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Third Millennium Approach for Revitalizing Heritage Outdoor Space

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Abstract

A recent study indicated a significant approach towards heritage urbanization is by integrating heritage with revitalization strategy on the function of heritage assets. Based on the current trend, the new designers in the third millennium have shown great interest in supporting the Sustainable Development Goal (SDG). This paper aims to explore the new approach to develop Jalan Doraisamy into a lovable outdoor. The first objective is to observe the heritage outdoor space using on-street observation method. The second objective was to evaluate its revitalization quality using the Revitalization Assessment. Thirdly, to unveil the underlying design principle using on-line interview methods.

Keywords: Third Millennium; Heritage Revitalization; Heritage Urbanism; Outdoor Public Space

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1.0 Introduction

The increasing number of urban heritage assets requires proper heritage management to enhance the treasure of heritage properties in the third Millennium. The recent approaches by new designers' strategies, the more advanced, especially with the assistance of new technology of three-dimensional (3D) scanners for heritage buildings and dilapidation surveys nowadays support research on built heritage before development actions according to the urban heritage management guidelines. Based on the trend of awareness and experience that the developers have in mind, they estimated that more projects would be launched, especially within the heritage enclave in Kuala Lumpur. In line with the vision of the Kuala Lumpur City Plan, the next twenty to fifty years of protection and revitalization of heritage is in warranty secured. The current support by developers and designers toward an upbeat urban environment to a happier urban lifestyle requires a detailed guide. Detail guidelines for user-friendlier urban outdoors are urgently in need. The novelty of this research in revitalizing heritage outdoors will elevate the "sense of place" for local citizens more than tourism agenda.

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1.1 Third Millennium

The third Millennium refers to the third decade of the Millennium. The third-millennium duration is from 2020 until 2030. There is a direct relationship between architectural style and approaches, and the link is closely-knitted to the timeline. Therefore, new designers' idea demonstrates their way of valuing heritage properties within the current urban settings.

1.2 Heritage Revitalization

As Samadi, Z et al. (2012), discusses establishing a heritage revitalization toolkit for quality heritage streets supports setting a great heritage street. Heritage Revitalization refers to any effort to revive a heritage property, especially within an urban area. The research on heritage revitalization earlier, as discussed by Yunus, R. M., Samadi, Z., & Omar, D. (2015) applied by urban heritage revivalists through Revitalization Assessment (R.A.) at the research level. Other strategies by city managers, for instance, the City of Vancouver has the Heritage Revitalization Agreement (HRA) between the city authority with the heritage property owners in developing the urban heritage area. The strategy in the Vancouver Plan 2020-2050. Within that duration City of Vancouver's development complies with the guidelines and agreement. For many heritage observers, the lesson learned from HRA is on the control. The robustness quality in optimization of the physical and spiritual attributes of each street. Robustness defines as the adaptive function of buildings. The quality is in the following Revitalization Assessment (R.A.) table.

Table 1. Revitalization Assessment (RA) for heritage streets

Major Component	Description
Flooring Component	traffic system, traffic calming and renewal of streetscape, info-advert and amenities and kinesthetic activity of end-users were evaluated.
Walling Component	The richness of details of art and craft and its re-adaptive functions and info-adverts signages of its existing built heritage or new facade treatment of old or existing shophouses along the linearity of the street studied and a proper design strategies were evaluated.
Roofing Component	The Tropical Climate filtration in providing conducive environment for urban outdoor recreation, business culture and inclusion of celebrative elements with urban cultural inclusion were evaluated.

(Source: Author)

1.3 Heritage Urbanism

The heritage urbanism issues are on urban heritage, planning, and design that considers the revitalization of urban property, spatial, street, and landscape for future development. Understanding the ranking of urban heritage streets with the significant components' Revitalization Assessment (R.A.) Samadi, Z et al. (2012) enabled any designer to develop the project. Development activities within the heritage street applied heritage management that involves the community in enhancing the image and identity within heritage streets neighborhood. Success factors of any heritage property within an urban requires active participation by the shop owners to attract more end-users. More end-users bring a merrier ambience in the outdoor of urban heritage and promote successful heritage urbanism. The benefits are great, especially in tourism marketing and projection of the street's business and product re-branding of the street.

1.4 The Existing Scenario

The outdoor public space is the ambience between heritage buildings that popularize urban recreation. Great heritage street offers itself as a meeting place and photo shoot space due to its richness with architectural detailing from the previous era in promoting the city tourism industry. The area consists of a façade enclosure of outdoor space, which functions variously. A good proportion of scale, size, and height of the space enclosure between heritage shop houses acts as the public pedestrian connector. To a certain extent, it became a landmark, marketplace, street-side cafes, courtyards, street galleries, heritage trails, squares, and art performance spaces. Not many famous streets have outstanding values for the urban outdoor street, but Jalan Doraisamy, in Kuala Lumpur, is not a magic show or an instant product. The Asian Heritage Row (AHR) amongst tourists is the product of a heritage revitalization project by a YTL developer in 2016 and was made realistic by a creative company of designers. Therefore, the best practice design process shall be an ideal strategy to be learned by other designers.

