

## URBAN SOCIABLE STREETScape: A REVIEW ON JALAN RAJA ALANG, KAMPUNG BARU, KUALA LUMPUR

Muhamad Adli Faezal Bin Rosnan<sup>1</sup>, Zuraina Leily Awaluddin<sup>2</sup>, Aminuddin A M R<sup>3</sup>, Sharyzee Mohmad Shukri<sup>4</sup>

<sup>1,2,3</sup> Department of Architecture, Faculty of Built Environment, University of Malaya, Kuala Lumpur, Malaysia

<sup>4</sup> Faculty of Architecture and Built Environment, Infrastructure University Kuala Lumpur, Malaysia

\*asrulmahjuddin@um.edu.my

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This research concerns the visual connection of nodes between environment and community in an urban street of Kuala Lumpur, Jalan Raja Alang, Kampung Baru. This street act as a secondary road in Kampung Baru where it connects both primary roads, Jalan Tunku Abdul Rahman and Jalan Raja Abdullah. With the advantages of the existing Food Paradise concept, this street might become a great need for a third place, a sociable streetscape. This research objective is to enliven Jalan Raja Alang as the new social node for the community in improving their wellbeing and livelihoods. The advent of sociable streetscape was motivated by the lack of security for walking activities in the area. Majority of the local were threaten by the road hazards and polluted surroundings. Hence, the respondents were asked to describe the street in accordance with the efficacy of the current streetscape and to suggest several recommendations for better refinement of the street. The results shows that the existing streetscape can be improved and possible to become an urban sociable streetscape in the city. In addition, majority of the respondents also agreed with the aim and the objective proposed.

**Keywords:** Urban Sociable Streetscape, Architecture, Kampung Baru

### 1 INTRODUCTION

In the business centre of Kuala Lumpur, Malaysia, there is a most valuable tract of land dominated by a Malay enclave (Mohamed Zaid et al., 2015) currently known as Kampung Baru. Most of the existing traditional settlements have started to diminish and the local livelihood is affected due to the unaided and lack of interconnection between social sustainability and built environment (Wan Ismail et al., 2018) including Jalan Raja Alang which is part of the heart in Kampung Baru. Jalan Raja Alang serves as a secondary road where it connects both Jalan Tunku Abdul Rahman and Jalan Raja Abdullah together. The street acts as a connection point for the neighbourhood community nearby which encourages people to interact with the locals in accordance with the existing mosaic of activities. (Harun et al., 2017)

Generally, the street acts an important role as a node as well as become most influential symbol of the public area. Street or streetscape has functional, social, and leisure needs of the public which can be associated with economic growth, people physical health, and community sense of place. Since the public use most of their time on the streets, the role of properly designed streets is important in urban development because it is a fundamental aspect of the urban physical elements, and it corresponds with the human scale (Ewing and Handy, 2009) and ('g'-Ling, A.T., Aminuddin, A. (Aminuddin, A.M.R).

Scholars suggested that the street should be used as a social space instead of only a channel for movement. Therefore, creating a pleasant pedestrian environment should be done through sustained assessment and inspection

of sidewalk facilities. (Landis, et al, 2001) Sidewalks are the main channels for walking, which is considered to be important for encouraging people to be physically active and for forming a healthy community (Mirzayi, 2010, Sung et al., 2015). Findings from recent studies show that improvement of operational characteristics and the pedestrian environment which include sidewalk can encourage people to walk, and directly influence people's quality of life, safety (Ewing et al., 2006, Mehta, 2008, Saelens et al., 2003) and road congestion (Elias and Shiftan, 2012). Sidewalk facility enhancements that consider a wide range of users lead to higher levels of satisfaction among people with diverse abilities (Asadi-Shekari et al., 2014).

It has been found that the built environment of one's neighbourhood, including distances to non-residential destinations, street connectivity, and the condition of pedestrian infrastructure, affects walking behaviour (Christiansen et al., 2016, Sugiyama et al., 2014). Leyden also found living in walkable, mixed-use neighbourhood was associated with greater social capital including a greater likelihood of trusting other people, getting to know neighbour, and involvement in one's community. Therefore, understanding the construction of walkable or unwalkable places is crucial for urban planners and epidemiologists.

Studies about measuring the physical characteristics of the streetscape have already been conducted in many cities, and they are mainly focused on measuring the streetscape's complexities as evaluated with several different methods (Cavalcante et al., 2014, Cooper et al., 2013, Kacha et al., 2013). With that said, this research study is not concerned about measuring the streetscape, but rather about experiencing the streetscape. Mohidin, H.H.B., Aminuddin, A. (Aminuddin, A.M.R), Aminuddin, A. (2019), regarding formal buildings and architecture, one of the initiatives that can be done is to collect the community feedback and responses in collaborating with the Corporate Social Responsibilities by Perbadanan Kampung Bharu. The locals can take the opportunity to suggest methods in improving the current condition of the street. Site analysis will also be conducted to evaluate the current conditions of the existing physical characteristics of Jalan Raja Alang. Therefore, the analysis will help in improving the overall condition of Jalan Raja Alang.

## 2 METHODOLOGY

Creating a pleasant pedestrian environment can be achieved through sustained assessment and inspection of sidewalk facilities. However, assessing the pedestrian environment is more complicated than vehicle roadways (Landis et al., 2001). Therefore, Level of service (LOS) is used as an instrument for assessing the overall quality of service, street furnishing and infrastructure (Asadi-Shekari et al., 2014, Moeinaddini et al., 2013). The strategy of assessing pedestrian level of service (PLOS) is necessary in order to improve the existing infrastructure and to guide new investments (Christopoulou & Pitsiava-Latinopoulou, 2012). PLOS methods can be classified into two main types (Asadi-Shekari et al., 2013). The first type includes capacity-based models that focus on sidewalk capacity, pedestrian flow and volume (Fruin, 1971, HCM, 2000). The second type includes roadway characteristics-based models that focus on design factors and pedestrian facilities (Asadi-Shekari et al., 2014, Landis et al., 2001, Tan et al., 2007).

