

EXHIBIT R - PROPOSAL EVALUATION CRITERIA MATRIX

Criteria	Maximum Points	Points Received
<p>1. Consistency with the City’s Project Goals as Outlined in Part 1.B</p> <ul style="list-style-type: none"> • The proposed redevelopment respects the historic and cultural significance of the Subject Site, including the Zuni wall murals in the basement of Building D. • The design of the redevelopment project supports urbanism and the public realm, complements the historic buildings remaining on the Subject Site, and respects the Upper Nob Hill commercial corridor and the single-family residential neighborhoods north of the Subject Site. • Redevelopment increases vitality in the Upper Nob Hill area and catalyzes further economic redevelopment. • Past performance of individuals or project team on similar projects. • Evaluation of the achievability of the Proposer’s time schedule and the Proposer’s ability to complete the project satisfactorily in a timely manner. 	<p>40</p> <p>25</p> <p>25</p> <p>25</p> <p>15</p>	<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>2. Benefit to the Surrounding Community</p> <ul style="list-style-type: none"> • Proposed benefit to the community, as compared to the City’s investment in the project. (Removal of blight, creation of jobs, promotion of economic development, creation of housing, etc.) 	<p>30</p>	<p>_____</p>
<p>3. Financial Structure</p> <ul style="list-style-type: none"> • Evaluation of project budget, including (but not limited to) construction, soft costs, developer fee, initial reserve amounts, and financial feasibility. • Evaluation of operating pro-forma, including income expenses, reserve contributions, debt payments, etc. 	<p>40</p> <p>20</p>	<p>_____</p> <p>_____</p>
<p>4. Financial Capacity</p> <ul style="list-style-type: none"> • Provided adequate information showing evidence of interest from all proposed financial sources for the Proposer’s redevelopment. • Proposer demonstrates adequate financial risk in the Project. • Proposer demonstrates adequate financial capacity to develop the proposed Project (evaluated through information provided in Other Financial Obligations, Financing References, and Financial Statements) 	<p>10</p> <p>20</p> <p>30</p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p>5. City Assistance</p> <ul style="list-style-type: none"> • Proposer accepts the conditions related to obtaining the requested MRA financial assistance as described in Part II.A.2 	<p>10</p>	<p>_____</p>
<p>6. Project Details</p> <ul style="list-style-type: none"> • Compatibility with City’s adopted plans, goals and objectives for the area. * If variances are required, they should be readily achievable. If not, points will be reduced. 	<p>10</p>	<p>_____</p>
<p>TOTAL POINTS</p>	<p>300</p>	<p>_____</p>

Completeness of the proposal will be evaluated within all of the above criteria.