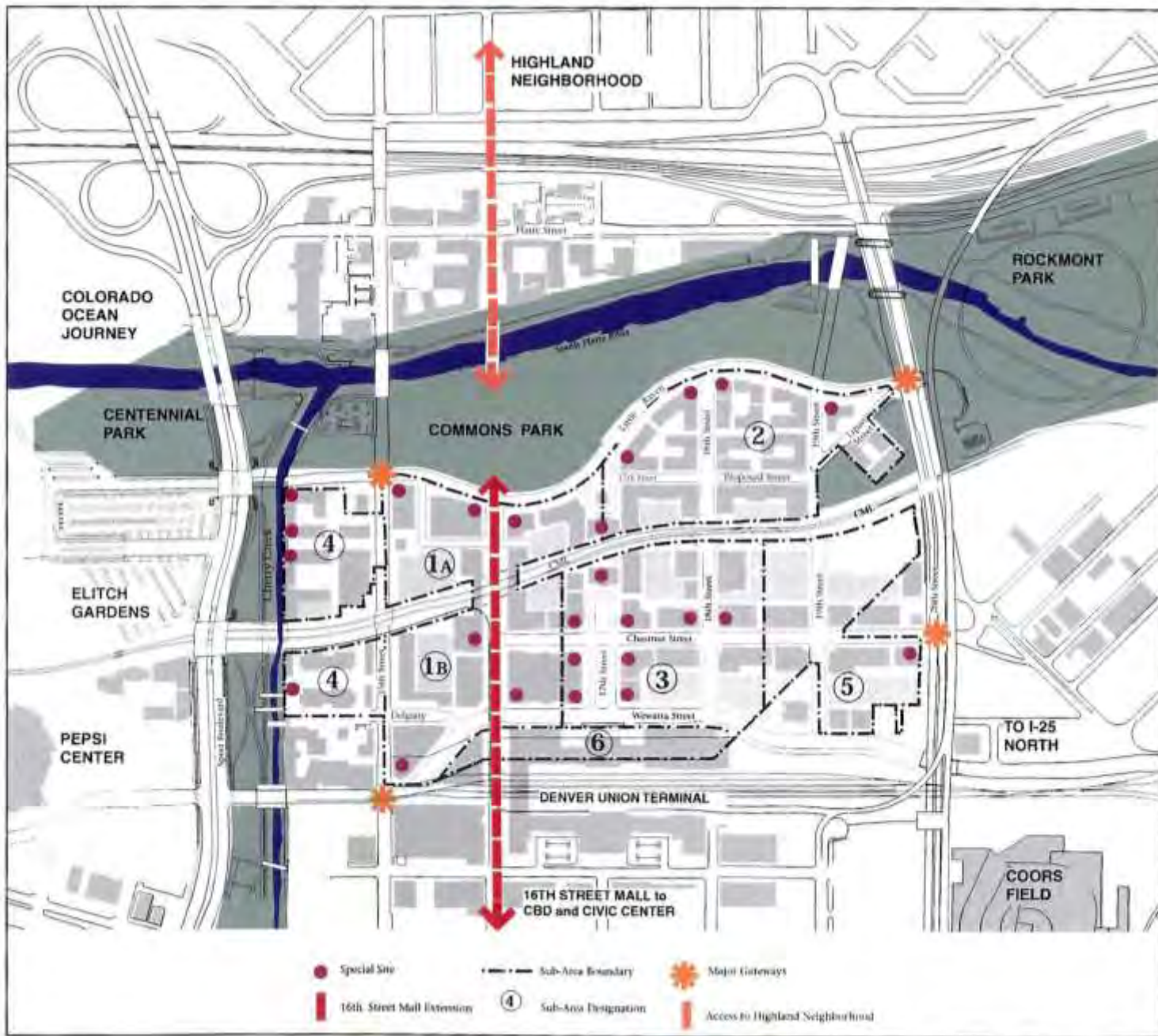
## Stakeholder Meetings (90+)

- Led by the Downtown Denver Partnership
- Several Key Neighborhood Groups (Highlands Neighborhood and LoDo)
- Internal Department of Public Works, Planning Department, etc.