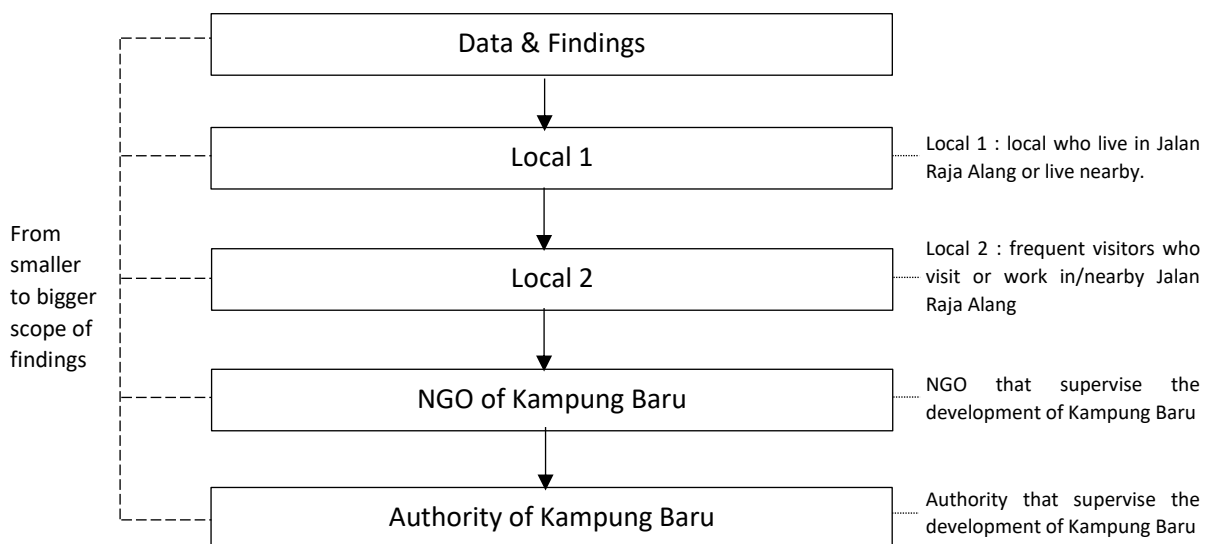
In defining what constitutes a livable streetscape, second type of PLOS method will be applied which is measuring the existing physical characteristics of the streetscape and determining the indicators of the quality of human experience in the streetscape based on their behaviours and preferences (Harvey and Aultman-Hall, 2016). Therefore, site surveys become the inspections strategy for analysing the existing condition of research proposed area, which is Jalan Raja Alang, a secondary roadway in Kampung Baru, Kuala Lumpur. The intention of the strategy is to gather information of the proposed area by determining the problems, examining the defects and figuring the possible solutions. Therefore, an outdoor activity for site survey and analysis is required in order to determine a precise location, accessibility of the road, the best orientation for the site and the location of obstacles. A suitable type of site survey and practice will be decided depend on the scale of the research scope. Hence, site survey become one of the fundamental methods in order to gain information for the research findings.

Despite that, due to the pandemic situation of COVID-19, an Act of Conditional Movement Control Order (CMCO) was applied which restrict movement and gatherings nationwide as stated by the government. Kampung Baru was pronounced by Kementerian Kesihatan Malaysia (KKM) as the red zone area which restricted people to go outside and stay at home causing limited sources for findings. While waiting for further announcement by KKM, a case study method should be done in order to find a similar up-close, in-depth, and detailed examination of a particular case (Kumar V. and Gupta G., 2021). Case studies can be useful by following a formal research method which are likely to appear in formal research venues, as journals and professional conferences (Steenhuis et al., 2015). It can be either a single case study or multiple which include qualitative and

quantitative evidence rely on the multiple sources used. Case study does not necessarily have to be one, as there may be many observations within a case which involved many individuals and entities across many time periods. In this qualitative research study, similar case studies should be used as references for the information and methodology purposes. The resulting body of case study research has long a prominent place in many disciplines and professions. Therefore, this research method is very suitable and possible even in pandemic situation. In this research scope, case studies of streetscape should be used since the research scope involved sociology and walkability. There are several walkability criteria with possible division of case studies for exploration which are, (1) Connectivity: linked, joined, networked and attached, (2) Convenience: time saving, appropriate, and useful, (3) Comfort: pleasant, protected, relaxed, and sheltered, (4) Accessible: movement, independent and mobility, (5) Conviviality: entertaining, sociable and lively, (6) Clear: obvious and perceptible, and (7) Coexistence: place and order (A. Moudon et al., 1997, Lau and Chiu, 2003, Litman, 2004, Abbey, 2005, Hutabarat, 2009, Vojnovic, 2006, McGuff, 2011). These criteria can be used as exploration purposes for finding suitable case studies method.

Qualitative approaches are no longer just the orthodoxy but might even be said to be dominant or hegemonic method (Hitchings R., and Latham A., 2019). This method helps for the survey of the field since a survey of qualitative research effectively becomes a survey of the entire discipline (O’Keeffe, S., 2017). According to the scholar reviews, (Davies and Dwyer, 2007, DeLyser and Sui, 2014 and Dowling et al., 2016) they have paid particular attention in focusing on more established methods to re-energise by adding additional elements for better findings. This is because when it comes to assessment, majority of the pedestrian environment assessment tools rely on the judgment of auditors, and this might lead to neglect of the perception of people who use the sidewalks and its facilities on a day-to-day basis (Aghaabbasi, M. et al., 2017). Therefore, questionnaire will be provided during and interview session to ease the process of collecting information.

Since pandemic COVID-19 occurred, most of the interview sessions were not face-to-face session. The interview sessions are more toward the virtual method which become the trending tool for researchers during the pandemic. It is included by calls, messages, emails, virtual software interviews and video calls. Locals, a non-Government Organization (NGO), Perbadanan Perkampungan Kampung Baru and the government authority of Kuala Lumpur which is Dewan Bandaraya Kuala Lumpur will become the suitable interviewees for the research findings.



**Figure 1:** Scope of interviewees for the interview session provided with set of questionnaires and letters of standard of procedure (SOP).

A virtual interview, or video interview, is a method that leverages video technology to allow the discussion to take place remotely. Rather than meeting face-to-face, the interviewers and interviewees will connect with each other online using video software such as Zoom application, Google Meet application and many other tools. In a contemporary era, this typical method needed at least a computer or laptop with a built-in or external video camera

and microphone, a reliable internet connection, and headphones if desired. A video interview often follows the style of a traditional and in-person interview.

This research study applying a qualitative approach method which will be focus more on the reviews from the locals and party involved in Kampung Baru, Kuala Lumpur in order to enliven Jalan Raja Alang as a potential sociable urban streetscape. In order to address both research questions and the research objectives, methodology planning is very important in order to find good quality of sources and findings. The table below shows the overall methodology planning for this research where all data collection will align with the research aim and objectives. All the data will be collected using different kind of approaches that only related to qualitative research method. Then, the data will be discussed and analysed for the overall research findings aligning with the research aim and objective. Briefly, the overall research methods will give contribution to the locals in Kampung Baru, Kuala Lumpur.

