

URBAN PEDESTRIAN MALL : SOCIO-ECONOMIC  
AND ENVIRONMENTAL IMPLICATIONS

By

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bertajuk URBAN PEDESTRIAN MALL : SOCIO-ECONOMIC  
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## Abstract

The degrading quality of urban life in Georgetown could well be associated with the encroachment of traffic. More people are turning to the suburbs to escape the hostile urban environment. The downtown retail activities are left dilapidated physically and economically depressed while the shopping complexes prosper under such an environment. The Penang City Council feels that the implementation of a pedestrianization program would solve the problem but it is opposed by the retailers and some of the customers.

To uncover the reasons for such negative responses, the retailers opinion survey and the public opinion survey are conducted. The data from the surveys are used to evaluate the performance of the previous mall experiments and also the response of the users towards the proposed mall program.

The main problem affecting the effectiveness of the previous mall experiments relates to the lack of comprehensive planning done prior to those mall experiments. The users requirements are not adequately accommodated for and potential problems are not foreseen. The previous mall experiments have also failed to incorporate community involvement in the planning, implementation and management programs. The planning of the mall has also

been done in isolation without incorporating the related external factors such as the surrounding landuses, public transportation system, parking facilities and the overall traffic circulation system. It creates the problems of incompatibility of functions and uses of the mall and the surrounding areas.

Using the 'Relational Matrix Technique', the proposed planning strategies are formulated based on the problems identified earlier. To ensure that these planning strategies achieve its objectives, the policy guidelines related to the planning, implementation and management of the proposed mall are outlined to suit the resources and constraints of the local and non-local community and environmental requirements. The problems associated with pedestrian mall should be looked at both as an overall urban concept and their individual elements to ensure its success.