2.0 Development Strategy of Urban Heritage Streets

The main concern in any development within an urban street is the quality of the outdoor space between buildings after its completion. Is the new product able to maintain, enhance or reduce the popularity and cheerful ambience of the area? The rate and risk of changes in adaptive function that may affect the image and identity are high, especially among urban designers in developing countries. (in changing the urban landscape and cityscape), therefore a strategy requires careful steps and guidance to a detailed level.

2.1 Evolution Of Outdoor Public Space Versus Rate Of Development

The active and rapid transformation of the urban atmosphere may alter the urban citizen's psychology and perception. Too rapid development may cause mental disturbance to end users. The new space setting may promote the comfort setting of audio-visual and geographical positioning due to the interplaying of a new environment. The visual and physiological data stimulated the outcome of comfort, calm, and coziness quality in the end users' minds and souls. Only those who have experienced the space can respond, express, and share their emotion on the quality of the area they experienced. This is one of the reasons why one personal or actual experience is invaluable and incomparable as compared to any photographic memory of place because the sense of place is such a unique and valuable treasure of one's mind. The faster the rate of changing image and identity of the site due to rapid development, the lesser memory of the people perceiving the sense of place.

2.2 The Significance of The Three-Dimensional (3-D) components within the urban heritage outdoor

The first component is the horizontal platform or flooring component of activities that happen on top of it. The need to recognize the old street, lane, path, deck, plaza, stage, platform, pavement, corridor, pace, and platform caused fewer end users' activities. Realizing how significant their presence is, the end-users in that particular setting bring magnetic attraction to urban revitalization (Chang J.J & Lin C.L. (2022) as people brings in more people. The second component is the walling portion that reflects the façade or void area within the verticality of space. The architectural detail elements, green plants, opening sizes, shopfront design, and advertisement projected a powerful magnet contributing to the richness of the façade. The neglected richness of the walling component provides a non-harmonious balance of color, signboard, composition, and opening. The visual richness plays an essential role in the legibility and shopfront display could offer. The third component of the three-dimensional components is the ceiling part. Depending on the location of the outdoor space, the ceiling space sometimes gives a sense of festive, sometimes just an open sky, and just the street lights. The inclusion of specific cultural decorations enhances the festive season. The openness of the natural blue sky of daylighting is part of visual freedom. Similar qualities agreed by Geng, S., Chau, H.-W., Jamie, E., & Vrcelj, Z. (2022) that the urban outdoor ambiance acted as a powerful magnet in engaging visitors to be within the outdoor space.

2.3 The Background of the study

The approach to heritage revitalization is, what do you offer as the research motivation? The underlying quality of life manifests in mind in perceiving the sense of place, image, and identity. For instance, the project on the outdoor space in between buildings by Gehl, J. (2020) suggests an approach to dealing with urban heritage development. The site study of the research is due to awareness and the direct impact of secondary data input into live exemplary on primary data. The selection of Jalan Doraisamy is to prioritize the most reviewed location as a recommended tourist spot in Kuala Lumpur from the tourism websites.

3.0 The Employed Methods

There are three methods employed in this research to answer the research objectives. In materializing the re-adaptive usage of function has been discussed widely in urban regeneration and conservation research, the urban developer stakeholder has to move to take up the challenge in this new pragmatic approach. The Demolition of buildings has changed to a more positive mindset. The new adaptive function to robust the existing built building by developers and designers has become the new norm of awareness on appreciating urban heritage. The transformation from an old street of Jalan Doraisamy, Kuala Lumpur, shines a new image and changes the lifestyle to a liveable outdoor space. A high sense of classical touch has its uniqueness of approach and is an exemplary project in the third Millennium. The paper aims to explore the new way of designers in developing negative into positive functions. The following table of methods underpinning this paper is shown below:

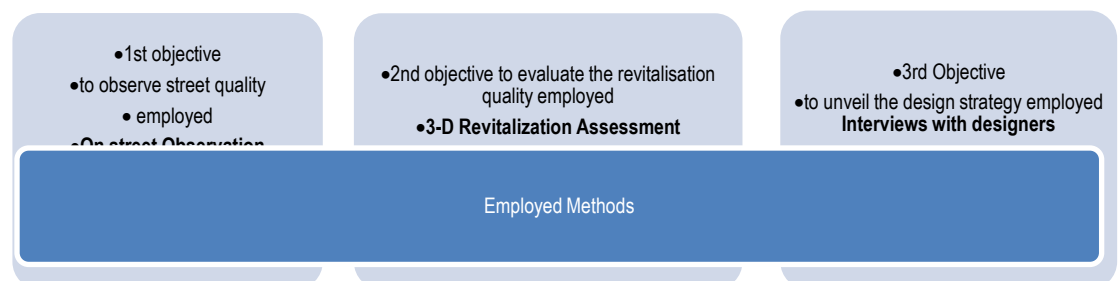


Fig. 1:Research Objectives and Employed Methods

The outcome of this paper is the third-millennium approach in the form of consensus from designers dedicated to future designers in managing similar heritage projects, but this paper is limited to one site study. The new retro-trend strategizes an effort to stimulate the human five senses in elevating the sense of place and place identity as translated by designers through this project that provides an impact toward the liveable quality of life within the urban setting, especially the transformation of the three-dimensional components from old to new.

3.1. On-Street observation - Research Method 1

The application of the primary data collection via site visit along Jalan Doraisamy (RMI) was conducted as a pilot study in 2012 through physical visits offering accessibility and personal connectivity to The data collected by the researchers in conducting on-street visual observation was conducted along the study sites plus project review through digital photo collection and analysis. Digital photography is a tool for capturing visible data on-street images for analysis.

3.2 The 3-D Revitalization Assessment (RA) - Research Method 2

To determine the current space status in between buildings, the City Hall of Kuala Lumpur, also known as Dewan Bandaraya Kuala Lumpur (DBKL) Malaysia has identified the potential of the space for the urban recreation area. The specified space such as Jalan Doraisamy, is selected according to image projection of specific characters of the urban recreation space, which are amplified in social media, tourism websites, and online news. The space's ambiance is the overall feeling or psychological reflection while the end-users experience the place. By moving along the selected streets, the end-users feel from front to back and from one end to the other have encouraged end-users to stay longer and enjoy every step they made. This is due to every detailed feature, such as area, perimeter, and diameter within the street, offering a variety of commercial activities despite the climatic challenge. The following research tool of assessment was measured for each component based on visual observation along the street.

Table 2: Indicators in Revitalization Assessment (RA)

Indicator 1[I1]	Indicator 2[I2]	Indicator 3[I3]	Indicator 4[I4]	Indicator 5[I5]
Accessibility + Permeability	Legibility	Robustness, Visual Appropriateness	Richness + Diversity	Personalisation
Degree of Ease of circulation @ connectivity	Degree of Offer of Wayfinding and User -friendly and understand	Degree of Adaptability + resilient quality + Visual appealing	Degree of Details and outstanding art + craft meets current function	Degree of Offer to individual, couple and group comfortability

(Source: Author)

The indicators show an indicator of I1 to I5. Other physical attributes such as façade treatment, solid and void of the space, and outdoor furniture enhancing the visual appearance and attractiveness are exemplary of detail that end-users may perceive within the outdoors. The fifth indicator [I5] touches the highest degree of personalization in one person, couple, or group occupying the space. The end-users can perform personal activities comfortably within all corners of the place for reading, browsing, eating, 'coffeeing', chatting, and sitting.

3.3 The Online Interview Analysis for identifying the 3rd Millennium Approach – Research Method 3

The experience from on-street observation, assessment, and analysis of R.A. attributes and indicators, as shown in Table 1 and 2 Table, are discussed within its uniqueness in the interview. In this research, the five indicators in the street have conversed with designers. The list of assessments in the R.A. was employed to identify three-dimensional quality in the previous section and deployed in the interview. The R.A. indicator of 3-D ambiance assessment developed by Yunus, M. R., Samadi, Z., & Omar, D. (2015).and the assessed results for the Revitalization Assessment (R.A.) for the use for further ranking of heritage streets and outdoor space in between heritage buildings.

4.0 The Result Discussion

The three-dimensional components of physical attributes of the planes of the street space are analyzed in the digital photo as collected from the on-street observation. From an architectural point of view, the 3-D enclosures of planners are life props or livable settings for any viewing point for a photo shoot.

4.1 On-street Analysis Result (Research Finding 1)

The 3-D quality is listed based on findings from the end-users senses and a series digital photos were collected and analyzed to check the quality of horizontal, vertical, and roofing components. The final result presents the outcome of the journey of experiencing the space as recorded by the researchers in the digital photo analysis. The following plate is a sample of digital photos taken from on-street visual observation and taken at six-meter intervals to cover each lot photos for further research.



Plate 1: On-street digital photo

4.2 Revitalization Assessment Result (Research Finding 2)

Each component is evaluated and calculated its value. The ambiance opens up all human senses of the end-users walking or driving along the street. The highest score offers a more sensational feeling of accepting the urban environment.

