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ACKNOWLEDGEMENT

**THIS CONSERVATION MANAGEMENT PLAN REPORT HAS BEEN APPROVED
AND ENDORSED BY THE FULL COUNCIL MEETING OF THE MELAKA
HISTORICAL CITY COUNCIL (MBMB) ON THE
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CONSERVATION MANAGEMENT PLAN FOR THE HISTORIC CITY OF MELAKA

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1.0 INTRODUCTION

The Melaka World Heritage Site Management Plan identifies what is significant about the World Heritage Site, recognizes challenges and threats, and sets out policies to preserve and enhance the Site.

Having a conservation management plan (CMP) is crucial as it is an important tool in caring for a very unique and diverse tangible and intangible heritage that Melaka inherits from its previous glorious years. This document provides a guide to future care and use, including facilitating any new development within the Conservation Area.

Dr James Kerr describes a CMP as "a document which sets out what is significant in a place and, consequently, what policies are appropriate to enable that significance to be retained in its future use and development. For most places it deals with the management of change." (Kerr, *The Conservation Plan*, National Trust NSW, Sydney 2000: 1)

1.1 Why have a management plan?

Those responsible for World Heritage Site's are required by UNESCO to draw up a management plan to summarize the significance of the site and the policies proposed to protect, conserve, develop and enhance it.

a. What does it say?

The Conservation Management Plan consists of **three main parts: investigation, assessment and management policies**. The management plan identifies key features of the World Heritage Site such as the unique landscape, the architectural characters and intangible aspects of cultures in Malacca. It also clarifies the purpose of protecting its outstanding Universal Value which it inherits. Challenges and opportunities are also detailed, for example the risk of inappropriate development and the need to promote the use of traditional materials.

Crucially the management plan is not just about conservation. It is about facilitating change to ensure that Melaka Heritage is kept intact at the same time it continues to thrive as a dynamic living city.

b. How will it be used?

Melaka Historical City Council will use the management plan to help protect the Site's special qualities and promote best practice. The plan will enable those involved in developing the city centre to consider the protection and enhancement of the World Heritage Site at an early stage in the planning

process. For everyone the plan will promote awareness of the World Heritage Site and encourage involvement in its management.

c. The Process of Developing a Conservation Management Plan

There are several steps involve in preparing a Conservation Management Plan (refer Figure 1.1).

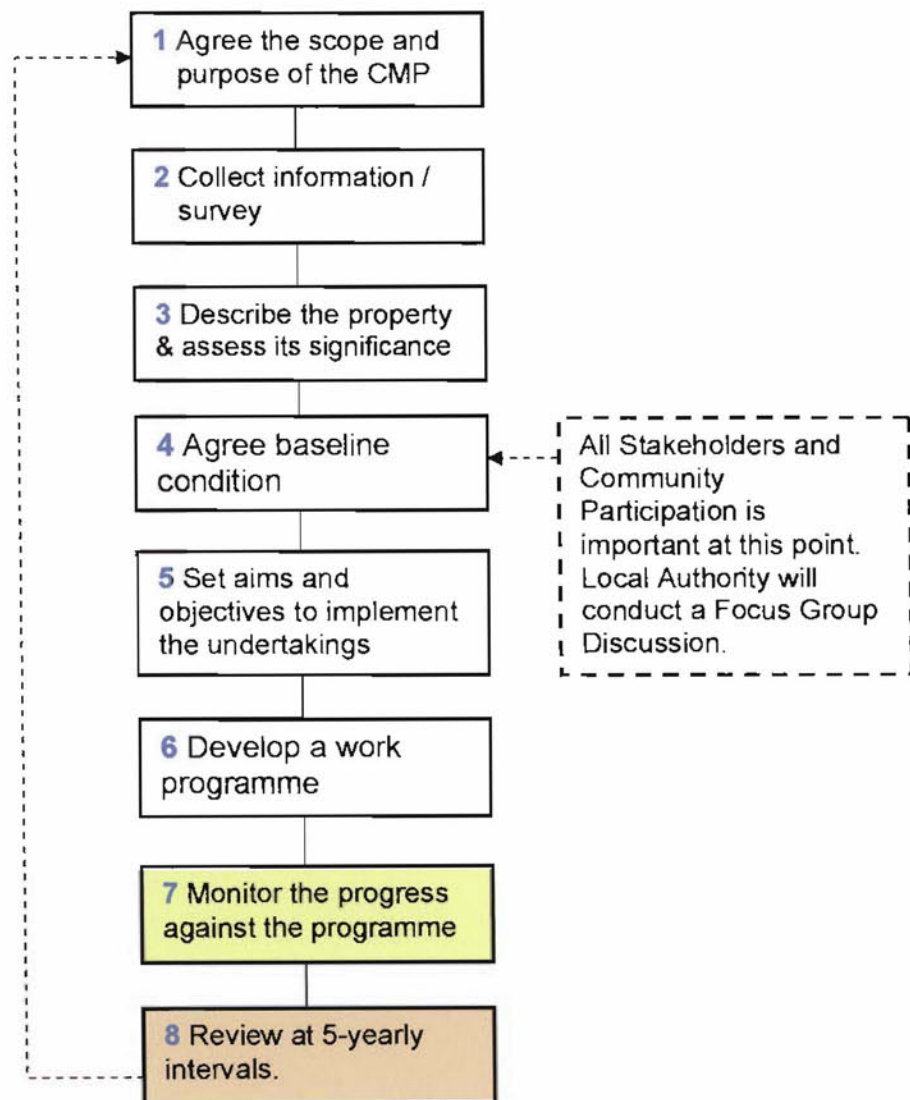


Figure 1.1: Preparing and implementing Conservation Management Plan.

1.2 Visions

MELAKA will practice and promote sustainable management, understanding the World Heritage Site's unique qualities and its world wide significance

The cultural assets of the World Heritage Site, tangible and intangible heriatge values and significance, will be conserved, facilitate and safeguard for this and future generations.

Melaka will be a centre of excellence for urban heritage management and conservation, founded on partnerships of local, national and international communities and organizations

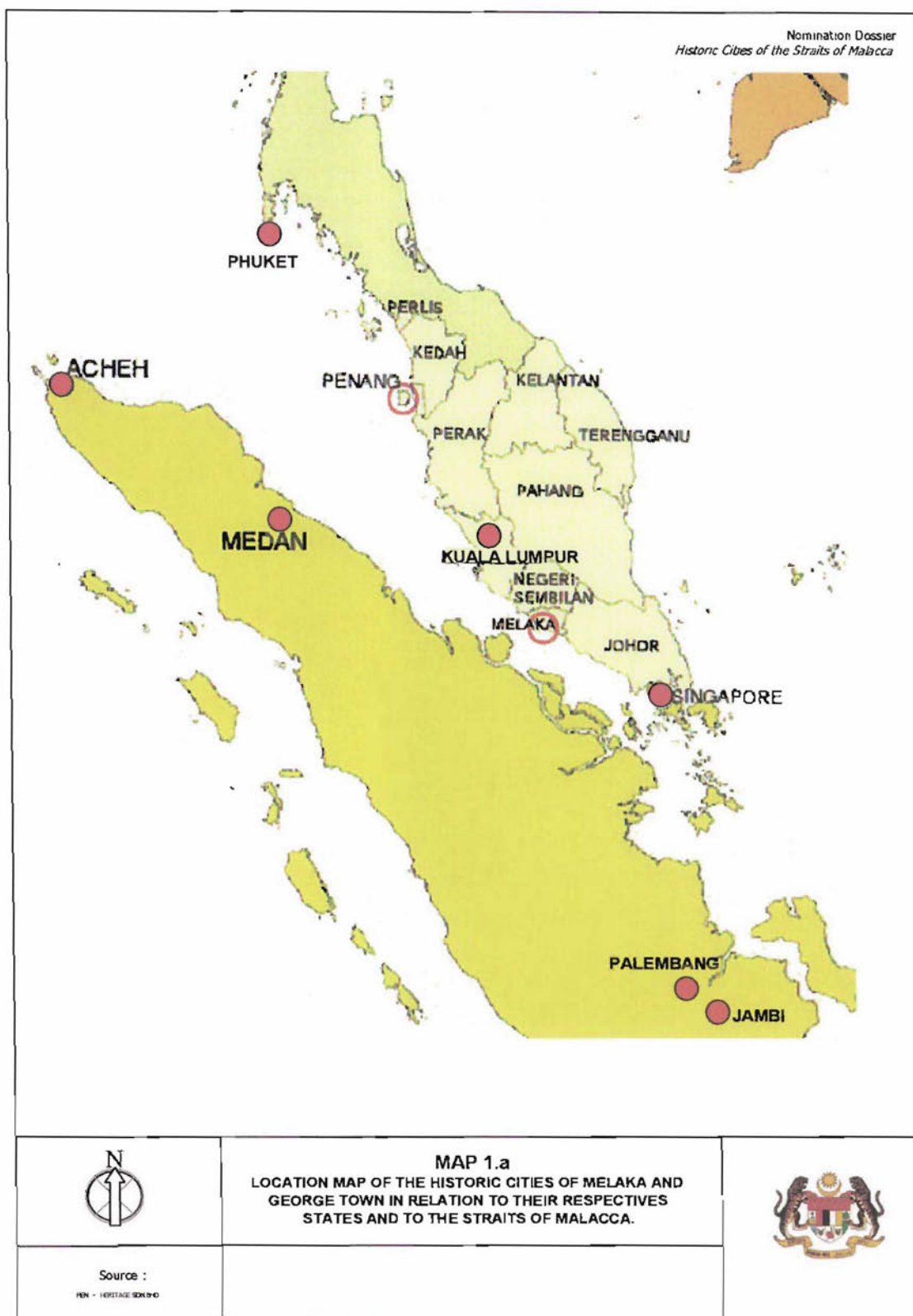
Melaka will be accessible and enjoyable to all; a site that understands and celebrates its outstanding universal values and atmosphere

Melaka will continue to be thriving living city and will use its status as World Heritage Site to support and further the vitality of the local community.

