

ANALYSIS

STAGE 2 - ANALYSIS

As the initial idea is formed into a vision and project requirements, analysis can help explore the possibilities of the project.

Existing Situation

An understanding of the history, spatial quality, and functionality of the existing situation is essential before proceeding with the proposed vision.

Market Analysis and Trends

An analysis of the market and trends will help determine the future possibilities of the site.

Existing Plans & Regulations

Waterfront Developments occur within existing planned areas and regulatory jurisdictions, and a clear understanding of all relevant existing plans and regulations ensures a smooth permitting and approvals process, as well as seamless integration into national and regional ambitions.



A thorough understanding of the context -- local, sub-regional, and regional -- is central to the planning and design of successful places, particularly with regard to ecological and economic issues.

SWOT Analysis



A SWOT analysis is a helpful tool to determine the internal and external potential of the project.

Examples & Precedents

Many projects research possible examples and precedents to understand what has been done in similar circumstances elsewhere in the world or in the region.

Overall Sketch Design

To present the analysis, an overall sketch design of the vision can help people visualise the project's potential.

Economic Feasibility

A quick scan of the economic feasibility of the project is an important step before heavy investment is made.