

**THE ARCHITECTURAL CHARACTERISTICS
OF THE HERITAGE FACADE OF STANDARD
CHARTERED BANK IN GEORGE TOWN,
PENANG**

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UNIVERSITI SAINS MALAYSIA

2019

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PENANG**

by

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**Thesis submitted in fulfilment of the requirements
for the Degree of
Master of Science**

December 2019

DEDICATION

I dedicate this effort to the spirit of my martyr father and to every martyrs who sacrificed himself to make us live in peace.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude and thankfulness to many people that helped me during my study. First, I would like to thank my principal supervisor Professor Dr. Azizi Bahauddin for his invaluable guidance, encouragement, and support throughout this enduring M.Sc. study process. Special thanks to the School of Housing Building and planning, Universiti Sains Malaysia. I also would like to express deepest gratitude and appreciation to the Cultural Attaché of the Republic of Iraq in Kuala Lumpur. I would like to thank my family for their caring, support, encouragement, and love. To my husband, for the support and care during my study. My appreciation goes to my mother and sisters, who supported me morally and logistically. I also acknowledge the support of my lovely children Zaid, Alhasan, and Haya. I extend my thanks also to my mother-in-law for her support. My appreciation is extended to all my friends, who helped, supported, and encouraged me during my study.

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LIST OF ABBREVIATIONS

BEAM	Built Environment and Monitoring department in GTWHI
GTWHI	George Town World Heritage Incorporated
GTWHS	George Town World Heritage Site
MBPP	Majlis Bandaraya Pulau Pinang (Penang Island City Council)
OUV	Outstanding Universal Value
PHT	Penang Heritage Trust
TRP	Penang City Council Technical Review Panel of GTWHS
UNESCO	United Nations Educational, Scientific, and Cultural Organization
WHS	World Heritage Site

**CIRI-CIRI SENI BINA TERHADAP ELEMEN FASAD BANGUNAN
STANDARD CHARTERED BANK DI GEORGE TOWN, PULAU PINANG**

ABSTRAK

Fasad seni bina bangunan warisan adalah elemen utama untuk mewujudkan ruang warisan, yang mempunyai satu set elemen-elemen ketara dan tidak ketara dan dipengaruhi oleh nilai-nilai budaya. Pengaruh budaya kepada ciri-ciri seni bina fasad mencerminkan identiti tempat itu. Mengubahsuai reka bentuk warisan melalui pembangunan bandar adalah satu proses yang kritikal. George Town ialah bandar warisan di Pulau Pinang di Malaysia, yang telah disenaraikan dalam tapak warisan dunia oleh UNESCO pada Julai 2008. Keperluan kontemporari kerana ia menjadi tuan rumah kepada pelawat asing dan tempatan mencipta sejenis beralih kepada identiti seni bina. Oleh itu, elemen fasad mula kehilangan keaslian nilai warisan. Muka bangunan seni bina pelik menjejaskan identiti dan warisan nilai-nilai seni bina tempat itu. Cabaran-cabaran yang dihadapi oleh Beach Street dan memberi kesan kepada sifat ruang, yang merupakan masalah utama. Kajian ini ditangani kepentingan ciri-ciri seni bina dalam melihat identiti. Soalan kajian utama menangani sifat ciri-ciri seni bina muka bangunan warisan warisan 'Beach Street' sebagai ruang budaya dan cara ini ciri-ciri dipengaruhi melihat identiti ruang budaya. Walau bagaimanapun, Soalan kajian utama kajian ini berkisar sifat ciri-ciri seni bina muka bangunan warisan 'Standard Chartered Bank' dalam warisan 'Beach Street' sebagai ruang budaya dan cara ini ciri-ciri dipengaruhi melihat identiti ruang budaya yang. Kajian ini adalah kualitatif dalam alam semula jadi menggunakan (pemerhatian penglihatan) dan (separa berstruktur temubual mendalam) untuk mengumpul dan menganalisis data dari 20 temuduga. Pemerhatian penglihatan bangunan kajian kes (Standard Chartered Bank)

dijalankan untuk mengkaji ciri-ciri seni bina dengan menggunakan analisis pembentukan. Analisis kandungan digunakan untuk menganalisis data temu bual. Keputusan membentangkan ciri-ciri seni bina termasuk dua sistem, merumus, dan pengaruh. Sistem merumuskan terkandung komponen, prinsip, dan hubungan. Sistem pengaruh termasuk gaya, elemen, dan simbol. Dua kumpulan ciri-ciri seni bina adalah penemuan kajian. Identiti tempat yang boleh dipengaruhi oleh unsur-unsur ini. Kedua-dua kumpulan boleh digunakan sebagai contoh untuk meningkatkan identiti tempat Beach Street.

**THE ARCHITECTURAL CHARACTERISTICS OF THE HERITAGE
FACADE OF STANDARD CHARTERED BANK IN GEORGE TOWN,
PENANG**

ABSTRACT

The architectural facades of heritage buildings are the main elements to create the heritage space, which has a set of tangible and intangible elements and influenced by the cultural values. Cultural influences on the architectural characteristics of the facades reflect the identity of the place. The modifying of heritage facade through urban development is a critical process. George Town is a heritage city in Penang Island in Malaysia, which was listed in the world heritage site by the UNESCO in July 2008. The contemporary needs as it hosts of foreign and local visitors creates a type of shifting on the architectural identity. Therefore, the elements of the facades started to lose the authenticity of the heritage value. The strange architectural facade affecting the architectural identity and heritage values of the place. These challenges being faced by Beach Street and affect the nature of the space, which is the main problem. The study addressed the importance of the architectural characteristics in the perceiving of the identity. The main research question address the nature of the architectural characteristics of the heritage facade of the heritage ‘Beach Street’ as a cultural space and the way these characteristics influenced perceiving the cultural space identity. However, the main research question of this study revolves around the nature of the architectural characteristics of the heritage facade of ‘Standard Chartered Building’ in the heritage ‘Beach Street’ as a cultural space and the way these characteristics influenced the perceiving the cultural space identity. The study is qualitative in nature using (visual observation) and (semi-structured in-depth interview) to collect and analyse the data from 20 interviews. The visual observation of the case study building

