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1st CONFERENCE ON THE ACCLAIMED LANDSCAPE KNOWLEDGE SHARINGS 1.0 i-TALKS

25th JULY 2023

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BACHELOR DEGREE IN LANDSCAPE ARCHITECTURE



PROCEEDING OF

1st CONFERENCE ON
THE ACCLAIMED LANDSCAPE KNOWLEDGE
SHARINGS 1.0

ORGANISED BY

Landscape Architecture Seminar (LAN653)
Semester October 2023 – Feb 2024
Bachelor Degree in Landscape Architecture
UiTM Seri Iskandar Campus

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Perpustakaan Negara Malaysia
Publication Data

Cataloguing in

No e-ISBN: 978-967-2776-26-0

Cover Design: Muhammad Khairul Naqib Muhammad Zaki
Typesetting : Assoc. Prof. Ts. Dr. Siti Rasidah Md Sakip

e ISBN 978-967-2776-26-0



9 789672 776260



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Programme of Landscape Architecture
Semester October 2023 – Feb 2024

USERS' PERCEPTION TOWARDS BROWNFIELD REMEDIATION PROGRAM OF PUDU JAIL INTO LALAPORT

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ABSTRACT

This seminar examines the users' perception of the brownfield remediation program for the transformation of Pudu Jail into Lalaport, aligning with the objectives of Sustainable Development Goals (SDGs) 8, 11, and 15. Brownfield sites, characterized by abandoned or underutilized industrial areas, present environmental and social challenges. The study aims to evaluate users' experiences, behaviors, and perceptions towards the brownfield remediation program for the transformation of Pudu Jail into Lalaport. Through quantitative data gathered from users' surveys addressing factors such as aesthetic appeal, historical preservation, community impact, and social interactions through physically approach and answer via online survey. By analyzing quantitative data gathered from users' surveys, this research assesses the program's alignment with SDG 8 (Decent Work and Economic Growth), focusing on job creation and economic opportunities; SDG 11 (Sustainable Cities and Communities), emphasizing revitalization and community engagement; and SDG 15 (Life on Land), promoting ecosystem restoration and sustainable land use. The seminar's findings offer valuable insights for stakeholders in future brownfield remediation projects, enabling a sustainable and inclusive approach to redevelopment while addressing the goals of SDGs 8, 11, and 15.

Keywords: Remediation, Redevelopment, Adaptive Reuse, Brownfield,

1.0 INTRODUCTION

Brownfield remediation programs play a crucial role in transforming abandoned or underutilized industrial areas into vibrant and sustainable developments. Understanding users' perception of such programs is essential for ensuring their effectiveness and aligning them with the objectives of Sustainable Development Goals (SDGs). This seminar aims to explore users' perception towards the brownfield remediation program of Pudu Jail into Lalaport, focusing on factors such as aesthetic appeal, historical preservation, community impact, and social interactions. By examining users' experiences, behaviors, and perceptions, this research contributes to the sustainable development agenda, specifically SDGs 8 (Decent Work and Economic Growth), 11 (Sustainable Cities and Communities), and 15 (Life on Land).

Brownfield sites, characterized by the presence of potential environmental contamination, pose significant challenges in terms of environmental sustainability and social well-being (Baker, 2019; Russo et al., 2018). However, with the implementation of effective brownfield remediation programs, these sites can be revitalized and repurposed into assets that promote economic growth and sustainable development (Baker, 2019; Russo et al., 2018). The transformation of Pudu Jail, a historical site, into Lalaport exemplifies the potential of brownfield remediation in creating vibrant urban spaces.

Aesthetic appeal plays a crucial role in attracting users and creating a positive environment within redeveloped brownfield sites (Ulfarsson et al., 2017). Historical preservation is another key aspect, as it maintains the cultural heritage and identity of the site while integrating modern design elements (Smith & Barry, 2019). Additionally, the impact on the surrounding community and social interactions within the redeveloped area are essential factors for achieving sustainable cities and inclusive communities (Barton & Grant, 2015). Finally, integrating sustainable land use practices and promoting ecosystem restoration align with the goal of preserving and protecting terrestrial ecosystems (United Nations, 2015).

Through a quantitative survey approach, this seminar seeks to gather users' perceptions, experiences, and behaviors regarding the brownfield remediation program of Pudu Jail into Lalaport. By exploring the respondents' viewpoints, this research aims to provide insights for future brownfield remediation projects and contribute to achieving the objectives of SDGs 8, 11, and 15.

