URBAN HERITAGE:
ENHANCING THE IDENTITY OF PEKAN PAHANG BY
PROMOTING WALKABILITY THROUGH GREEN CONNECTIVITY

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ABSTRACT

Urban identity briefly can be defined as an interaction with places where people experience and describe themselves in terms of belonging to a particular place. In this study, it will enhance the identity and image of Pekan as a Royal Town. The physical character of the place will be emphasized on the type of spaces, activities, comfortable pedestrian way, systematic street linkages and historical features. The methodology during this study involve the implementation stages of secondary data which from government department and existing data from previous researcher that already published. Besides that, the primary data has been determined through observation at site area. From all the data collected are been synthesised to identified the issue and the potential area to be developed and preserved in design phases. Based on the design programming and design ideas inspired from the concept of 'Green Magnet' that has been convert into physical form in designing of linkages between spaces. In this era, modernism increase rapidly and many people forget about the historical value of some place. The idea in this project is to enhance the identity of Pekan Town also give an experience journey and feel the sense of place that to be memorable to people.

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CHAPTER 1: INTRODUCTION

1.0   INTRODUCTION

Urban identity is formed by the significant values and characteristic of a city.
Identity is the characteristic that are used to describe the natural and cultural
properties. (Beyhan & Çelebi Gürkan, 2015). The poor of urban identity will
affect the uniqueness of the city that can be experienced. According to the
Beyhan (Beyhan & Çelebi Gürkan, 2015) . Elements of identity are divide into
four which are origin or cultural heritage, quality and character of social needs,
local features and factors provisional on topography and appropriate
technology.

Today, most cities in Malaysia considerably advance technology and more
development towards mission on year 2030. The influence of globalization is
very important on the development of urban areas and this directly affects
identity of urban environment. (Kaymaz, 2013) Urban identity should be
emphasized because it will affect human activities and behaviour and enhance
the sense of belonging of the place.

1.1   BACKGROUND OF STUDY

Pekan town is a town in Pekan Pahang Darul Makmur that located around 44
kilometre from Kuantan and about 380,500 hectares. There are eight *mukim* in
Pekan Pahang which are Pekan, Kuala Pahang, Pahang Tua, Pulau rusa,
Lanngar, Lepar, Penyor, and Bebar (RTD, 2015). One of the main attraction of
Pekan town is the historical place and landmark that give strength to the
physical characters of the place such as Istana Sultan Abu Bakar, Museum
Masjid Sultan Abdullah, Museum Sultan Abu Bakar, and Museum Kapal Pulau
Beram. They preserve the old commercial building built since 1920 and still
being used until now. It continues to lose its own urban identity. There are
several action taken by the Local Authority of Pekan Pahang such as proposed
Pekan River Front but it does not effectively express the identity of Pekan