## Public Meetings



















# Evolution of the Community's Vision



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# Evolution of the Community's Vision







## Environment

- Design Guidelines emphasize sustainable design
- Regional Transportation Hub (Denver Metro)
- 25 Acre Park Connects to Denver regional trail system
- Walking or mall bus to downtown Denver business district

## Art

- \$1.3 Million from Riverfront Foundation (.5% transfer tax) funded arts and education
- Denver Contemporary Art Museum
- Millennium Bridge serves as icon for Riverfront and Denver



# Proof

## Economics

- \$445 Million in new home sales
- \$54.5 Million net income from project
- \$6.8 Million in annual property tax
- \$873,620 annual sales tax collected

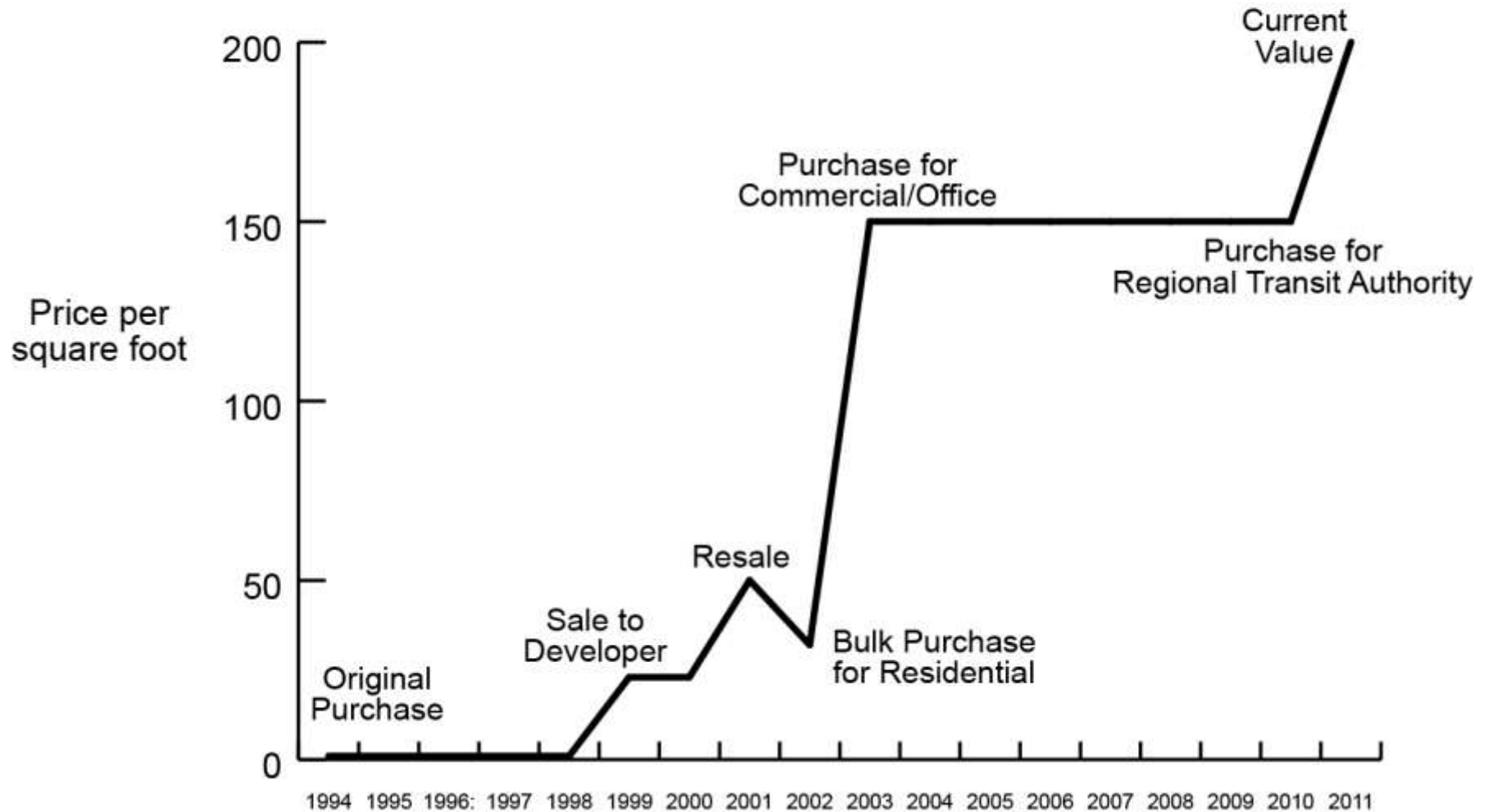
## Community

- 25-acre park connected to 40 miles of regional trails
- Denver Skate Park & Railyards Dog Park
- Riverfront Fashion Show, three summer events drawing crowds from throughout Denver
- Minimum 10% of homes deed restricted for affordable housing