2.0 LITERATURE REVIEW

This study aims to explore the transformation of Pudu Jail into Lalaport Mall in Kuala Lumpur, Malaysia. The historical significance of Pudu Jail, serving as a maximum-security prison during the colonial era, has drawn the attention of researchers and historians (National Archives of Malaysia, 2019). Studies have examined the architectural significance of Pudu Jail, its distinctive features, and its social impact on prisoners and their families (Mohd. Isa et al., 2016; Hassan et al., 2018). Efforts have been made to preserve and adaptively reuse Pudu Jail as a heritage site or cultural center, allowing future generations to learn from the nation's past struggles (National Heritage Department Malaysia, 2015).

In the present context, Lalaport Mall Bukit Bintang has emerged as a notable retail and leisure destination, attracting researchers and industry experts (Malaysia Retailer-Chains Association, 2020). Research has focused on Lalaport Mall's contribution to the local economy, including job creation, entrepreneurship, and its economic multiplier effect (Abdullah et al., 2019). Additionally, studies have examined the social impact of Lalaport Mall, highlighting its role in fostering community engagement, social interactions, and public space utilization (Ghazali & Mansor, 2018).

By exploring the transformation of Pudu Jail into Lalaport Mall, this study aims to contribute to the understanding of the historical preservation and adaptive reuse of significant heritage sites, as well as the economic and social impacts of modern retail developments. The findings will provide insights into the successful integration of historical and contemporary elements in urban settings, offering valuable lessons for future redevelopment projects.

2.1 History of Pudu Jail

Pudu Jail holds a significant historical value in the city of Kuala Lumpur, Malaysia. Constructed in 1891 during the colonial era, it served as a maximum-security prison for over a century (National Archives of Malaysia, 2019). Historical records and archival documents shed light on the role Pudu Jail played in the country's history, particularly during Malaysia's struggle for independence. The prison witnessed the incarceration of numerous political activists, including prominent figures such as Dato' Onn Jaafar and Tun Dr. Ismail Abdul Rahman (Malaysia Design Archive, n.d.).

The rich history of Pudu Jail has drawn attention from researchers, historians, and heritage enthusiasts. Studies have focused on exploring the architectural significance of the prison, highlighting its distinctive features, and examining its transformation over time (Mohd. Isa et al., 2016). Researchers have also delved into the social impact of Pudu Jail, investigating the experiences of prisoners, the effects on their families, and the prison's role within the larger societal context (Hassan et al., 2018).

Pudu Jail's historical significance has prompted efforts for its preservation and adaptive reuse. Scholars have discussed the potential of transforming the prison into a heritage site, museum, or cultural center, allowing future generations to learn about the nation's past struggles and sacrifices (National Heritage Department Malaysia, 2015).

2.2 Lalaport Mall in Present

Lalaport Mall Bukit Bintang, situated in the heart of Kuala Lumpur, has emerged as a prominent retail and leisure destination in the city. The mall showcases a blend of modern architecture, retail outlets, dining options, and recreational facilities. It has garnered attention from researchers and industry experts due to its impact on the surrounding community, economic growth, and urban development.

Studies have focused on exploring the role of Lalaport Mall in stimulating economic activity within the Bukit Bintang area. Researchers have analyzed its contribution to job creation, entrepreneurship, and business opportunities, highlighting the positive influence on local employment rates (Malaysia Retailer-Chains Association, 2020). Additionally, scholars have examined the mall's economic multiplier effect, considering its role in attracting tourists and driving revenue for neighboring businesses (Abdullah et al., 2019).

Furthermore, the social impact of Lalaport Mall has been a subject of interest. Studies have investigated its role in fostering social interactions, community engagement, and public space utilization. Researchers have explored how the mall provides a platform for cultural events, gatherings, and recreational activities, enhancing the sense of community and social cohesion (Ghazali & Mansor, 2018).

Lalaport Mall Bukit Bintang represents an example of contemporary urban development and retail innovation. Researchers have analyzed its architectural design, sustainability features, and integration of green spaces,

recognizing the mall as a model for sustainable and aesthetically appealing development within an urban context (Ismail et al., 2021)

3.0 METHODOLOGY

This research study reviews the individuals' points of view regarding their acknowledgement of converting the Pudu Jail into Lalaport mall might. Individual approaches are made to examine people perceive elements in brownfield remediation program of the Pudu Jail into the Lalaport Mall.

