

# Feasibility Report on Student Living Apartments in Denton

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## Executive Summary

This feasibility report will inform you about the three most popular apartments within a 1 mile radius from the Student Union. The criteria evaluated in this feasibility report are as follows:

- Price of a 4 Bedroom Apartment
- Size (square footage) of a 4 Bedroom Apartment
- Distance to the Student Union
- Amenities Offered
- Overall Quality

The introduction section explains the whole feasibility study and the hypothesis. The method section explains how we conducted our survey and what the results were. The results section explained all the different criteria we evaluated and which apartment complex won the best overall score for each category. The conclusion section briefly explains the entire feasibility study and its results.

We recommend U Centre to all UNT students who's searching for a 4 bedroom apartment.

## Introduction to Feasibility Report of Student Living Apartments in Denton

This feasibility report compares the most popular student living apartments in Denton within 1 mile from the Student Union. We compared the price of the 4 bedrooms in each of the apartments, the distance to the Student Union, the overall quality of the apartment, the amenities that each of them offer, and the amount of square footage in each room. A survey of the overall quality of the apartments let the students of UNT voice their opinion about the different apartments in the Denton community. The qualifying apartments are as follows: Midtown, 33 North, and U Centre. UNT students were asked to list the apartments based on their quality. 1 being the lowest quality and 3 being the highest quality. Since 33 North is the closest to campus, we think that it will be the most popular to UNT students.

## Methods of Evaluation

The top three most popular student-living apartments within a 1 mile radius of the Student Union were evaluated. The names of the apartments are as follows:

- 33 North
- U Centre at Fry Street
- Midtown

The criteria chosen seems to be the most common thing UNT students ask about when looking for an apartment to live in. The different criteria and a brief explanation of them are as follows:

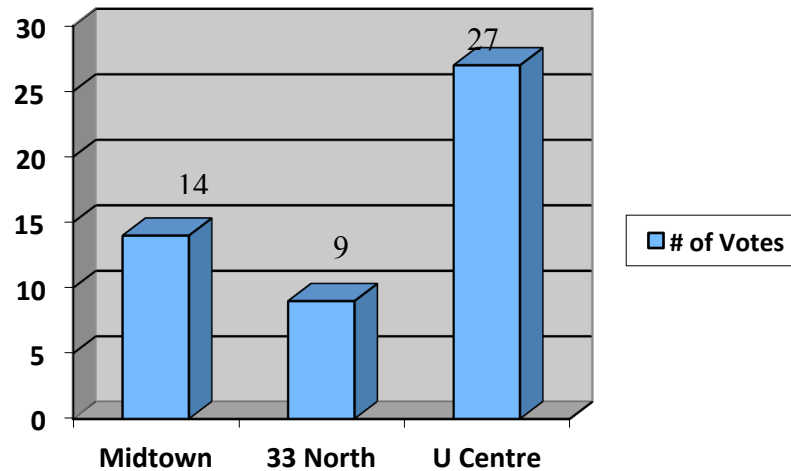
- Price of a 4 bedroom
  - The price of living in that bedroom per month
- Distance to the Student Union on campus
  - All of these options are within a 1 mile radius
- Amenities
  - This is a list of what each apartment complex will offer their residents
- Size of a 4 bedroom
  - How much square footage is given in a 4 bedroom
- Quality of the apartment
  - This is the opinion based criteria

All of the information about the different criteria was provided by the apartment websites. The websites for each of the apartments are in the bulleted list below:

- <http://ucentreatfry.com/>
- <http://www.midtowndenton.com/>
- <http://www.33northapartments.com/>

## Surveying UNT Students on Quality of the Apartment

The survey took place on May 1, 2014 at 3:00 p.m. in Victory Hall. Pictures of each of the different apartments were put on a poster board so students could easily see them. 50 UNT students were asked the question, “Which apartment do you think is the best quality?” Students were then asked to vote for their favorite and place the vote in the ballot box. After the survey was complete, the ballots were counted and the results are listed below in a bar chart.



