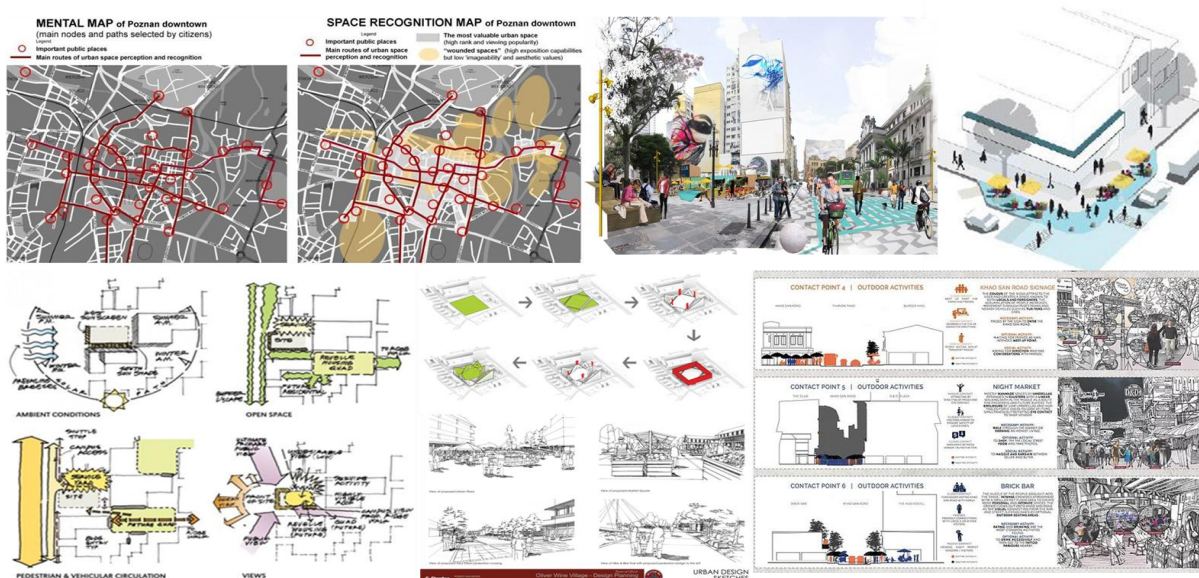


SCHOOL OF ARCHITECTURE, BUILDING AND DESIGN
Center for Modern Architecture Studies in Southeast Asia (MASSA)

Bachelor of Science (Honours) in Architecture
ARCHITECTURAL DESIGN PROJECT [PRJ60408]

Pre-Design Studies & Analysis

Assessments	Type	Learning Outcomes	Due	Presentation	Weight
Project 1a	Group	1	Week 4	Multimedia	10%



Images (1): Observation/Studies and Analysis thru diagrams & sketches

Module Overview

This studio forms the culmination of the Bachelor of Science (Honours) in Architecture programme. This capstone project is based on the theme 'architecture with an impact' and the formulation of an architectural intervention that embodies sensitivity in the meditation between architecture and socio-cultural needs, the designs of internal spaces, and the demands of the external constraints. Progressing from the previous studio where it focused on urban streets, this semester, aims to empower the urban fabric by focusing on the needs and aspirations of the place and its people in relation to the current times. The project focuses on real-life and relevant issues which allow students not to only understand but immerse themselves in the significance of their design approaches. Hence, learn the impact of their work, on social, cultural, and environmental aspects.

The students are expected to approach the project through multiple layers of exploration, on programmatic, design, and technical levels within the parameters set by the given project. Moreover, each studio is set to a more 'structured exploration' having a specific theme and

direction. The thematic studio is established based on the tutor's expertise and students' interest. Subsequently, students are to produce a well-resolved and explored final design supported by a 15-week development documented in a form of a final design report. The project is to show evidence of appropriate design flair and technical competencies.

The student will be guided with a series of lecture and talks that aligns with the design process and progress, from understanding the user and place to programmatic, design development, and technology-related topics. The topics will also align with Sustainable Building Goals (SDG) and other relevant development in architecture and society.

Overall, the students will work on one project which consists of (3) main phases. **The three phases are Project 1a: Pre-Design Studies & Analysis, 1b: Design Strategies and Exploration, and 1c: Final Design Presentation and Report.**

Project Brief

Project 1a- Pre-Design Studies & Analysis

In this phase, students in groups are to investigate, study and analyze the site to understand valuable components before designing. The study will enable students to gain familiarity with the site. To be immersed by 'sensing the place' allowing each to look into the current conditions of the site and relate it to the target user and objectives of the project. Hence, developing the most appropriate strategy and programme for it.