(Standard Chartered Bank) conducted to investigate the architectural characteristics using the formal analysis. The content analysis used to analyse data from interviews. The results present the architectural characteristics included two systems, formulating and influences. The formulating system contained the components, principles, and relationships. The influence system included styles, elements, and symbols. Two groups of architectural characteristics are the findings of the study. The identity of the place can be affected by these elements. Both groups can be used as models to enhance the identity of the place of Beach Street.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

The architectural characteristics of the heritage buildings are part of the street space, which reflects the culture as a complex and interactional member of societies in their physical environment. The architectural characteristics act as a language of that culture in the physical space. The cultural space linked to the heritage identity due to the unique and distinct cultural heritage. This term discussed to expatiate on the importance of the architectural characteristics in perceiving the identity of a heritage street and the cultural space in Beach Street, George Town, Penang. In the view of modifying the architectural facade of the heritage building, this study examined the meaning of the cultural space due to the architectural language of the heritage facade, encompassing, cultural heritage of George Town in Penang-Malaysia, which listed as World Heritage Site (WHS). Likewise, the relationship between the tangible and intangible culture in the space was explained. The study investigated the visual elements of the architectural facade of the cultural heritage building as an element of the cultural space in Beach Street. However, the buildings' facades are the results of the integration of culture and design factors (Bonn, Joseph-Mathews, DAI, Hayes, & Cave, 2007; Philips, 2010).

The architectural facades of buildings create the walls of the cultural space in the street, which reflect the cultural identity of the space. The combination of tangible and intangible effects probably results in a special order, which gives each city a unique street space (Abbas Zadeh & Sulaiman, 2010; Abbaszadeh, Qurraie, & Milani, 2015). The chapter presents and discusses in sequential order, the background of the

study, the problem statement, the research objectives and questions, the scope of the study, and the thesis structure.

1.2 Background of the Study

This section presents the background of the studies that are related to the idea of culture, heritage and cultural heritage. The background of George Town, Penang as a rich cultural heritage of multicultural influences included in this section. However, the cultural space as a term used to justify and present the relationship with the physical environment and the heritage facade as tools to construct the physical environment of the cultural space in the heritage street.

1.2.1 Culture, Heritage and Cultural Heritage

Culture is the identification of the society, in which lifestyle, habits, activities, traditions, customs, arts, and architecture are the elements of the creation and formulation of the space (Rusalic, 2009). Culture can be realised by two major categories, tangible and intangible. The interaction and integration of tangible and intangible cultural elements are included in real spaces. The inherited cultural elements are perceived by these real spaces, which practise and present the culture through public spaces, architecture and buildings. The heritage buildings and activities are a combination of all the cultural elements, including knowledge, beliefs, law, customs, and any others capacities and habits acquired by the members of society (Rusalic, 2009; Karakul, 2011). Culture is the necessities of peoples' life, constantly practised by the community during the past, present, as well as future ages (Orbasli, 2002). Culture can be explained as a way of life, which makes living in one part of the world unique and distinct from the people living in another part of the world.

The term ‘heritage’ refers to the historical event, process, or artefacts, which took place in the past and established a unique meaning in the peoples’ memory. Heritage is the full collection of inherited traditions, monuments, objects, and culture. Heritage exhibits more value than preserving, excavating, displaying, or restoring a collection of things that related to the past, including both tangible and intangible elements. Historical buildings and archaeological sites are the samples of the heritage materials, which belong to the past, present and future of the place that combined these materials (Rusalic, 2009).

The term ‘cultural heritage’, according to the United Nations Educational, Scientific, and Cultural Organization (UNESCO)’s definition, is “the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations” (Shyllon, 2016, p. 55). It is the connection between visible and invisible elements, which gather in one place, building, city or object. Cultural heritage is the relation between the body and the spirit of the place (Szmelter, 2013).

Cultural heritage is expressed by Imon, Dioko, Ong, and Kane (2007) “something has been inherited from the past generation and which can be passed on to the future generation” and “everything that has a particular significance to people” (Imon, et al, 2007, pp. 1-3), cited by (Mohamed, Aboali, & Omar, 2012, p. 22). The UNESCO categorised cultural heritage into two distinct groups, which are tangible and intangible heritage. Tangible heritage is the type of heritage that exists in a material form, which means that it can be physically touched. It includes buildings, monuments, artworks, paintings, or any materialised things connected to the past, present and the future of the culture existed in that place. Intangible heritage is the type

of heritage, which does not exist in a material form like musical dance, literature, knowledge, or local traditions (UNESCO, 2011).

Accordingly, there was a certain classification of tangible heritage into immovable elements such as architectural works, monuments, and works of art. The movable elements include museum collections, libraries, books, etc. The intangible heritage includes all the cultural aspects of the community, which combine social values and traditions, customs, cultural habits, aesthetics, and language that distinguishes the society from others (Farahani, Abooali, & Mohamed, 2012; Bonn, et al, 2007; Mohamed, Abooali, & Omar, 2012; Alsoofe, Alkymakchy, & Ismaeel, 2012).

Figure 1.1 highlights the cultural heritage elements in general.