1.3 National and Regional Context of Melaka Historical City

The Historic City of Melaka is located in the State of Melaka (*Negeri Melaka*), 125 kilometers south of Kuala Lumpur. Located on the west coast of central Peninsular Malaysia, Melaka state is bordered by the Straits of Melaka to the west, State of Negeri Sembilan to the north and State of Johor to the south. (please refer Map 1.a)

The State capital, Melaka, extends from the nominated area at the mouth of Melaka River inland to the new administrative center at Ayer Keroh.



2.0 AREA DEFINITION

The Inscribed Melaka World Heritage Site corresponds to the oldest part of the historic centre of Melaka, including the Melaka River that passes through the site, and encompasses St. Paul's Civic Zone and Historic Residential and Commercial Zone. (see table 2.1 & map 2.a)

Table 2.1: Area of Property and Zones

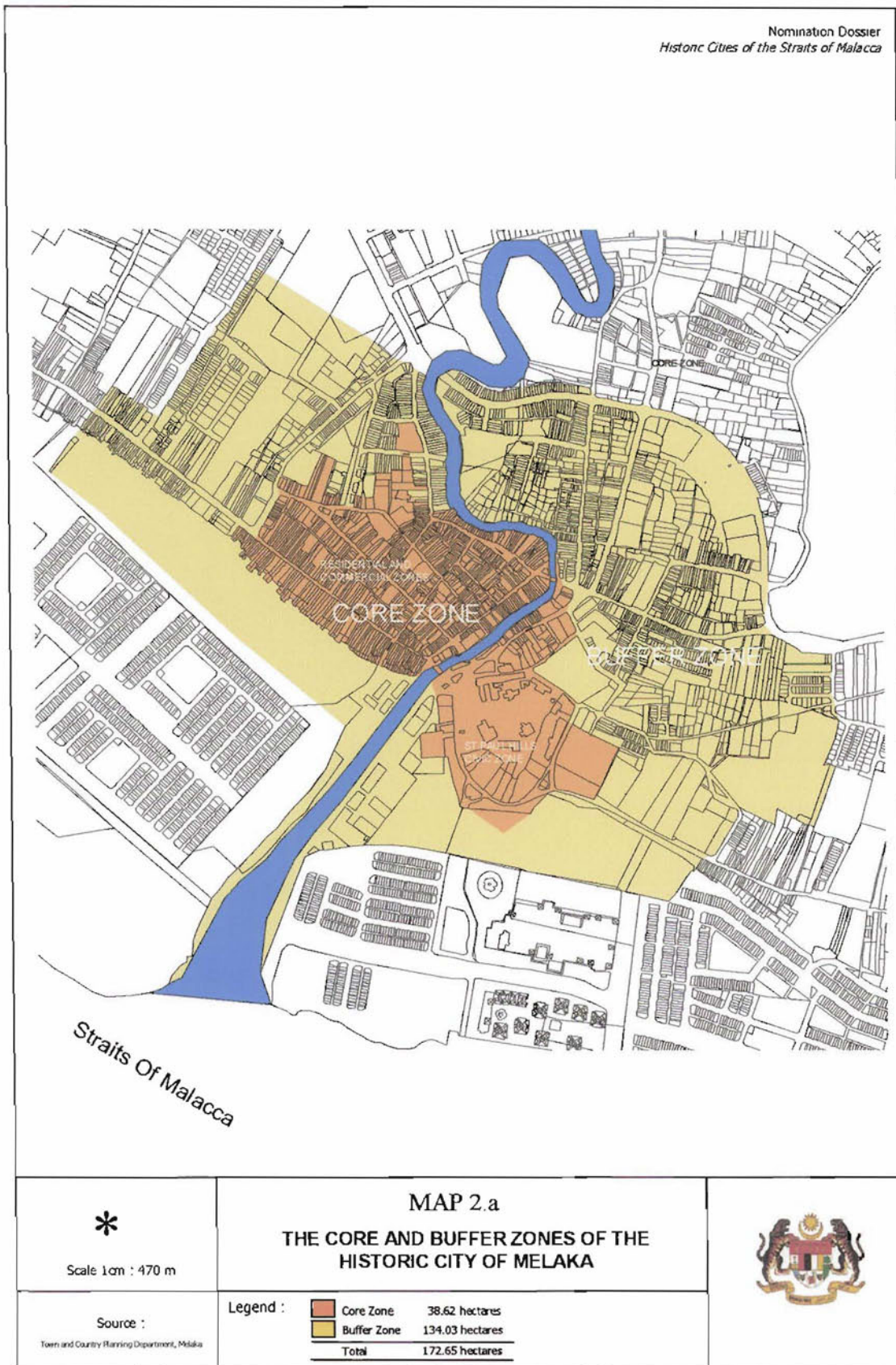
No	Property (Name)	Core Zone (hectares)	Buffer Zone (hectares)	Total Area (hectares)
001-M	The Historic City of Melaka	38.62 (22.36%)	134.03 (77.64%)	172.65 (100%)

a. Core Zone:

The Core Zone of the Historic City of Melaka comprises of two major areas: First is St. Paul's Hill Civic Zone which has a number of government buildings, museums, churches, urban square and original fortress town from the 16th century Portuguese and Dutch Period. Second is The Historic Residential and Commercial Zone has more than 600 shophouses, commercial and residential buildings, religious buildings and tombs on four main streets: Jalan Tun Tan Cheng Lock (Heeren Street), Jalan Hang Jebat (Jonker Street), Jalan Tokong/Tukang Emas/Tukang Besi and Jalan Kampung Pantai; as well as on four perpendicular streets of Lorong Hang Jebat, Jalan Hang Kasturi, Jalan Hang Lekiu and Jalan Hang Lekir.

b. Buffer Zone:

The Core Zone is being protected by 134.03 hectares of Buffer Zone, bounded by Jalan Merdeka, Jalan Kota Laksamana, Jalan Ong Kim Wee, Jalan Tan Chay Yan, Jalan Munshi Abdullah, back lots of Kampong Banda Kaba, Jalan Chan Koon Cheng and Jalan Merdeka.



2.1 Significance of Historic Quarter

United Nations Educational, Scientific and Cultural Organization - UNESCO through one international pact in 1972, concluded upon Convention concerning the Protection of the World Cultural and Natural Heritage, which adopted one strategy to bring together efforts by nations all over the world towards safeguarding cultural and natural heritage that exist throughout the entire world.

The Objective of the convention is 'to encourage identification, protection and conservation of cultural and natural heritage throughout the world which has high outstanding universal value to human'. These Cultural and Natural Heritage are the responsibility of each nation in the world to protect and conserve without any limit to its juxtaposition.

Cultural and natural heritage is not only important to the nation where it is found, but also to the entire world and mankind. These heritages are considered having an outstanding universal value. These heritages may never be replaced and its absent means a great lost to the entire mankind. It is the shared responsibility for all to guarantee these outstanding universal values are free from threat of destruction and vanished.

Any effort by Local Authority to take center stage any sites within their jurisdiction to the world heritage list after realizing the significance of the area in terms of its cultural heritage inheritance should be honored and praised. This shows the awareness that a significant heritage available in one area is not limited only to local community, but it is a heritage bound to be shared with greater amount of people.

This priority and strong desire indicates the commitment assured towards ensuring timeless effort being given to achieve center-staging Melaka heritage to the world.

However, it should be reminded that any heritage value that is significant to a community is not necessarily important to the world. The difference between World Heritage Site and National Heritage Site is clear where; World Heritage Site inherits an outstanding universal value.

Melaka without doubt is a heritage city that has great significant value to the country and it is a must to safeguard its resources from threat and destruction in the most appropriate manner.

These efforts are important whether Melaka City is listed in World Heritage List or not. The site chosen for the World Heritage List encryption is made based on its importance, as a best example in terms of its cultural and natural heritage.

According to explanation by Convention concerning the Protection of the World Cultural and Natural Heritage, "World Heritage List brings about the awareness of how rich and diverse a cultural and natural heritage has on this earth".

a. Outstanding Universal Value

It should be understood that Convention concerning the Protection of the World Cultural and Natural Heritage has its special aims, and that is why not all cultural and natural aspect approved by any local agency are qualified to be included in the World Heritage List. It is clearly stated in article 6(i) - General Principles of the Convention:

"The Convention provides for the protection of those cultural and natural properties deemed to be of outstanding universal value. It is not intended to provide for the protection of all properties of great interest, importance or value, but only for a select list of the most outstanding of these from an international viewpoint. Articles 1 and 2 of the Convention define the outstanding universal value of cultural and natural properties. These definitions are interpreted by the Committee by using two sets of criteria: one set for cultural property and another set for natural property."

