

Factor	Subfactor	Existing		Storage		Office		Residence		Park	
		Score	Notes	Score	Notes	Score	Notes	Score	Notes	Score	Notes
Branding	Assembly Square Brand (I-93)	-2	Truck storage very bad branding.	0	Self-storage marked with A.S. logo neutral, provided self-storage logo subdued.	2	Best branding	1	Good branding.	0	Park not visible from I-93.
	Gateway Site Brand (Foley St.)	-2	Truck storage very bad branding.	0	Self-storage with attractive gateway elements is neutral.	1	Good branding.	1	Good branding.	2	Best branding
Fiscal Impact	City Tax Revenue	-2	Low tax rate, depresses value of neighboring parcels.	0	Good tax rate, depresses value of neighboring parcels.	2	Highest tax rate, increases value of neighboring parcels.	1	Good tax rate, increases value of neighboring parcels.	-1	Net tax loss, increases value of neighboring parcels.
	City Expenses	2	Minimal utilities.	2	Minimal utilities	-1	Lots of utilities	-2	Lots of utilities plus school expenses	0	Minimal utilities, but city maintenance costs.
Environmental and Health Impact	Emissions from Site	-2	Gas and oil, lots of trucks.	0	Many trucks at first, then very few.	-1	Many cars, but some people will come by T.	-1	Many cars, but people will come by T.	2	No emissions, most people come by nonauto transportation.
	Pervious Surface	-2	No pervious	0	Some pervious	0	Some pervious	0	Some pervious	2	All pervious
	Absorption of I-93 Emissions	-2	No absorption	1	Some absorption at gateway, extra absorption if green wall.	0	Some absorption at gateway, green wall unlikely.	0	Some absorption at gateway, green wall unlikely.	2	Lots of absorption
	Blockage of I-93 Emissions	-2	No blockage.	2	Good blockage	2	Good blockage	2	Good blockage	-2	No blockage.
Jobs Created	Number of People Exposed	2	Few people	1	Transient people, mostly outside.	-1	Lots of people, mostly inside.	-1	Lots of people, mostly inside.	0	Transient people, all outside
	Construction	-2	None	2	Many jobs.	2	Many jobs.	2	Many jobs.	1	Some jobs.
Site Activation	Permanent	-2	Few jobs.	-1	Few jobs.	2	Many jobs.	0	Some jobs for maintenance	-1	Few jobs for maintenance
	Day Activity	-2	Very little.	1	Gateway only.	2	Gateway, morning, lunch hour.	0	People are at work during the day.	2	Parks attract people during the day.
	Evening Activity	-2	Very little.	0	Less gateway than during day.	1	Gateway only.	1	Gateway	1	Some early evening activity.

Factor	Subfactor	Score	Existing Notes	Score	Storage Notes	Score	Office Notes	Score	Residence Notes	Score	Park Notes
Transportation Impact	Traffic and Parking	-2	Large trucks, few cars.	0	Short term trucks, long term few cars.	-1	Many cars, but people will come by T.	-2	Many cars	1	Few cars.
	Pedestrian Orientation	-1	Existing walkway only.	1	Gateway only.	1	Gateway amenities.	1	Gateway amenities.	2	Gateway amenities plus parkland.
	Bicycle Orientation	-1	Existing walkway only.	1	Gateway only.	1	Gateway amenities.	1	Gateway amenities.	1	Gateway amenities.
	Use of T-Stop	-2	T-stop irrelevant.	0	Gateway only.	2	Lots of people.	2	Lots of people.	0	Not many people.
Developer Characteristics	Interest in Site	0	Already owns, but no interest in improving site.	2	Substantial interest.	-2	No interest.	-2	No interest.	-2	City uninterested in buying site as parkland.
	Interest in Gateway	-2	No interest in gateway upgrades.	2	Needs selling point for city.	2	Needs selling point for tenants.	2	Needs selling point for tenants.	-2	City uninterested in buying site as parkland.
	Amenability	-2	No interest in improving site.	2	Needs selling point for city.	0	Doesn't need selling point for city.	0	Doesn't need selling point for city.	2	City would be in full control.
Summary		-28		16		14		6		10	

Score Key: -2 = Very Negative; -1 = Negative; 0 = Neutral; +1 = Positive; +2 = Very Positive