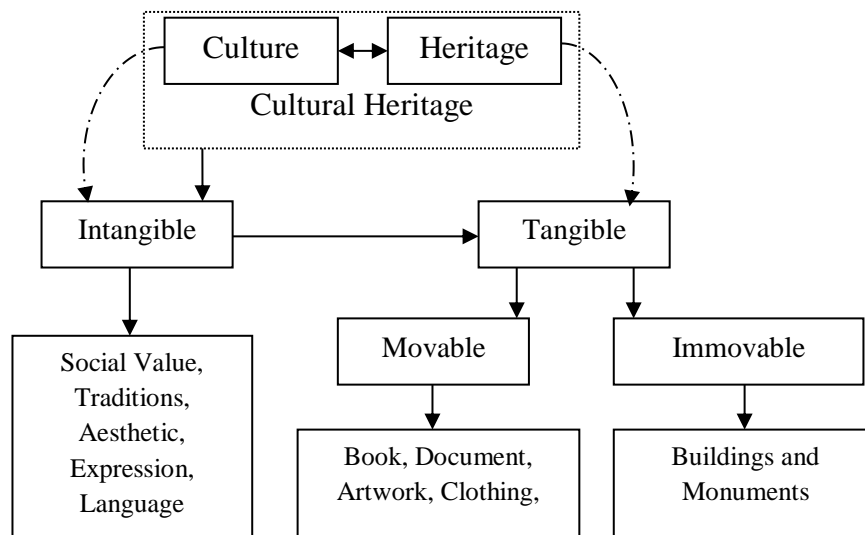


Figure 1.1 Cultural heritage elements. Adopted from (Karakul, 2011; Alsoofe, Alkymakchy, & Ismaeel, 2012; Bonn and et al., 2007)

The tangible elements are supported by the intangible cultural values, which the intangible culture rely on the tangible culture to be visualized. Some elements of the tangible heritage are often associated with intangible cultural heritage. These are often associated with intangible cultural heritage (Alsoofe, Alkymakchy, & Ismaeel, 2012). The intangible elements of the place enhance a better understanding of the

tangible elements and reflect positive images related to that specific place (Clarke & Johnston, 2003). There is an increasing recognition that tangible values play a significant role in how people interact with their social and cultural environment (Farahani, Abooali, & Mohamed, 2012). The elements include cultural human aspects inherited in the heritage area as illustrated in Figure 1.2.

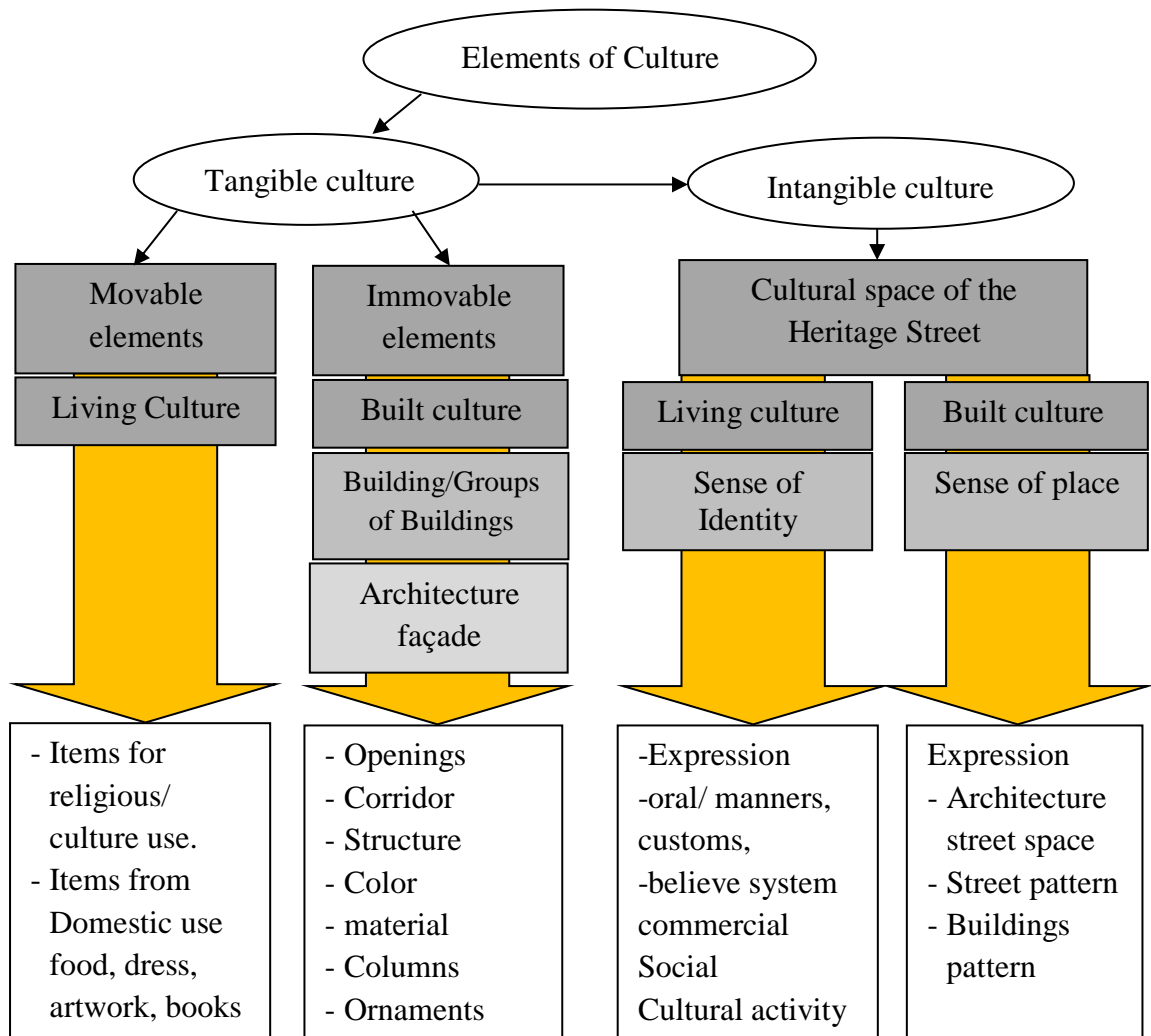


Figure 1.2 Cultural space elements, adapted from (Shamsuddin, Sulaiman, & Amat, 2012)