How far Melaka qualified for the World Heritage List depends on universal significant value that it inherits. This convention has all the rights to evaluate qualification of any area based on the value and genuineness of its encryption. The main hurdle for any town to be listed depends on to what extends these towns has its significant in world heritage context. It is hard to differentiate 'outstanding universal value' found on building pattern and form, found in town across Malaysia because buildings in Malaysia, Singapore, and Thailand (especially in the southern region), Myanmar, Cambodia, Laos, Vietnam, South China, Taiwan and other Southern-Sea countries" has similarity in the blend of its urban character and pattern although there is a slight change in terms of details and environmental background in certain places.

If the 'outstanding universal value' is not available in its town character, what is there to prove and bring about for these towns especially Melaka? There is a misunderstanding in terms of interpreting this 'universal value' at the beginning. Are buildings becoming the sole evidence to qualify Melaka in the World Heritage List? Or is it just another part from a diverse heritage value available to present Melaka City as World Heritage City?

It is clear for certain people who accept Melaka as a Historical City, the buildings plays a vital role in creating strong awareness to what is in the content of historical books and shows the importance of Melaka as a meeting point for people all over the world.

Most of us are keen to relate buildings as basic evidence for the encryption into the World Heritage List. Incidentally, comparison will be made between Melaka

built heritage with list of important world buildings and structures such as Taj Mahal in Agra, India; Giza complex of Pyramid in United Arab Emirates, Borobudur complex in Jogjakarta, Indonesia, Angkor Wat complex in Cambodia and other places. Clearly for Melaka, it is hard to promote 'A Famosa', 'Stadhuis', remaining of St.Paul's Church, Netherlands church, 'Christ Church', houses of 'Baba and Nyonya' at Heeren Street and other buildings there, with the significance of all great world monuments mentioned earlier, because the importance of buildings in Melaka were much smaller compared to those great monuments.

"Heritage" has a vast definition and its concepts exceed cultural and natural aspects. It covers diversified entity from physical or tangibles to intangibles. Physical aspects or tangibles covers landscapes, historical places, archeological sites, natural environment and man made.

Intangibles aspects, covers custom tradition and historical culture and the longevity in practicing the culture, knowledge and life experiences. Through tangibles aspect, the process of historical changes and growth which lapsed from time to time is recorded for and processed to the birth of new identities which differ and only can be seen in certain area or district.

Intangible heritage however becomes an important aspect of modern living context because it serves as the foundation to addition and transformation of the human tradition. For Melaka, its intangible heritage should become the fundamental aspects in its encryption to the World Heritage List.

b. Proposed Statement of Outstanding Universal Value

Being situated geographically between two great civilizations of the East (China) and West (India), and having been ruled at various periods by great civilizations of the Malays and Islam, Portuguese, Dutch and British, the Historic Cities of Melaka and George Town are very rich in their living multi-cultural heritage, as depicted by various religious, and cultural practices of the society. The living cultural heritage is reinforced by the existence of the urban morphology and architecture that symbolize various eastern and western styles which need to be continuously conserved and preserved.

It is therefore, can be concluded that "The Historic Cities of the Straits of Malacca: Melaka and George Town" meet the criteria of outstanding universal values in that they are:

a	<p><u>“The Historic Cities of the Straits of Malacca : Melaka and George Town” are excellent examples of historic colonial towns on the Straits of Malacca, that have endured and experienced a succession of historical events mostly related to their former function as trading ports linking the East and West.</u></p> <p>No other historic port towns on the Straits of Malacca or in the East that were used as settlements by the three great European powers for almost 500 years [1511 – 1957]. Melaka in particular, was occupied by the Portuguese for 130 years [1511-1641], then by the Dutch for 145 years [1641-1786] and by the British for 171 years [1786-1957].</p>
b	<p><u>“The Historic Cities of the Straits of Malacca : Melaka and George Town” are the most complete surviving historic cities on the Straits of Malacca with a multi-cultural living heritage originating from the mercantile era of the Straits of Malacca, where the trade route extended from Great Britain and Europe through the Middle East, the Indian subcontinent and the Malay archipelago to China.</u></p> <p>No others historic port towns on the Straits of Malacca or in Asia offers a vibrant multi-cultural living heritage as Melaka and George Town. Within the core and buffer zones, the Malay, the Chinese and the Indian communities mainly, still practices the same cultural traditions as they used to, hundreds of years ago. Melaka and George Town are truly living testimony to the multi-cultural heritage and tradition of Asia.</p>
c	<p><u>“The Historic Cities of the Straits of Malacca : Melaka and George Town” are living testimony to the multi-cultural heritage and tradition of Asia, where the greatest religions, and cultures met. The coexistence of distinct faiths - both tangible and intangible - in particular the different religious buildings, is a testament to the religious pluralism of Asia.</u></p> <p>No other historic port towns on the Straits of Malacca or in Asia offers a multi-religious community, each practicing their own heritage traditions and values. This can best be seen in the existence of different religious buildings - the Malay mosques, the Chinese temples, the Indian temples and the churches - within the core and buffer zones of Melaka and George Town. The architecture of these religious buildings are exceptional. The Malay mosques, for example adopting strict design planning, but influenced by the regional pitch roof, as well as by the Chinese, colonial and British Raj styles. The Chinese temples, on the other hand are influenced by the traditional Chinese architecture of the</p>

	southern China; where as, the Indian temples very much follow the traditional Indian architecture from India. Similarly the many churches in the core and buffer zones, are of the western styles.
d	<p>"The Historic Cities of the Straits of Malacca : Melaka and George Town" reflect the coming together of cultural elements from elsewhere in the Malay Archipelago and from India and China with those of Europe to create a unique architecture, culture and townscape without parallel anywhere in the East and South East Asia. In particular a <u>range and exceptional architecture of shophouses.</u></p> <p>No other historic port towns on the Straits of Malacca or in Asia offers a range and unique architecture of shophouses as in Melaka and George Town. Within the core and buffer zones of Melaka and George Town, there are now more than 2,000 shophouses of different styles and influences. Mostly, are in the good state of conservation, these two or three storey shophouses share common characteristic. Such as : rectangular plan form, built in rows with uniform facades, facing main streets, continuous covered five foot way in front, jack roof, internal courtyards, as well as are of brick walls plastered with lime, wooden timber structures and clay roof tiles, to name a few.</p>

c. Level of Commitment

The Convention Committee has the responsibility to make certain about the genuineness for any heritage entity before it is inscribed. It falls to the responsible of the state who wants to nominate their heritage to portray the high commitment in their efforts to safeguard heritage entity from facing degradation and extinct.

For Melaka City, it has become a must for local authority to provide evidence of ongoing efforts, how a heritage conservation program was conducted, and how efforts to raise awareness among the public especially those who were involve directly with development, ensures the conservation of existing resources is implemented. In this matter, Guideline 6(v) and (vi) "General Principles" should be referred to:

Article 6 (v)

"Inscriptions of sites shall be deferred until evidence of the full commitment of the nominating government, within its means, is demonstrated. Evidence would take the forms of relevant legislation, staffing, funding, and management plans,"

In this matter, the evidence of efforts is in the form of preparation of certain rules and legislative to control intrusion of development towards conservation area and other related guideline regarding conservation of historical resources.

3.0 HERITAGE BUILDINGS

3.1 List of Heritage Buildings

Historic City of Melaka, the property for the inclusion on World Heritage List, comprises of two major protected areas within the conservation zone of the city, and is demarcated by the historic Melaka River. First is the St. Paul's Hill Civic Zone and another is the Historic Residential and Commercial Zone. The city comprises of core and buffer zones. The total number of buildings in these zones are as follow:

Table 3.1: Total number of buildings within the Core and Buffer zones of Melaka

Sites	Total Number of Buildings		Total
	Core Zone	Buffer Zone	
Historical City of Melaka	930	948	1,878

Throughout the urban history of Melaka, the myriad cultures which it traded with and settled in the cities brought architectural styles from all over the world. The early architecture the city forms from culture values, ideas, tradition and memories of the immigrants and indigenous Malay builders. It adapted according to the availability of materials, transport and the needs to live comfortably in a tropical climate.

As the important hubs of both regional and global trade in the Southeast Asia from 16th to 19th century, the cities of Melaka still maintain their architectural heritage including various types of heritage buildings as follows:

- Traditional Malay houses
- Traditional shophouses
- Terrace houses
- Malay Mosques
- Churches
- Chinese temples
- Hindu temples
- Colonial buildings from the periods of Portuguese, Dutch and British

Apart from heritage buildings, the cities of Melaka also retain some of their existing old roads, streets, river, open spaces and town squares.