The U Centre apartments were the most popular receiving 27/50 votes. Midtown was the second most popular receiving 14/50 votes. Lastly, 33 North was the least popular receiving 9/50 votes. Since there were only three options, the quality criterion was broken down into numbers 1-3. 1 being the most popular, and 3 being the least popular.

Apartment	Rating (Quality)
33 North	3
U Centre	1
Midtown	2

U Centre is the best quality apartment complex within a 1 mile radius to UNT students.

## Results of the Evaluation

### Size of the 4 Bedrooms

The first criterion that was evaluated was the different sizes of the 4 bedroom floor plans. The information was provided by the apartment websites. The links to each website are in the bulleted list below:

- <http://ucentreatfry.com/>
- <http://www.33northapartments.com/>
- <http://www.midtowndenton.com/>

### Midtown Apartments

Midtown has two different types of 4 bedrooms. The two different rooms, their bathrooms, and the size of their floor plan are as follows:

- Bedroom A/Bathroom A: 1,409 square feet
- Bedroom B/Bathroom B: 1,461 square feet

### U Centre at Fry Street Apartment

U Centre has three different types of 4 bedrooms. The three different rooms, their bathrooms, and the size of their floor plan are as follows:

- Bedroom A/Bathroom A: 1,434 square feet
- Bedroom B/Bathroom B: 1,542 square feet
- Bedroom C/Bathroom C: 1,572 square feet

### 33° North Apartments

33° North has two different types of 4 bedrooms. The two different rooms, their bathroom, and the size of their floor plan are as follows:

- Bedroom A/Bathroom A: 1,345 square feet
- Bedroom B/Bathroom B: 1,368 square feet

## Results of the Different Sizes of Floor Plan

<b>Apartment</b>	<b>Square Footage of Bedroom A</b>	<b>Square Footage of Bedroom B</b>	<b>Square Footage of Bedroom C</b>	<b>Overall Rating</b>
<b>33° North</b>	1,345 square feet	1,345 square feet	N/A	3
<b>U Centre</b>	1,434 square feet	1,542 square feet	1,572 square feet	1
<b>Midtown</b>	1,409 square feet	1,461 square feet	N/A	2

Based on the results of the different square footages, it is clear that U Centre has the biggest floor plans for the 4 bedroom apartments. Since it has the largest floor plan, it is awarded the best overall score of 1.

### Price of the 4 Bedrooms

The second criterion that was evaluated was the prices of the different 4 bedrooms. The information was provided by the apartment websites. The links to each website are in the bulleted list below:

- <http://ucentreatfry.com/>
- <http://www.33northapartments.com/>
- <http://www.midtowndenton.com/>

### Midtown Apartments

Since Midtown has two types of 4 bedroom floor plans, the prices will be different. The prices of the bedrooms are as follows:

- Bedroom A/Bathroom A: \$549.00 per month
- Bedroom B/Bathroom B: \$589.00 per month

### U Centre at Fry Street Apartments

U Centre has three types of 4 bedroom floor plans and each price is different. The prices of the bedrooms are as follows:

- Bedroom A/Bathroom A: \$649.00 per month
- Bedroom B/Bathroom B: \$659.00 per month
- Bedroom C/Bathroom C: \$684.00 per month



### 33° North Apartments

These apartments have two types of 4 bedroom floor plans and each price is different. The prices of the bedrooms are as follows:

- Bedroom A/Bathroom A: \$665.00 per month
- Bedroom B/ Bathroom B: \$675.00 per month

### Results of the Different Prices of Bedrooms

<b>Apartment</b>	<b>Price of Bedroom A</b>	<b>Price of Bedroom B</b>	<b>Price of Bedroom C</b>	<b>Average Price of Bedrooms</b>	<b>Overall Rating</b>
<b>33° North</b>	\$665.00 per month	\$675.00 per month	N/A	\$670.00 per month	3
<b>U Centre</b>	\$649.00 per month	\$659.00 per month	\$684.00 per month	\$664.00 per month	2
<b>Midtown</b>	\$549.00 per month	\$589.00 per month	N/A	\$569.00 per month	1

Based on the results shown in the table above, Midtown has the least expensive 4 bedroom apartments. The overall rating for all three apartments was determined by calculating the average price of the bedrooms. Since Midtown has the least expensive bedrooms, it is awarded the best overall score of 1.

