

*Urban Green Marketplace
of Jalan Pasar Kuantan, Pahang*

UNIVERSITI TEKNOLOGI MARA

**ENHANCING JALAN PASAR KUANTAN AS A GREEN
SUSTAINABLE MARKETPLACE THROUGH TACTICAL
URBANISM APPROACH**

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ABSTRACT

It was highlighted that the marketplace one of the engines for urban growth. Thus, the marketplace is key built urban growth elements in urban areas that need to be utilised with proper landscape planning in order to create a liveable and lovable sustainable urban marketplace. That was one of the human and community settlements for the nowadays and how it crucial the importance of the city identity. The marketplace is a business centre that that function as a trading space and can be seen as a local cultural lifestyle area. The study area is located at Jalan Pasar urban centre which surrounded with a commercial area. The significance of this study is to propose a green urban marketplace at Kuantan town with the aim that achieving a liveable and lovable sustainable urban marketplace. In this study, the inventory and analysis process has been conducted and it focussed on the three aspects which are the physical, social and physical environmental. Lastly, the findings of this study will provide a landscape master plan and design proposal that contributes toward liveable and sustainable urban environment.

Keywords: *Marketplace, Sustainable, Green Marketplace, Placemaking, Tactical Urbanism.*

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CHAPTER 1

INTRODUCTION TO TOPIC

1.1 INTRODUCTION

From history, the marketplace has been founded because of the many reasons and functions to urban growth. Marketplace one of the typologies of the urban development that be a space for tangible and intangible socialize activity (Ibrahim, Wahab, & Shukri, 2018). Marketplace not only a commercial gathering area but its more than that. Its also known as a spatial arrangement that provides space for the public community. For everyday life to the city, marketplace made as a interactions space for the people and communities, its also provide good, information and facilities.

However, marketplace one of the engines for urban growth. In addition, if we can get it a sense of 'life' and 'heartbeat' of the places. (Janssens, Freek Sezer, Ceren,2013). Supported by Ahood Al-Maimani (2014), the marketplace will become a focus place for trade and social interaction center for the community. That was one of the human and community settlements for the nowadays and how it crucial the important of the city identity.

According to Ashworth (2000), the marketplace is a business centre that that function as a trading space and can be seen as a local cultural lifestyle area. For example, Jalan Pasar Kuantan is the main marketplace in Kuantan City that had a continuous trade activity from the morning until late at night. It can be classified as a livable area but not a lovable area because of the vehicular domination make people more do an indoor activity rather than outdoor activity except during the flea market.