

**CADANGAN PEMBANGUNAN PROMENAD PERAYAAN
(FESTIVE PROMENADE) DI BANDAR PERSISIRAN JELUTONG,
PULAU PINANG**

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Laporan projek ini dikemukakan
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ABSTRAK

Kawasan persisiran air (*waterfront*) didefinisikan sebagai tempat di mana daratan bertemu dengan air. Tidak boleh dinafikan bahawa jikalau ditinjau dari segi sejarah, sesebuah bandar berkembang kebanyakannya adalah berakar umbi daripada kawasan persisiran airnya. Namun demikian, terdapat isu mengenai pembangunan kawasan persisiran air terutamanya semasa pembangunan semula ataupun pembangunan baru sesebuah kawasan yang telah ditambak. Antaranya merangkumi aksesibiliti orang ramai sepanjang kawasan persisiran laut, kesesuaian penggunaan kawasan persisiran air di bandar dan penglibatan orang ramai di kawasan persisiran air.

Kebelakangan ini, persisiran air bukan sahaja menjadi sumber untuk ekonomi malahan menyumbang kepada perkembangan kebudayaan sesebuah kawasan. Oleh hal demikian, perancangan pembangunan persisiran air telah mengambil kira banyak faktor dan elemen. Ini termasuk karektoristik fizikal persisiran air, konteks bandar, karektor permandangan, penggunaan persisiran yang sedia ada dan perancangan aktiviti baru, membentuk identiti kawasan tersebut dan sebagainya. Secara tidak langsung, siar kaki di sepanjang pinggir air (*promenade*) telah memainkan peranan yang penting bagi mengkaitkan aktiviti dalaman kepada luaran persisiran air.

Matlamat kajian ini adalah untuk memahami sumbangan dan kepentingan siar kaki persisiran air (*promenade*) yang mencorakkan kebudayaan dan imej tempatan (*festivity*) untuk menjayakan kawasan persisiran air (*waterfront*) di kawasan bandar melalui perancangan yang teliti dan terperinci.

ABSTRACT

Urban waterfront can be defined as the water's edge in cities and town areas of all sizes. Waterfronts vary enormously in type and character as well as in size and age. There are four common development issues which stem from judgment made during the development process and which generate controversy for waterfront project. There are regulation and permits, appropriate use of waterfront, public accessibility and the citizen participation.

When examining development opportunities, there are several factors related to a waterfront's physical aspect, urban context, and visual appraisal that must be taken into account. Actually the trend toward cultural tourism has caused more cities to take a second look at the economic potential inherent in their waterfront especially its promenade development. They are not only a source of economic contributions to the city, but also enhance the culture of the area. Festivals are often held on or close to a city's main waterfront. The many parks, amphitheaters and other performance venues become focal points for the residents of a city to gather and celebrate and enjoy music, food, literature, dance or maritime heritage. In developed countries there is an increased emphasis on shopping as entertainment, reflected in many mixed use waterfront projects.

Therefore the intention of this project is to understand how a festive promenade contributes towards a successfulness of a Waterfront in a new township development. The development takes into consideration the existing surrounding context, its function and others necessities. A comprehensive development is being proposed at the final stage of this project in selected site.