1.2.2 George Town World Heritage Site

The state of Penang is situated in the northern region of the Malaysian Peninsula. It consists of the Penang Island (Pulau Pinang) and the province of (Seberang Perai) on

the mainland. The Island of Penang is connected to the mainland by a long bridge of about 13.5km and another 24km bridge. The historic city of George Town is the second biggest city in Malaysia. The history of Penang goes back to 1786 when Capitan Francis Light established the first British Trading Post on the Island for trading between India, China and Archipelago. A few years later, Light went ahead to take possession of the Island and an additional strip of the land on the mainland known as province Wellesley from Sultan of Kedah, a neighbouring northern state of the Malaysian Peninsula (Khoo, 2007; Penang, 2013; Hockton & Tan, 2011).

In 1832, along with Malacca and Singapore, Penang became part of the British Straits Settlements. The settlement quickly attracted people of all descents, such as Europeans, Chinese, Indians, Bugis, Arabs, Armenians, Siamese, and Sumatrans. Over the years, consolidation of these cultural influences brought about by the dominance of the British colonial architecture on the island. Moreover, it continues after the independence of Malaysia on August 31, 1957. Penang became a state governed by an appointed head of state and administered by an elected chief minister. The communities' diversity of who takes Penang as a home contributed to what makes Penang a unique and distinct architecture (Mohamed, Ahmad, & Ismail, 2002).

The history and heritage of George Town for more than two centuries have inscribed the city as a World Heritage Site on July 7, 2008, when the world heritage committee held its thirty-second annual session in Quebec City, Canada. The cultural exchange between the East and the West, the influences of Asia and Europe, as well as the interaction between the multicultural heritages, has made the city a unique history (Figure 1.3 & 1.4) (Penang, 2013; Khoo, 2007).



Figure 1.3 The location of George Town in Malaysia (Penang, 2013, pp. A2-1)

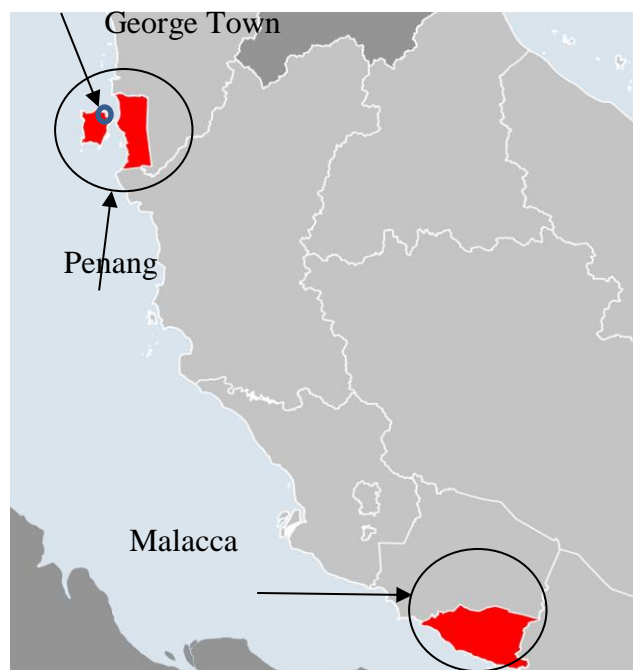


Figure 1.4 The location of George Town, Malacca location in the straits of Malacca (Penang, 2013, pp. A2-1)

The state capital George Town is located at the north-eastern tip of Penang Island. The historic city of George Town can be identified by its geographical coordination, which includes a core zone of about 109.38 hectares (42.16%) and a

buffer zone of about 150.04 hectares (57.84%) (Penang, 2013). The ‘buffer zone’ is bounded by a stretch of sea area around the harbour, Jalan Dr Lim Chwee Leen to the Southwestern corner and Jalan transfer to the north-western corner (Penang, 2013). The area of the ‘core zone’ is bounded by the straits of Malacca on the north-eastern cape of Penang, Love lane to the north-west and Gat Lebu Melayu and Jalan Dr Lim Chwee Leong to the south-western corner. In the core zone, four main Streets of Pengkalan Weld, Lebu Pantai (Beach Street), Jalan Masjid Kapitan Keling, and Love Lane were aligned. Likewise, this heritage core contains important historic buildings. Figure 1.5 shows the boundaries of the core and the buffer zones.



Figure 1.5 The buffer and core zones of George Town heritage areas (Penang, 2013, pp. A2-3)

1.3 Problem Statement

The present development era provides a line of complex architectural characteristics that impact the perceiving of streets identity and cultural space. The heritage cities included physical and spiritual elements of the cultural influences, which were gradually developed negatively towards the identity of the cultural space. Understanding the cultural space of the heritage street should be followed by the understanding of the development of the components of the space over many centuries through cultural communities, which provide an interesting living environment. However, the architectural style has to be controlled and has to include the architectural language of that culture.

The influences of culture on the architectural elements of the facades are the control panel of the street identity, especially in the heritage site and the heritage street. Similarly, the cultural space of the heritage street 'Beach Street' in George Town, Penang faces the challenges of the urban development of the city. It started to interact with the heritage buildings; the newly renovated and restored buildings visually following the architectural context of the street using new technology and material to convert the street into a big screen of architectural heritage elements involving its cultural aspects (Shamsuddin, Sulaiman, & Amat, 2012). The principles of facades design in the street have a real effect on the identity of the street, which is the architectural language of forming the culture space as physical components. The disappearance and visual distortion of the cultural space and the identity of the heritage street took place by modifying the architectural facade through renovation, urban fillings, or the adaptive re-use of the buildings.