In this phase, students in a group are expected to:

- To conduct a comprehensive investigation and study of the site using and townscape appraisal checklist for site investigation through observation, research, surveys, and interviews.
- To use references to understand and analyze the site and context in a more in-depth manner. Apply learnings from relevant readers, such as 'Life between buildings using public space, legibility analysis extracted from Responsive Environments, Cities for People, How to Study Public Life, New City Spaces, Soft City,
- To look into precedents: relevant projects and buildings that provide a better understanding of the project and program-relevant ideas.
- To define the programme(s) suitable for the project and analyze the impact of it.

Objectives of Project

The objectives of this assignment are as follows:

1. Develop a short yet concise and comprehensive studies on site aligning it to the theme of architecture with an impact, align to the needs of people, place, and time.
2. Conduct pre-design studies and analysis to inform the design project.

Learning Outcomes

MLO 1 Formulate a comprehensive study and pre-design analysis on site, involving identification of relevant issues that can be addressed through architectural design interventions in a form of design position and programmatic responses.

Proposed Project

Project Title : **Re-imagining the City's Third Place**
Emphasis : **Urban Hub as a Catalyst for Social Sustainability**
Consideration : **Social, Environmental and Cultural Impact**
Location : **Georgetown, Penang**

Background

The Covid-19 pandemic impacted the world, changing habits and creating new urban landscapes, transforming the private into the public. The most noticeable change is that people have found alternative ways to enjoy outdoor life by staying at home, on their balconies, or in pocket gardens. As the situation has improved drastically and we are almost back to normal, people have learned the value of going to public places such as parks, playgrounds, plazas, recreational spaces, exhibitions, and cultural and social hubs. A public place where it can serve as an urban room or a city hub? Which will function as 'third place' or a mediating space between our home (first place) and our work or school (second place). **An urban room or city hub functions as the people's third place, providing social, recreation, and cultural needs, and a place to breathe, enjoy, interact, view, unwind, learn, and connect other than shopping malls.**

The term Third Place first used by an American sociologist Ray Oldenburg refers to places where people spend time between home (first place) and work (second place). They are locations where we exchange ideas, have a good time, and build relationships. A good third place is vital as it allows the regulars, transients, and visitors to have a place to use freely without worrying about social status and classification. **A place that is inclusive, safe, and well-designed for people.** [Ray Oldenburg\(pps.org\)](http://RayOldenburg(pps.org))



Images (2): Penang's famous people centre (art, cultural, food streets and landmarks)



Image (3): 'Third Place' - Urban Room/City Hub Projects all over the world.

Why urban room or city hub (Third Place)?

In this decade, half of the global population spends their everyday lives in cities and urban environments. Cities are not just a center for business and economy but likewise become an integral part of giving potential backdrop of celebrating the past, present, and future of its inhabitants. This semester, we look into this and align with the established theme, architecture with an impact and sensitivity to address and provide the socio-cultural needs of the people. The project will be based on sensing the place and creating An Urban Room based on the needs. Sensing means looking at how the city, public spaces, and buildings connect us to our individual and collective identity. Likewise, create a platform to support social cohesion, facilitate human interaction, and create a safe and healthy environment even during this time of the pandemic.

The urban room may function as the city's link, lung, life, park, canvas, stage, lobby, living room, etc. Examples include an earlier project by Fumihiko Maki for Urban Lobby in Tokyo where it became an essential common space in our densely populated city providing opportunities for people to socialize, unwind, and be informed. A more current project by Bjarke Ingels created an Urban Room from a giant loop in Bordeaux, which serves as a city link and a cultural hub for arts, performances, and literature in a very modern approach. Almost the same approach was taken by Eddy Kasijer embarking on a smaller-scale urban room where it was used to play live music from local musicians and a playground for children. Foster and Partner's enormous public plaza on the ground level which is also an "urban room," was intended to link with the pedestrian routes, which link to the historic streets and alleyways in the area, knitting the new scheme with the urban grain of the city. Recently Dutch architecture firm MVRDV unveiled its competition-winning designs for the Shimao ShenKong International Centre, a new "three-dimensional urban living room" for the heart of Shenzhen's Longgang district. Creating a pedestrian-centered indoor-outdoor public space balancing the concrete jungle around. Currently, there are more projects focused on creating a well-balanced city and catering to people's social, cultural, and well-being needs.

