

CEEn-2017CPST- 005

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Project Coordination, Planning, and Program Management

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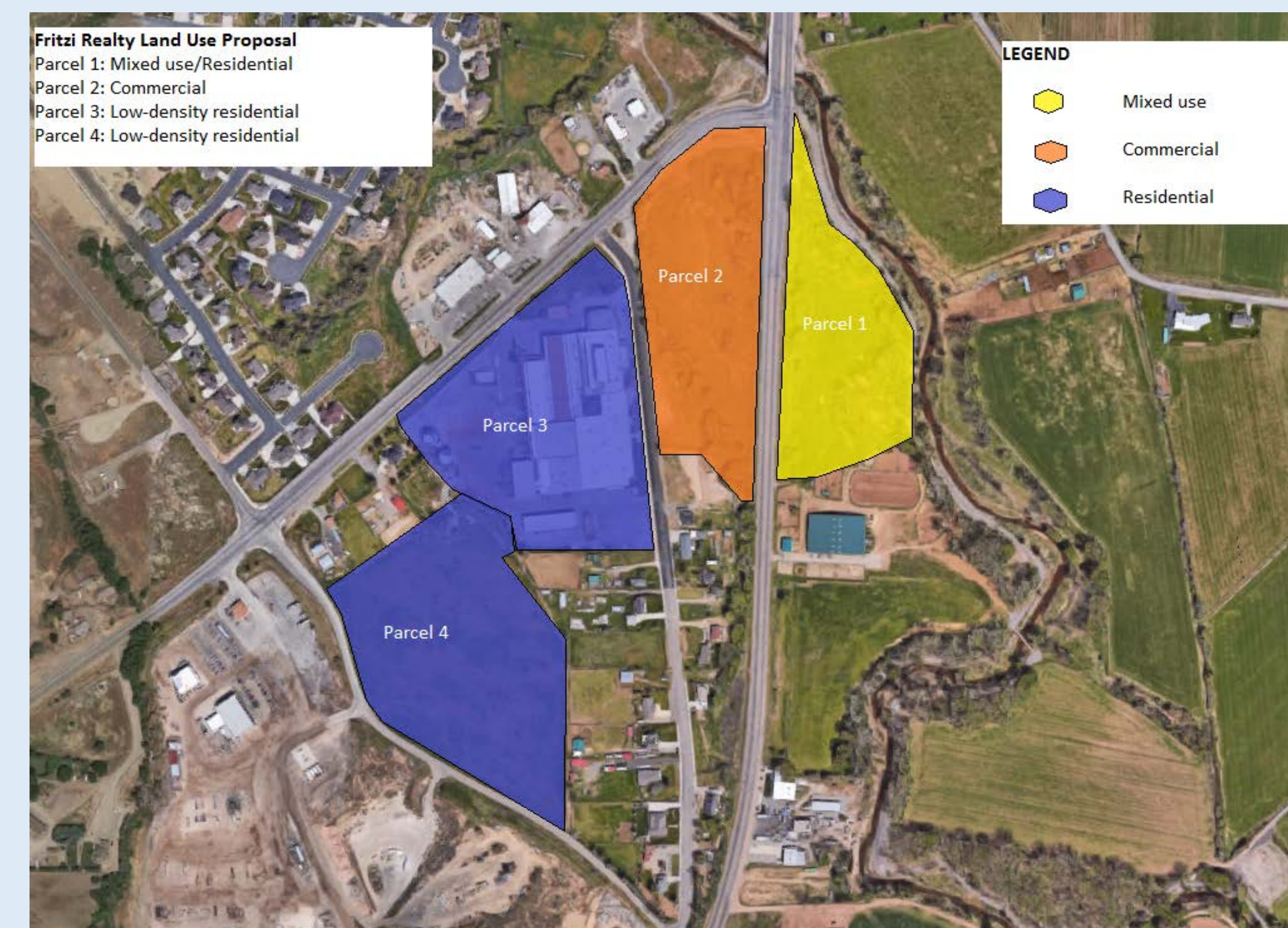
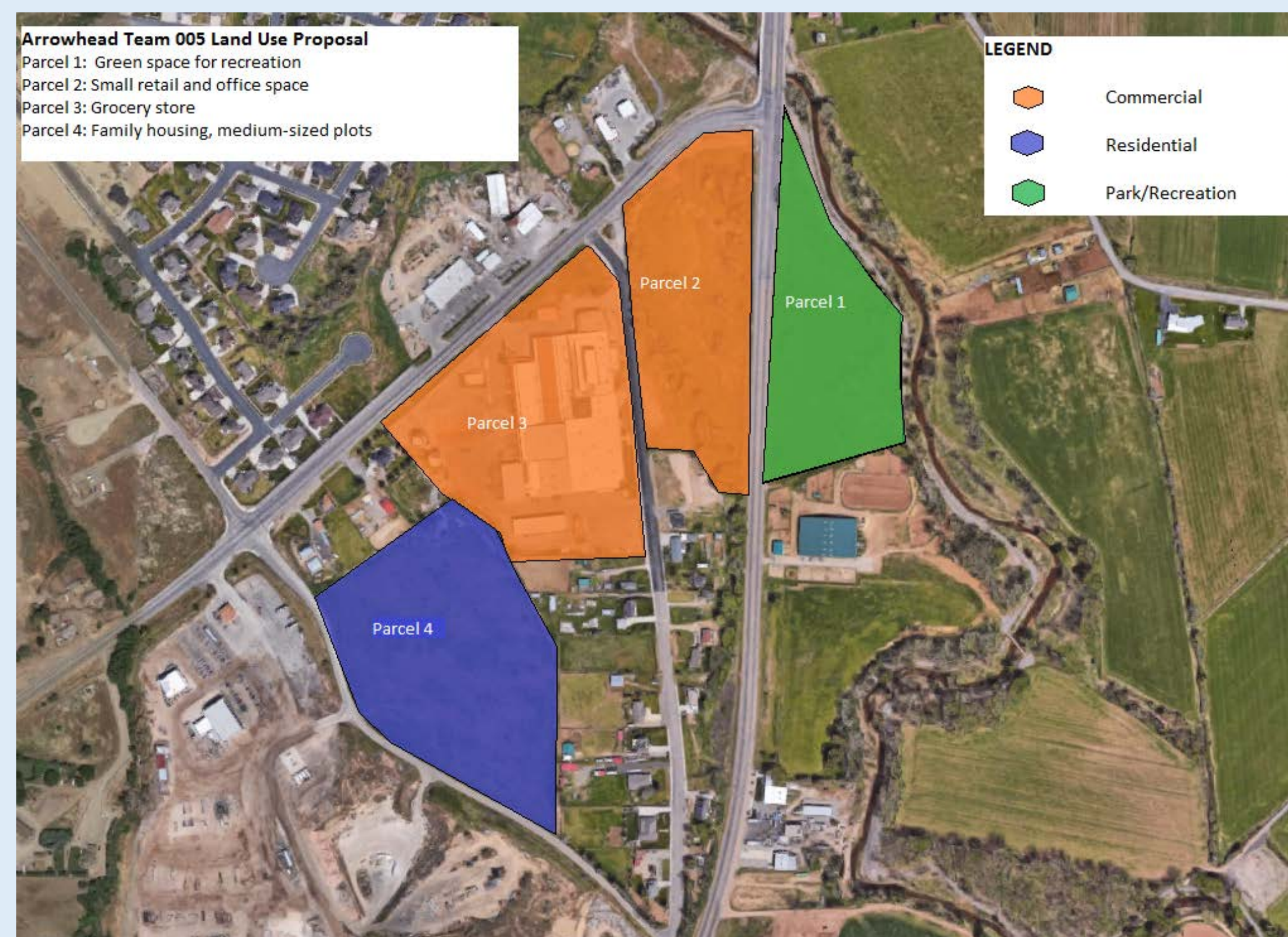
Scope