**Table 1:** Research Methodology flow

Research Questions	Objectives	Approach for Analysis		
		Method/Activities	Instruments	Analytical Techniques
RQ1: How Jalan Raja Alang can contribute to the livelihood of the community	RO1: To study the needs of the local community at Jalan Raja Alang in improving their livelihood	Literature Review	Research paper Articles Journals Internet	Compile, study and filter the findings
		Interview the local	Questionnaires Recorder Note	Do analysis from the findings
		Case Study	Research paper Articles Journals Internet	Analyze the possibility for a street to become the new social node for the community
RQ2: How the new social node of Jalan Raja Alang contribute towards the social sustainability	RO2: To regenerate the communal street as a sociable streetscape while preserving existing sense of the built environment	Qualitative Questionnaires	Physical Questionnaires Online Questionnaires Recorder Note	Gather the findings and analyze into graphic study

### 3 RESULT AND DISCUSSION

This research involved a qualitative method which more focus on the physical characteristic of the site and involvement of the public nearby or in the site. Site visit method is a crucial element in order to analyze the opportunities, problems and defects at the site proposed. In accordance with the scholars, they indicated that the importance of site visits in research is required depend on the research objective, not only as a starting point of system analysis but also as a crucial promoter to learning socio-technical methods. Improvements of methods are identified. It is a need to use Activity Driven (AD) tools and practice practical arrangements of site visits. Thus, this paper presents feedback collected from all methods applied which involved problems and defects analysis, face-to-face or virtual interview session and case studies analysis.

#### 3.1 PROBLEMS & DEFECTS ANALYSIS

Throughout the site survey and analysis of Jalan Raja Alang in Kampung Baru, there are several aspects that need to be highlighted which are very essential findings towards this research. The current condition of Jalan Raja Alang have a lot of defects in terms of 4 main aspects. The first aspect is the unorganized existing bazaar activity along the road street and the second aspect is the inadequate numbers of parking. Plus, the pedestrian walkway is blocked and unusable and lastly the current road condition has a lot of damage. To be summarized, the 4 aspects are bazaar market, parking, pedestrian walkway and road condition.



**Figure 2:** Overview of Jalan Raja Alang street that conclude the 4 aspects which are bazaar activity, parking, pedestrian walkway and road condition.

### ***3.1.1 Existing bazaar market activities***

Jalan Raja Alang in Kampung Baru is known as a Syurga Makanan which mean a place with variety type of food. There are lots of local Malay food that become the counterattraction area for people to visit Kampung Baru. They are lots of restaurants and other facilities there. Plus, there are also bazaar activity along the street of Jalan Raja Alang. Based on the site survey and analysis, the pattern of how the bazaar happening was depending on the location of restaurant.



**Figure 3:** The location of bazaar tent is depending on the location of the restaurants.



**Figure 4:** The bazaar lots where illegally operating on pedestrian and parking lots. Some of the locals self-declare ownership of the parking lot in front to operate their bazaar.

Despite the centralized benefits, most of the local there illegally open their bazaar tents on top of the pedestrian and parking lots. Although there are signage and rules that show the restriction location to open bazaar such as pedestrian walkways and parking lot, they still open the tent illegally. The authority has less control in this area in accordance to the rules and regulations. Somehow the illegal bazaar tent opening affecting to other aspects such as narrow roadways, blocked pedestrian and etc. The findings show somehow the benefits of the area becoming the cause of the main problem in most of the road in Kampung Baru which is road congestion.

Most of the local there self-declared on the ownership of the parking lots nearby their residential or shophouses. Hence, they used the lots as an opportunity to open bazaar tent. As you can see in the figure 4.3, they book their area of parking lots by putting their tents, table, chair, cone and etc on the parking lot as sign or notice it is owned. They will hardly remove their tent even after finished business. Hence, a proper bazaar lot design needs to be proposed and rules and regulation need to be strongly applied.

### 3.1.2 Parking lots

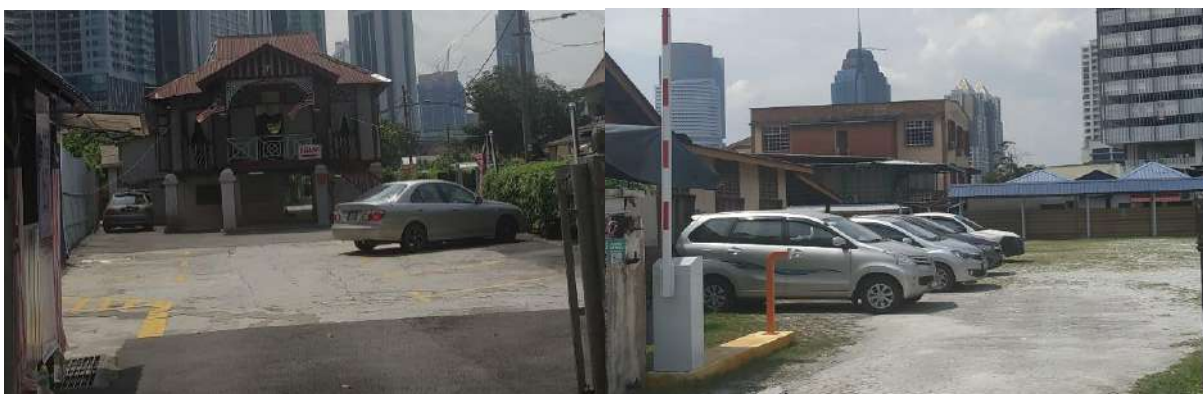
Beside the food bazaar, one of the main problems in Kampung Baru is inadequate numbers of parking. Based on the previous aspects, most of the local business there illegally place their tent on the parking lots causing the number of parking decreasing. Due to that, lots of the vehicles park freely and some of them park on the double lane road which block the traffic causing the road congestion during the peak hours.



**Figure 5:** Most of locals booked the parking lots by placing their tables, chairs, signage or their tent to indicate they own the parking lot.



**Figure 6:** Most of the parking lots are occupied by bazaar tent causing the cars illegally to be parked on a double lane road. Some of them open their bazaar tent, not only on a parking lot and pedestrian walkway but also along the street.



**Figure 7:** Some locals rent their extra land lot whether residential or commercial zone as owners' parking lots with charges as opportunities for parking issues.

Despite the ownership of the parking lot issues, among the local try to take the opportunity to generate extra income by renting their extra land lots either residential zone or commercial zone for visitor carpark with certain specific range of price charge. Somehow it is simultaneously given solution to an inadequate parking issue which consider as a great respond and thinking from the local reaction towards the current issues.