Sensing the City- Essence of Third Place in Georgetown

A good third place in Georgetown? According to research conducted by several universities locally and abroad, one weak component of the city is its socio-cultural aspect. There is a need to have a platform for public interaction extending beyond the lifestyle center where it is more of a person-to-product than people-to-people interaction. Quality of public spaces is one of the reasons people use the street. Ipoh has a rich public realm in which the shops, offices and restaurants offer leisure facilities to the public. There is a need for improvement of the public spaces in this area to provide potential communal space for people.

The project calls for designing an 'Urban Hub', which will engage and re-engage the city's local population and visiting tourists from other towns or countries. A quality public place and building where architecture can create great opportunities to build and strengthen people's connections. The project aims to address the earlier studies and research on sociocultural issues related to the architecture of Georgetown, Penang. *Through architecture, it is possible to gauge many things about a culture and its people, such as lifestyle, artistic sensibilities, and social structure."* (Damen. "History and Civilization". 2008)

How Architecture and this project can impact People and Place

The Impact of the Project to People and Place

Environmental (As a city lung or park) <https://www.fao.org/fao-stories/article/en/c/1260457/>

Presently over half of the world's population lives in cities and by 2050 it will reach 70%. The cities are responsible for 70% and the global waste and 80% of energy consumption. Unfortunately, the urban population increase resulted in problems such as poor sanitation, extensive food waste, depleting natural resources and greens space from urban sprawl development, and living in an unhealthy environment. Few areas to investigate greening the city, healthy food, recycling or upcycling, better public realm, and making cities inclusive, safe, and sustainable (SDG 11).

<https://thecityateyelevel.com/stories/armenian-park-and-back-lanes/>

Cultural (city canvas or stage) <https://unesdoc.unesco.org/ark:/48223/pf0000245999>. As a growing urban population, city inhabitants have the power to stimulate creativity, identity, wealth, and social development bringing people together through arts and culture. Cultural streets can create a more vibrant neighbourhood, economic opportunities, social inclusion, encourage young and struggling artisans and ignite community celebration. Preserving what the city has, showcasing the distinct quality, engaging the younger generation to learn and keep the identity alive and encouraging multigenerational collaboration thus arts and culture make cities inclusive, safe, and sustainable (SDG 11). <https://www.ntu.ac.uk/research/groups-and-centres/projects/preserving-heritage-through-street-art-penang-as-a-creative-city>

Social (city lobby and living room) <https://www.archdaily.com/941031/social-impact-architecture-buildingspace-for-empathy> Cities are home to buildings and spaces that shapes how we live and come together. As Architects. Planners and designers, we can create a more equitable and just place that condemns inequality, build space for empathy and understanding and sustainable place or buildings to live in. The architecture should tie in with the city's past, present, and future with more opportunities for everyone, such as a playground for the kids including marginalized, social cohesion and a platform open to people from all walks of life, religion, and social status. Social sensitivity makes cities inclusive, safe, and sustainable for everyone (SDG11). [Assessing women's empowerment initiatives collaboratively can create positive change | CGIAR GENDER Impact Platform](#)

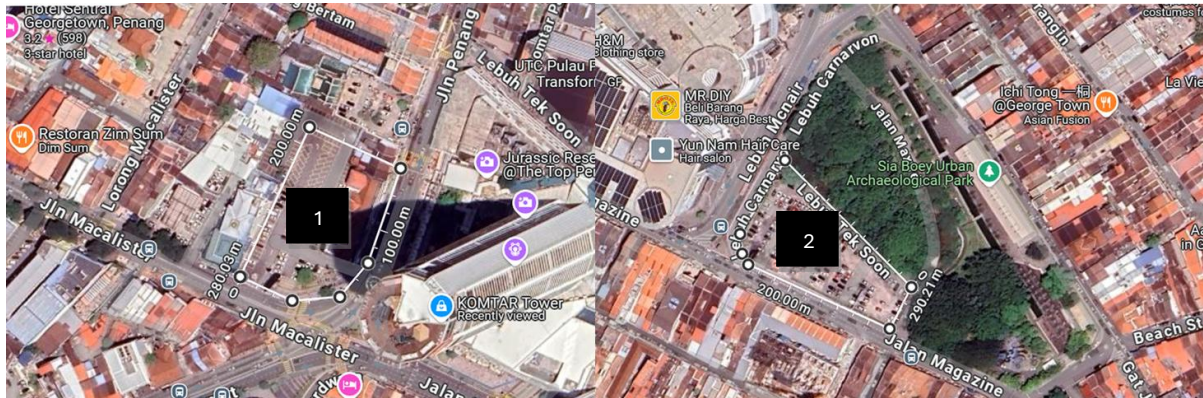
Proposed Project Site(s). The proposed project is situated in strategic sites in the Georgetown, Penang. The site besides its rich historical background, having good connections or access to public transportation, and being a strategic area to navigate key areas of the city, all sites are 'in need' of an Urban Room/City Hub and People's Third Place



