

SITE RANKING SYSTEM AND EVALUATION TECHNIQUE

The primary site selection criteria categories include Urban Design, Transportation, Site Factors, Cost, and Timing. Within each category are related selection criteria. An overall matrix has been developed, representing the ranking of each site. The scoring for this matrix represents a compilation of the individual category matrices.

The evaluation technique used for this study is based on a quantitative, rather than qualitative, rating system. The sites are ranked against each other, rather than against a value scale of one to ten, in each criteria category from highest to lowest. Because there are seven sites, the highest ranking is a seven and the lowest ranking is a one.

A ranking of 7 indicates that a given site meets the site program and selection criteria in a way that is superior, or equal to, other sites. A ranking of 1 indicates that a site is the least advantageous location in a particular category. The intent is to establish an objective ranking system, rather than debate whether a site is a 5 or 6, on a scale of one to ten.

This system addresses situations where sites are viewed as equally advantageous. If two sites are rated as being equal, and most advantageous in their particular category, the sites tie with a ranking of 7. Since two sites are tied with a ranking of 7, the next highest possible ranking is a 5. Similarly, if two sites are rated as equal, and least advantageous in their category, the next highest possible ranking is a 3.

The primary Categories and individual criterion are weighted equally within the matrices. Collectively, they represent a clear indication of the ability of each site to accommodate the site and building program.

NOTE: We required 2 development options for 9th to Oak, East and West and their collective scores are represented in each matrix.

URBAN DESIGN

- Adjacent Land Uses/Compatibility
- Image/Visibility
- Proximity to Related Activities
- Enhancement of Existing Businesses
- Potential for Redevelopment & New Development

TRANSPORTATION

- Traffic Access
- Parking Adequacy
- Transit Options
- Pedestrian Movement

SITE FACTORS

- Site Size
- Site Configuration
- Field Orientation Options
- Topography
- Utilities (Adequacy/Relocation/Improvements)
- Demolition Issues
- Historic Structures
- Environmental Issues
- Zoning and Regulatory Factors

COSTS

- Land Acquisition & Business/Facility Relocation
- Traffic/Transit
- Parking
- Site Development (on site)
- Site Development (off site)

TIMING

- Ability to Meet Schedule