### Distance to the Student Union

The third evaluation is how far the different apartment complexes are from the Student Union on the UNT campus. The distances were calculated by entering the apartments' address into Google Maps as the start location, and the Student Union address as the destination. The link to Google Maps is listed below:

- <https://www.google.com/maps/preview?source=newuser-ws>

### Midtown Apartments

Distance from Student Union on the UNT campus: 0.8 miles

### U Centre at Fry Street Apartments

Distance from the Student Union on the UNT campus: 0.4 miles

## 33° North Apartments

Distance from the Student Union on the UNT campus: 0.5 miles

### Results of the Distance to the Student Union

<b>Apartment</b>	<b>Distance to the Student Union</b>	<b>Overall Rating</b>
<b>33° North</b>	0.5 miles	2
<b>U Centre</b>	0.4 miles	1
<b>Midtown</b>	0.8 miles	3

Based on the results shown in the table above, U Centre is the closest to the Student Union on campus. 33° North is the second closest, and Midtown is the furthest away. Since U Centre is the closest, it is awarded the best overall score of 1.

### Amenities Offered

The fourth evaluation is what amenities are offered at the different apartment complexes. The information was provided by the apartment websites. The link to each website is in the bulleted list below:

- <http://ucentreatfry.com/>
- <http://www.33northapartments.com/>
- <http://www.midtowndenton.com/>

### Midtown Apartments

The amenities offered at Midtown are as follows:

- Swimming Pool
- Fitness Gym
- Club Room
- Carpeted Floors in the Bedrooms
- Washer and Dryer
- Computer Lab
- Utility Package
- Gated Community
- On-Site Maintenance
- Tanning Salon

## U Centre Apartments

The amenities offered at U Centre are as follows:

- Swimming Pool
- Fitness Gym
- Club Room
- TV included in the Bedrooms
- Hardwood Floors
- Appliances
- Washer and Dryer
- Furniture Package
- Computer Lab
- Utility Package
- Music Room
- Parking Garage
- On-Site Maintenance
- Tanning Salon
- Study Lounge

## 33° North Apartments

The amenities offered at 33° North are as follows:

- Swimming Pool
- Fitness Gym
- Club Room
- TV included in the Bedrooms
- Hardwood Floors
- Appliances
- Washer and Dryer
- Furniture Package
- Utility Package
- Parking Garage
- Study Lounge

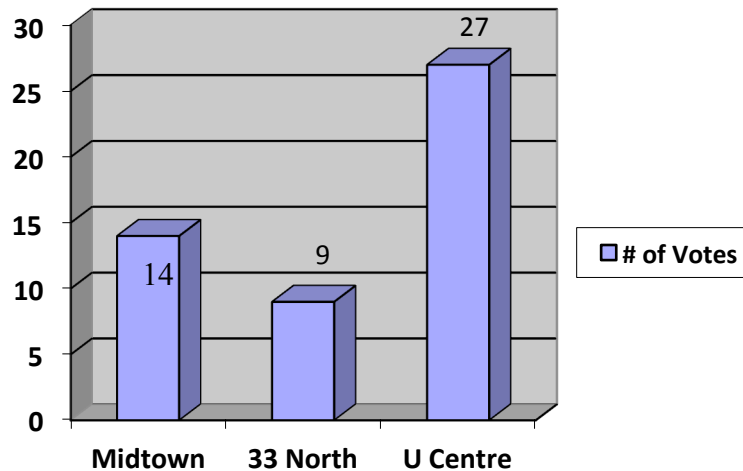
## Results of the Different Amenities Offered