The strange elements of the architectural facades of heritage buildings affecting the architectural identity of the heritage street, which directly affects the nature of Beach Street space. A few conducted studies on Beach Street, George Town, Penang, which focused on the heritage facade, presented these challenges. However, these studies had a lack of information in terms of the architectural characteristics of the heritage facade within cultural space. Additionally, the documentation and standards of the heritage facade component, elements, rules, and relationships were partially mentioned in the previous studies. Therefore, it is important to investigate the architectural language of the heritage facade of the cultural space. This study is an attempted to establish the standards of the architectural language of the heritage facade in the heritage street as a cultural space of Beach Street, George Town, Penang. The study provided a platform of Beach Street cultural space characteristics by focusing on the most important facades in the street according to the completeness of the facade, layout, skyline, and the cultural heritage value in addition to the construction date.

1.4 Research Questions

The main research question revolves around the nature of the architectural characteristics of the heritage facade of ‘Standard Chartered Building’ in the heritage ‘Beach Street’ as a cultural space and the way these characteristics influenced the perceiving the cultural space identity.

- 1) What are the architectural characteristics of the heritage facade form of the ‘Standard Chartered Building’ as an element of the cultural space and Colonial British Architecture identity?
- 2) What are the visual elements of the heritage façade of the ‘Standard Chartered Building’, which play a role in the cultural space value of the heritage space?

- 3) What are the architectural elements, rules, and relationships of formulating the heritage facade as cultural heritage components, which enhance the sense of place in Beach Street?

1.5 Research Objectives

The general aim is to investigate and establish the model of the architectural characteristics of the heritage facade in the heritage street of Beach Street, George Town, Penang. It also examines the architectural influences on the most important heritage street, which is 'Beach Street' in George Town heritage city. To achieve this aim of the study, the following objectives are highlighted:

- 1) To examine the cultural heritage components of the facade, which enhance the sense of place as elements of Colonial British Architecture identity of 'Standard Chartered Building'.
- 2) To investigate the visual elements of the cultural heritage-building façade of Standard Chartered Building, which enhance the sense of place.
- 3) To establish a model of the architectural language of the heritage façade of 'Standard Chartered Building' as an element of the cultural space of Beach Street.

1.6 Scope of the Study

This study focused on the elements of the space, which is formulated by the relationship between the tangible and intangible cultural heritage elements in George Town, Penang-Malaysia. It has many heritage trails, and 'Beach Street' is included in many of these trails. Moreover, Beach Street is one of the main four generators of George Town urban planning, which reflects the mixture of George Town's cultures

through a variety of architectural buildings, function, style, and spaces. Such a variety created the cultural space of the street, which has tangible and intangible elements. These elements interacted between each other to affect the user's perceiving and the cultural space value.

The architectural facade of the buildings on Beach Street also reflects the cultural influences of the physical elements of the facade. This study focuses on the visual elements of the heritage banking buildings located on Beach Street. These buildings play a key role in formulating the cultural space of 'Beach Street' through the physical and architectural characteristics of these buildings. Therefore, 'Standard Chartered Building' is one of these buildings, which is the scope of the study, which selected according to the visual observation.

Therefore, the study focuses on Beach Street as a study area in George Town. The focusing is on the visual space in the street. Moreover, heritage, culture, and identity of the space are the focal point of the study. The visual elements, architectural formation, and influences of architectural styles are the theoretical focuses of this study. The relationship between the visual elements and perceiving the identity of the space can be reached by the investigation of the heritage visual elements and architectural characteristics, which have a role in the enhancing the architectural identity in the space.

1.7 Definition of Key Terms

A number of terms in this study are operationally defined. Different scholars give different definitions. The researcher defined the terms, which were used in the study according to the study's theme, subject, and objectives.

Table 1.1 Definitions of Terms

Term	Definition	Related Resources
Cultural space	It is the combination of physical and spiritual elements of the place, which can be the whole city or the street space. It is related to the tangible and intangible elements, the cultural heritage elements.	(Shamsuddin, Sulaiman, & Amat, 2012) (Mohamed, Ahmad, & Ismail, 2002)
Intangible elements	They are the invisible effects of the culture on the visible architectural elements of the facades.	(Bonn, Joseph- Mathews, DAI, Hayes, & Cave, 2007) (Ferdous & Nilufar, 2008)
Tangible elements	They are the architectural elements of the facade of the heritage street.	(Bonn, Joseph- Mathews, DAI, Hayes, & Cave, 2007) (Ferdous & Nilufar, 2008)
Heritage space	It is the combination of the heritage building in George Town, streetscape, and cultural activities.	(Khoo, 2007) (Bonn, Joseph- Mathews, DAI, Hayes, & Cave, 2007)
Architectural language	The result of the exchanging process between architectural characteristics and cultural influences. The relation between tangible and intangible elements in one space, place, or culture.	(Tavşan & Akbarzadeh, 2018) (Parsaee, Parva, & Karimi, 2015)

1.8 Summary

The chapter reviewed and identified the cultural heritage components, in general, and the importance of the cultural space of the heritage street ‘Beach Street’ in George Town, in particular. The cultural influences of George Town have transferred this heritage street into a cultural heritage space. The space in George Town consists of tangible and intangible elements, which are represented by the physical elements of the architectural facade buildings on ‘Beach Street’ and are influenced by the intangible effects of the culture.

The architectural elements, rules, and relationships are the focus of this study, which was investigated and examined in the cultural space of ‘Beach Street’ in GTWHS by employing the heritage facades of the most important buildings on the street, which is Standard Chartered Bank as a case study of this research. Facade components, cultural influences, layout, and the year of construction are the criteria for selecting this case from the area of study. This study employed early observation and fieldwork as research methods to justify the case study area. The study consists of six chapters. The first chapter presented the background of the George Town heritage as area of case study, culture and space, the physical elements of the space. The chapter presents the problem statement, the research questions, the research objectives, the scope of the study, and its significance. The chapter concluded with the definitions of key terms.