3.1 Surveys and Questionnaires:

In order to learn more about users' opinions, preferences, experiences, and agreement with context regarding brownfield remediation program of Pudu Jail into Lalaport Mall, surveys and questionnaires are regularly employed accordance with the Likert scale five points measurement from 'strongly agree' until "strongly disagree". Questionnaires on online surveys used to acquire data on participants' impressions of the immediate surroundings, social interactions, aesthetical appeal of comfort, historic preservation, community impact and other pertinent characteristics. Online surveys are employed by physical approach and some photo on-site is used as assistance. To assist with their perception of the Integrated Brownfield Remediation Program from Pudu Jail into Lalaport Mall, several images are shown in the online surveys While conducting research with human subjects, the benefits and drawbacks of each technique are carefully considered, and proper ethical guidelines are followed.

4.0 RESULT AND DISCUSSION

4.1 Demographic Information

The researcher are able to analyse 57 respondent. The distributions of 27 respondents (47.4%) are among 18-29 years old, 18 respondents (31.6%) are among 30-39 years old, Nine respondents (15.8%) are among 40-49 years old, Two respondents (3.5%) are among below 18 years old, and only One respondent (1.8%) is above 60 years old. From the data collection, 29 respondents (50.9%) are from male respondents, and 28 respondents (49.1%) are female. The distribution of race in this study various from Malay, Chinese, Indian, and others, where the highest respondent are from Malay at 43 respondents (75.4%), 10 respondents (17.5%) are Indian, three respondents (5.3%) are Chinese, and one respondent (1.8%) are other. The background of

respondents also various but majority of the respondents are from local people at 54 respondents (94.7%), and three respondents (5.3%) are non-local people.Age

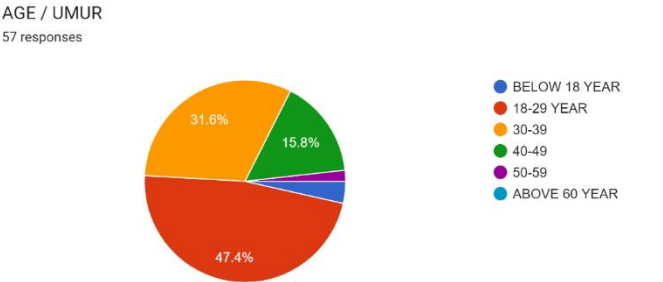


Figure 1 shows the age of respondents.

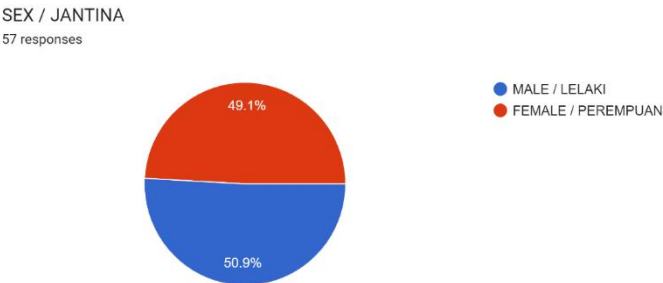


Figure 1.2 shows the sex of the respondents.

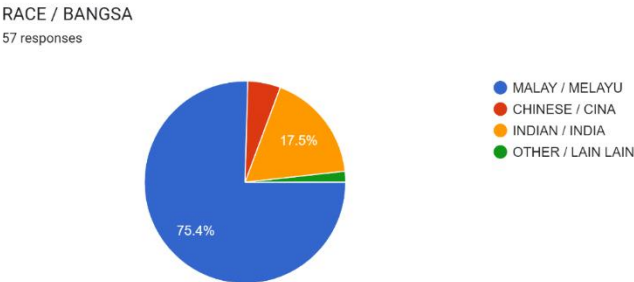


Figure 1.3 shows the race of respondents.

