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.