Chapter Two (Figure 1.6) reviewed the related literature of the study. The chapter reviewed the studies, which were conducted on the impact of the visual elements of the heritage facade on the architectural identity of the historic district. The conducted studies also addressed the cultural space concept and elements, in general.

The study reviewed the literature related to the architectural characteristics of the heritage facade in the historic districts. The literature reviewed in a thematic strategy in order to cover all the subject areas. Chapter Three discussed the research methodology, which includes the research methods and instruments used in the data collection and analyses. The chapter gave a detailed description of the main methods used to analyse the variables of the study including the qualitative method, which was adopted to verify the results of the study. Moreover, the chapter presents the procedure of the case study selection.

Chapter Four is the fieldwork of the study, which presents the formal analysis of the visual observation of the Standard Chartered Bank facade. The finding of the observation and analysis were discussed also to achieve the primary findings. While Chapter Five presents the analysis and discusses the experts and pedestrians' interviews. Moreover, the chapter included the interpretation of the findings of each objective and discussed the observation and interview. The chapter gave a detailed description of the data collection and the analysis of the results. (Figure 1.6). Chapter Six presents the conclusions and recommendations of the study based on the findings of the analysis. The chapter organised following to the objectives of the study. Thus, recommendations for further research were accordingly forwarded at the end of the chapter

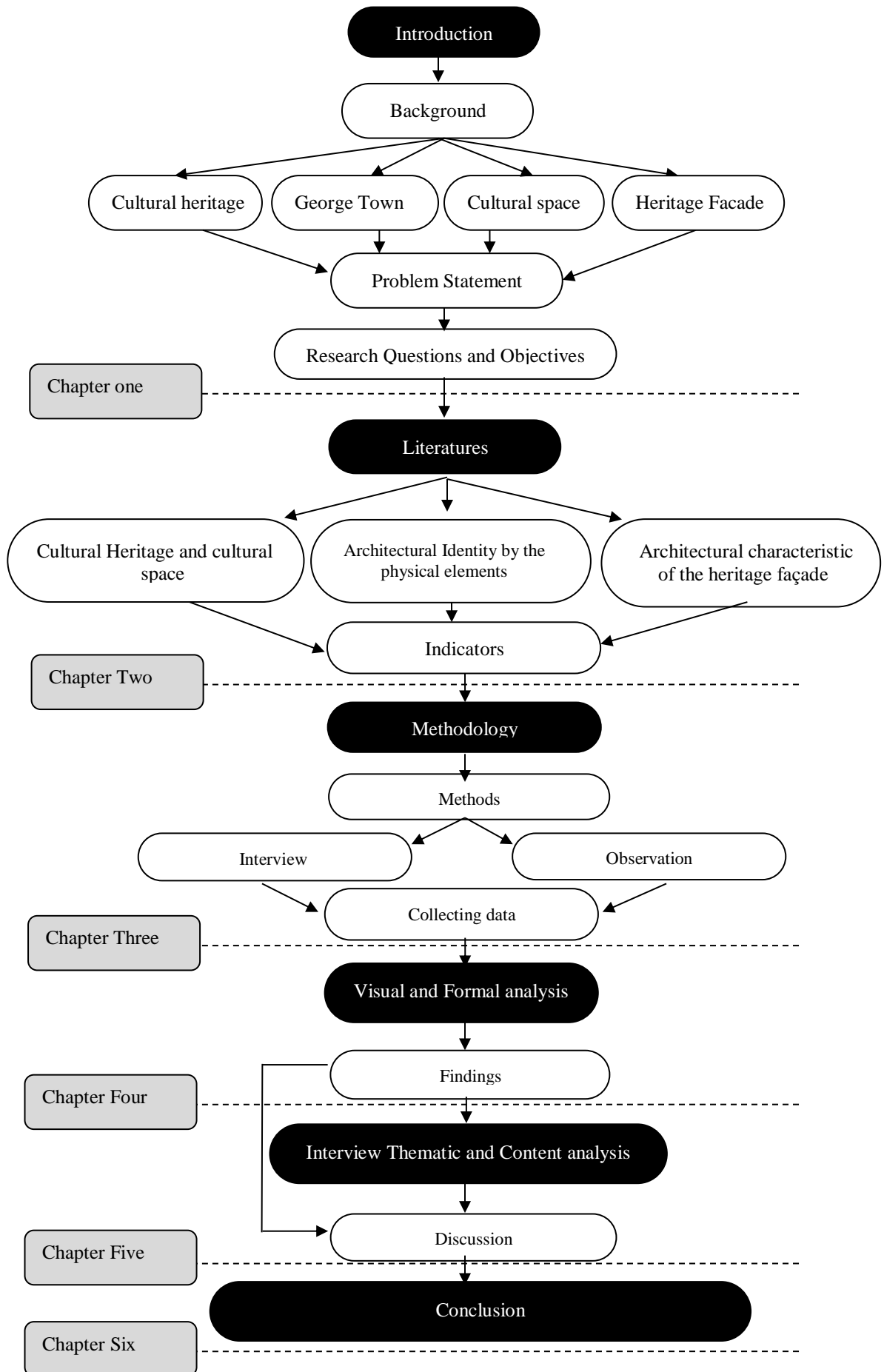


Figure 1.6 The Structure of the Study

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews the literature related to the topics of the study in order to examine and identify the architectural language of the cultural heritage components in the cultural space. The chapter also reviews the studies, which are related to the heritage facade to examine the architectural characteristics of the heritage facade, and the visual elements that enhance the sense of place. Therefore, previous related studies reviewed based on four themes. The first theme is related to the cultural space concept, and the cultural heritage components that enhance the sense of place. The second theme discusses studies about the visual elements of the heritage façade, which influence the identity in the historic district. The third theme discusses the architectural characteristics and the architectural styles influence of the heritage facade as an element of cultural space identity. The last theme reviews the architectural influences in Beach Street, George Town, which is the primary step to justify the importance of the case study within Beach Street and George Town area. At the end of this chapter, background about the case study area reviewed to justify the fit case.

