

COMFORTABLE HIGH STREET IN CBD OF JOHO BAHRU

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*To my parents for their enormous financial and emotional support
throughout my study.*

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ABSTRACT

High street has significant role in urban context. It is not only a way for passing to get another place, but it can also clarify social and cultural aspects of the society in each city. but these days, it is because of over using of vehicles especially private cars in central business district (CBD) of our cities the most places dedicated to cars, the wide street for decline traffic, a huge space for parking place and so on and so forth. Consequently, there is not any pull factor for people to walk along and enjoy of quality of space in high street. Therefore, Comfortability is both physical and mental attributes to enhance the quality of high street. Thus, this research examined and assessed comfortable high street as a kind of re-imagination for today's high street situation to make it a pleasant and enjoyable place. Case study method is selected by the supporting of literature review, site observation and the questionnaire survey to investigate physical and mental aspects of comfortability in Jalan Wong Ah Fook in CBD of Johor Bahru as one of the most important high streets in this city. Jalan Wong Ah Fook with both highlight historical background and modern high-rise building has specific cultural and social identity. Eventually in this survey comfortability in three important part of Jalan Wong Ah Fook which included public transit (pedestrian, private vehicles and public transportation), public space as a significant place to attract large number of people in the high street and last but not least factor is activities which have important role to give comfortable feeling to street users. In summary, comfortable feeling is important for people who use the high street to have better connection with urban context.

ABSTRAK

Tinggi jalan mempunyai peranan penting dalam konteks bandar. Ia bukan sahaja cara untuk lulus untuk mendapatkan tempat lain, tetapi ia juga boleh menjelaskan aspek sosial dan budaya masyarakat di setiap bandar. tetapi hari ini, ia adalah kerana lebih menggunakan kenderaan terutamanya kereta persendirian di daerah perniagaan pusat (CBD) kota-kota kita tempat-tempat yang paling khusus untuk kereta, jalan yang luas untuk trafik merosot, ruang yang besar untuk tempat letak kereta dan sebagainya dan sebagainya. Oleh itu, keselesaan adalah ciri-ciri kedua-dua fizikal dan mental untuk meningkatkan kualiti jalan yang tinggi. Oleh itu, keselesaan adalah ciri-ciri kedua-dua fizikal dan mental untuk meningkatkan kualiti jalan tinggi. Oleh itu, kajian ini diperiksa dan dinilai jalan yang tinggi yang selesai sebagai sejenis imaginasi semula bagi keadaan jalan yang tinggi hari ini untuk menjadikan ia tempat yang menyenangkan dan menyeronokkan. Kes kaedah kajian dipilih oleh sokongan kajian literatur, pemerhatian tapak dan soal selidik untuk menyiasat fizikal dan mental aspek keselesaan di Jalan Wong Ah Fook di CBD Johor Bahru sebagai salah satu jalan yang paling penting yang tinggi di bandar ini. Jalan Wong Ah Fook dengan kedua-dua latar belakang kemuncak bersejarah dan moden bangunan bertingkat tinggi mempunyai identiti khusus kebudayaan dan sosial. Akhirnya pada keselesaan kaji selidik ini dalam tiga bahagian penting Jalan Wong Ah Fook yang termasuk transit awam (pejalan kaki, kenderaan persendirian dan pengangkutan awam), ruang awam sebagai tempat yang penting untuk menarik sebilangan besar rakyat di jalan yang tinggi dan faktor yang lepas tetapi tidak kurangnya adalah aktiviti yang mempunyai peranan yang penting untuk memberi perasaan selesa kepada pengguna jalan. Secara ringkasnya, perasaan yang selesa adalah penting bagi orang-orang yang menggunakan jalan yang tinggi untuk mempunyai sambungan yang baik dengan konteks bandar.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In this chapter present primary information about this research which is survey about Comfortability in high street and accentuate on signification of high street role in today's city and necessity of having comfortable high street to make attractive city. Furthermore this chapter included research methodology which show study method from beginning until finding and conclusion and research structure which in explained a summary about other chapters to clarify this study method.

1.2 Background of Study

High street is more than just the buildings, which line it. The street records human endeavours through time: the progression of architectural styles, types of businesses, social changes, and the evolution of street design. As planner Allan Jacobs notes, streets are made for “symbolic, ceremonial, social and political roles, not just those of movement and access.” The large number of people are of opinion that, high street is the heart of the community. It has history and character.

High street provides the focus of civic life and is recognized by the community as the town center. It often has historical value as the oldest part of a town and is frequently the central business district (CBD). It is an interesting and inviting place to walk. It is economically important to the area. More and more, the high street is what attracts people and businesses to a town. High streets are usually several blocks in length and width, with compact, mixed-use development, and buildings spaced close together and close to the street. High streets have short blocks, are interconnected with local street networks, boast sidewalks wide enough for pedestrians to walk side by side. High streets, by tradition and design, are pedestrian friendly. When a community has what is often called a sense of place, that sense of place is found on high street. Many communities are realizing that they have lost their sense of place.