Image (4): Penang City Centre panoramic and street view



Image (5): Georgetown, Penang (showing proposed sites)



Images (6) Jalan Macalister [456 Jln Penang - Google Maps](#) Site 2 | Jalan Magazine [41 Jalan Magazine - Google Maps](#)



Images (7): Street View Images: showing the two sites in street view (Source: Google Street View)

Tasks - Methodology

A full understanding of the site in different layers and dimensions of the urban context is an essential factor in establishing the connection of the proposed project to it. From here, the group will formulate an architectural position or intention to address the needs of the site. The group's position with the tutor's input and guidance will determine the programme and 'function' of the urban room' that will be later explored, individually by each member. Project 1a: pre-design studies and analysis are to be presented in the most comprehensive, concise, creatively, and organized manner. The presentation is to follow a framework that consists of five major components.

Pre-Design Studies & Analysis Components:

Sensing the City (understanding people, place, and time)

- Urban Studies/Site Analysis (macro-site and micro-site)
- Impact Analysis (impact of sustainable community on user group and site)
- Precedent Studies (Programme related or specific)
- Preliminary design studies (Architectural position, intent, and programme).

i. Urban Studies and Site Analysis

Urban Studies/ Site Investigation and Urban/Site Analysis will investigate two levels of analysis, namely, the macro site analysis (300-500 m radius) and microsite analysis (50-100m radius).

- a. **In Urban Study/Site Investigation**, the study will investigate the normal checklist to understand the people, place, and time. This study will include historical background and investigate legal restrictions, transport links, sun path, wind patterns, typography access, trees and vegetation, views, and neighbouring buildings (typology, scale, etc.). In micro site study, the students are to make comprehensive study on urban form, activity, and movement patterns. 'Legibility Analysis' and the other (6) qualities of a Responsive Environment (Bentley, et.al. 2013). It is about the role of how the location fits into the city.
- b. **Urban/ Site Analysis**. The students are tasked to analyze the information learned from the studies and investigation. Each will investigate possible opportunities to establish a connection between the project and the site, putting logic to the architectural interventions. The analysis must investigate both the tangible and intangible factors, and how they can generate ideas for design. Tangible things such as how to connect to routes and attractions, how to develop identity looking into the scale, character, and style of the neighbouring buildings, and other important factors to consider. Intangible is something to experience such as how to connect to the culture, tradition, or the spirit and sense of the place. The analysis is very vital, as it will give rationalization or logic to our design responses and strategies.

ii. Impact Analysis (proposed project and its programme for the site)

The students are to present their analysis on the impact of the project on people, place, and time.

- *How significant and beneficial is it to the site and the city?*
- *Who are the main beneficiaries and facilitators of the project? Looking into specific organizations, groups of people, & the public*
- *How can the project be beneficial to prospective users?*
- *What factors should be taken into design consideration to align with the current issues or conditions of the site?*
- *How will the project impact the site and vice versa?*

iii. Precedent Studies/Case Studies

Studies on relevant precedents, looking into the design programmes, approaches, strategies to further understand the project. Research is also used to aide in aligning it to the theme and studio direction.

1. Understanding of relevant and related projects.
2. Understanding contextual and architectural responses. Why and how it impacts the site.
3. Understanding spatial planning and design. Why and how it impacts the user's wellbeing

iv. Preliminary Studies | Architectural position, intent, programme & function of the project.

The student in a group is required to consolidate their analysis and studies in the form of an initial design response and main intent aligning with the theme and studio direction. In this component, students are expected to decide on the main and specific programmes, how they will best embody the objectives of the project and help create a sustainable community. The group will establish approaches that will create a positive impact on the user, public, place, and the objectives of the project. The function(s) will be based on in-depth studies of similar communities and similar projects. The group may do a comparative analysis of all similar projects in the locality and other parts of the region and extract qualities that are good and can be improved.

Deliverables and Expected Outcome

To submit the following:

- **Slide Presentation/Video.** A 15–20-minute presentation of a comprehensive study and analysis of the four (4) components required for Project 1a.
- **Presentation Boards/Posters.** A summary of comprehensive analysis into (2) A1 or (1) A0 poster-type presentation. (suggested: use analytical diagrams, sketches, and images).
- **Physical Site Model.** Showing micro context of the site. Note: 1:500 scale or scale to best fit to (1) A0 base. Note: Each group to produce 1 model. Models are to be kept in studio for reference purposes.

