

1.4. Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

A Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis must be included as part of the site analysis. While a full analysis is not required in the master plan submission, a summary must be included which contains a plan (as illustrated in Figure 1.12) and a narrative provided in a table format (as illustrated in Table 1.1).

The analysis must include the following, as a minimum:

- Potential connections to the site (vehicular, public transport and active transport such as walking and cycling);
- Limitations of the site in relation to location, orientation, buildable land etc.;
- Potential sources of noise and pollution;
- Areas of environmental and man-made risk and opportunity;
- Areas of the site with limited or no changes allowed, such as committed/sold/built plots, environmentally sensitive areas, heritage, quality of ground materials;
- Statutory site limitations such as building heights;
- Adjacent incompatible land uses;

- Major elements from the context analysis impacting the master plan, for example provision of adjacent Juma'a masjid, major retail centers or public open spaces;
- Views to-and-from the site that require or are recommended for preservation and limitations;
- Major infrastructure or utilities with an impact on servicing the master plan;
- Visual barriers;
- Physical barriers; and
- Level change across the site and/or between site and adjacent context.

The SWOT analysis should feed into the master plan concept and design (refer to Chapter 2), and items highlighted at this stage must be reflected, taken advantage of or mitigated against as appropriate. The relationship between the outcomes of the analysis and the master plan must be clearly illustrated and referred to throughout the master plan submission to DDA.

Strengths	Opportunities
<ul style="list-style-type: none"> • Existing metro station on the edge of the site. • Site includes a waterfront. • Planned tram line through the site. • Surrounding promenade. • Multiple road connections and potential connections to the site. • Adjacent facilities include a Juma'a masjid and district park. 	<ul style="list-style-type: none"> • Existing trees and vegetation on the site. • View of iconic bridge. • Views of water and cityscape. • Ferry stop within site. • Planned tram stop within site. • Pedestrian connection to adjacent promenades. • Proximity of metro and tram catchments allows for potential integration. • Change in elevation next to water allows for creative building design.
Weaknesses	Threats
<ul style="list-style-type: none"> • Potential high rise buildings next to neighbouring small villas. • Existing structure on site. 	<ul style="list-style-type: none"> • Noise pollution from adjacent major road.

Table 1.1: SWOT analysis table