A Study of the Project Management Application: Projects of Supervision and Counseling of Townscape Renaissance—Referring to the Experience of the Tao Shan area.

ABSTRACT

Due to the downturn of living quality as well as the environment in recent years, the government is promoting various development projects for advancing the quality of life in towns and counties. Upon developing the plans, several problems appeared. For example, gradation implementation cannot meet its goals and there is recognition difference among the participating units as well as no creative and progressive suggestions from the participants particularly from the viewpoint of environmental vision and sustainable concept (most of the projects still follow traditional-oriented engineering). There is no professional integration capability between the governmental units. As a result, the Construction and Planning Agency, Ministry of the Interior has proposed the Supervision and Counseling of Townscape Renaissance Project. Several consulting teams were established and the field research was implemented. The studies helped the local government to supervise and counsel relevant cases and the desired effect has been achieved. Unfortunately, some policies and procedures, upon implementation, need to be improved. The problems caused are mostly due to the concept and operation. This study's goal is to understand the process and effect of the project implementation. It is taken as a basis and management concepts are applied to determine the assignment, procedure and extra attention in various periods. The Professional Construction Management, an engineering system, is used as the main management example. Its key frame has been transformed into a proper management process and evaluation system for the supervising project. Cases in the Jiayi area were analyzed and related proposals were recommended. The Balanced Scorecard was used as the evaluation tool since it is commonly used to appraise a public unit. The evaluating index and items were created by using the two factors that the implementing effect is expected to promote. This study can be a reference for improving the style of a town or county as well as for sustainability development projects.

Keywords: Townscape Renaissance Project; Project Management; The Balanced Scorecard; Appraisal Evaluation.
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