Figure 3.1 An Arial View, showing the Heart of Melaka Conservation Area, including Core and Buffer Zones

The character of the **Historic City of Melaka** is strengthened by the unique townscape qualities of the streets and the buildings that shaped the quality of space created by these streets. In comparison to other towns in Malaysia, Melaka's townscape is quite distinctive in character because of its sense of enclosure and mixture of houses, shops and places of worship. Along the narrow streets of Melaka, align on both sides are rows of shophouses, mainly one and two storey height. From simple two storey height with plain facades to more elaborate three storey height in different styles and influences. The street scape of these shophouses are punctuated by a number of religious buildings, mainly the Malay mosques, Chinese and Indian temples.

There is a strong element of surprises created by narrow and deflected streets that entice a person to wander through the alleys endlessly. The skyline is broken by tiny intrusive structures on the roofs to form an interesting silhouette. Added to that is the unique blend of façade, creating a sense of variety within uniformity – with each building along the streets being different than the others, yet giving a sense of unity.

The townscape of Melaka is reminiscent of the medieval European cities which were designed to fit a society that was ruled by feudal lords, where streets were designed to confuse the enemy. This makes Melaka unique to the world as an example of a medieval townscape in this part of the region. The naming of the streets according to the various artisans that lived here such as goldsmiths, blacksmiths, temple etc accentuates the character of medieval cities that tend to locate craftsmen and traders according to their guilds.

3.2 Pictures and Write up of the Most Significance Heritage Buildings

St. Paul's Hill Civic Zone has always been the seat of the governing bodies from the time Melaka was founded to very recently. The establishment of a kingdom at the locality was due to its commanding position facing the river mouth and the Straits of Malacca and protected from the interior by a vast swampy area. Known as *Bukit Melaka* during the Malay Sultanate era, it's been a royal abode as well as the seat of power of the Sultans. The Portuguese simply called the area as 'Oiteiro' or Hill. They built a fortress around this hill, which was completed in 1548 and stayed within the walls. On top of it, they also built among other things a church. The Dutch, who took over the church, turned it into a Protestant church and named it St. Paul's Church. The hill was renamed St. Paul's Hill and remained so ever since. The hill also continued to be the seat of power of the British-Melaka government and the state government of independent Melaka.



Figure 3.2 : The A-Farmosa and St. Paul Church Figure 3.3: Ruin of St. Paul's Church

Within the St. Paul's Hill Civic Zone there are many historical buildings and monuments around the Hill and urban square established and built either by the Portuguese, the Dutch or the British that have been preserved and remain unchanged. Mainly located on Kota Road (*Jalan Kota*), Laxamana Road (*Jalan Laksamana*), on St. Paul's Hill or around the Town Square, these buildings are fine evidence of long established colonial powers in Melaka.

The more important buildings in the St. Paul's Hill Civic Zone are:

- A'Farmosa, Jalan Kota
- Bastion House, Jalan Kota
- 1963 Building, Jalan Kota
- Department of Museum and Antiquity, Jalan Kota
- Islamic Museum, Jalan Kota
- St. Francis Institution, Jalan Kota
- Banda Hilir Primary School, Jalan Kota
- Sacred Heart Canossian Convent, Jalan Kota

- Literature Museum, Jalan Kota
- Architecture Museum, Jalan Kota
- Democratic Museum, Jalan Kota
- Governor's Museum, St. Paul's Hill
- Ruin of St. Paul's Church, St. Paul's Hill
- Replica of Malay Sultanate Palaca, St. Paul's Hill
- Stadthuys, Town Square
- Christ Church, Town Square
- Clock Tower, Town Square
- Fountain, Town Square
- St. Francis Xavier's Church, Jalan Laksamana
- Several shophouses, Jalan Laksamana

The Town Square or locally referred to as the Dutch Square used to be the hub of the town since its earliest foundation. It housed the key buildings during the Dutch period in the form of the Stadthuys and the Christ Church with a fountain and clock tower at the center. The strategic location of the town square with its adjacent important public buildings such as Stadthuys, relects the significance of this area as the centre of the town. Since the beginning, the town started at the river mouth due to its port activities. Therefore, the hub of the town centre was at the site of the square due to its close proximity to the river mouth. This square has not been altered since the Dutch period except for the resurfacing of its roads. The composition of the buildings in the square reflects the character of the townscape typical of a European town, where the civic ambience of the place was heightened by the presence of major civic buildings.

Leading to the Town Square is a parallel street to the river known as Jalan Laksamana. This narrow street creates a strong sense of enclosure, with many of the buildings consisting of the traditional shop houses. The historical building located on the street is St. Francis Xavier Church, which is designed to resemble a Portuguese Church. The presence of a large church in the strategic part of the town center suggests the strong influence of the colonial rulers in the development of the city in the past.



Figure 3.4: The red buildings of Stadthuys, Christ Church and Clock Tower at the Town Square.

The nearby Tan Kim Seng Bridge across the Melaka River marks the site of the original 14th century timber bridge, which was attacked and occupied by the Portuguese before they conquered the palace ground. The bridge was also the original location of the Portuguese' bridge, the Dutch drawbridge and the British cast iron bridge before it was replaced by the present concrete bridge. The view from the bridge towards the city resembles that of a fishing village with the buildings built close to the water's edge. This bridge symbolized the link between the two sides of the city that brought together the citizens and the rulers. This is reminiscent of the humble beginnings of Melaka as a fishing village prior to the Melaka Sultanate rule and way before its peak as a major trading port in the world. The buildings along the river were built close to the water's edge and in the past the buildings used to front the river when the river was a lifeline to the city.

Across the bridge is **The Historic Residential and Commercial Zone**. This was the most important residential area of the bygone era, which is located on the northern or left bank of Melaka River. The Bendahara or Prime Minister's residence and the famous Melaka Bazaar were both located in the vicinity during the Malay Sultanate period.

The Portuguese then change the racial composition of the settlement by locating those who supported them closer to the fortress (Fortaleza de Malacca). By the same token the Dutch did the same when they came to power. In addition, the Dutch also built two residential areas for the Dutch outside the fort, one for the rich and the other for the commoners, and named them as Heeren

Street and Jonker Street respectively. Among the locals this area was aptly called Kampong Blanda.

Other community quarters namely Kampong Kling (Indian Village), Kampong Hulu (Arab Village), Kampong Jawa (Javanese Village), Kampong Serani (Eurasian Village) and Kampong China (Chinese Village), which were established along racial lines still exist today but no longer reflect the racial composition of the populace. It is also in this area one can find a mosque, Indian Temple, Chinese Temple and church located close to each other representing the harmony of the multi-racial groups. This *Three Temples Street* (Jalan Tukang Emas, Jalan Tukang Besi and Jalan Tokong) is better known as Streets of Harmony.

Within the The Historic Residential and Commercial Zone there are excellent examples of shophouses on both sides of the narrow streets of Melaka. Mainly located on both sides of the six main streets as follows:

- Jalan Tun Tan Cheng Lock (Heeren Street)
- Jalan Hang Jebat (Jonker Street)
- Jalan Tukang Emas (Goldsmith Street)
- Jalan Tukang Besi (Blacksmith Street)
- Jalan Tokong (Temple Street)
- Jalan Pantai (Kampong Pantei Street)

Jalan Tun Tan Cheng Lock was formerly known as Heeren Street; was among the earliest streets built by the Dutch to accommodate their government officers and the upper class groups of the society. The residential character of the street can still be seen with its narrow streets, ornate and richly decorated façade. Typical features of the buildings include footways filled with hand-painted and Wedgewood tiles, carved front doors surmounted by the family motto in gold calligraphy on a black lacquered board, Corinthian columns and opulent base with motifs of bats, phoenix, flowers and dragons. The flamboyant nature of these town houses reflects the affluence and luxurious life style of the original occupants. It was even dubbed as the 'millionaire's row' by the locals.

After the Dutch left the country, these houses were occupied by the affluent Babas or Peranakan (mix breed of English educated Chinese and local girls' parentage). Their exquisite life style can still be seen today in the overwhelming ornate interior decoration and furniture used. Among the typical features of these Baba townhouses are gilded teak staircases, an ancestral altar embellished with dragons, delicately carved and gold screen, black wood furniture inlaid with mother-of-pearl and embroidered silk paintings. There is also an interesting display of townhouses, which have variations in its façade treatment, ornamentations and window patterns within one street.



Figure 3.5 : Elaborate façade designs of the shophouses and townhouses on Jalan Tun Tan Cheng Lock

The other unique feature of the townhouses along the street is their deep plan and narrow frontage. This is quite typical of Dutch architecture and buildings in most Dutch cities until today. This type of façade treatment creates an interesting streetscape due to the variety of façade design that is harmonious to each other. The courtyard is another common feature in these houses which was designed to allow fresh air and sunlight to penetrate and brighten the rooms. Another interesting feature is the way in which the arcaded walkways were blocked unlike those seen in the traditional shop houses. This gives some privacy and space to the residents.