The equivalent in the United States, Canada and Ireland is Main Street, a term also used in smaller towns and villages in Scotland and parts of rural Australia. In Jamaica, North East England and some sections of Canada and the United States, the usual term is Front Street. This these explain about the important role of Comfortability to have friendly high street and discusses about how we can enhance comfortable feeling in people who use high street frequently and how we can create more pull factors to attract people to use high street as a suitable place.

High streets play a crucial role at the heart of our local communities. They are more than just a shopping destination for residents. Everyone with an interest in their local high street can play a role in maintaining and promoting a healthy trading

environment and enabling it to thrive. The UK has more than 5,400 places named 'High Street' and many more are high streets in everything but name. Each has its own traders; each has different customers, a different local authority, different buildings, different attractions and different problems. Their immediate environments are different, their local economic circumstances are different and they have different social issues.(BIS, 2012). High streets are about so much more than shopping. High streets should be seen as a civic not a private space. A shared resource in which people come together to create value and share experiences. (portas, 2011)

It turns the spotlight on the urban mixed-use street – the traditional high street, outside of the main town or city centre, where a mix of retail, business and public service uses are intermingled with residential dwellings. While city centres have received new funding and new initiatives over the past decade, inner-suburban and district centres in poorer neighbourhoods have been somewhat overlooked. In addition, from the point of view of academic investigation, the street itself has received little attention in the UK as an entity that includes all the activities and attributes that exist there, in terms of movement, local economy, social interaction and townscape. (Peter Jones et al.2012)

1.3 Problem Statement

High street is one of the important place for each city which attract the large number of people from past to present. In past high streets were flourished because they were the most important commercial part of the cities, but these days due to increasing online shopping by internet and creating complex shopping mall the role of high street and retails have been changed. Urban designer and urban planner, however, are of opinion that commercial role is not the only one in high street so

improving high street as a social and cultural place, in parallel, can help to have livable cities.

Recently due to overusing vehicles the most part of high streets designed and dedicated to vehicles and urban planner and urban designer trying to find the solutions for bringing people back to the high streets by redesign of them in cities as one of the important part of public place. Having a friendly high street is a kind of solution for existing situation to enhance the quality of them and introduce high street as a place for people.

Retail spending in town centres is declining. but this plays out differently in each place, and within this decline are opportunities to develop a more coherent offer that serves not only consumers, but communities.(The number of town centre stores fell by almost 15,000 between 2000 and 2009, with further estimates of a further 10,000 losses up to 2011, a further decline in store numbers of 6.4 per cent expected between 2009 and 2011 (Jones, 2012)

1.4 Research Gap

There is not specific organized information and method to find comfortable high street.so this research need study from different references and find some information that related with topic in literature review and secondary data collection. Furthermore in primary data collection one of the important gap was questionnaire which should be with simple English language to local people understand the exact point of each question and answer them patiently so it is because of Comfortability is the relative subject so users with different personality, age and abilities have many different idea which should applied them in this research.

1.5 Aim of Study

In this research there are two general aims. In the first, which include finding aspects of comfortable street which help in next to organize and correspond all information that achieved in first part to Jalan Wong Ah Fook to enhance the quality of high street and make it as attractive place for people to spend their time

1.6 Objective of the Research

1. Identify physical and mental aspects of comfortable high street
2. Find out general Perception of local people about this survey (on street questionnaires to understand about the users feelings of comfort).
3. Definitions of Comfort Levels for Jalan Wong Ah Fook in Johor Bahru base on information from analysis.

1.7 Scope of Study

In this research investigate the resulting effects of comfortable aspects in high street and find out to prepare Comfortability in high street to encourage people to come to the city and spend their time over there. Therefore Jalan Wong Ah Fook in Johor Bahru selected as case study because it has significant identity. This high street in the most important high street in Johor Bahru, which have both new modern building such as high rise bank and shopping complex mall and historical monuments such as shophouses and temples.

1.8 Research Questions

In below are some questions, which this research seeks to provide answer:

