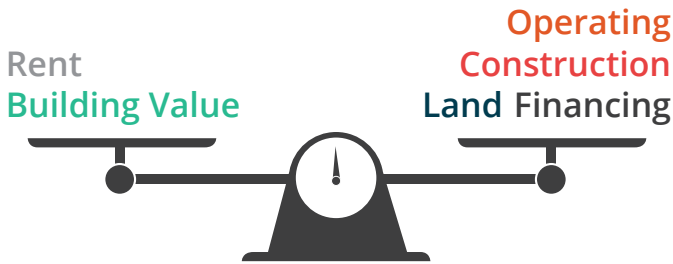


# What is Feasibility and Why Does it Matter?

Future buildings and all of the potential benefits that come with it, such as new parks, streets, businesses, and affordable housing, will only be built if the project is feasible.



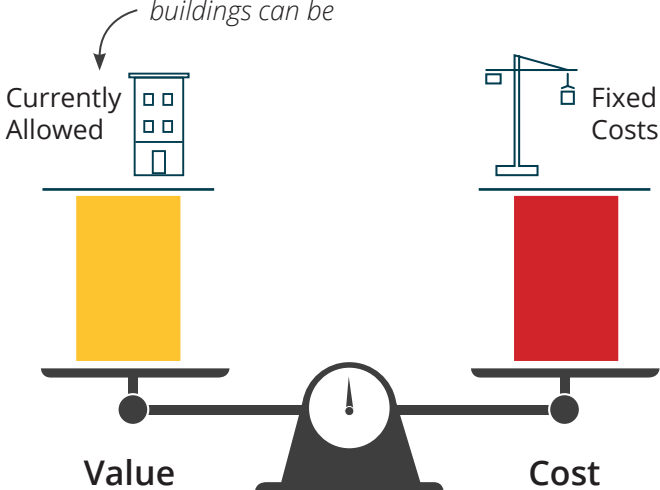
**Imagine that feasibility is a simple scale.**

On the left is the value that is created when new buildings are built. On the right is the cost to build and operate new buildings.

A project is feasible and can be built if the two sides balance.

# There are a few basic, **fixed costs** to creating new buildings.

*Zoning is the rules that say what height and density new buildings can be*



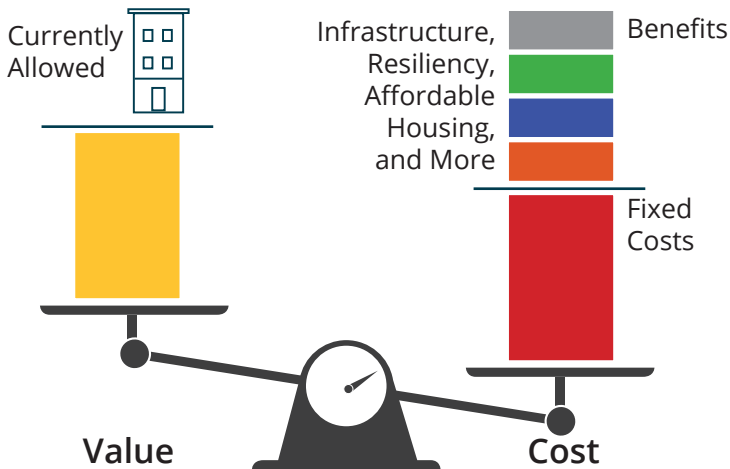
## Example Values

Rent  
Building Value

## Example Costs

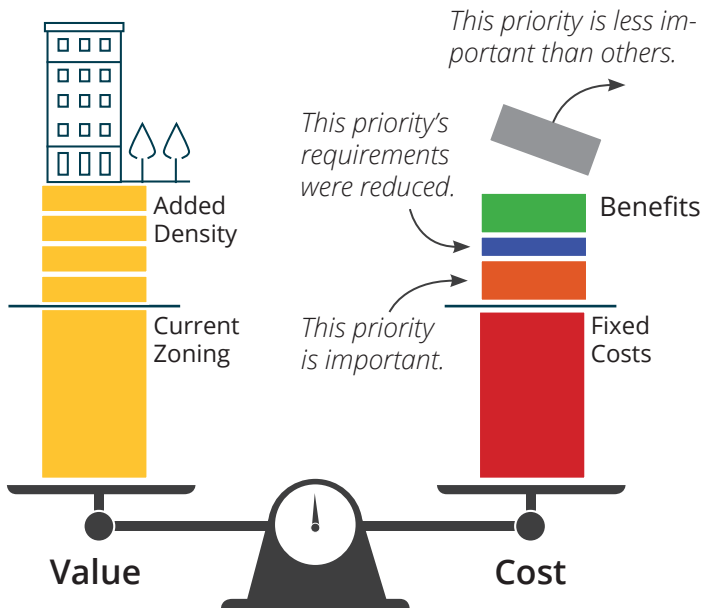
Operating  
Construction  
Financing  
Land

# Requiring the inclusion of more community priorities and benefits **increases building costs.**



The scale is imbalanced and future buildings and potential benefits are unlikely to be created.

# Increasing value can help pay for some benefits but there have to be some trade-offs.



**Added density increases the potential value to help cover costs of added benefits.** A community conversation about the trade-offs of added density and what benefits to prioritize is necessary.