Fritzi Realty is interested in developing four parcels of land in Spanish Fork, UT. Currently, the Arrowhead center is the only existing development on the site, specifically, on parcel three. The problem given to this team was to propose a development plan which would balance the interests of the developer, the community, and the local government. Some of the interests include social approval, economic benefit, environmental impact and feasibility of construction.

Analysis

The project required the team to analyze four parcels of land and determine the optimal development plan for each parcel. The team assessed several ideas designed to maximize the benefit to the community, the planet and the development company, Fritzi Realty. An economic analysis and weighted evaluation process were provided for two of the top proposals.

“People, Planet, and Profit”



Conclusion

Fritzi Realty initially presented a development plan which included mixed use commercial space, a possible 55+ development, and residential space.

In order to fully evaluate the plan proposed by Fritz Realty, KAM engineering proposed their own development plan which would be used as a comparison. This plan included a grocery store, residential space, and park space.

Using the weight evaluation scheme below, KAM engineering determined that their proposed plan was more profitable to the community as a whole. However, the plan proposed by Fritzi Realty would have a greater return on investment for the developer.

| Parameters | | | | | | | | | | | | | | | |
|------------|-----------------|--|--------------------|------------------------|------------------|-----|-----------------|------------|------------------|---------------|-------------|--------|---------------------|-------------|------|
| | | City Council Preference | Citizen Preference | Increase in Population | Condruction Cost | ROI | Industry Output | # new jobs | City Tax revenue | Water quality | Air Quality | Zoning | Construction limits | Total Score | |
| Parcel 1 | | Weight value | 2 | 3 | 1.5 | 3 | 5 | 2 | 2 | 3 | 3 | 1 | 4 | 5 | |
| | Fritzi Relaty | Mixed Use/Residential, possibly S5+ community at medium density | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 13.5 |
| | KAM Engineering | Green Space for recreation | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 21 |
| Parcel 2 | Fritzi Relaty | Commercial and mixed-use including possible light or live/work office and medium density multifamily residential | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 34.5 |
| | KAM Engineering | Small retail and office space | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 34.5 |
| Parcel 3 | Fritzi Relaty | Possibly retain industrial building or low-density residential | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 19 |
| | KAM Engineering | Grocery Store | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 25.5 |
| Parcel 4 | Fritzi Relaty | Low-density residential | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 34.5 |
| | KAM Engineering | Family Housing, medium sized plots | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 34.5 |
| Total | | | | | | | | | | | | | | | |
| Key | | Social Factors | | | | | | | | | | | Fritzi | 101.5 | |
| | | Economic Factors | | | | | | | | | | | KAM | 115.5 | |
| | | Environmental Factors | | | | | | | | | | | | | |
| | | Feasibility | | | | | | | | | | | | | |