# RIVERFRONT PARK LAND VALUES

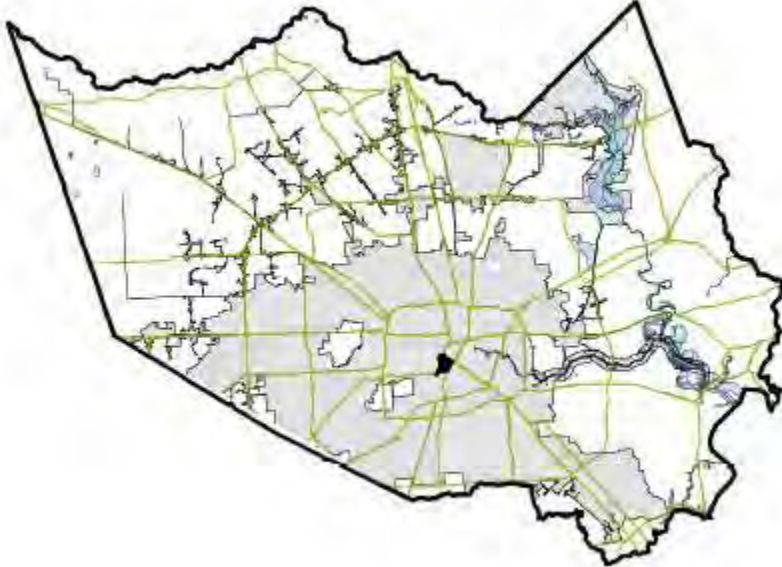




# Midtown, Houston



# Midtown, Houston



# The CIP in 2009



# Midtown Approach



Market Test					
Financial Test			→		
Physical Test			→		
Political Test				→	



# Midtown 2009



# The Pure Market Solution

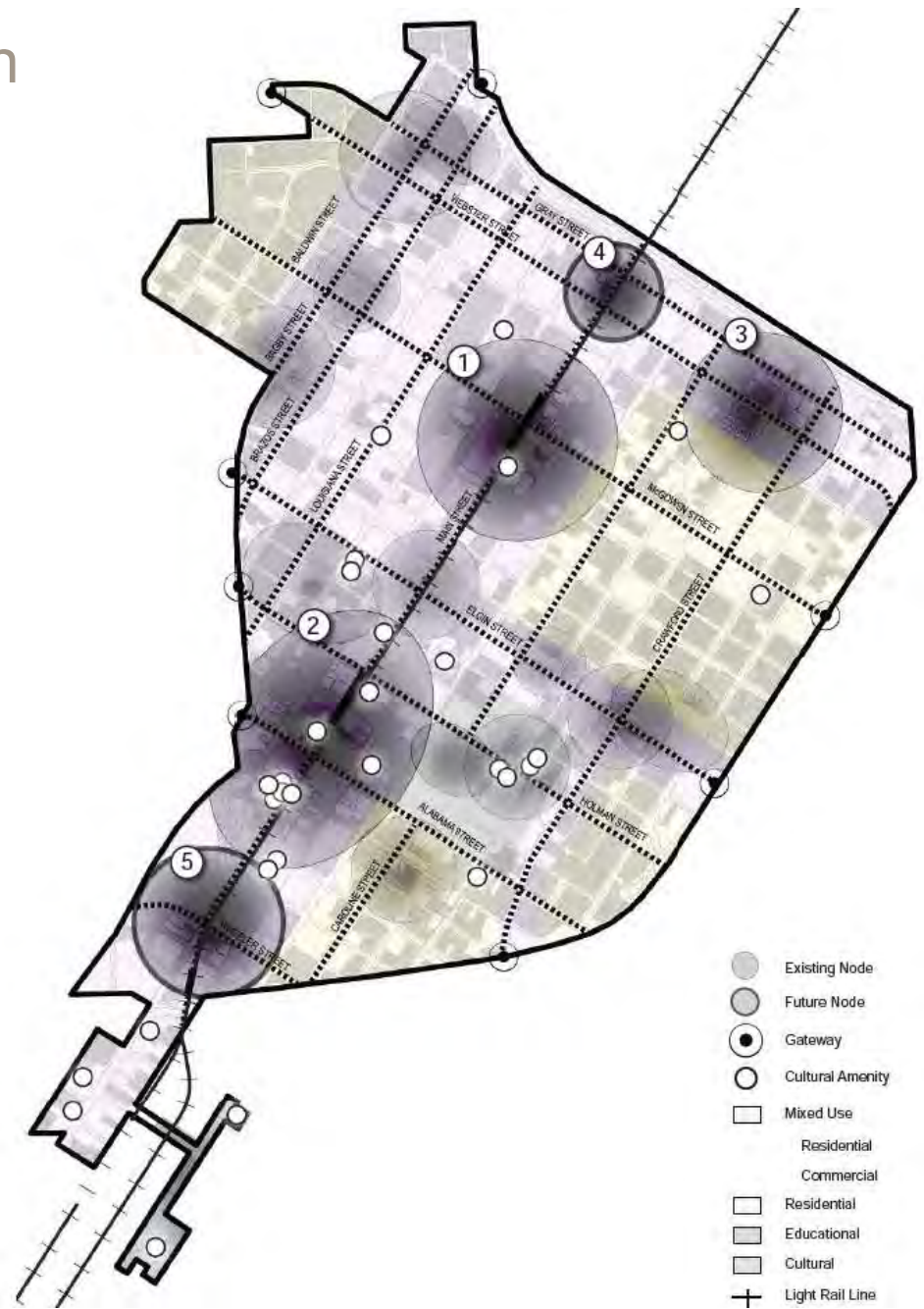




# The Pure Market Solution



# Stepping Back to Engage and Plan



# Stepping Back to Engage and Plan



1994  