Jalan Hang Jebat was once called Jonker Street and is translated as 'Young Noblemen's Street' in Dutch. This is another street that was once inhabited by the more affluent group of the society. Many beautiful town houses still line both sides of this bustling street that is renowned for its antique shops. The presence of the antique shops that sell many of the antique goods of the past period reflects the historical significance of the street. One of the oldest antique outlets in this street belongs to the Kuthy family, which is one of the prominent Indian families in

Melaka. The late T.J Kuthy, an Indian Muslim from Kerala, started the first Jonker Street junk shop in 1936. Many Baba families had lost their fortunes when the price of rubber plummeted during the Great Depression and were forced to sell their precious heirlooms just to survive. Kuthy bought their treasures and started the antique business that his descendants still run today. There is an intimate and homely atmosphere about the street due to its narrowness which gives a sense of enclosure and rich sensory experience from the smell of cooking that exudes from the kitchen and restaurants nearby.

In the heart of Melaka's old town is **Jalan Tukang Emas** (Goldsmith Road) **Jalan Tukang Besi** (Blacksmith Road) and **Jalan Tokong** (Temple Street); renowned for many religious places of worship.

The deflected and curving nature of the streets that meander this part of the city creates a perfect sense of enclosure and exquisite townscape effect. The visual experience is heightened by the intricateness and varied buildings in terms of façade design and building height. The street names, which took after the craftsmen of old Melaka, reflected the importance of this area as the once artisan zone for the city. Tinsmith, blacksmith, cobblers, coffin-makers, paper artisan and basket weavers still ply their trades here. The other unique feature of the streets is the presence of three different types of places of worship namely; Cheng Hoon Teng Temple, The Masjid Kampong Kling and the Sri Poyyatha Vinagar Moorthi Temple. Although the area is now predominantly occupied by Chinese, the presence of the mosque and the Indian temple suggests that this area was once lived by a multi ethnic community that was able to live harmoniously together. The Cheng Hoon Teng temple is over 300 years old and was founded by Li Kup who fled China when the Manchus toppled the Ming. It is still the major place of worship for the Chinese in Melaka and is the oldest functioning Chinese Temple in the country.



Figure 3.6 : Traditional trades of Melaka

The presence of these three places of worship along the same street lends a spiritual touch of the street's ambience. There is a high degree of sensory experience as a person walks along the street due to the smell of incense, fresh cut flowers and the sound of bells ringing and the call for prayers that comes out from the minaret.

The oldest mosque in the historic city of Melaka is the oldest mosque in Malaysia. The Kampung Hulu Mosque, built in 1728, was one of the first mosques built primarily of masonry construction and possesses the distinctive Chinese-Pagoda like pyramid-tiered roof form. The mosque was one of the bustling centres of Islamic missionary activities during the days of the Dutch occupation. The design of the mosque is simple which is on square plan and open planning and surmounted by two or three stepped pyramidal roof covered with Marseilles tiles. Columns and minarets of late nineteenth and early twentieth century mosque adopted Renaissance decorations and had no storeys. The Melaka mosque appears to have numerous structural affinities with the mosque at Bantam. The general principles of this tradition may have been brought from western India at the time of the Islamisation of Java in the fourteenth century.

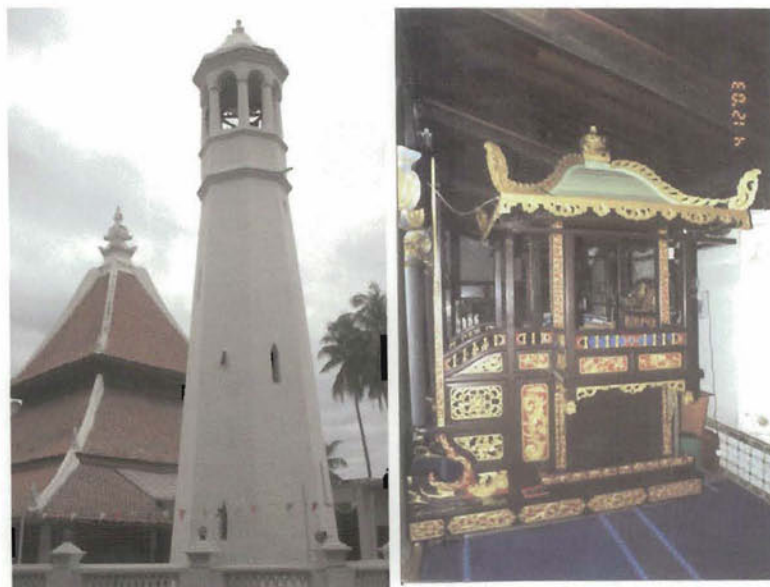


Figure 3.7 : Kampung Hulu Mosque with Chinese pagoda like minaret

The present Kampung Keling Mosque was built in 1748 on the foundation of its original timber construction. It was related by the locals that the Kampung Keling Mosque was founded because the local Malay community was not on the best of terms with the Keling (Indian Muslim) people. The Malays were centered around the Kampung Hulu Mosque while the Keling community established their own mosque after a Malay endowed a piece of land nearby to them.

The two mosques which stand at close proximity are not a common feature in Melaka or anywhere in Malaysia. They are used at alternative Friday prayers. The mosques are located on the corner of Jalan Tukang Emas and Jalan Hang Kasturi. They have similar plans, based on a square foundation with three entrances framed within a porch structure. The mosque plan consists of an enclosed prayer area with three *serambi* (verandah) sides. The heavy masonry walls enclosing the mosque interiors have three doors on each side. The *mihrab* is

enclosed like the *maksura* with four round column arcades. There are four belian timber columns from the original mosque which support the top most roof structure. The top of the three tiered roof gives way to generous windows all around. The Chinese tiles are used for the roof and crown with *mastaka* to be inscribed into an almost perfect cube. The floor and walls are covered with decorative ceramic tiles and the interiors are heavily ornamented.



Figure 3.8 : Masjid Kampung Keling (1748) also have mixed influences of the Malay, Chinese, Indian and the European architecture.

The Chinese contribution to Melakan architectural styles, as has been mentioned before, is most strongly exemplified in commercial and religious buildings, namely the shophouses and the temples. The Cheng Hoon Teng Temple or the temple of the Evergreen Clouds in Melaka was built in 1645 and completed in 1704 after several extensions and additions. It is the oldest temple in the country. The decoration of the temple applied in physical and visual form of the orthodox elements of South-east Chinese architecture, with the color, symbolism and fineness of detail and materials. It is home to the three religious philosophies of Buddhism, Taoism and Confucianism, with ancestor worship as the centerpiece and common element in all three.



Figure 3.9: Cheng Hoon Teng Temple (1645)

The Sri Poyyatha, built in 1710, is a Hindu temple standing on the same street as Kampong Hulu Mosque and Cheng Hoon Teng temple. The coexistence of these three distinct faiths is a testament to the religious pluralism and tolerance of Melaka. Erected in 1781, this temple enshrines the deity Vinayagar. In the back room is a sculpture of the deity with the head of an elephant and the body of a man with four hands. The deity is believed to be capable of removing obstacles in one's life.



Figure 3.10: Sri Poyyatha Temple (1710)

Jalan Kampung Pantai is the street that runs parallel to the river and accommodates many wholesalers, go downs and stores. In addition to that, there are also many traditional retailers selling sundries goods and items used for worship. This is a street that acts as physical evidence to the role of Melaka played in the past as a port and trading post. In the past, the river was the main means of communication and thus goods that arrived via ships and boats were unloaded and stored in buildings nearby. Today, the loading and unloading activities still occur on this street which is congested with lorries and trucks from the wholesalers' activities. This street also displays the character of a medieval street that opens up to a square addressing a Chinese temple. A narrow lane links up this Chinese temple with a tiny mosque on the other side of the river. There are several other narrow lanes that link this street to the river that suggest the close relationship between the activities on this street and the river in the past.

The multicultural nature of Melakan society, combined with the style of architecture, has provided a rich legacy of buildings representing different traditions. From the various religious traditions come an exceptional collection of mosques, temples and churches modulated by many world architectural languages.

There are various types of buildings in Melaka, ranging from the periods of the Melaka Sultanate to the present day. Most buildings during the sultanate were

destroyed since most of them were made of wood, although there are records of buildings built of some other materials during this time. Malay vernacular and terrace houses can still be found in city of Melaka. Malay timber houses remain intact in the core zone, particularly at Kampung Ketek, Jalan Tokong. On the other hand, some of the earliest antecedents to the townhouses in Malaysia were built in Melaka. The houses, the most ornate examples to be found on Jalan Tun Tan Cheng Lock (Heeren Street), were built or bought by wealthy Melaka Straits-born Chinese merchants for use, sometimes both as godowns and residence. Now, many of the houses are no longer lived in but are maintained by the families as ancestral homes that are used for special celebrations.

The origins of these townhouses are not easy to trace but the earliest recorded maps and drawings indicate some form of development on Heeren Street and Jonker Street dating from 1514 during the time of the Portuguese occupation in Melaka. However, subsequent to that, many battles were fought over Melaka and the town was burned and razed several times. The streets, because of their strategic location by the sea and adjacent to the Melaka Fort City, always become important addresses. For example, as its former Dutch names, Heeren Straat (Street of Lords in Dutch) and Jonker Straat (street for the working class people). Some of the oldest buildings on the streets are of mid-eighteenth century construction, built during the Dutch Colonial period. Though the main influence for the building form must certainly have been from the Chinese, the European and especially Dutch tradition of row houses is very evident. Also, during the second occupation of Melaka by the Dutch after the Napoleonic War (from 1818 to 1824), the Dutch ordained that no new buildings were to be built. This meant that the Chinese had to buy existing buildings built by the Dutch and adapted them to their needs.