2.2 Literature Review

This section reviews the literature, which addresses the cultural heritage value in the cultural space of the heritage, architectural identity, and architectural characteristics of the heritage facade. It also reviews the studies, which are related to the cultural heritage of George Town and Beach Street.

2.2.1 The Concepts of Cultural Space and Cultural Heritage

To identify the importance of the factors influencing the nature of the cultural space, previous related studies were reviewed in this section. Some of these studies identify the cultural space as a virtual space or physical phenomenon and its physical, cultural, and spiritual attributes to create the sense of place in order to give the place meaning and value. Schulz (2000) identified the space that includes physical characteristics and reflects cultural identity by the “Genius Loci”, which is considered as the spirit or essence of the place. It is also represented by the language of the architectural components of that space, which enhances the orientation to achieve the sense of the space from physical elements. Schulz (2000) in his study about the architecture of the space highlighted the importance of the physical setting of the space to represent the nature of space depending on the matching between physical and spiritual characteristics.

Cultural space includes physical space, which is primarily occupied or utilized by cultural heritage organizations, which is not limited to ethnic community meeting spaces, communities, or traditionally spaces, but included all the unique heritage buildings and monuments or objects that can present the nature of the culture in that space. Izadi and Mohammadi (2016) described the ‘cultural space’ as one of the attributes to devote the significance of a place. Therefore, culture is an important element to create the identity of any place, which includes the cultural space. The ‘cultural space’ is “a physical or symbolic space for people to meet, contact, share or exchange social practices or idea” (Zanten, 2002, p. 4).

Cultural space constitutes the physical, cultural and perpetual attributes of a place that creates a phenomenon and place meaning (Lai, Said, & Kubota, 2013). The phrase ‘cultural space’ is not only defined as a certain type of space, where culture is

performed; rather, it is more related to the pattern of space and environmental characteristics. Therefore, cultural space is not any certain type of space. It is a combination of the most complex three words, which are the man, space and culture (Lai, Said, & Kubota, 2013; Ferdous & Nilufar, 2008).

According to Abdel-Azim and Osman (2018) and Ferdous (2008), cultural spaces refer to an urban spatial generated through the interaction between culture, behaviour, or perceiving the space and the surrounding characteristics of the physical space, as illustrated in Figure 2.1.

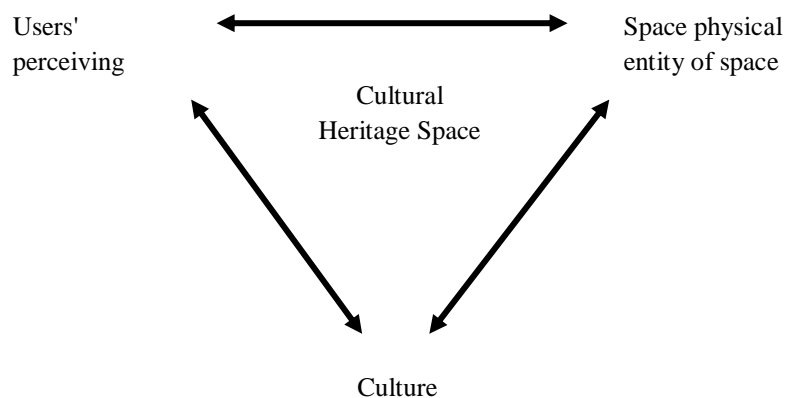


Figure 2.1 The generator of cultural space perceived by the user adopted from (Lai, Said, & Kubota, 2013; Abdel-Azim & Osman, 2018)

The roles of cultural spaces designate a place character, where people perceived the cultural phenomenon when associated with the urban space, (Izadi & Mohammadi, 2016). Ferdous and Nilufar (2008) considered urban spaces utilized by people or open spaces as cultural spaces. However, Lai, Said, and Kubota (2013) identified the cultural space according to the characters of space. They are similar to urban spaces and consist of the social factor, spatiality, the physical aspect, and human perception.

In Malaysia, cultural attributes to form the heritage town are generated by the physical, social activities, psychological and behaviour characteristics (Basri &

Suhanna, 2008). The heritage cities including Malacca and George Town possessed significant architectural styles and town planning. They remain as administration centres and commercial hubs with multiculturalism and religious districts. For instance, George Town is honoured the world heritage site by the UNESCO because of its prominent historic cultural spaces. This heritage city is sustained by tangible and intangible elements comprising unique architecture including heritage buildings, religious buildings, festivals, food, and local lifestyle (Ferdous & Nilufar, 2008; Lai, Said, & Kubota, 2013). This study investigated the heritage street 'Beach Street' as a cultural space based on the idea of the deliberation and characterization of the urban space as culture space.

Misni, Anis, and Aziz (2015) discussed the design idea of the physical transformation and of creating open spaces, which are inspired by (the history of the city, architecture, community, and culture). In addition, the identity of the historic city will be authentic through enhancing local physical characteristics. These emphasize the function of open spaces, street linkages and conservation of historic features, and the identity of urban spaces, which is influenced by human perception, meaning and experience in relation to the physical environment and space function itself.

Ferdous and Nilufar (2008) reviewed the morphological space implied as a physical character, while the perceptual described as qualitative or intangible entities. The people comprehended the physical characteristics through an identity, historical morphology, natural features, socioeconomic profile and building or the adjacent area, which is used as a tool of forming the cultural space in the heritage cities and reflecting the architectural language of the space.