24.05% of District within a 5 minute walk of a park



2012  
56.60% of District within a 5 minute walk of a park



Target  
95% of District within a 5 minute walk of a park





buffalo bayou

4th ward

downtown  
houston

midtown  
district

montrose

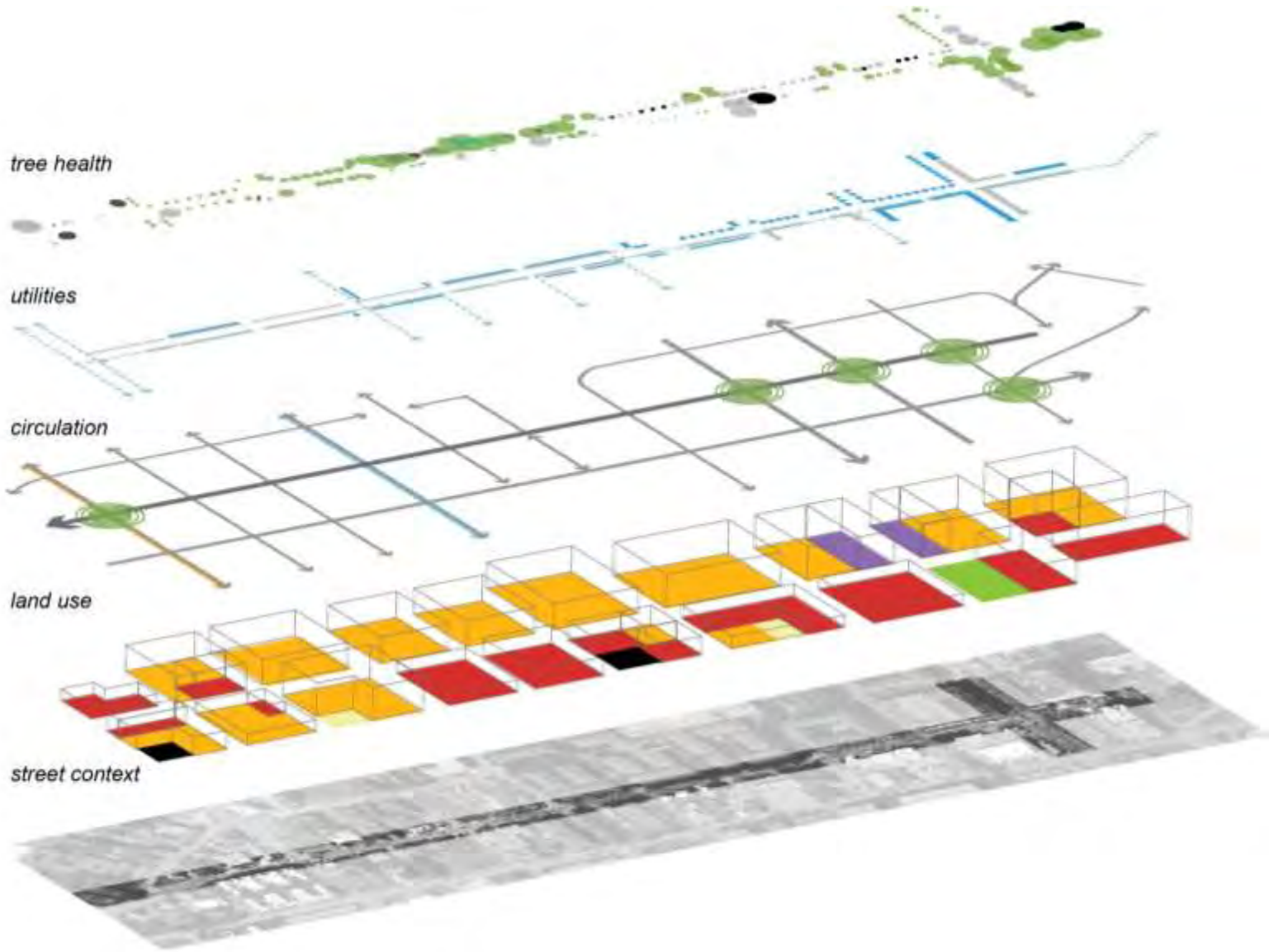
3rd ward

59

museum and  
medical district

45

