

# **FACTORS CONTRIBUTING TO THE IMPLEMENTATION OF WATERFRONT PROJECTS IN PENANG ISLAND**

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## **Abstract**

The construction of waterfront projects in Penang Island is a new approach in bringing Penang Island to the next level of development. Projects involving reclamation of land by the edge of the river or the sea, through infrastructure or building projects, have progressed by leaps and bounds over the past few years. This paper aims to identify the factors contributing to the implementation of waterfront projects in Penang Island. Generally, implementation of the waterfront projects is led by four major factors, namely, political, economic, social, and technological. Each of these factors blends well with one another in order to enhance the implementation of waterfront projects in Penang Island. A structured questionnaire is designed and data are collected via mail, targeting project managers, contractors, consultants, and developers. The most influential considerations that lead to the implementation of the waterfront projects are found to be the allocation of land use through master planning and zoning, stable economic growth in Penang Island, demand for new approach of development in Penang Island and the availability of technology in land reclamation, under political, economic, social, and technological factors, respectively.

**Keywords:** Waterfront projects, construction industry, contractors, Penang Island, Malaysia.

**JEL classification codes:** O15, O16, O25, O32, O33, O44.