

**Project Evaluation Criteria
949 & 952 Moraga Road Properties**

Plan Consistency

- Is this project compatible with the existing neighborhood?
- Is this project consistent with the Downtown Specific Plan?
 - West side downtown retail
 - East side civic and cultural district designation
 - Parking overlay district
- Is this project consistent with the City's General Plan?
 - Zoning
 - Housing (RHNA requirements)
- To what extent does the project help enhance the goals of the General and Specific Plans?

Environmental Impacts

- Does this proposed project increase traffic congestion during peak hours? How many estimated trips per day:
 - Vehicle
 - Bicycle
 - Pedestrian
- What is the level of visitor activity? What are the implications of drop offs / pickups to the overall traffic congestion?
- Are there feasible ways to address potential safety issues?
- Is there sufficient parking available for the proposed use? Can parking be shared off hours with civic, cultural and school events?

Economic & Social Impacts

- What is the financial impact on the City's budget both short and long term?
- What are the economic impacts for the community?
- What is the contribution to the "public good"?
- Who are the primary beneficiaries of the proposed use?
- Who is supporting the proposal?
- Is there a demonstrated need for the project?

- Are there opportunity costs to the City associated with approving this project? How will this project affect future development opportunities?
- Is there an opportunity to develop a partnership that meets the needs of multiple beneficiaries?

Success Factors

- Does the proposer have the resources and experience required to be successful?
- Does the proposer have a credible business plan?
- Does the proposer have the appropriate financing in place to complete rehabilitation and construction?