# Stepping Back to Engage and Plan



# Stepping Back to Engage and Plan



# Stepping Back to Engage and Plan



# Stepping Back to Engage and Plan

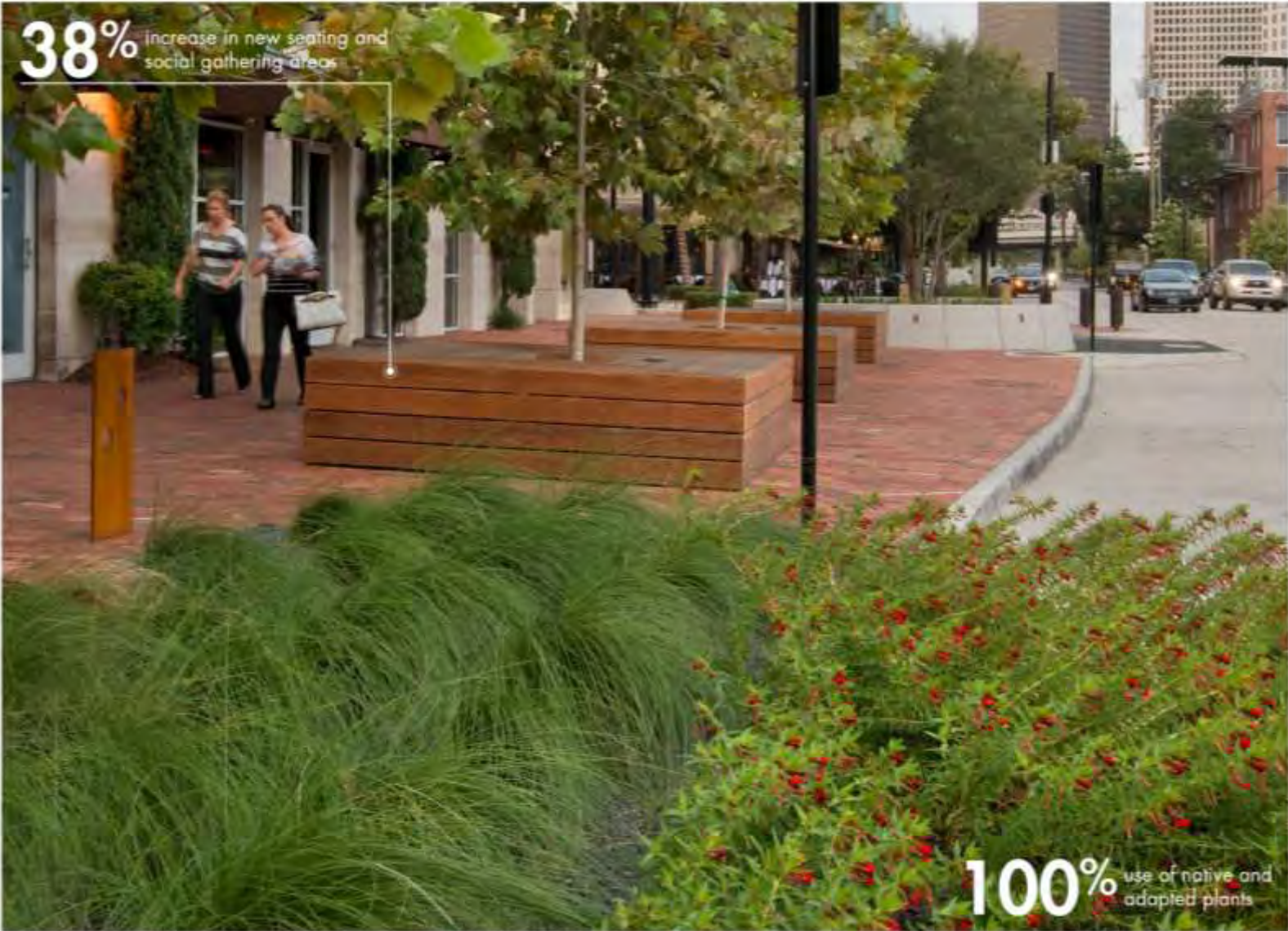




# Stepping Back to Engage and Plan



# Stepping Back to Engage and Plan



# Stepping Back to Engage and Plan



# Stepping Back to Engage and Plan



**10** individual stormwater interpretive signs placed