STATUS
57 responses

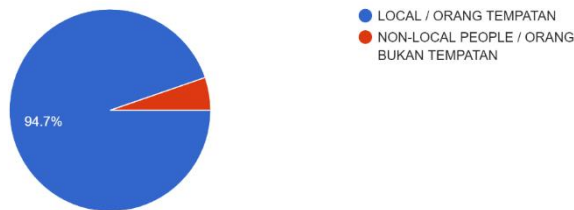
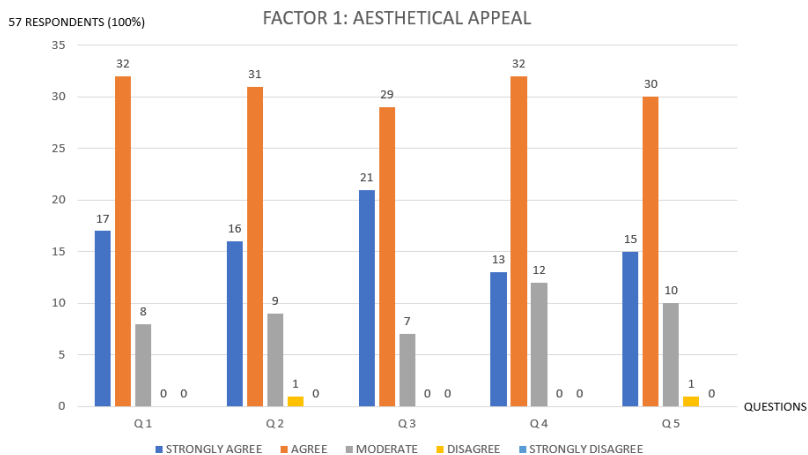


Figure 1.3 shows the status of respondents.

4.2 Finding for research factor 1: Aesthetical Appeal

Figure 2.1 shows the total numbers of the respondents regarding Users Perceptions Towards The Integrated Remediation Processes Of The Pudu Jail Into Lalaport



For the statement of Q1: 'Do you agree that the integration of Pudu Jail into Lalaport has significantly enhanced the overall aesthetic appeal of the area?'. 17 respondents (29.8%) are strongly agreed. 32 respondents (56.1%) are agreed. 8 respondents (14%) are moderate. None of respondent (0%) disagree and strongly disagree.

As the statement of Q2: 'Do you agree that the design elements and architectural features implemented in Lalaport are visually appealing and

complementary compared to the Pudu Jail?'. 16 respondents (28.1%) are strongly agreed. 31 respondents (54.4%) are agreed. Nine respondents (15.8%) are moderate. One respondent (1.8%) is disagree. None of respondent (0%) strongly disagree.

For the statement of Q3: 'Do you agree that the landscaping and green spaces incorporated into Lalaport contribute to its visual charm and create an inviting environment?'. 21 respondents (36.8%) are strongly agreed. 29 respondents (50.9%) are agreed. Seven respondents (12.3%) are moderate. None of respondent (0%) disagree and strongly disagree.

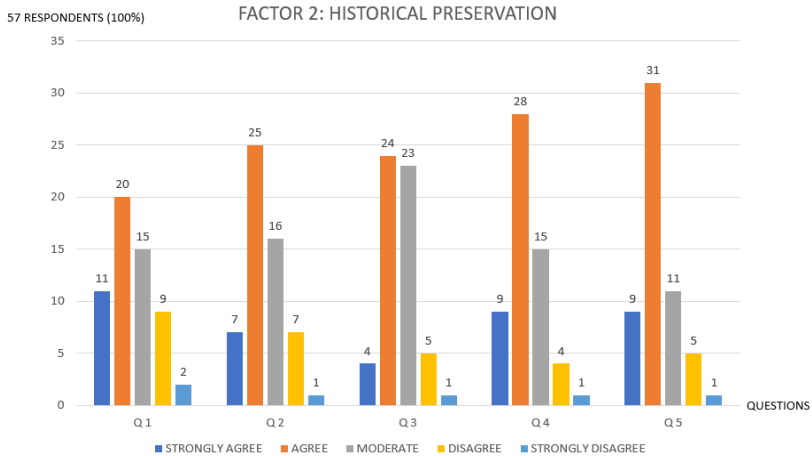
As the statement of Q4: 'Do you agree that the color palette and material choices used in the transformation of Pudu Jail into Lalaport are pleasing and harmonious?'. 13 respondents (22.8%) are strongly agreed. 32 respondents (56.1%) are agreed. 12 respondents (21.1%) are moderate. None of respondent (0%) disagree and strongly disagree.

As the statement of Q5: 'Do you agree that the integration of modern infrastructure and amenities in Lalaport adds to its visual appeal and enhances the overall experience?'. 15 respondents (26.8%) are strongly agreed. 30 respondents (53.6%) are agreed. 10 respondents (17.9%) are moderate. One respondent (1.8%) is disagree. None of respondent (0%) strongly disagree.

