

**BARRIO LOGAN COMMUNITY PLAN UPDATE**  
 DRAFT Alternatives Land Use Comparison Matrix

	Overarching Qualities	Economic Viability	Transportation Impacts
Alternative A	Lower-scale housing throughout	Amount of residential more than adequate – may take longer than plan life to see buildout	Traffic volumes moderately higher than Alternative B
	Emphasis on office development	Amount of office least feasible – may not see change from existing uses	Truck traffic lowest
	Lower-scale mixed-use on Logan	Commercial and retail are feasible	Parking demand highest
Alternative B	Higher-scale housing in targeted areas (recognizes recent development patterns closest to Downtown)	Amount of residential more feasible – housing is more concentrated in smaller area	Traffic volumes lowest
	Emphasis on IBT for additional employment categories	Amount of office most feasible – concentrated near Mercado and as narrow buffer	Truck traffic higher than A (but could be affected depending on specific uses allowed in IBT)
	Greater emphasis on mixed-use	Commercial and retail are feasible	Parking demand higher than C
Alternative C	Higher-scale housing in targeted areas (allowed as affordable housing density incentives)	Amount of residential most feasible – housing is more concentrated in smaller area, focused on affordable	Traffic volumes moderately higher than Alternative B
	Wider mix of employment categories	Amount of office less feasible – too much located in buffer	Highest truck traffic (but could be affected depending on specific uses allowed in IBT)
	Greater emphasis on mixed-use	Commercial and retail are feasible	Parking demand lowest