### 3.1.3 Pedestrian Walkway

The definition of Pedestrian Walkway is an allowance designed exclusively for pedestrians other than a sidewalk and shall include nature trails and paths. Pedestrian Walkway means a pathway, which may include stairs, made of a stable surface and which is kept clear of debris and other unwanted things in order to facilitate the movement of pedestrians. In accordance with the current condition of pedestrian walkway at Jalan Raja Alang, Kampung Baru, some portions of the pedestrian walkways area are blocked by the bazaar tent since they illegally occupied the area.



**Figure 8:** Some areas of the pedestrian walkway are blocked by bazaar and extended restaurant.

Some of the restaurant also using the pedestrian walkway as an extension of their eating area which are outdoor environment. Thus, the pedestrian is unfriendly and unsafe towards the user. Most of the pedestrian walk on the main road which consider more comfort for them to walk and cross freely which somehow unsafe and may cause an accident. Despite that, a portion area of pedestrian near the Masjid Jamek Kampung Baru is properly designed with greenery fence that separate the main road and the pedestrian walkway. It is considered as one of the successful strategies to not allowing the bazaar to open their tent on the pedestrian walkway. There is also some street furniture allocated in certain area in order to give comfort to the users. Plus, most of the pedestrian area near the mosque was shaded with trees which avoid glare and hot sunny weather. Hence, this approach needs to apply at most of the pedestrian walkway along the street to create a friendly and safe pedestrian walkway.



**Figure 9:** The pedestrian is separated with the main road and there are street furniture to ease the pedestrian. There are no bazaar occupying the area since it is designed properly.

### **3.1.4 Road Conditions**

The current road condition has a lot of defects. The road was damaged and not properly repaired. It is very dangerous towards the driver and pedestrian nearby. The road is uneven surfaces with different layers of tar pattern. Plus, the tiling for parking were also damage although the intention of designing the road pattern was good. But there is no proper maintenance for the road condition. There is also damage piping in the middle of the double road which causing the road congestion. There are numerous factors causing the road to congest although it is designed as a one-way, double lane road. Plus, the bazaar which becoming the image of the street itself also becoming the main cause for the road congestion. The illegal carpark also narrowing the road although it is double lane. Hence, there must be a solution un design the road properly and maintain it wisely since traffic issues was never solve in this street.



**Figure 10:** There are defects in the middle of the roadways and defects in tiling on the parking lots.



**Figure 11:** The traffic was caused by bazaar activities which narrow the roadway which also have uneven surfaces.

## 3.2 INTERVIEW SESSION: SUMMARIZED TRANSCRIPT

### 3.2.1 Local 1

An interview session was done with Mr Ashraf who is a frequent visitor in the area of Jalan Raja Alang, Kampung Baru. The session was done on Monday, 16<sup>th</sup> November 2020 at 13.00pm with duration of 22min 52seconds. Most of the findings is concluded based on the interview session with confirmed transcript from the representative. In section A, referring to Mr Ashraf, he lived very near Jalan Raja Alang and often visit the area to buy food and hangout. Referring to the questionnaire question, he agreed that Jalan Raja Alang can become one of the new spots for sociable activities since Kampung Baru is very well known as a place with variety type of food. He a bit disagree regarding to close the road seasonally for bazaar activities since it will create more traffic congestion at other area. The road congestion happening usually during lunch hour and during the night. In comparing weekly, the road often jammed during weekends at night times and during holiday. In accordance with Mr Ashraf, the road congestion is caused mainly by the bazaar activities. This is because the bazaar open and extend illegally on the parking lot, cause inadequate numbers of parking. Thus, the vehicles will park illegally causing the roadways became narrow. Hence, the road congestion happened due to that reason starting from the bazaar activities.

On section B, Mr Ashraf stated that the bazaar activities pattern following the location of the restaurant in Jalan Raja Alang. He suggested that there should be a proper design bazaar lot in front of the restaurant so that they can extend the eating area legally without disturbing the pedestrian walkway and parking. He proposed to study the pattern of eateries area and do proper bazaar lot. Plus, due to the inadequate numbers of parking, he suggested that there should be a centralized parking building nearby the street so that the road congestion issue become lesser. He suggested that the authority of Kuala Lumpur, DBKL should take action about this issue. Mr Ashraf also stated that some of the local rent their land lot to the visitors to park their cars with charge so that it will become part of their extra income.

On section C, he mentioned that Jalan Raja Alang considered as a commercial area where there are lesser houses to compare with the business area. Plus, some of the local there live near there or even in their shop lot and restaurants. Most of the people who visiting the area is employees, outsiders and non-local. There is no community group or management such as JKKK handling the welfare and maintenance of the street. Most of the groups existed nearby the housing area instead of Jalan Raja Alang. He also mentioned that there is no official community program held nearby the area. Only small community from Masjid Jamek Kuala Lumpur involved in helping the homeless and beggars. Mr Ashraf also stated that Jalan Raja Alang area has lesser crimes and accident despite the unsafety environment and road congestion.

These findings are concluded based on the written transcript approved by Mr Ashraf and checked by supervisor, Ar Zuraina Leily. As a conclusion, he agreed to enliven Jalan Raja Alang surroundings and he suggested several suggestions to be improved in future. He also mentioned that the bazaar activities itself become the main cause for all the issues stated, despite it is considered as the main image of that area. In future, he imagined that the area could be a trademark for food and lots of improvement of defects and problems.

### 3.1.2 Local 2

An interview session was done with Mr Hisham who is one of the local lived nearby the area of Jalan Raja Alang, Kampung Baru. The session was done on Monday, 16<sup>th</sup> November 2020 at 14.00pm with duration of 19min 30seconds. Most of the findings is concluded based on the interview session with confirmed transcript from the

representative. On section A, referring to Mr Hisham, graphic designer, he agreed that Jalan Raja Alang can become the new node for Malay community trademark area since the place was majorly lived by Malay. Plus, the food variety was also known as a Malay food area. Lots of people visit the area to get their lunch and dinner that somehow causing the area to become very compact. The roadways are often congested and most of the time will be during the lunch hour and night-time. Plus, during the weekends and holiday are also congested since the place have a lot of visitors. Somehow, he stated that it happened because of the narrow roadways causing from the illegal car parking.

On section B he mentioned that bazaar is not the main features of the site, it is the restaurants and the shop lot area along Jalan Raja Alang since bazaar activities is seasonal. He also suggested that the parking lots in Jalan Raja Alang can be improved as well as the pedestrian walkways. He mentioned that the current roadways are narrow due to the blockage of bazaar tent set by the local there. He stated people are willingly to walk on the road instead of the pedestrian since it is non-friendly condition. Regarding the seasonal bazaar, he agreed if the road is closed for a while but with proper system, timeline, security, and other alternative roads. He was not very familiar with rules and regulation nearby the area except the responsibilities from DBKL, Authority of Kuala Lumpur.

