

UNIVERSITI TEKNOLOGI MARA

**URBAN HERITAGE STREETS
REVITALISATION:
IDENTIFICATION OF ATTRIBUTES
AND DEVELOPMENT OF RANKING
AND STRATEGY**

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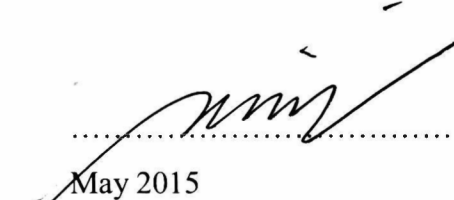
PhD

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This study focuses on the revitalisation performance of the outdoor ambience in between heritage streets. The heritage streets in this study is limited to an abundance of shop houses within the core zone of the historic city of the Straits of Malacca; George Town in Pulau Pinang and Melaka. The existing physical and spiritual attributes of the 'outdoor space in between the heritage street is currently in various conditions that requires urgent monitoring system of revitalisation. The spaces have a high potential to be enhanced as 'an urban outdoor living room' with magnetic attraction as "a place" for promoting on-street cultural heritage products and environment. The vibrancy of pedestrian movement of the observed study area has the regenerative potentials to create a positive aura with unique, antique and authentic ambience. Thus, the outdoor space quality reflects a high economic, environmental and social value. With this awareness, the study aims to unfold the "constructive approach" of the ambience with three main objectives. The first objective is to identify the heritage street Revitalisation Attribute (RA) and develop the Revitalisation Toolkit (RT). RA is the "construct" and RT is the "measuring tool" of the heritage street revitalisation performance (RP). The second objective is to investigate the experts' decision-making using Expert Choice for Revitalisation Ranking (RR) of heritage streets. The highest rank street leads to the third objective which is to develop the Revitalising Strategy (RS). In terms of methodology, this study employs mixed methods of unobtrusive and obtrusive research. The unobtrusive research employs document analysis and Direct Visual Assessment (DVA) and the obtrusive research employs Focus Interview (FI) with experts in Melaka and George Town, Pulau Pinang. The findings of this research are the identification of RA, and the development of RR and RS. The research findings provide an integrated monitoring system for the identification of RA and development of toolkit for ranking and strategy towards valorising the urban outdoor quality of the heritage streets.

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CHAPTER ONE

INTRODUCTION TO RESEARCH

1.1 INTRODUCTION TO CHAPTER ONE

This is the introductory chapter of the research. This chapter functions as a legible tool in grasping the research direction and goal. The purpose of the chapter is to give a clear understanding on the general content of this research. It is divided into sub-topics in providing the research enlightenment. Those sub-topics are: Introduction to Chapter One, Discovery: Background to The Research, the research aim, problem statement, research objectives, significance of study / expected contribution to new knowledge, research methodology: how to achieve, the limitation of study, the study site, thesis writing organization and finally the chapter one's conclusion.

1.2 DISCOVERY: BACKGROUND TO THE RESEARCH

The issue on the built heritage enhancement is heavily discussed in various conferences and conventions which are continuously organised by the United Nations for Education, Scientific and Culture Organisation (UNESCO) since the early convention in Belgrade. The main aim of the body is to create heritage awareness to multi disciplinarian's urban designers and city authorities of the participating countries. They have to make their stand and uphold local protection and conservation. Otherwise, new modern buildings are constructed without giving consideration to the existing urban context such as heritage shop houses being demolished due to development pressure.

This research focused on the existing phenomenon and identification of the revitalisation opportunity for the heritage shop houses in the Cities of the Straits of Melaka: Melaka and George Town, Pulau Pinang. This section also discusses about the setting of the study sites which are located within the Malaysian world heritage sites. The study evaluates an existing cultural phenomenon of selected heritage streets within the core zone of the Historic Cities of the Straits of Melaka. In evaluating this scenario, a