



PLANNING GOALS

- High Quality Architecture
- Open Space/Livability
- Public Amenities

MARKET REALITIES

- Office Rent & Vacancy
- Hotel ADR
- Apartment Rents
- Non waterfront condo sales

Entitlement Hurdle

- 2-year DSUP
- Proffer Costs
- Archeology Risk



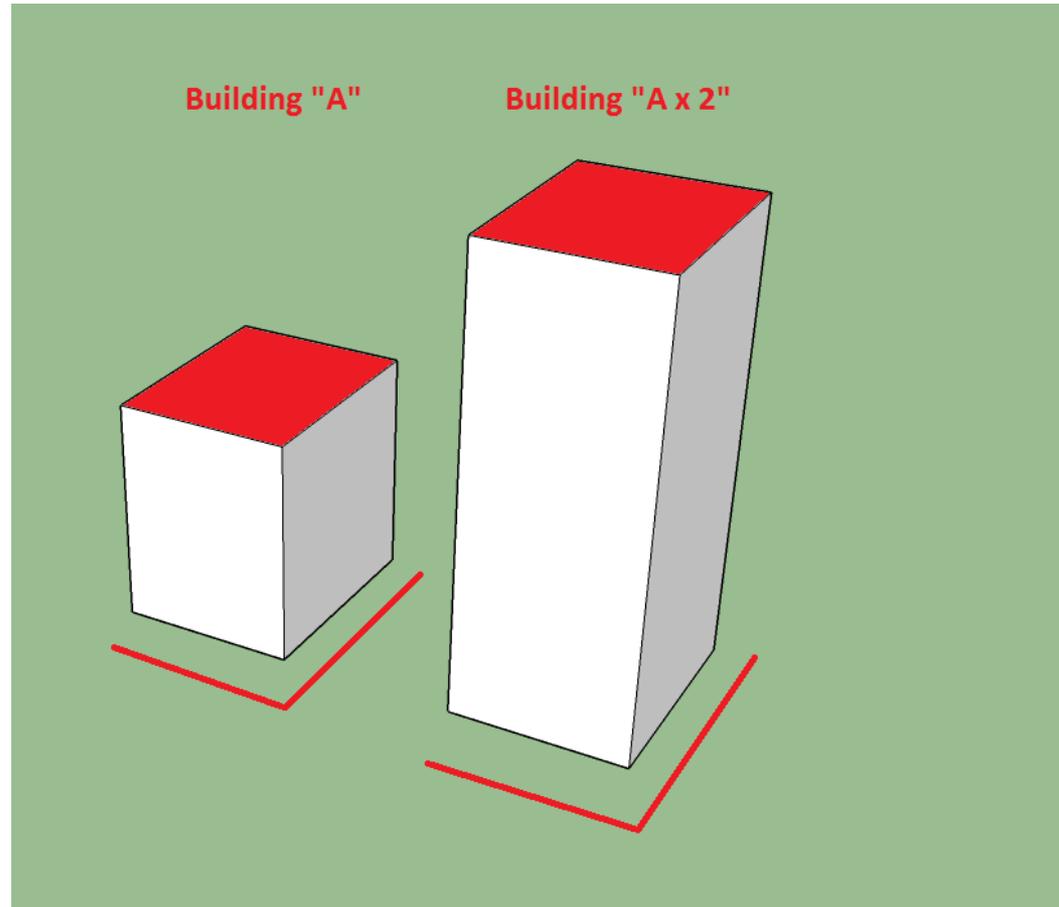
Fixed Cost

- Roof
- Sitework
- Entitlement
- Carry
- Labor

Fixed Cost is spread over **HALF** of the sellable density

Material Offsets

- Building Materials
- Proffer Costs
- Height
- Density
- Taxes
- Land Value



Total Proffer Cost

- **Crowne Plaza**
 - **\$1.4MM** in Proffers
 - Proffers
 - TMP
 - Bikeshare
 - Living Landscape Fund
 - Art
 - Affordable Housing
- **1201 N Royal**
 - **\$1.8MM** in Proffers
 - Proffers
 - TMP
 - Bikeshare
 - Living Landscape Fund
 - Art
 - Affordable Housing
 - Sewer Tap Fees

A Financial Disconnect

**An 80% AMI condo would be sold at about half what it costs
to build**

Things To Consider

- **Increasing proffers will increase cost. If the goal is to wait for land prices to fall we will all be waiting a long time.**
- **AMI in Old Town is the same as AMI in Eisenhower Valley. Land Prices, building requirements, available height and density are not.**
- **Comparing Alexandria proffers to areas with 10FAR is not rooted in reality.**
- **The only meaningful non-monetary incentives available at height and density
Look to the success of the Arts District in OTN.**
- **There are A MULTITUDE of tools to address this problem. It will take a collaborative effort to create meaningful change. You will find a willing partner in the development community.**



METRO STAGE