Figure 3.11 : Row of shophouses on the narrow streets of Melaka

The shophouses and townhouses in the Historic City of Melaka are attached or terrace houses with similar facade treatment as those found in Europe. Those on Heeren Street were mainly used as residence, and those on Jonker Street were

for commercial purposes. Some of the earliest houses have covered walkway as a linkage, though in some cases an extended party wall blocks the passage.

Shophouses - means a building where the commercial activities are on the ground floor and residential purposes on the upper floor. Nowadays, the buildings are used as offices and cater for a variety of businesses such as light industry and café or restaurant. The original façade is still maintained although there are have small changes to suit to the building use. Similar to the shophouses, the **townhouses** of Melaka have covered walkways as a linkage, though in some cases an extended party wall (the wall which separates each house) blocks the passage. The walkways are often tiled in hand-painted or wedge wood tiles and the front doors have a "pintu pagar" (double leaf 'saloon doors' found in front of the main doors). An outer security swing door in carved and fretted teak facades are typically decorated with sculptured figures, animals, flowers and other patterns. Over the main door, the "pintu besar" are house mottos proclaiming good fortune and everlasting happiness. Eave fascias are usually in fretted Malay designs. Columns and pilasters may be Doric or Corinthian. Windows may be Venetian, Chinese or Malay derivative with louvered (European influence) or solid (Chinese) shutters. Roofs are tiled in Chinese clay tiles with distinctive rounded gabled ends.



Figure 3.12 : Intricate carvings on the front facades of shophouses in Melaka

The interiors of both houses are richly decorated with carved teak panels, doors and window frames. The air wells and courtyards are often paved in Melaka tile, a derivative of Dutch Delph tiles. Complementing the rich decor is traditional Chinese furniture which is centuries old. These long narrow attached houses with

several internal air wells and courtyards accommodated members of an extended family that shared a common kitchen. The important elements of the house are the ancestral hall, the sitting room and the air well. The roofs are steeply pitched to present as sharp an angle as possible to facilitate rain run-off. It also shelters heat from the hot mid-day sun. The framing structure is a system of trusses in rigid rectangular forms held together by wooden tenons. Circular purlins carry the weight of the roof by brackets to roof beams. This in turn transmits the load to the column. Seldom are the walls load-bearing which reduces the material needed.

Within the Core Zone of the Historic City of Melaka there are more than 600 shophouses and town houses of different styles and influences, which can be divided into several categories, depending on their façade designs and such as:

- Dutch Style
- Southern China Style
- Early Shophouse Style
- Early Transitional Style
- Early Straits Eclectic Style
- Late Straits Eclectic Style
- Neo-Classical Style
- Art-Deco Style
- Early Modern Style.



Figure 3.13 Cross Section of Shophouses and Townhouses



Figure 3.14 : Sketches of shophouses in different architectural styles (Source : Encyclopedia of Malaysia, 1998)

4.0 MANAGING CHANGES ISSUES

Conserving and keeping a world heritage site intact is a major challenge faced by every party involved. As a living city, there must be a clear boundary between do's and don't without jeopardizing Malacca as a living historic city. The bustling city and pressure of development need to be address with a set of practical rules with clear method of implementation. Issues pertaining 'changes' are recognized as follows :



Figure 4.1 : Managing Changes Issues Mental Map

4.1 Administration

Need to ensure the effective implementation of the Management Plan, its objectives and action plan

- The World Heritage site would benefit greatly from a formal and comprehensive management arrangement
- The management plan can only be successfully and comprehensively implemented through partnership working
- Need to educate those who administer, manage and impact upon the World Heritage Site in its values, needs and opportunities
- Need to secure on-going resources for the effective implementation of the Management Plan
- Need to have processes in place for monitoring implementation and reviewing the Management Plan to ensure it retains its relevance
- Need to make full use of modern information and communication technology, particularly GIS and the internet, to ensure an appropriate and comprehensive use and implementation of the Plan.

4.2 Funding

The Local Authority is responsible for a large proportion of the expenditure in caring for the World Heritage Inscription Site

- There are responsibilities attached to the stewardship of a World Heritage Site over and above the regular responsibilities of a Local Authority
- There are no additional funds automatically available to a Local Authority that has a World Heritage Inscription Site within its area
- World Heritage is not a recognized indicator for qualifying for additional funding from agencies that finance Local Authority work.
- MBMB, Historical Melaka City Council does not have the resources to finance all the extra responsibilities attached to the care of the World Heritage Inscription Site including hiring additional professional Heritage Managers, Town Planners, Architects, Quantity Surveyor and workers.

4.3 Risk Management

Risks to the World Heritage Site need to be identified and mechanisms put in place for their prevention and/or mitigation.

- At present, risk within the World Heritage Inscription Site is managed for some individual elements, but there has been **no comprehensive assessment** of the risks to the whole Site, particularly not in relation to the outstanding universal values of the site.
- A thorough assessment of the risks to the Site, both existing and potential, could inform strategies to be taken immediately to mitigate risk and others to be put in place for potential disasters.
- Risk management is the responsibility of many different organizations and individuals.
- Risk to the World Heritage Site are not always physical.
- Complacency, particularly concerning the condition of the World Heritage Site, can lead to continual erosion in the condition of the Site.
- Political and administrative change can pose a threat to continuing commitments to fulfill the obligations of the World Heritage Convention in future of the inscribe site.
- The importance of the world heritage site to community (domestic and international) can be subject fluctuations in taste and fashion.

4.4 Information Management

The World Heritage Inscription Site is a complex site, the management of which requires the coordination of a large number of disciplines and agencies

- There is a wide range of records relevant to the World Heritage Site with varying accessibility and compatibility, spread between many different individuals and organizations, and there could be many records which have not yet been identified.
- There is a wide range of individuals and organizations involved in the management or care of the World Heritage Inscription Site who require access to a comprehensive information system to make informed decisions.
- At present there is no coordinated system for the storage, analysis or use of these records

- There is only very limited use at present of Information and Communication Technology (particularly GIS) to store and use records relating to the World Heritage Inscription Site.
- If records relating to the World Heritage Inscription Site, particularly drawn, written and photographic records of the components parts of the Site, are lost so is a large proportion of the current knowledge of the Site.
- There are many people whose knowledge of World Heritage Inscription Site has never been recorded, but would be irreplaceable if lost

4.4 Monitoring

Monitoring of both the World Heritage Inscription Site and the implementation of the Management Plan are essential to ensure proper management and continued survival of the Site.

- The existing national planning system does not incorporate regular or detailed monitoring of the condition of the World Heritage Inscription Site as required by this management Plan and UNESCO's Periodic Report.
- There are several monitoring program which are not yet comprehensive, coordinated or compatible for analysis purposes
- The UNESCO Periodic Reports will require information on the state of present conservation through its monitoring indicators
- Regular monitoring of the implementation of the Management Plan will allow the Plan to react to any necessary short-term alterations.

4.5 Knowledge

There is much about the character and condition of the World Heritage Inscription Site that has yet to be understood

- It is difficult to manage and conserve what is not properly understood
- While there are several individuals, groups and organizations engaged in recording elements of the World Heritage Inscription Site, there is no comprehensive or coordinated programs.
- Recording provides vital information for understanding the condition, character and value of the World Heritage Inscription Site and also for monitoring, research and archive activities

- Results of recorded activities should be entered into a GIS system for the World Heritage Inscription Site to inform management decisions.

4.6 Boundary

The World Heritage Site boundary should give the best protection possible to the Site, its outstanding universal values and its setting

- Map with boundary was supplied to UNESCO's World Heritage Committee with the nomination papers in 2007
- Development pressures that took place heavily in buffers zones, might harm conservation area quality in terms of its original setting, functions, movements and visual appropriateness.
- A more practical approach in developing buffer zones is needed without jeopardizing the conservation area quality and putting sites into questionable position.

4.7 Local Community

Issue 1:

There is a need for awareness raising throughout the local community of the values of the World Heritage Inscription Site and the issues raised by the city's status

- There is widespread knowledge of the submission status but the reasons for the inscription or the responsibilities the status brings a less well known.
- Greater understanding of the strength and vulnerabilities of the World Heritage Inscription Site, and its special value to the world, should increase people's enjoyment of it and encourage their involvement in its protection and enhancement
- Local communities have collective and individual responsibilities for the care of many elements of the World Heritage Inscription Site

Issue 2:

Heritage is often seen as exclusive and un-engaging

- A wide variety of communities from different races live in the World Heritage Inscription Site
- The World Heritage Inscription Site is well known for certain elements of its values or history but its relevance to the wider community is under-utilized*

Issue 3:

There is potential for much greater benefit to the local community from the status of World Heritage Site.