The respondents' perceptions towards the brownfield remediation program of Pudu Jail into Lalaport indicate a positive reception of the transformation. A majority of respondents expressed agreement and strong agreement regarding the enhancement of the overall aesthetic appeal, visually appealing design elements, and pleasing color palette and material choices. The incorporation of landscaping and green spaces was particularly well-received, with many strongly agreeing that it contributed to Lalaport's visual charm and inviting environment. The integration of modern infrastructure and amenities also received positive feedback, further enhancing the overall experience. The results suggest that the revitalization efforts have successfully created an aesthetically appealing and visually attractive destination.

4.2 Finding for research factor 2: Historical Preservation

Figure 2.2 shows the total numbers of the respondents regarding Users Perceptions Towards The Integrated Remediation Processes Of The Pudu Jail Into Lalaport



For the statement of Q1: 'Do you agree that the integrated landscape remediation processes of the Pudu Jail into Lalaport have successfully preserved the historical significance of the site?'. 11 respondents (19.3%) are strongly agreed. 20 respondents (35.1%) are agreed. 15 respondents (26.3%) are moderate. Nine respondent (15.8%) are disagree. Two respondents (3.5%) strongly disagree.

As the statement of Q2: 'Do you agree that the architectural elements and structures of the Pudu Jail have been adequately retained and incorporated into Lalaport?'. seven respondents (12.5%) are strongly agreed. 25 respondents (44.6%) are agreed. 16 respondents (28.6%) are moderate. Seven respondent (12.5%) are disagree. One respondents (1.8%) strongly disagree.

For the statement of Q3: 'Do you agree that the historical narrative and cultural heritage associated with the Pudu Jail have been effectively communicated and celebrated in Lalaport?'. Four respondents (7%) are strongly agreed. 24 respondents (42.1%) are agreed. 23 respondents (40.4%) are moderate. Five respondent (15.8%) are disagree. One respondents (1.8%) strongly disagree.

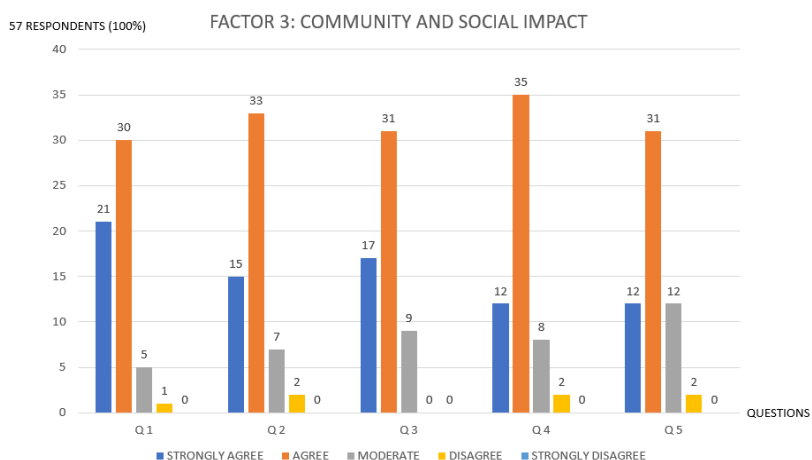
As the statement of Q4: 'Do you agree that the efforts made to preserve and protect any historical artifacts or remnants found during the transformation of Pudu Jail into Lalaport have been satisfactory?'. Nine respondents (15.8%) are strongly agreed. 28 respondents (49.1%) are agreed. 11 respondents (26.3%) are moderate. Five respondent (7%) are disagree. One respondents (1.8%) strongly disagree.

For the statement of Q5: 'Do you agree that the integration of Pudu Jail into Lalaport has positively contributed to the overall historical identity of the area?'. Nine respondents (15.8%) are strongly agreed. 31 respondents (54.4%) are agreed. 11 respondents (19.3%) are moderate. Five respondent (8.8%) are disagree. One respondents (1.8%) strongly disagree.