On section C, he mentioned that most of the local who lived there will face the parking issues as the fundamental. Despite that, there are less crimes and accidents happening nearby the street despite the unsafe condition of the roadways and walkways. He also knew that DBKL will take responsibility for the overall development of the street. For NGO nearby, only community from Masjid Jamek Kampung Baru will take in charge on the program for the community. They are communal work, cleaning the street, and give charity to homeless and beggars. Most of the people who lived nearby the street is local Malay which stated as residential area that located very near to Jalan Raja Alang.

These findings are concluded based on the written transcript approved by Mr Hisham and checked by my supervisor, Ar Zuraina Leily. As a conclusion, he agreed to enliven Jalan Raja Alang surroundings and he suggested several suggestions to be improved in future. He also mentioned that the inadequate parking become the main cause for all the issues stated. In future, he imagined that the area could be a trademark for food and lots of improvement of defects and problems.

### **3.1.3 Perbadanan Pembangunan Kampung Baru**

An interview session with Mr. Mohd Sham bin Jusoh who is the Assistant Director General (Architect) (J48) of Perbadanan Perkampungan Kampung Baru, an NGO that knows the development of the Jalan Raja Alang environment in Kampung Baru, Kuala Lumpur. The interview session was held via a telephone line lasting 19min 29 seconds on 24/12/2020 at 8.30 am. Most of the findings is concluded based on the interview session with confirmed transcript from the representative. In accordance with Mr Mohd statement, the centre for Perbadanan Pembangunan Kampung Baru situated near to Jalan Raja Alang. He mentioned that the traffic congestion in Jalan Raja Alang only happened during the peak hours. He also mentioned that there are several programs and planning for Kampung Baru. The plan determine depends on the existing zones which set by the name of the road. For instance, Jalan Raja Muda Musa is allocated for 'Food Heaven' Program and Jalan Raja Alang is allocated for commercial activities. This is because Jalan Raja Alang is long and there are several nodes that actually important to the street for example Kampung Baru Mosque and Chow Kit Market. In order to improve the current street in Jalan Raja Alang, he suggested that the street can become an interactive space such as a seamless plaza which remain the existing elements of the street while ensure the space is safe and interactive. For pedestrian walkway, he preferred something similar like the improvement of 'River of Life', at Jalan Masjid India which have a very conducive and well-designed.



**Figure 12:** Conducive walkway designed for pedestrian in 'River of Life' project, Jalan Masjid India.

According to Mr. Sham, sometimes, the street was closed seasonally for certain specific activities such as Bazaar Ramadhan. It shows that the street has the greater possibility for seasonal activities. Hence, he agreed if the street need to be closed seasonally for certain new and upcoming activities such as bazaar and new events if it gives benefits and improvement to the current street condition. In accordance with Mr. Sham statement, during that time the street was closed starting at 2pm until 8pm only for Bazaar Ramadhan. It closed seasonally only for one month for the bazaar. During 2016/2017 Bazaar Ramadhan, they try to improve the street by proposing multi-tent which are several huge tents that cover the overall streets and bazaar lots hence the pedestrian can walk in shade at the middle. They try to maintain the features in order to propose a seamless plaza for that street. Despite that, there are several issues such as lorry headroom and heavy weather. So, he preferred open and seamless plaza with several greeneries as shades and different colour, texture & tiling design for certain portion of the street so that pedestrian can walk safely and comfortably.



**Figure 13:** Multi-Tent in Bazaar Ramadhan during 2016/2017 as mentioned by Mr. Sham

Apart from Bazaar Ramadhan activities, there are several other programs held in the area such as Food Festival, Food Heaven and certain events. Sometimes during the food festival events, there will be cultural performance include in the program such as *Wayang kulit* and other traditional performances. They provided temporary stage for the performances at the entrance of the bazaar which attract more people to come and visit. This is because the goal of all projects is to create an interactive space for the street area. Somehow the food can become the attraction point for interactive space plus to enhance the goal value, there will also cultural value inserted for the program to enhance the existing Malay traditional element of the area. In accordance with Mr. Sham, the program was successful in short term but in long term, there should be a major change for the overall street design in conjunction with the current goal.

Plus, on Perbadanan Pembangunan Kampung Baru behalf, they have a few pocket parks for interactive space such as Laman Raja Abdullah and Laman Kampung Baru. They converted empty and unorganized land lot into green pocket space for people to hangout and enjoy outdoor area. Regarding the parking issue along Jalan Raja Alang, in accordance with Mr. Sham statement, in future, there will be a new parking block with 7 storeys height at Raja Bot Market in process. He said the parking block can be utilized for public parking especially during peak hours of market visitors from 5am to 12noon. Usually that is the operation hours of the market. Hence, the remaining time it will still be opened for public carpark especially for food lovers. People love to visit the market because that is one of the markets in Kuala Lumpur that sell the cheapest price comparing with other existing markets.

### 3.3 ANALYSIS OF CASE STUDIES

#### ***3.1 Making Places: The Role of Attachment in Creating the Sense of Place for Traditional Streets in Malaysia***

The concept of the sense of place involves the point where the physical dimension, action and context are entangled in perception of place by people. Much has been discussed in urban design and place quality research on the importance of the physical elements and activities in creating the sense of place. In Kampung Baru especially in Jalan Raja Alang, there are lots of important features and landmarks that already create the sense of the place. Seeking for improvement, in accordance with this case study, the suitable methods are examined the place attachment and its effect on place identification, surveys, reviews and face-to-face interview were conducted with users of the streets.

The methods will help in showing the attachment of the existing sense of the place with the traditional streets which is high and affects the understanding of users about the identity of the locations. The streets were considered very essential for the preservation of economic activities and essential for the accentuation of cultural diversity and identification of self and community. As the earliest shopping locations in the area, the historical significance of the region evoked personal and mutual meanings for the long-term users who formed deeper attachment to the place. The paper concludes that the attachment of a location makes a significant contribution to the sense of place. Therefore, this case study findings can be useful and can be taken into account when designing of urban spaces, especially when one of the options is regeneration and has existing valuable element. Plus, the research methodology for this case study can be applied as a sample for findings in conjunction with the RO.

### ***3.3.2 A Review on Tree Sensitive Urban Design (TSUD) Approach as Potentials Streetscape Design Guidelines***

In urban ecosystem, green fabrics that compose roadside tree planting play a vital role in its functions and purposes. Improper implementation of roadside tree planting and also during its post-execution of management activities impact the quality of life of the streetscape. Roadside tree planting conditions tend to vary in quality every country and city in Malaysia, as different authorities perform management and maintenance for different areas. This study of Tree Urban Design (TSUD) Approach might be useful for the potential streetscape design in Jalan Raja Alang since it also situated in an urban area with numerous important features. In Malaysia, local authorities have been involved in various greening and beautification projects. The development of a city is to balance the evolution of a sustainable green infrastructure with green fabrics. This initiative would help improve people's quality of life by providing a favorable, safe, and friendly quality climate.

