

**SUSTAINABLE REVITALIZATION'S THEORY EVOLUTION:  
EVALUATING REVITALIZATION ATTRIBUTES**

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## 2. Letter of Offer (Research Grant)



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### KELULUSAN SKIM GERAN PENYELIDIKAN FUNDAMENTAL (FRGS) FASA 1/2012

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Dengan hormatnya perkara di atas adalah dirujuk.

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4. Peruntukan kewangan akan disalurkan melalui tiga (3) peringkat berdasarkan kepada laporan kemajuan serta kewangan yang mencapai perbelanjaan lebih kurang 50% dari peruntukan yang diterima.

Peringkat Pertama	20%
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Sekian, harap maklum.

**"SELAMAT MENJALANKAN PENYELIDIKAN DENGAN JAYANYA"**

Yang benar

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## 5. Report

### 5.1 Proposed Executive Summary

There were 911 sites including 704 cultural, 180 natural, 27 mixed properties were included as outstanding universal value by the UNESCO World Heritage Convention in June 2010. Malaysian heritage sites were Melaka and Georgetown as listed since 2007. However, World Heritage Lists is not an ultimate benchmark to qualify heritage site rated as high revitalization. According to (Krier, 1979) defines streets as urban space for public besides square. Marcus C.C. Francis, C (1998) research were highlighted on the importance of Physical Attributes (PA) and Spiritual Attributes (SA) in revitalizing street.

The main vertical components of shop houses are façade and window display. Regardless its impressively charming character, the locality of the shop houses has substantial influence. For instance the urban and heritage contextual guidelines are the existing setting for shop houses in Georgetown and Malacca. The shop owners are in compliance to the city manager's commercial and heritage buildings guidelines. Functionally mixed-used for shopping, working and living but personalization is the expected quality by end users. This high expectation on heritage enhancement caused heritage shop owners to a new pressure to maintain heritage aesthetical and economical balance. Therefore, this research provides an evaluation of constructive attributes based on local great heritage streets from two of our World Heritage Sites in Penang and Malacca.

The aim of this to investigate and evaluate the (PA) and (SA) for establishing a great heritage streets within World listed urban architectural heritage streets only. In order to investigate both attributes research will employ two main research methods i.e. unobtrusive method and obtrusive method which involved document analysis, content analysis, visual perception study and semi structured interviews. The research provides both physical and spiritual attributes for improving the sustainable revitalization of heritage streets.

## 5.2 Enhanced Executive Summary

There were 911 sites including 704 cultural, 180 natural, 27 mixed properties were included as outstanding universal value by the UNESCO World Heritage Convention in June 2010. Malaysian heritage sites were Melaka and Georgetown as listed since 2007. However, World Heritage Lists is not an ultimate benchmark to qualify heritage site rated which considered as high revitalization. Of course, there are multi-ways to evaluate heritage streets prior to an establishment of a street as so called as "Great Heritage Streets". There are streets which are very outstanding and famous streets such as Oxford Streets in London, United Kingdom; Orchard Street in Singapore; Istalal Street in Istanbul, Turkey and Petaling Street in Kuala Lumpur, Malaysia. According to (Krier, 1979), he defines streets as urban space for public besides square. Marcus C.C. Francis, C (1998) research had highlighted on the importance of Physical Attributes (PA) and Spiritual Attributes (SA) in revitalizing street in order for developing a creative street and hence enliven the urban space. In the practice of urban heritage conservation and revitalization, multi role-players and disciplinarians involves in the transformation of an urban heritage streets. The street by all mean is made up of three dimensional components of architectural heritage building as its main physical component, street system as the link and street shopping as the business operation. The main vertical components of shop houses are façade and window display. Regardless its impressively charming character, the locality of the shop houses has substantial influence. For instance the urban and heritage contextual guidelines are the existing setting for shop houses in Georgetown and Malacca. The shop owners in both locations are complying with the city manager's commercial and heritage buildings guidelines. Functionally mixed-used for shopping, working and living but personalization is the expected quality by end users. This high expectation on heritage enhancement however has caused heritage shop owners to a new pressure. They are in the critical position in maintaining both heritage aesthetic and economical balance. The heritage shop owners in heritage streets are either passive spectators or actively involved in a heritage community participation in business activities on their profit-making policy. On the other hand urban managers were managing the city vision and occupied their financial management and incentives for heritage owners for conserving their heritage property in order to increase the city's revenue. Many researches were conducted on urban design in designing the outdoor urban spaces but on the other hand had an acute interest on evaluating heritage observer's perception. Thus, this research explored physical attributes from end-users' perception with high heritage awareness in mind and soul. Hopefully by end of the research, the findings on physical and spiritual attributes will improve the sustainable revitalization theory.