- It is difficult to quantify the value (economic, social or otherwise) so far of Melaka status as a future World Heritage Site
- Melaka has an established international reputation as a heritage city destination, and a tourist industry of high economic value
- The status has been successfully used at other World Heritage Sites to benefit the local community economically and socially - particularly in deprived areas
- The World Heritage Site is a valuable tool for a wide range of activities (i.e. learning, culture, leisure) but is not promoted as such
- The potential for shared experiences and exchanges with other national and international World Heritage Sites is virtually untapped

4.8 Statutory Development Plans

Need to ensure appropriate statutory protection for the World Heritage Site

- State Structure Plan and Historical Melaka Municipal Council Local Plan should be referred and followed in making decisions as it consist clear land use policy on Core Zone and Buffer Zones of the nominated World Heritage Site.
- Stakeholders and developers should understand thoroughly about conservation guideline policy and planning framework to ensure complementary physical development achievable within the site and time spent facilitating by the government agencies maybe put into developing more research for the benefit of local community within the inscribe site.
- Development plan are made public and accessible for public viewing online.

4.9 Statutory Designations

Statutory designations need to be kept accurate, relevant and robust

- The Buffer zones absorb pressure of development within the Core Zone.
- Development of more tourism revenue captures physical development which has no connection with area context in the past history, must be justify and contain in certain area only.
- Visual impact assessment need to be implemented as certain important views of the World Heritage Site from the Straits of Malacca has been lost due to surroundings development.

4.10 Non-Statutory Planning

Non-statutory planning and management mechanisms complement and extend the protection afforded to the World Heritage Site by statutory development plans and designations and improve its overall management

- Non-statutory designations need to be kept accurate, relevant and robust
- The guiding principles in Conservation Action Plan need to be fully implemented to afford the best protection to the fabric and character of the World Heritage Site
- The management of individual sites should be based on a thorough understanding of how those sites relate to the outstanding universal values of the World Heritage Site

4.11 Assessing Change

The World Heritage Site, as a city, is a continually evolving organism

- Change (i.e. development) is necessary to sustain the health of the city and therefore the World Heritage Site
- Change can be both an opportunity to improve the World Heritage Site and a threat to the survival of its outstanding universal values
- Managing change successfully depends on making decisions informed by a detailed understanding of the World Heritage Site and its outstanding universal values
- There are many different tools available to guide development in the World Heritage Inscription Site (such as the JICA Study, Conservation

Action Plan and Inventory and also broader Policy such as in the Gazetted State Structural Plan and also Local Plan.) but there is no framework that specially links the values of the World Heritage Site to its ability to withstand change.

- There is a need for analysis and guidance as to how much change (and what kind of change) the World Heritage Site can sustain before its outstanding universal values are threatened.

4.12 Development Control

Issue 1:

Due to the complexity of the site and the number of listed buildings, planning applications are more involved and protracted than in general

- National targets do not allow for regional variations in the type, number and complexity of planning applications. Attempting to meet these targets may lead to lower standards of decision making
- The Policy in State Structural Plan for Melaka as a World Heritage Site needs to be updated to provide adequate guidance on the World Heritage Site policy in the Local Plan.
- It is not always possible to secure an Environmental Impact Assessment (EIA) where a proposed application may have a significant impact on the World Heritage Site and its setting, despite special regulations for this purpose and the recommendation for their use in Local Plans.

Issue 2:

The sensitivity of the fabric and character of the World Heritage Site (both as a whole and as individual elements) and its visual and contextual setting (urban and landscape) requires careful development control over a wide area in and around the city

- Developments, small or large, within and around the city may have a substantial impact on the wider character (particularly visual appearance), historic fabric and archaeology of the World Heritage Site, depending on issues such as: design, size, materials used, integration with public realm, impact of traffic volume and change in use of a building, site or area
- Developments on the outskirts of the city may physically or visually degrade the Urban setting the World Heritage Site
- Incremental developments that individually do not seriously impact upon the authenticity, historic fabric, archaeology or character of the World

Heritage Site can, cumulatively, cause degradation of those aspects of the Site or its setting

- There should be a presumption in favor of preserving the historic fabric of the World Heritage Site and its setting, where it denies the character, authenticity and outstanding universal values of the Site
- There should be a presumption to preserve archaeological remains in situ. For example the remaining Bastion and wall of Portuguese Fort.
- There is scope for improving the condition and presentation of the World Heritage Site through appropriate and high quality development proposals
- Assessing impact of proposals on the World Heritage Site depends on understanding the outstanding universal values and character of the Site

Issue 3:

Permitted development rights have the potential to alter the fabric, authenticity and Character of the World Heritage Site

- There is no analysis as to the impact of permitted development activities on the fabric, authenticity, character and outstanding universal values of the World Heritage Site, and the ability of the Site to sustain such change
- Some elements of the World Heritage Site, such as visual appearance, archaeology, and public realm, are particularly vulnerable to potential damage from permitted development activities.
- Guidance as to appropriate permitted development activities (i.e. design, materials, coordinated action for installation of utilities and infrastructure) would help those engaged in permitted development activities to avoid damage to the World Heritage Site

4.13 Contemporary Development

Issue 1:

The integration of contemporary design into a historic environment can be extremely challenging

- There is no analysis or guidance as to the ability of the World Heritage Site to cope with physical change

- The standard of contemporary architecture, and its ability to stand the test of time, in recent decades has generally not matched the standard of the historic architecture of the city.
- The high quality of the historic architecture in the World Heritage Site should be complemented by the highest quality in contemporary design
- There should be a presumption in favour of preserving the historic fabric of the World Heritage Site and its setting, where it supports the character, authenticity and outstanding universal values of the Site
- Assessing the impact of proposals on the World Heritage Site depends on understanding the outstanding universal values and character of the Site

Issue 2:

There are a number of large developments planned within the World Heritage Site in the near future.

- Large scale developments can fundamentally alter the visual appearance, structural fabric, archaeological deposits and authenticity of the World Heritage Site
- These developments are important for the continued economic prosperity, regeneration and vitality of the city
- There is scope for improving the condition and presentation of the World Heritage Site through appropriate and high quality development proposals
- These developments have the potential to substantially impact upon the traffic and transport dynamics of the World Heritage Site
- There should be a presumption in favour of preserving the historic fabric of the World Heritage Site and its setting, where it supports the character, authenticity and outstanding universal values of the Site.

4.14 Summary Of Issues In Managing Changes

All these Issues that were highlighted is subject to change and be discuss within a Focus Group Discussion Forum specially catered to fit the purpose of developing a mutual agreement on the basis of conservation and heritage management framework and principal.

After the finalization of these issues, the future objective will be develop to counterfeit these problems, and later form the Programmed For Action that will be monitored thoroughly during the adaptation and implementation of this Conservation Management Plan.

5.0 BUILDING AND DEVELOPMENT CONTROL

5.1 Building Use

Retail space in Malacca town is a priceless asset based on the increasing demand from tourism, services and commerce. However, based on the current building usage trend, vacant heritage building spaces still exist in the city. Based on the building and monument inventory, 10% of the ground floor and 17.5% of the first floor of the total building premises are not utilized. The dispersion of vacant buildings can be referred to in Figure 5.1: Dispersion Plan of Vacant Space. This space is suitable for adaptive-reuse whether for residential, retail or service purposes. Nevertheless, adaptive reuse for new purposes must follow the conservation principle in terms of building use and design renovation.

The second potential spaces are vacant lots, which exist in the main conservation area. These vacant lots exist between current existing buildings or at the end of a row of buildings. These lots can be redeveloped for new purposes provided they adhere to the conservation principle and guidelines covering building use guidelines, adaptive reuse guidelines, infill guidelines, reconstruction and new construction guidelines.

5.2 Building Use Guidelines

The building use guidelines is formed taking into account several implications such as historical and architectural significance, effect on traffic generation and smooth traffic flow, car park needs, threat to stability of building structure, noise/smell/smoke pollution and the effect of the pattern of use on the image of the area as a whole. Appropriate building use is a type of use which encourages the enhancement of the quality of the surroundings as well as restoring the condition and structure of the building. On the other hand, building use which would deteriorate the quality of the surroundings and the condition and structure of the building itself is not encouraged. The type of building use allowed or prohibited must take into account the potential of interior renovation and structure of the building for new usage. In general, the building use guidelines will explain 4 main types of approach in deciding the suitability of a particular building:

- i Building use which must be maintained
- ii Building use which is encouraged based on area and road
- iii Building use which is allowed with certain control measures
- iv Building use which is strictly prohibited

In general, building use in the Conservation area can be classified into 5 main categories which are residential, vendor, wholesale and services, workshop and religious activities which have different contributing characteristics and implications towards the Conservation effort (Please refer to Table 5.1)

Table 5.1: Suitability of Type of Activity in Conservation Area

Building Use	Characteristics of Contribution	Implication
Residential Purpose	<ul style="list-style-type: none"> Is a special characteristic of the survey site Characteristics of building architecture Effect of strong historical links Located at the town centre 	No obvious implication such as traffic generation
Vendor Activity	<ul style="list-style-type: none"> Historical links Contributing to image and local ambience Contributing to a variety of design in a building unit 	
Wholesale Activity	<ul style="list-style-type: none"> Not appropriate as it generates traffic 	Results in jams
Services	<ul style="list-style-type: none"> Dispersed but holistically distributed Activity generates human movement for specific purposes Activity generates obvious pedestrian flow 	<p>Generates traffic</p> <p>Generates human movements</p>
Workshop	<ul style="list-style-type: none"> Location is not appropriate as it causes pollution 	Generates pollution
Religious	<ul style="list-style-type: none"> Has important historical links Functions as a node Building architecture enhances quality of town 	Minimum negative conflict

a. Building Use which must be maintained

Building use is one of the contributors to the road image and character particularly premises which have operated for several decades. Building use is part of the local heritage and culture which must be maintained. To ensure the continuity of the activities, the authority must provide incentives and encouragement. Building use which must be maintained is stated in Table 5.2.