Parsaee, Parva, and Karim (2015) illustrated the architectural language of the heritage space depending on the elements, rules, and relationships as a grammar of this architectural language. On a large scale, the building itself works as an element of the creating process of the heritage space in the heritage cities. Perceiving the cultural space due to the architectural language of the building creates the complete visual cultural heritage space.

Ferdous and Nilufar (2008) summarized the physical attributes in the cultural space; defended by urban fabrics, notable physical settings, street pattern, as well as the structure of the open space in addition to the social attributes of the cultural space designed by cultural background, ethnography, community engagement, and the space function. In this study, the physical attributes of the heritage street (Beach Street) linked to the social attributes, which represented by (cultural background, community, architectural style, and space function). The emotional elements are necessary to perceive space meanings and identity. This process employed the familiarity memory, orientation, perception, cognition identification, and imageability to sense the place as Lynch (1960) mentioned, cited by (Ferdous & Nilufar, 2008). This study employed the visual elements of the heritage facade to investigate the architectural language of the heritage-building facade of the (case study) as an element of the cultural space of Beach Street.

Alsoofe, Alkymakchy, and Ismaeel (2012) illustrated that the cultural heritage of the community in urban spaces, which represents more than aesthetic reminders of the past. The cultural heritage in contemporary spaces is related to the spirit and identity of the space. Several historical or collective memories stay alive with physical entities. The study also identified the Genius Loci and its importance to create a sense

of the space. The concept of Genius Loci is defined in various disciplines as a vague phenomenological concept. The conceptual approach of the spirit of the space emphasized that it created through history in a particular place of a town or a city and requires an individual method of approach in conservation activities (Alsoofe, Alkymakchy, & Ismaeel, 2012).

Alsoofe, Alkymakchy, and Ismaeel (2012) indicated that gentrification and exclusionary policies in varied societies referred to a number of cultural heritage communities that are presented in other modes such as stories, historical events and cultural activities. The researcher connected the tangible elements of the built environment with the intangible elements as an identifier of the space. The value of connection reflects the cultural organisation, which leads being incoherent from their environment and losing their importance, as well as affecting the urban public life if that value of connection was low. The weakness in the conservation system involving strange elements, rules and relationships are types of distortion of the cultural space and heritage buildings. The researchers displayed the importance of the factors in the creation of the cultural heritage that includes the cultural space. This study emphasized the importance of these factors to investigate the architectural characteristics and visual elements of the heritage-building facade that influences the heritage street to create the sense of the space, which gives Beach Street its distinctive identity.

Lai, Said, and Kubota (2013) identified the cultural space in the historic cities of Kuala Dungun and Taiping in Malaysia through the physical, cultural and perceptual attributes of place, which create the social phenomenon and give meaning to the place. The researchers also discussed the roles of cultural spaces that characterise the historic town's identity. People utilized urban space or open space, which is considered as a cultural space. Generally, the characteristics of the cultural space are

similar to the urban space consisting of the social factor, spatiality, physical aspect neighbourhood dimension, and the perceiving process. The study highlighted the cultural space as a tool, which plays the main role in generating an identity to such places by its cultural heritage components.

Lee, Kubota, & Nishimura (2016) highlighted the physical characteristics of the space, which play a key role in sustaining and formulating the cultural space as a physical space in the historic towns. The architectural language of the physical elements should use the original grammar used by the culture in order to give a sense of originality and save it as an image in the users and communities' minds.

Guo, Zheng, Meng, & Zhang (2019) discussed the element of space according to the relationship between culture and existing space. The researchers considered the space used by the local and tourist is the real space that can represent the identity of the place. However, the physical element should be conserved and classified. In order to use it the creating of space with identity.

Pazder (2011) showed that the mixture of original and strange physical, functional, and meanings' system in the cultural space affect the idea of presenting the space in the street as a unique, homogeneous and integrated physical-spatial-functional system. The researcher identified the cultural space as a space between the heritage buildings, which included a variety of elements. Most of these elements are related to the visual category. The researcher focused on the spatial-functional space, which presents the importance of places that share one function and fixed functions in identifying the space. The researcher observed the existing space of the street and activates to map out the integrated system of cultural space within the demarcated downtown area, which mostly combines culture and heritage values.

Ferdous and Nilufar, (2008) focused on the characterization of the cultural space as an urban public space. It determined the features of the cultural space in order to visualize that in the real world and understand those as urban spaces. The study indicated that the meaning of the cultural space is associated with human perceiving rather than any concrete entity of spaces. The physical components of all cities like houses, streets and buildings are the built environment, which plays an important role in the formation of users' behaviour pattern in local areas. Users perceived the space as it is related to their culture and their individual memory of the place. The perceiving process needs physical and visual elements included in the space to reflect the spiritual and intangible cultural side. It is a phenomenon, which experienced and comprehended by users, the effects of value, images, scheme, and the human behaviour on the shaping of the urban form. Therefore, the memory orientation and cognition should be employed in the ideas and modification process of any space that reflects the culture, which is considered as the sense of place and an important aspect among all perceptual components, related to the user perceiving of the identity of the space.

In summary, the components of the cultural space include the physical elements that formulate the layout and nature of the space. This space is a public space located in the street, between buildings, surroundings of the buildings, or virtual borders. However, the physical components are the buildings themselves and the functional spaces. The image and identity of the cultural space come through the value of the tangible and intangible cultural heritage that is reflected by the physical elements of the cultural space. However, street spaces cannot be considered as part of the cultural space if cultural heritage elements are not involved in the space as an original setting. Standard Chartered Bank façade is part of the street space, which is well known by the cultural heritage elements, tangible and intangible.