<b>Amenities Offered</b>	<b>Midtown</b>	<b>U Centre</b>	<b>33° North</b>
<b>Swimming Pool</b>	Yes	Yes	Yes
<b>Fitness Gym</b>	Yes	Yes	Yes
<b>Clubroom</b>	Yes	Yes	Yes
<b>TV Included</b>	No	Yes	Yes
<b>Hardwood Floors</b>	No	Yes	Yes
<b>Carpeted Floors</b>	Yes	No	No
<b>Appliances</b>	No	Yes	Yes
<b>Washer &amp; Dryer</b>	Yes	Yes	Yes
<b>Furniture Package</b>	No	Yes	Yes
<b>Computer Lab</b>	Yes	Yes	No
<b>Utility Package</b>	Yes	Yes	Yes
<b>Music Room</b>	No	Yes	No
<b>Parking Garage</b>	No	Yes	Yes
<b>Gated Community</b>	Yes	No	No
<b>On-Site Maintenance</b>	Yes	Yes	No
<b>Tanning Salon</b>	Yes	Yes	No
<b>Study Lounge</b>	No	Yes	Yes
<b>Total # of “Yes”</b>	10	15	11
<b>Overall Rating</b>	3	1	2

Based on the results from the table shown on the last page, U Centre offers the most amenities to its residents. 33° North offer the second most amenities, and Midtown offers the fewest amenities. Since U Centre offers the most amenities, it is awarded the best overall score of 1.

## Overall Quality of the Apartment

This is the only opinion-based criterion in this evaluation. Fifty UNT students were shown pictures of the different 4 bedrooms that each apartment complex offered. They were then asked to vote for their favorite apartment based on its looks. Once they finished voting, their votes were put into a ballot box. After fifty students were surveyed, the votes were counted and the results are shown below:



Apartment	# of Votes	Overall Rating
33° North	9	3
U Centre	27	1
Midtown	14	2

Based on the results from the bar chart and table above, U Centre was the most popular, receiving 27/50 votes. Midtown received 14/50 votes, and 33° North received 9/50 votes. Since U Centre received the majority of the votes, it is awarded the best overall score of 1 for the best quality apartment.

## Results of all the Criteria

This section will show you which student-living apartment is the best overall. To determine the best one, we will simply count which apartment received the most “1’s”. The apartment complex with the highest number, will be the best overall student-living apartment complex in the Denton community.

<b>Apartment</b>	<b>Size of Bedroom Rating</b>	<b>Price of Bedroom Rating</b>	<b>Distance to Student Union Rating</b>	<b>Amenities Offered Rating</b>	<b>Overall Quality Rating</b>	<b>Total # of “1s”</b>
<b>33° North</b>	3	3	2	2	3	0
<b>U Centre</b>	1	2	1	1	1	4
<b>Midtown</b>	2	1	3	3	2	1

Based on the results from the table above, U Centre scores the highest in 4 out of 5 categories. Midtown scores the highest in 1 out of the 5 categories, and 33° North scored the lowest with no number 1 ratings in any of the categories. Since U Centre scored the highest in the most categories, it is awarded the best overall score as the best apartment to live in.

## Conclusion

The five different criteria's we evaluated were, size (square footage) of a 4 bedroom, price of a 4 bedroom, distance to the Student Union, amenities offered at each apartment complex, and the overall quality of the apartment.

The end results for the sizes of 4 bedrooms show that U Centre offers the largest floor plans. Midtown offered the second largest floor plans and 33° North offered the smallest floor plans.

The end results for the price of the different 4 bedrooms show that Midtown has the least expensive apartments. U Centre has the second most expensive apartment, and 33° North has the most expensive apartments.

The end results for the amenities offered at each of the apartment complexes shows that U Centre offers the most amenities to its residents. 33° North offers the second most amenities to its residents, and Midtown offers the least amount of amenities to its residents.

The end results for the distance to the Student Union shows that U Centre is the closest apartment complex. 33° North is the second closest to the Student Union, and Midtown is the furthest away.

After gathering the data from the survey, U Centre was the most popular among UNT students. This proves our hypothesis incorrect. 33° North was the least favorite apartment after all the data was tallied up. The criterion evaluated in the survey was the overall quality of the apartment, because it was the only opinion based criteria we had. Based on the results of all the criteria, U Centre scored highest in 4 out of the 5 categories.

## Recommended Apartment

The apartment that we recommend is U Centre because it scored the highest in 4 out of the 5 categories that were evaluated