Thus, it is very important for this research studies to concern with how roadside tree planting can boost internal and physical benefits for the culture, climate, and economy. This can be useful for the guideline in planting roadside trees along the street at Jalan Raja Alang in Kampung Baru, surrounded by concrete blocks which situated in the middle of the Kuala Lumpur city centre. Appropriate urban tree planting management and maintenance can help ensure that trees become healthy, robust, and can live for the long term, thus reducing the burden of maintenance. Plus, in future, Jalan Raja Alang will potentially have a greater condition hardscape and better quality of landscape for the overall streetscape of Kampung Baru. If these methods and approaches practiced earlier for further change, improvement and enhancement, Jalan Raja Alang will become the new node for sustainable streetscape with green fabrics in Kampung Baru, Kuala Lumpur in conjunction with creating a healthy and interactive lifestyle.

### ***3.3.3 The Implications of Streetscape Improvement on Tourist Behaviour at the Old Quarter of Melaka***

Currently Jalan Raja Alang has the potential for becoming the new node of streetscape in Kampung Baru, Kuala Lumpur. Since Kampung Baru has its own special and important elements similar to the certain town in Melaka city, this case study might be very useful to know the implication of addressing tourist behavior and needs towards the potential streetscape in Jalan Raja Alang. Somehow, it will become as attraction place for tourist to visit in future. According to the case study, Old Quarter of Melaka already improved the existing streetscape and noticed the implication of changes towards the tourist behavior and needs.

At present, Melaka is applying for recognition as a World Heritage Site. A part of the protected area under consideration is the Old Quarter of Melaka. Streetscape upgrade was completed in the year of 2004. This implementation had different consequences for behavior of those who use this area. In case of Melaka's Old Quarter, tourists were one such group. If in Kampung Baru, most of them are local but for better vision of well-planned city, tourist should be included in such group. Many improvements have arisen in the region of Melaka's Old Quarter in order to satisfy modern visitor need and behavior. There are several factors that can contribute to the tourist behavior. They are, identify the people and places of the tourist visited, the activities they participated and the experience they enjoyed in the site area. Using the Expectation Disconfirmation Method, a clear picture of the level of their pre-trip expectations relative to their real experiences will be revealed and their overall degree of satisfaction will be determined as well. Thus, it is a very important method to be practiced.

### ***3.3.4 Public Evaluation of Streetscapes in Kuala Lumpur***

As an important component of a city, streets constitute an important part of public open spaces in urban areas and are the most important symbols of the public sphere. Streets are the places that people can meet and interact with friends, colleagues, co-workers, even strangers on daily basis. A street is generally a type of public open

space that has been the subject of attention in numerous urban design studies. In urban design, the key components of the faces of cities are streets. With the support of the identity that the cities have gained, the communication between users and their cities emphasizes the need to have an acceptable living environment and achieve a high quality of life. Urban identity is underpinned by qualities, elements, and materials. Urban identity relates to physical attributes or presence, actions and functions that are measurable, and meanings or symbols. A navigation system as well as a visual tool in which the picture of a location is the basis of a mental map created by physical elements or activities.

When inspecting pictures, the direction in which people appear to shift their eyes will show the various influences on eye guidance in scene perception. In making urban areas, such as streets, unforgettable, the past memories associated with the places that etch socio-cultural meanings on people's minds play an important role. The explanation for this is that a signage and symbolism scheme is built in the light of past memories that relate to unique visual elements of the locations. This implies that physical structures, materials, and characteristics reflect the image of the place. The development of distinctive images of study streets is in line with Kuala Lumpur City Hall's vision of improving the poor visual identity in most areas of Kuala Lumpur City Centre. Since Kuala Lumpur City Centre is lack of streetscape consistency along the main streets as well as the lack of broad visual linkages, a review of relevant literature in Malaysia demonstrates that proposing proper centralized streetscapes around the city especially at Jalan Raja Alang, which addresses identifying the role of the physical elements of the street in making identity and images significant and worth improving. As such, streets are visually comfortable for the users in the city centre and impact aesthetic values to the cityscape especially in Kampung Baru.

## 4 DISCUSSION

In this paper, all materials that were discussed is based on the research method applied throughout the research. In accordance with the title of this research, its objectives, result and findings, there are numerous main points to be highlighted and discussed. The key points for this review are seamless streetscape for Kampung Baru, roadway pattern during seasonal closed-road, ongoing construction of 7-storeys of parking block near Raja Bot Market, proper bazaar lot design and road design: texture and tiling. These few main key points will be further explained in below subtopics. These points are very important to the research and it will lead to the outcome of this research. The 5 key points of the findings is conclude based on the output coming from the interviews, site visit & analysis, literature reviews and numerous cases of study. Hence, this is considered as a reliable source to prove that Jalan Raja Alang is a very potential street and area for becoming a new seamless streetscape for Kampung Baru, Kuala Lumpur.

### 4.1 Seamless Streetscape for Kampung Baru

Throughout the site survey and analysis of Jalan Raja Alang in Kampung Baru, the current condition seems to be rough and seems like non potential street to become a better streetscape due to all the existing issues. Despite that after several interview done with the locals, they agreed to convert Jalan Raja Alang as the new streetscape nodes. This is because somehow it will solve several major issues that exist in the street area such as inadequate numbers of parking, traffic congestion and illegal extension of bazaar by the restaurant along the streets. In addition, referring to the Perbadanan Pembangunan Kampung Baru, they agreed to make Jalan Raja Alang as a new streetscape area since the area considered as a commercial zone. They even suggested that the street can become an interactive space for public to gather around the area since there have a lot of existing major nodes such as Masjid Kampung Baru, Pasar Raja Bot, Food Heaven at Jalan Raja Musa Muda and others. Thus, the site is a very potential area to propose new design of streetscape for better quality of life. The figure below shows that certain portion of Jalan Raja Alang can be a seamless, interactive streetscape.



**Figure 14:** Potential seamless interactive streetscape area for Jalan Raja Alang



**Figure 15:** Major nodes that are important towards the street areas of Jalan Raja Alang

Streetscape is a new method of urban design solution for traffic issues, pedestrian friendly circulation, landscape and hardscape. It currently become a trending method especially in city centre. Thus, it is a wise strategy to propose Jalan Raja Alang as a potential streetscape which may become an interactive space for the neighbourhood surrounding of Kampung Baru, Kuala Lumpur.

