PENANG BAY
INTERNATIONAL IDEAS COMPETITION
REIMAGINING THE WATERFRONTS OF GEORGE TOWN AND BUTTERWORTH,
PENANG MALAYSIA

COMPETITION OVERVIEW
INTRODUCTION TO PENANG

The State of Penang in Malaysia is located on the northwestern coast of Peninsular Malaysia. It consists of Penang Island, and a strip on the peninsula called Seberang Perai, separated by the Penang Channel. Penang grew from a tropical port city, engaged in the trade of spices and commodities like tin and rubber, into a renowned electronics hub often referred to as the Silicon Valley of the East. Penang is the densest state in Malaysia, with 1.77 million people living in an area of 1,048 km².

George Town is the capital city of Penang, situated on the island. The historical core of George Town has been inscribed as a UNESCO World Heritage Site since 2008. Established as an entrepôt of the British East India Company in 1786, George Town was the first British settlement in Southeast Asia. Due to the intermingling of the various ethnicities and religions that arrived on its shores, George Town acquired an assortment of colonial and Asian architectural styles, and gained a reputation as a gastronomic capital of the region. Meanwhile, George Town’s Swettenham Pier has emerged as the busiest port-of-call in Malaysia for cruise ships.

Just across the channel from George Town, flourishing gradually since its establishment in the mid-1800s – thanks to the port, the railway, sugar plantations and industries from colonial times – Butterworth has from the margins undoubtedly complemented the economic rise of the more prominent island. Much of its streetscape, sensibility and architecture have remained intact. It is a post-industrial site ripe for urban regeneration.

George Town and Butterworth are separated by a distance of 2.7 km and are linked by a ferry service and the Penang Bridge to the south. The Penang International Airport links the two cities with several major regional cities.
OVERVIEW

The Penang Bay International Ideas Competition seeks content and design proposals that reimagine the waterfronts of both George Town and Butterworth. Organised by the Penang State Government and managed by the George Town Conservation & Development Corporation (“GTCDC”), this Ideas Competition aims to draw inspiration to guide the state and local governments in setting a new narrative and framework for the future development of the two waterfronts. The Penang state government will likely invite one or more of the winning teams to develop more detailed plans with respect to specific sites within the Penang Bay area.

OBJECTIVES

While several property developments have already been initiated, such as the Penang Sentral Transit Hub in Butterworth, the Penang State envisions a civic and cultural node along the George Town waterfront, and an innovation and business node on the Butterworth waterfront that can drive the future economy of the state. The many built and planned developments ought to be taken into account and stitched together for a holistic territorial plan that is well connected. While past developments in George Town and Butterworth respectively took their own separate courses, the future calls for cohesive and complementary developments that would form not two cities, but one Penang Bay.
Site Overview

Site is flanked to the north by the Tanjung Pinang (luxury residential) development in George Town and the Rayston reclamation in Butterworth, and to the south by the Penang Bridge linking The Light (and the Bayan Lepas Industrial Zone further south) and the Prai Industrial Zone and the North-South Expressway. This forms the first component of the competition.

The masterplan focuses on the George Town World Heritage Site and Butterworth Harbourfront along with its linkages.

Google Maps reference:
(Not to Scale)
https://www.google.com.my/maps/@5.403371,7,100.3310726,14124m/data=!3m1!1e3?hl=en
AWARDS

- **1st Place**: USD 20,000
- **2nd Place**: USD 8,000
- **3rd Place**: USD 4,000

*Honourable mentions with an award of USD 1,000 each* X 5

ELIGIBILITY & REQUIREMENTS

We welcome Urban Planners, Architects, Landscape Architects, Economists, Developers, Technologists, Sustainability professionals and other experts of related disciplines to participate in this competition. You may participate as a team of individuals, an organisation, or a consortium of organisations. Multi-disciplinary collaborations are encouraged for the preparation of holistic proposals.

Registration opens mid-March. Registration requirements and entry forms will be released on the website. An entry number will be assigned to each participating team to be judged independently. A panel of distinguished local and foreign jury members will decide on the competition outcomes. The names of the shortlisted teams will only be revealed at the end of the shortlisting process.
How do I register?
How do I get the detailed competition brief?

Stay tuned on the website - registration and competition brief downloads available from 10th of March 2020.

For enquiries not addressed in the document, please contact enquiries@penangbaycompetition.com