

**UNIVERSITI TEKNOLOGI MARA**

**REVIVING THE URBAN IDENTITY,  
CASE STUDY AT PEKAN SEPANG, SELANGOR.**

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## ABSTRACT

Urban identity can be defined as an interaction of place for human to characterize themselves in expression to a specific place. This study is focus on the reviving the image of the old town Pekan Sepang towards authentic places by enhancing the physical character, environmental surrounding and social activities. The physical character is focus on the open space design, street linkage design and conservation of the historical value. The primary method of this study is based on the identification base on observation and recorded data method. This study is using the methodology of the implementation stage of secondary data from the previous topic that related to the urban identity of town from the published article and journal and a data from the government department. The data collection of this study from the primary and secondary methodology use as an inventory data, after the data collection make an analysis of the data and transfer as the synthesis to identified the potential area to be proposed a new design and enhancing the area. Based on the design strategy, idea and development the concept of the “Evoke” as the guideline on enhancing and combining the heritage value of Pekan Sepang as the first development of Sepang and related with the Sungai Sepang Mangrove River as the environmental and social space. The focus of this study will be enhancing the identity of this town by transform the physical from of open space design, street linkage design and the conservation of the historical features. By using the urban identity approach, it helps to create the nostalgic value that will strength the memorial able and experience journey of the old town. Besides, the reviving of the urban identity also creates the difference of a sense of place.

**Keywords:** Reviving, old town, urban identity, heritage value, environmental surrounding, open space, street linkage, historical value.

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## CHAPTER ONE

### INTRODUCTION

#### Introduction

Urban areas round the world face a vital innovate their histories, it because the world population continues to migrate to developing urban centres. Cities square measure gaining associate degree unprecedented share of the world's total population. The trends and patterns, that embody the means within which urban centre grow measure melding along beneath economic process, manufacturing cities that have become more uniform (Radstrom, 2011). According to the United Nation's nowadays, 55% of the world's population lives in urban areas, a proportion that's expected to extend to 65% by 2050. Thus, it seems that the urban environment is continued to grow to accommodate individuals. Therefore, each area measure natural and cultural landscape sources can still be under pressure in an around the town placement. Additionally, to the difficulty of ecological sustainability, the growth of urban areas is increasing urban resident and the deterioration of natural and cultural resources creates anxiety on the image and identity of the city landscape.

In general, urban identity is the basis for attach sense of belonging. This reflects folks their tradition, cultural, aspirations, desires and have. Within the past, native folks with their beliefs and artistic skills area unit a crucial a part of the planning and construction method. As a result, architecture and social economics of the development is the product successfully express the identity of the community and maintains a continuity element and difference.

#### 1.1 Background

Pekan Sepang is located within Sepang, the district of Sepang is the youngest district for the state of Selangor. It is located within the in the southern parts of Selangor, bordering on the Hulu Langat, Kuala Langat and Petaling districts. The district of Sepang also borders with Bandar Baru Nilai and state of Negeri Sembilan. (Sepang, 2017). Sepang in the 16<sup>th</sup> century has become a focus area not only in Malaya but also in Indian traders who come to seek profit in Malaya. According to the traders, in those centuries, they came to look for the growing Sepang tree among Indian traders, the name of this tree has been taken as its place name. The Sepang tree was viewed as a useful tool. It is not only used as a dye material where the tree's