SUMMARY

Township design and housing development provide a demanding multifunctional and multidisciplinary approach to the building professionals in the Southeast Asia region. The creation of quality built environment and township reflects the values, attitudes and aspirations of one's society.

The demand for quality housing and township by the Malaysian society correlates with evolutionary progress in society and the rapid changes in information technology, rise in living standard and the changing social and environmental needs. To meet these demands and expectations, the professional designers can no longer adopt the traditional practices but have to be more proactive in multidisciplinary approaches in resolving the problems and integrating appropriate design principles and methodologies into achieving a right solution. The fundamentals of quality housing development and township design therefore involve the understanding of needs of society, the abilities to address these needs and to create a cohesive built environment which enhances the quality of life of people.

The study of the significant theoretical frameworks on township design reveals the consistent emphasis on neighbourhood design and community conceptual developments, in response to the different social, political and economic
dimensions as well as the demographic and attitudinal changes in the society. The Radburn concept on exclusionary zoning and segregation of residential and other development types has become the dominant paradigm for township design. The dissatisfaction on the negative environmental impact and the lack of sense of community due to the suburban sprawls, however, has led to the rethinking of design approaches such as New Urbanism movement. This recent global concept on development practice and urban planning emphasizes the promotion of the sense of community and preservation of environment. The concept has been influential and is considered as the mainstream thinking of urban design including in the Southeast Asian countries due to its key expression of local bio-geophysical characteristics, the relationships of local environment, culture, history and the hinterland and the overall sense of belonging in a coherent community.

This study looks into the practice of township design and development which is not only community oriented and environmental friendly, but also relatively successful in commercial viability and marketability. It explores the relevant design principles and methodologies that when appropriately utilized, would contribute to the desirous built form for the community as a whole.

Bandar Utama Damansara, a FIABCI award winning residential development in Malaysia, has been referred to as a commercially successful township with community oriented design. This case study therefore looks into the objectives
of this development, the guiding design principles and the applicability of design concepts in neighbourhood design, environment protection, accessibility, privacy, and security. It explores the interactive approach in implementing the design ideas and market research for the marketability of the township. The background study of documents, interviews, site appraisals are made to analyze the strengths and weaknesses of the as-built environment and the fulfillment of development intentions.

This case study concludes that the concepts of New Urbanism are applicable to the Malaysian housing and township design. Design methodologies to fulfill the community oriented urban environment, however, require innovation and appropriate modification to suit the commercial reality, local bio-geophysical character and historical precedence. Emphasis on environmentally friendly built-form and community-oriented design, through innovative niche marketing, will give an edge to the making of quality housing and township development.