The findings related to the research factor of Historical Preservation show mixed perceptions among respondents regarding the brownfield remediation program of Pudu Jail into Lalaport. While a significant number of respondents agreed that the historical significance of the site has been successfully preserved, there were also notable proportions of respondents who expressed moderate agreement or disagreement. Similarly, opinions on the retention and incorporation of architectural elements and structures from Pudu Jail into Lalaport were diverse. Respondents were more inclined to agree that the historical narrative and cultural heritage associated with Pudu Jail were effectively communicated and celebrated in Lalaport. Additionally, many respondents expressed satisfaction with the efforts made to preserve and protect historical artifacts or remnants found during the transformation. However, there were some dissenting views on this matter. Overall, while the integration of Pudu Jail into Lalaport appears to have positively contributed to the area's historical identity, there are areas where further improvements could be made to enhance historical preservation.

4.3 Finding for research factor 3: Community And Social Impact

Figure 2.3 shows the total numbers of the respondents regarding Users Perceptions Towards The Integrated Remediation Processes Of The Pudu Jail Into Lalaport



For the statement of Q1: 'Do you agree that the integration of Pudu Jail into Lalaport has positively impacted the surrounding community by providing new economic opportunities, such as job creation and increased tourism?'. 21 respondents (36.8%) are strongly agreed. 30 respondents (52.6%) are agreed. Five respondents (8.8%) are moderate. One respondent (1.8%) is disagree. None of respondent (0%) strongly disagree.

As the statement of Q2: 'Do you agree that the transformation of Pudu Jail into Lalaport has enhanced community engagement and involvement in the area?'. 15 respondents (26.3%) are strongly agreed. 33 respondents (57.9%) are agreed. Seven respondents (12.3%) are moderate. Two respondent (3.5%) is disagree. None of respondent (0%) strongly disagree.

For the statement of Q3: 'Do you agree that the integration of Pudu Jail into Lalaport has led to improved infrastructure and public amenities in the surrounding community?'. 17 respondents (29.8%) are strongly agreed. 31 respondents (54.4%) are agreed. Nine respondents (15.8%) are moderate. None of respondent (0%) disagree and strongly disagree.

As the statement of Q4: 'Do you agree that the transformation of Pudu Jail into Lalaport has positively influenced the perception and reputation of the surrounding neighborhood?'. 12 respondents (21.1%) are strongly agreed. 35 respondents (61.4%) are agreed. Eight respondents (14%) are moderate. Two respondent (3.5%) is disagree. None of respondent (0%) strongly disagree.

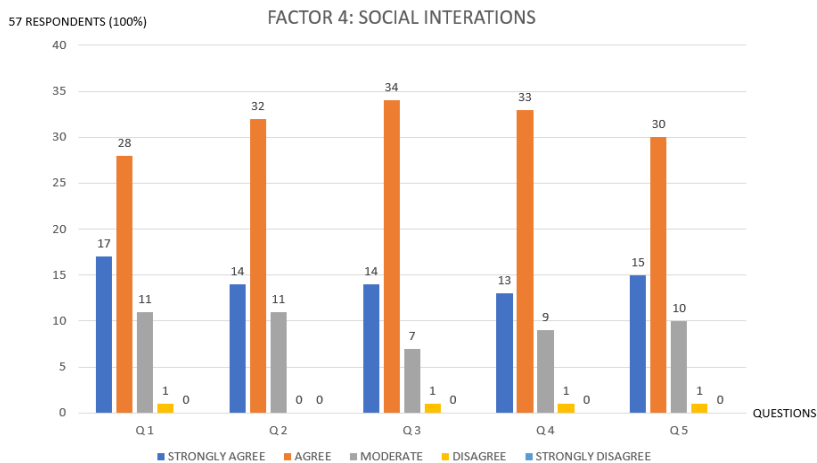
For the statement of Q5: 'Do you agree that the integration of Pudu Jail into Lalaport has fostered a sense of community pride and ownership among residents in the area?'. 12 respondents (21.1%) are strongly agreed. 31 respondents (54.4%) are agreed. 12 respondents (21.1%) are moderate. Two respondent (3.5%) is disagree. None of respondent (0%) strongly disagree.

The findings related to the research factor of Community and Social Impact indicate that respondents generally perceived positive outcomes from the brownfield remediation program of Pudu Jail into Lalaport. The transformation was seen as positively impacting the surrounding community by providing new economic opportunities, including job creation and increased tourism. It was also observed that the brownfield remediation program enhanced community engagement and involvement in the area, fostering a sense of pride and ownership among residents. The perception of improved infrastructure and public amenities in the surrounding community was also notable. Moreover, the transformation of Pudu Jail into Lalaport positively influenced the perception and reputation of the surrounding neighborhood. Overall, the

findings suggest that the brownfield remediation program of Pudu Jail into Lalaport has had beneficial effects on the community, contributing to a stronger sense of community pride, increased engagement, and improved perceptions of the area.