Table 3: Revitalization Assessment (RA) Result for Jalan Doraisamy

Measurement of Degree (Likert Scale) [Very Poor, 2-Poor, 3-Fair, 4-Good, 5-Excellent] Quality in Using 5 Indicators [I1 to I5] of RA							
Indicator	I1 Accessibility	I2 Legibility	I3 Robustness	I4 Richness	I5 Personalisation	Total	Score
Horizontal Component [HC]	4	5	5	4	5	23/25	92%
Vertical Component [VC]	3	5	4	4	5	21/25	84%
Roofing Component [RC]	3	5	4	4	4	20/25	80%

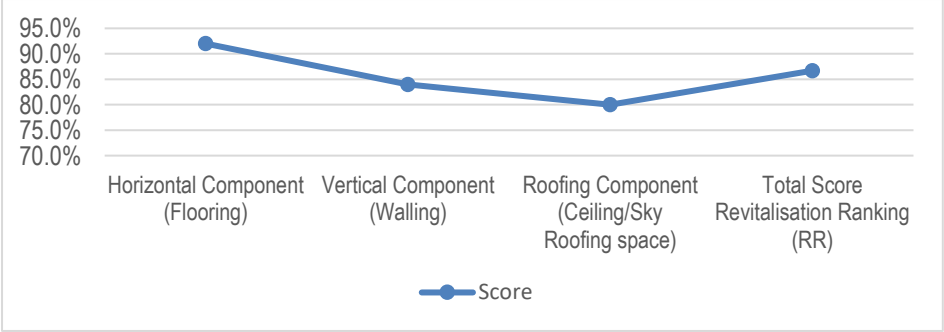


Fig. 2: Score of Visual Perception (HC, VC, RC) versus RA

The result of Table 3 and the histogram are applied to classify Urban Outdoor Ambiance (UUA) based on the overall research result. The listed methods as presented have given a more precise result. The employed way is immersed for the benefit of future research by the future researcher in this field towards ranking the heritage streets.

4.3 Online Interview Result on the Third Millennium Approach (Research Finding 3)

We conducted an online interview session in the research to identify the 3rd Millennium approach. In the interview, the designers (two young female designers from studiobikin.com) refer to the project as 'The Row' development. The sense of togetherness developing the street among the young team members of designers was an outstanding achievement from Kuala Lumpur, Malaysia. The company was responsible for the success of the street completed between 2015 and 2016. The awareness of the classical value of heritage built heritage of twenty-two numbers of shops houses built in the 1950s with an appreciation of the three-dimensional space stimulated the young designers to optimize the three-dimensional components of the street. The idea in managing the heritage urbanism development for the street. The young talented designer's company constantly appreciates the richness of our Malaysian tradition and offerings to revitalize and refine the quality of the following Fig. 3 presents the research findings no. 3.

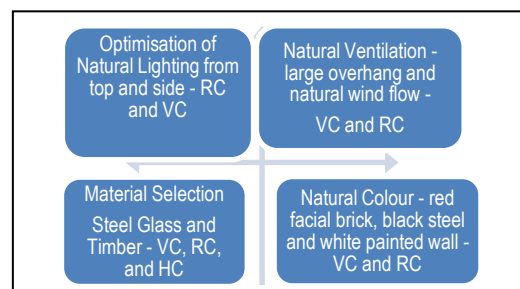


Fig. 3: Conclusive Design Approach

The sense of directional, dynamic, and more festive are the new soul to be reflected feeling to heal therapeutically and enjoy the space. Overwhelming spirit by the end-users, shop owners, and street vendors offered many products that benefit from the valuable experience and urban recreational activity, especially during public holidays and festive mode. The tangible elements bring in the intangible meaning behind the creation of cultural heritage products such as art and craft, activities, and craftsmanship.

5.0 Conclusions

The findings from the study provide detailed steps in strategizing for developing the street through three methods for the nomination of great heritage streets in the future. The activities within the streets support by an active shopfront and corridor commercial with a user-friendly ambiance. The previous study used a set of ranking methods for nominating the best outdoor space using visual image processing with visual observation and outdoor experience by end-users feedback (Samadi, Z. et al 2012). The outdoor ambiance of the street is not an impromptu scenario and is controllable and perfectible. With this principle in mind, our third-millennium designers' involvement in making and re-making the street has to enhance a sense of space more respectfully (Bakri, A.F. et al., 2021). An architectural heritage is an asset of the past. However, it has a robust quality of built heritage for now and has a strong vision in ensuring the character is noticeable in the future. An urban outdoor ambiance provides quality space for tourism activity (Said, S.Y. & Samadi, Z. 2018). Heritage streets will diminish their magnetic attraction due to natural and time factors without a proper revitalization strategy to uphold those qualities. If this happens, the streetscape will lose its' quality of powerful ambiance. To remain relevant to the current functions, an approach towards heritage urbanization with the right revitalization strategy is prior.

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