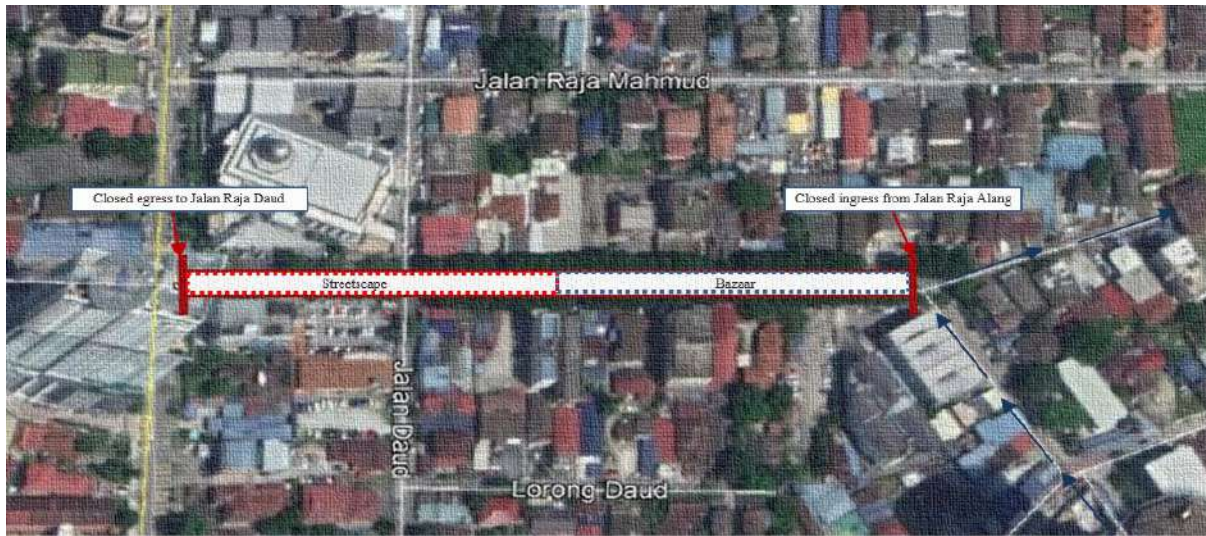
#### **4.2 Roadway Pattern during Seasonal Closed-Road**

In accordance with Assistant Director General (Architect) (J48) statement during the interview session, previously Jalan Raja Alang had been closed annually which is during Ramadhan and seasonally for bazaar activities held by the NGO collaborating with the authority, DBKL. Since the street already become an interactive node temporarily, there is a potential for the street to permanently become a proper well-designed streetscape. There should be a proper timeline for the portion of the street to be closed seasonally. This method is currently applied at the Jonker Walk Street, Melaka city centre which has a similar situation for Jalan Raja Alang. Currently Jalan Raja Alang has a one-way circulation with double lane road coming from Jalan Raja Muda Musa and exit to Jalan Raja Abdullah. Thus, it will not be a problem if the road was closed since there is an alternative loop circulation of the roadways. In the figure below shows the exact location of the street area that will become the main, counterattraction streetscape.



**Figure 16:** Site portion allocated for streetscape at Jalan Raja Alang, Kampung Baru.

The figures below show how the site potentially can become the place for interaction from the communities and public. Traffic will not become an issue since there will be a proper traffic control and possible route circulation during the bazaar activities or any other events. This idea might also help reduce the traffic congestion issues since there will be a bigger loop circulation for the area.



**Figure 17:** Closed road which is seasonal according to the proper upcoming timeline.



**Figure 18:** Possible route circulation of roadways during the bazaar activities or any other events at the streetscape

#### ***4.3 Ongoing Construction of 7-Storeys of Parking Block near Raja Bot Market***

Illegal parking will be the main issue for the street to be congested since there are not enough number of parking. Most of the visitors come to Kampung Baru to experience in Malay Street food especially food lovers. Despite the positive intention there will be a slight issue when they park their vehicles illegally along the street. Somehow the benefit is contributed towards the traffic congestion. Thus, in accordance with Assistant Director General (Architect) (J48) statement during the interview session.



**Figure 19:** Location of Raja Bot Market/Pasar Chow Kit at the end of Jalan Raja Alang.



**Figure 20:** Ongoing project of 7-storeys Parking Block near the market

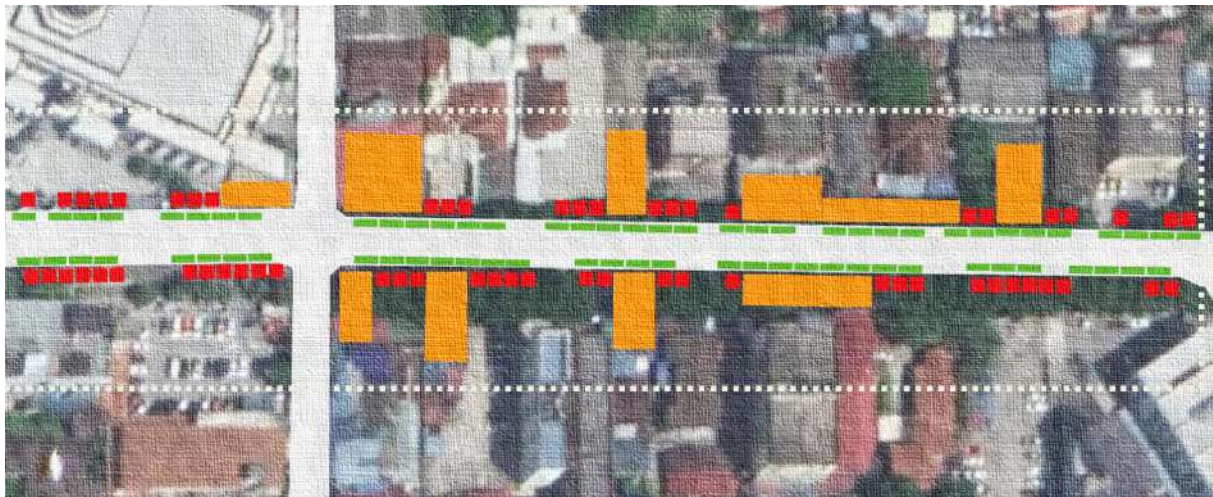
Regarding the ongoing project, Perbadanan Pembangunan Kampung Baru mentioned that there will be a 7-storeys of parking building nearby the Raja Bot Market which also called Pasar Chow Kit. It is situated very near to the Kampung Baru mosque which very near to the Jalan Raja Alang area. It is expected that the new image for Raja Bot Market is projected to be fully completed by 2023 in accordance with Minister of Federal Territories, Tan Sri Annuar Musa with a budget of RM150 million. Throughout the site survey and analysis of Jalan Raja Alang in Kampung Baru, there will possible short cut connecting the street itself with the parking block.