throughout corridor

**45%** reduction in crosswalk distance



# Stepping Back to Engage and Plan



# Stepping Back to Engage and Plan



# Stepping Back to Engage and Plan

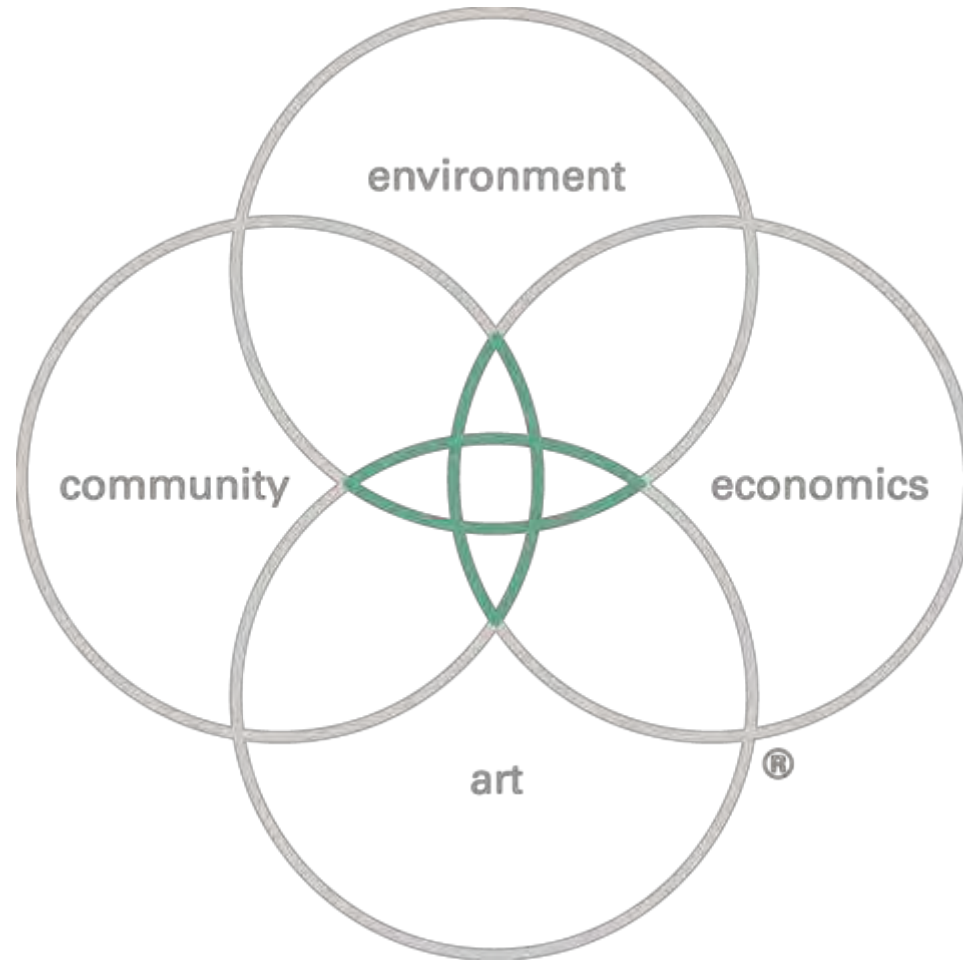


# Lessons Learned for Austin

- Positively Participate!
- Develop a shared vision.
- Phase to balance costs/benefits equitably.







WHAT GETS MEASURED GETS DONE.

— TOM PETERS