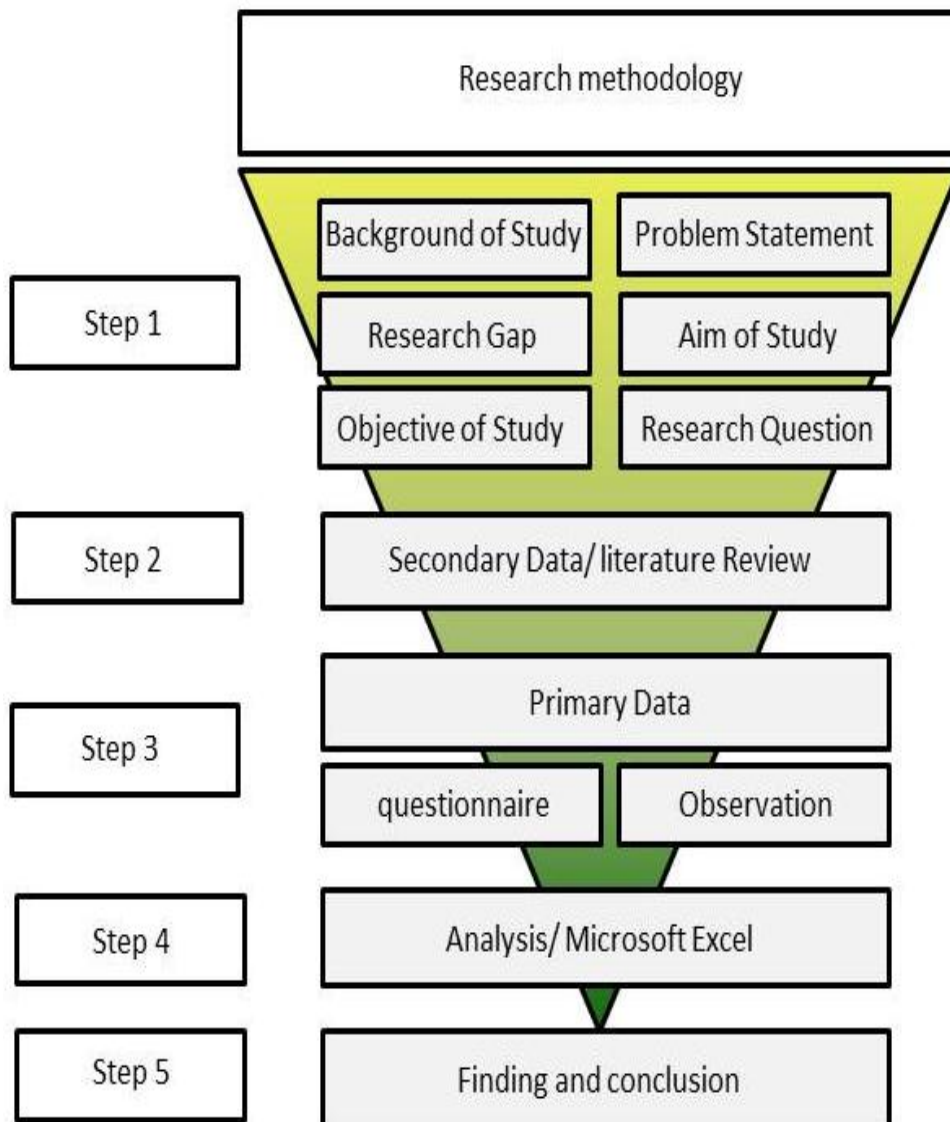
1. What are physical needs which affect on Comfortability in high street
2. How can improved high street as a comfortable one to prepare better place in Jalan Wong Ah Fook as a focal point in CBD of Johor Bahru.

1.9 Significance of Study

High street has significant importance for cities and today it has changed to a place for vehicles so pedestrians do not have enough facilities to go there and enjoy to high street as a social and cultural place. Different activities take place in high street for various reasons and purpose and different range of people with different abilities expect to have comfortable feeling when they spend their time in high street.

1.10 Research Methodology

This part include two major factors which both dedicated in the procedure of this research which is starts with theoretical and literature review which needs library research and next continue with primary data such as questionnaire and observation for analysis data.

Table 1.1: Research methodology

1.11 Organization of thesis

Chapter 1: In this chapter present primary information about this research which is survey about Comfortability in high street and accentuate on signification of high street role in today's city and necessity of having comfortable high street to make attractive city. Furthermore this chapter included research methodology which show study method from beginning until finding and conclusion

Chapter 2: In this chapter present all basic information and secondary data which is archived from library research, books, articles and any other references which help to this research. In first part there is some general information about street next part dedicate to high street data base and finally there is high street issues which include all details and prepare data base for research methodology.

Chapter 3: This chapter presents general information, historical background and landmark monuments of Johor Bahru central business district (CBD) in the present urban context and compares with the past condition to enhance the understanding of physical development and identity of CBD of Johor Bahru. Next important factor which, present in this chapter is research methodology of this study and the manner of research, which used included the quantitative and qualitative method for elicitation of primary data from questionnaire and explains about the types of questions that used and other details to prepare a reasonable foundation for analyses (next chapter) the data that achieved in this level.

Chapter 4: This chapter applies research instruments, which are utilized in this study. Use qualitative and quantitative data which come from questionnaire and observation and analysis data to clarify both weak and strong points in exist situation of Jalan Wong Ah Fook as a most important high street in CBD of Johor Bahru. In this research use Microsoft Excel for analyzing and show data as clear as possible.

Chapter 5: This chapter presents finding result and conclusion of this research, which has extracted from analysis Comfortability in Jalan Wong Ah Fook. This chapter has three general parts which each part dedicate one important factor of comfortability. First of all is transit (pedestrian, private vehicles and public transportation) which explain which items can improve transit in Jalan Wong Ah Fook. Secondly is public space which in this part of research tried to find the way to improve it and the last one is about activities and some suggestions to enhance both formal and informal qualities to have comfortable Wong Ah Fook high street.

1.12 Summary

In this chapter present research about comfortable high street briefly and proposed research questions and research methodology to have primary understanding about this study and explain about research gap and problems statement which faced during this study and also whatever this study want to find it out included aims and objectives to prepared basic foundation to continue this research in other chapters.

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