4.4 Finding for research factor 4: Social Interactions

Figure 2.4 shows the total numbers of the respondents regarding Users Perceptions Towards The Integrated Remediation Processes Of The Pudu Jail Into Lalaport



For the statement of Q1: 'Do you agree that the integration of Pudu Jail into Lalaport has enhanced social interactions and community engagement in the surrounding area?'. 17 respondents (29.8%) are strongly agreed. 28 respondents (49.1%) are agreed. 11 respondents (19.3%) are moderate. One respondent (1.8%) is disagree. None of respondent (0%) strongly disagree.

As the statement of Q2: 'Do you agree that Lalaport provides ample opportunities for people to come together, interact, and build social connections?'. 14 respondents (24.6%) are strongly agreed. 32 respondents (56.1%) are agreed. 11 respondents (19.3%) are moderate. None of respondent (0%) disagree and strongly disagree.

For the statement of Q3: 'Do you agree that the presence of social spaces or amenities in Lalaport encourages social interactions among visitors and residents?'. 14 respondents (25%) are strongly agreed. 34 respondents (60.7%) are agreed. Seven respondents (12.5%) are moderate. One respondent (1.8%) is disagree. None of respondent (0%) strongly disagree.

As the statement of Q4: 'Do you agree that the transformation of Pudu Jail into Lalaport has positively impacted the sense of community and social cohesion in the surrounding neighborhood?'. 13 respondents (23.2%) are strongly agreed. 33 respondents (58.9%) are agreed. Nine respondents (16.1%) are moderate. One respondent (1.8%) is disagree. None of respondent (0%) strongly disagree.

For the statement of Q5: 'Do you agree that the integration of Pudu Jail into Lalaport has led to an increase in social activities, gatherings, or events in the area?'. 15 respondents (28.1%) are strongly agreed. 30 respondents (49.1%) are agreed. 10 respondents (21.1%) are moderate. One respondent (1.8%) is disagree. None of respondent (0%) strongly disagree.

The findings related to the research factor of Social Interactions indicate that the brownfield remediation program of Pudu Jail into Lalaport has had a positive impact on fostering social interactions and community engagement in the surrounding area. A significant number of respondents strongly agreed or agreed that Lalaport provides ample opportunities for people to come together, interact, and build social connections. The presence of social spaces or amenities in Lalaport was also seen as encouraging social interactions among visitors and residents. The transformation of Pudu Jail into Lalaport positively influenced the sense of community and social cohesion in the surrounding neighborhood. Moreover, the brownfield remediation program of Pudu Jail into Lalaport led to an increase in social activities, gatherings, or events in the area. Overall, the findings suggest that Lalaport serves as a vibrant hub for social interactions, contributing to a sense of community and social cohesion among residents and visitors alike.

5.0 CONCLUSIONS

Based on the responses received, it can be concluded that the respondents strongly agreed with the statement regarding the landscaping and green spaces in Lalaport contributing to its visual charm and creating an inviting environment. They also expressed a high level of agreement with the efforts made to preserve and protect historical artifacts during the transformation process. Furthermore, the respondents agreed that the transformation of Pudu Jail into Lalaport positively influenced the perception and reputation of the surrounding neighborhood. Lastly, they believed that Lalaport provides ample opportunities for social interactions and community engagement. Overall, the respondents' positive agreement on these aspects indicates a favorable perception of the aesthetic appeal, historical preservation, neighborhood perception, and social interactions facilitated by Lalaport.

6.0 ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to all the participants who took the time to provide their valuable insights and opinions for this article. Their willingness to share their perceptions towards brownfield remediation program of Pudu Jail into Lalaport has been instrumental in shaping the understanding of various aspects related to the project. Their thoughtful responses have enriched the content and analysis of this article. Furthermore, I extend my thanks to the authorities and stakeholders involved in the brownfield site redevelopment at Bukit Bintang. Their efforts and commitment to sustainable development have provided the context and inspiration for this research. Collectively, the collaboration, insights, and support from all those involved have played a pivotal role in the completion of this article, and I am truly thankful for their contributions.

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Tarikh : 20 Januari 2023

Prof. Madya Dr. Nur Hisham Ibrahim
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