#### ***4.4 Proper Bazaar Lot Design***

In accordance with the statement from the locals' interviews, most of the bazaar tents that opened along the street is an extension coming from the location of the restaurants. Most of the visitors prefer to enjoy their cuisine at the outdoor area to compare with indoor spaces. Thus, almost all of the restaurant along the streets stretches their eating area until the pedestrian walkway and some even on the parking lots. Therefore, this issue should be solved by proposing a proper design of bazaar lots since initially the intention of this research is to convert Jalan Raja Alang current condition into new node of streetscape in Kampung Baru, Kuala Lumpur.



**Figure 21:** Location of all existing restaurants(orange) and existing bazaar lots(red) on plan view at Jalan Raja Alang.



**Figure 22:** Proposed layout of Bazaar Lot (green) on plan view in accordance with the location of restaurants.

Throughout the site survey and analysis of the street, the figures above show the location of all restaurants existed along the street. Hence, there should be a pattern of bazaar lot design that should be proposed in front of the restaurants so that they can have an outdoor eating area. Besides, there are numerous kinds of business happening along the street. This type of business may lead to the design of the streetscape, especially the restaurants. Somehow it will create new proper circulation for pedestrian since there will be change for the hardscape and landscape due to the additional proposal of bazaar lots on the street

The aim is to take minimum steps to meet the community's needs to strengthen the neighbourhood nearby while preserving the existing elements of the street's characteristics. The visibility and access to the site should be explored and better understood, since the platform has a fantastic position and a great number of outside-neighbourhood visitors, the ease of external entry to the Bazaar, observation inside the Bazaar of the traffic patterns and parking, investigation of the extent of current greenery and placement, consideration of alternative sites and possibilities for future design, and from all the information gathered throughout the surveys and site visits, it is important to respect the neighbourhood and the residents nearby. Therefore, all the existing issues should be addressed in accordance with the guideline strategies of making Jalan Raja Alang as a seamless, interactive, and sociable streetscape in Kampung Baru, Kuala Lumpur.

#### ***4.5 Road Design, Texture and Tiling***

Throughout the site survey and analysis of Jalan Raja Alang in Kampung Baru, Jalan Raja Alang is one way with double lane road with a setback of 5ft for pedestrian walkway and greeneries at both side along the street. In accordance to the local interview in addition with the interview from Perbadanan Perkampungan Kampung Baru, they suggested that the road should be design using different tiles and texture according to its functions. Thus,

there should be a proper design of road pattern including pedestrian circulation, hardscape, and landscape for a better seamless of upcoming streetscape.



**Figure 23:** Example of application of different tiling and textures in a street of Jalan Tuanku Abdul Rahman



**Figure 24:** Example of proper tiles and texture suitable for outdoor environment at Jalan Raja Alang.

In the design process, the first step is to identify the purpose to be served by the facility. Access and mobility are the two main factors in classifying a roadway functionally. Referring to Jalan Raja Alang situation and conditions, the roadway is categorized as collector that links the secondary and tertiary road with the primary road. Therefore, there are 3 main elements that need to take considered in designing the streets which are driveway Design Principles, pedestrian Considerations and visibility.

**Driveway Design Principles:** The positioning of the driveway should be such that drivers approaching from the main road would have ample viewing distance to assess the direction of the driveway in order to decelerate and complete the entry maneuver safely. The driveway location should be ample sight distance for an exit driver to judge a secure gap in oncoming traffic. Spacing distance to pick the necessary driveway distance. The required design vehicle should fit each driveway radius. In general, this will be the passenger car unless it is regularly anticipated that the driveway will accommodate more than four larger vehicles per hour. Truck terminals, bus terminals, and connections that support the loading docks of shopping centres are examples of facilities for which a larger design vehicle would usually be suitable.

**Pedestrian Considerations:** There are numbers of barriers to managing pedestrians and vehicular traffic at the junctions of sidewalks and driveways. Some general values are the maximum cross-slope on a sidewalk at any point is 2% with gradient of 1:12 for ramps, consider utilizing deceleration right-turn lanes so that right-turning drivers can wait comfortably in the auxiliary lane, clear of traffic, while pedestrians are present in the driveway or near it, in a high-volume driveway, consider using a triangular island for a pedestrian shelter. In this situation, it is proposed that left-turn provisions be made only at places where effective architecture and traffic control can

safely handle the vehicle-pedestrian conflict and provide ample length of the throat so that vehicles that backing out of a room does not return across the sidewalk. When parking in driveways, car do not block the sidewalk.

**Visibility:** To minimize velocity and negotiate the entry maneuver, drivers must be able to locate a driveway in time. Signing and lighting can be used to send drivers a significant distance in advance with the information about driveway opening locations. The sign inside the divider dividing the entry and exit sides of the driveway should be placed on split driveways. The intersection of the driveway can be illuminated by lighting. From all the 3 main elements elaborations, it is important to take considered the related guideline in designing a proper street. Since initially the aim of this research is to review the current street condition of Jalan Raja Alang and making it into a new streetscape node in Kampung Baru, the guideline stated above must be included. Thus, the three main element, will become basis aspects of designing a proper streetscape in Jalan Raja Alang.

## 5 CONCLUSION

In accordance with the research findings and discussions, it is shows that Jalan Raja Alang has the potential in becoming a new sociable and interactive streetscape which will become the 'Third Place' for the community nearby. Throughout the site survey and analysis of Jalan Raja Alang in Kampung Baru, there are lots of aspects that needs to be included in the research study. The research questions of the study become the guideline of the research in achieving the main objective which is to enliven and inject Jalan Raja Alang as the Third Place, a new social node for the community in improving their wellbeing and livelihoods. The Third Place defines as a place for leisure and rest which for this research study it is called streetscape. The main objective of this study is to ally with the needs of local community at Jalan Raja Alang and to improve their wellbeing and livelihood. Plus, in a bigger scale, it will give benefits to Kampung Baru which has counterattraction communal street as the image of the area while preserving the existing sense of the built environment.

As a conclusion, these findings indicate that Jalan Raja Alang has the potential in becoming a new, sociable, seamless, and interactive space for a streetscape proposal in future. It is concluded based on the site surveys and analysis, interviews from local, NGO and authority, preference of similar cases study and guideline in designing streets. This research aim is achieved and the perspective from the local regarding the needs and suggestion are possible and buildable.

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