

Area Analyses and GIS

A Case Study Focused on Project Development

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Summary

The thesis is a study focused on project development of real estate. The report is made as a case study applied to NCC Real Estate, a company with a strategy of project development. Bearing this strategy in mind, the case study comprises two important elements:

- area and SWOT analyses, which are important for a real estate company in an investment situation;
- developing of a GIS database for the searching process of properties capable of development.

We have made detailed analyses of areas in Lund and Malmö that could be interesting for project development. Most of these areas have a high potential of development and we consider that they therefore could be objects for exploitation. However, some of the areas are highly dependent on future projects, for example the City Tunnel and its direction. If these projects are not realised, the attraction to the areas will diminish remarkably, and accordingly investments in these districts would be insecure.

GIS is used within a many areas. It is a quite new phenomenon in the real estate branch, but increased utilisation is expected in the future. We have studied the implementation of the database in one field of application: the project development process. Within this area, the GIS database can be a useful aid in the work to find interesting objects. However, we are aware that this GIS tool can never replace the traditional work methods completely, but it will function as a complement and facilitate the searching process.

To reach the desired purpose of the database, we have found that besides the common property-information that already exists in the database, supplementary information is necessary. The new parameters that should be stored in the database are:

- Leasehold right
- Area of the property that is interesting for the company (m²)
- Present location
- Future location
- Present surrounding
- Environmental impact