

UNIVERSITI TEKNOLOGI MARA

**REVITALISATION OF URBAN
PUBLIC SPACE IN CORE ZONE,
GEORGE TOWN WORLD
HERITAGE SITE, PULAU PINANG**

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ABSTRACT

Revitalisation of urban public space is a process to redevelop the public space area in line with the population and development growth. It is essential for urban revitalisation in meeting the users' needs in urban public space to create a successful public space. This research looks at the factors related to a revitalisation of urban public space in George Town Pulau Pinang. The research is to identify the features of public space which could usefully be undertaken for revitalisation purposes and how to make the public space more functional with positive impact on modern urban life. This research is based on data obtained from in-depth interviews, observation and questionnaire survey regarding public space successful factors based on the local residents' and tourists' assessment. The data were analysed to evaluate and determine the public space attributes and its level of preferences that influence the alternative ways to the revitalisation of urban public space in terms of planning and management of successful urban public space. Finally, the recommendations of this research should be able to revitalise urban public space particularly in terms of the physical qualities, functionality and suitability, users' preferences, needs and comfort at public space. This recommendation is expected to assist the local authority to successfully managing urban public space. Therefore, with this recommendation can contribute to the improvement of urban public space planning and management in George Town.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

In an era of rapid development, the city takes the initiative to develop the economy, political stability and enhance the technology as well as creating the social life in the urban area. Zhu (2010, p. 1), predicted that *“in the 21st century the city will face a unique period of rapid economic growth and technology, and to encourage urban communities to re-examine the depth and breadth of content, research and respond”*.

The history of urban revitalisation was highlighted after Second World War in the industrialised nations which involve many cities such as Western Europe and the United States were faced with problems of crime, unemployment, poor education and racial segregation which lead to massive outward migration of middle-income people (Li, 2003 & Farzaneh, 2011). Those cities were confronted with the problems of the economic downturn, environmental degradation and social disorder against the modernist planning agenda which were affected by the war (Couch, Sykes & Borstinghaus, 2011). Thus, urban revitalisation became the important concept to redevelop the centre of cities.

Urban revitalisation is a process to build and restructure the city that has been deteriorated or left behind in development. According to Abdul Majeed (2012, p. 113), *“rapid urbanisation requires cities to be made liveable and sustainable to optimise the potential of cities as the engines of economic growth”*. The implementation of urban revitalisation requires redevelopment of the buildings such as the redevelopment of slum areas, shop houses and offices that are decayed. In addition, this process also includes improving the transportation system, the development of the recreational area, public facilities, old buildings that are of historical or heritage value. Urban revitalisation also includes public spaces or park in heritage sites. Thus, urban revitalisation focuses on social deprivation, the economic competitiveness and environment quality (Ntshona, 2013). The main goal is to provide healthy, safe and comfortable environment.