Note:

1. The group is required to present work in the form of a power point presentation/video or mix media type of presentation with the posters pinned up in studio.
2. To upload a soft copy of work in PDF format (for moderation and reference purposes).
[ADP Project Submission 2025 - Google Drive](#)
3. All information presented must have complete and proper references (APA style).
4. The group leader to submit the compiled peer evaluation form from all group members.

Timeline and Schedule

Week 1 Understanding Project

Session 1 | Brief 01: Module Overview and Project 1a guidelines.

Session 2 | Activity 01: Site visitation & Data gathering.

Week 2 Synthesis and Analysis

Session 1 | SABD Design Forum: Future Thinkers XVII (TAF)

Tutorial/Discussion: Analysis data and generating ideas.

Session 2 | Replacement: Tutorial/Discussion: position taking & programme dev't.

Week 3 Programme, intent, and position-taking

Session 1 | Lecture 01 Understanding 3P's (People, Place and Project)

Tutorial/Discussion: Analysis data and generating ideas.

Week 4 Formulation & Presentation of studies and analysis

Session 1 | Replacement: Tutorial/Discussion: position taking & programme dev't.

Session 2 | **Submission and presentation: Project 1a: Pre-Design Studies & Analysis (10%)**

Submission Date and Guidelines

Submission Due Date | Thursday, 15 May 2024 (Week 4)

Suggested References

1. Bentley, I., Smith, G., Alcock, A., McGlynn, S. and Murrain, P., Responsive Environments- Manual for Designers, 2013, Architectural Press
2. Lynch, K. 1979, Image of The City. Cambridge, Massachusetts: The MIT Press
3. Gehl, J., (2010), Cities for People, Island Press
4. Gehl, J., (1987) Life Between Buildings Using Public Space, Translated by Jo Koch, Van Nostrand Reinhold, New York
5. Gehl, J., (2013), How to Study Public Space, Island Press
6. Lagro Jr.J.A.,2001 Site Analysis: linking program and concept in land planning and design, New York: Wiley
7. Carmona, M. (2003). Public places, urban spaces: The dimensions of urban design. Oxford: Architectural Press.
8. Gehl, J., (2008), New City Spaces, Danish Architectural Press; Third edition
9. Soja, E. W. (1996) Thirdspace: Journeys to Los Angeles and other real-and-imagined places. London, England: Blackwell.

Additional References: [ADP Project Submission 2025 - Google Drive](#)

Assessment Criteria

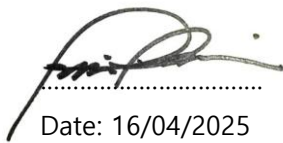
Marking components	FAIL	POOR	SATISFACTORY	GOOD	VERY GOOD	EXCELLENT
The project will be assessed based on the ff:	0-39	40-49	50-64	65-74	75-79	80-100
Site Investigation & Urban Studies (15%) Ability to present a comprehensive study that shows evidence of a full understanding of people, place, and time. Full documentation and research of site's tangible and non-tangible qualities.						
Urban / Site Analysis (15%) Ability to come up and present a comprehensive analysis of the site based on the studies & investigation. Looking into the qualities of the context.						
Impact Analysis (10%) Ability to extract and analyse the impact of the proposed project to the proposed site. How significant/beneficial it is to the site & the city. (SWOT, surveys, & interviews).						

Review of Precedent Studies (10%) Ability to analyze and extract the learnings from related programme and approach. Precedents should show similarity and relevance on the intent, programme & site to effectively inform and substantiate design responses/ position.						
Architectural Position, Intent & Programme (15%) Ability to formulate responses that align to the theme that may be considered moving into the next phase of the project.						
Overall Presentation (20%) -Ability to present a clear, concise, creative, and coherent organization of information. -Quality of site model produced						
Verbal communication (5%) -Clarity of presentation -Ability to respond to queries.						
PEER ASSESSMENT (10%) -Group leader to compile form and submit to module coordinator.						
Assessment Weight: 10%	Total (Over-all) ____ /100%					

Note: Refer to the Project 1a Assessment Sheet for the Marking Rubrics

Prepared by:

Ar. Prince Favis Isip (Phil reg.)



Date: 16/04/2025

Module Coordinator/Stream Coordinator
(Design & Design Studies)

Approved by:

Mr. Mohd Adib Ramli



Date: 21/04/2025

Programme Director
Bachelor of Science (Hons.) in Architecture

Remarks:

1. The Project Brief is to be distributed to the students in the first week of the semester.
2. Any changes to the Project Brief shall be communicated (in writing) to the Programme Director and the approved revised version must be communicated to the students.