Table 5.2: Type of Building Use which Must be Maintained

Type of Building Use	Area
Religious Places	Temples, mosques and churches still existing in the Conservation area such as the Kampung Kling Mosque, the Cheng Hoon Teng Temple and the Sri Poyartha Viyanagar temple at Jalan Harmoni and others.
Residential purposes	Jalan Tun tan Cheng Lock, Jalan Bukit Cina, Lorong Bukit Cina, Lorong Hang Jebat
Vendors of Religious Items	Jalan Tokong
Craft Shops	Jalan Tukang Besi and Jalan Tukang Emas, Lorong Jambatan
Old Restaurants	Shops at the end of rows of shops in the Conservation area that still maintain their old characteristics.
Institutions	Houses of 'Tiong Hua' ethnic groups and historical buildings at the heritage complex
Traditional Wholesale Activities	Jalan Kampong Pantai

- b. Building Use which is encouraged according to area and traffic

Reuse of building space for different purposes from the original use is a trend which cannot be avoided. Suitable building use can enhance the attraction of a particular area and strengthen the present image and character. Thus, the new building usage must be based on history and future potential. Table 5.3 is the proposed building use which is encouraged based on traffic and main Conservation area:

Table 5.3: Type of Building Use Encouraged

Area/Road	Encouraged Main Building Use
Jalan Tun Tan Cheng Lock	Residential purpose particularly at the upper levels. Art gallery and antique shop.
Jalan Hang Jebat	Residential purpose particularly at the upper levels. Art gallery, antique shop, boarding house, café, restaurant.
Lorong Hang Jebat	Residential purpose, vendor and services
Jalan Hang Kasturi, Jalan Hang Lejir, Jalan Hang Lekiu	Residential purpose and vendor
Jalan harmoni (Jalan Tokong/Jalan Tun Tan Cheng Lock)	Vendor in relation to religious items, residential purpose
Jalan Bendahara Temenggong, Jalan Bunga Raya	Commerce, boarding house, cafe, office
Jalan Kota	Museum, art gallery, government office
Jalan Kampong Pantai	Office and vendor
Jalan Kampong Hulu	Residential purpose, office and vendor
Lorong Bukit Cina and Jalan Bukit Cina	Residential purpose and vendor

c. Building use which is allowed with certain control measures

Among the current building activities which give a medium impact to the stability of the building and its surroundings in terms of circulation, building use may be allowed with certain control measures if the proposed building use is for the benefit of the local people. Such building use include building use for wholesale purposes which have existed traditionally, motor workshops, warehouses or stores. Specific control measures are stated in Table 5.4:

Table 5.4: Type of Building use Encouraged

Building Use	Control Measure
Old Wholesale	Regulate loading activities after peak hours that is after 6.00 p.m. and during weekends Encourage the reuse of the Malacca River as the mode of transportation if loading activities are to be conducted during peak hours
Warehouse / Store	Prohibit the storage of heavy items on the upper storage space of the shop building as this could damage the structure of the building. Only current wholesale activities are allowed.
Workshop	Prohibit bicycle, motorcycles and car accessories workshops along main roads such as Jalan Tun Tan Cheng Lock, Jalan Hang Jebat and Lorong Hang Jebat, Activities are allowed with the condition that all repair work is to be conducted in the premises. The corridor area is not allowed for the purpose of repair work and must be clean.
Pub or cafe	The number is limited on any particular road. Only allowed along roads with commercial orientation.

d. Building use which is strictly prohibited

Other types of activities which give a bad impact to the management of building Conservation in the Conservation area like activities which threaten the stability of the building structure, sound/smell/filth pollution and their bad impact on the image of the area on the whole, must be categorised as activities which are not suitable for the Conservation area. Building use as stated in Table 5.5 is strictly prohibited:

Table 5.5: Type of Prohibited Building Use

Type of Building Use	Implication
Supermarket, Emporium and Shopping Complex	Heavy traffic generated and detrimental effect to small scale traditional business sector
Wholesale Building Use	Detrimental effect on the building structure and not contributing to the building repairs and appearance. Heavy traffic generation and loading activities detrimental to smooth traffic flow.
Workshop and Light Industry	Result in pollution and risk to safety of building

5.5 Adaptive Reuse Guidelines

Adaptive reuse is a changing process of the function of a building to fulfill the needs or request of the new dwellers. The main objective of the adaptive use of a building is to increase the economic returns as well as the repair to the structure and condition of the building. The adaptive reuse approach should be given attention to heritage premises which are vacant, derelict and current building use which is not suitable. To ensure the adaptive reuse action is taken based on the Conservation principle, a specific building which will be used for adaptive use purposes must:

- i. Be based on the Building Use Guidelines to ensure the proposed use is suitable with the image and identity of the area and without any disputes
- ii. Be based on the Guidelines on the Protection of Shop House Activity Conducting Traditional and Threatened Trade to ensure such activities are not taken over by the new building use.
- iii. Be based on the Guidelines on the Reuse of Natural Pattern and Original Design to ensure the adaptive reuse of any heritage premises will enhance the unique architecture of the building.

5.4 Guidelines on Public Convergence Activity Area

Public convergence activities refer to formal and informal activities which attract the involvement and attention of the public. Examples of such activities include open market, cultural activity through the display and performance of the art culture, parades and specific festivals as well as informal everyday activities such as food stalls and vendors.

The culture of an area does not merely depend on the characteristics of the buildings, but also relate to how humans interact with their surroundings. Although this is an accepted fact, efforts to reinstate the ambience of the surroundings through Urban Conservation at times fail to see the importance of human activities as a cultural value which must be preserved along with other entities.

Malacca has been the centre of various culture since it developed. Thus, it has displayed a multitude of cultural values as a result of this meeting of other cultures. Some were subsumed and has become unique only to Malacca whilst others were sustained and inherited by generations of various ethnic settlers. Their activities are obvious and as Malacca Town is a heritage town which is full of life, human activities have become part of the town's pattern and character.

However, at times the effort to promote the culture is too abrupt, resulting in its ineffectiveness to give meaning to visitors, and also failing to function as an educational source to younger generations on the value of our heritage.

This section will put forward several general guidelines on managing such activities in the Conservation Area.

a. Offering Numerous Attractions to Malacca Town through Informal Activities

Certain areas have their own identity in terms of types of activities and unique surroundings. This is clearly seen at areas in the Conservation area where every road and street has its own character as a result of the quality of its surrounding or type of activity or historical elements found in that area.

At times the situation which gives the character to the place does not occur continuously throughout the day. This is particularly so at night as most of these unique areas experience a dearth of activities.

For a town with a rich heritage cultural value, it is not appropriate if its night activities were similar to those generally found in other modern towns, namely nightclubs and other forms of entertainment. As a heritage town, past cultural activities which had taken place at one time or other, should be reintroduced to certain areas.

The Malacca State Government has made an effort to reintroduce certain activities to certain areas in the Malacca Town for the above purpose. It is obvious that the activity at Jalan Hang Jebat (Jonker Street), *Jonker Walk* has been able to attract the attention of all parties. Jalan Hang Jebat which is closed on Friday, Saturday and Sunday night has received comments due to this implementation. Although the purpose of such efforts is to benefit the local community as well as the general public, several specific details need to be looked into to reduce any negative impact experienced by those directly involved in the programme. Several steps need to be identified in order to strengthen its management. This is to dismiss any negative comments so as to realise the full potential of the programmes..

"Jonker Walk" activity receives various views from the local community

Following is a description of several activities which must be introduced to certain specific areas based on the implementation criteria. In the section on Specific Guidelines, specific areas will be identified for the proposed activities.

b. Night Market, Art Centre and Cultural Centre

These activities are common everywhere in the country and have received good response from both local and foreign visitors. These activities can also be seen as an alternative attraction to areas which are under-developed and quiet during specific times.

To ensure a suitable location for these informal activities, whether night market, art centre or cultural centre, several important criteria must be taken into account including suitability of area and activity, accessibility and availability of space. The proposed guidelines are as follows:

The "Jonker Walk" ambience which resembles a night market receives various views from the local community

i. Suitable Activities

Activities permitted in a night market area are 'dry' items retail activities as well as 'wet' ones which do not have a high probability of dirtying the surroundings. 'Wet' activities permitted are limited to the sale of food and drinks.

For art and cultural centres, retail activities permitted are limited to the local cultural arts and products. Specific stalls selling modern appliances like electrical products, telecommunication and others are not permitted.

ii. Accessibility

Roads / areas permitted to conduct night market activities should not be the main access road. The area must have high accessibility that is within reasonable walking distance from the entire old town.

iii. Space

Roads which could be considered to be the location for a night market must not be less than 40 feet wide. Roads with a large width and a large site are the most suitable. Although the target group is the residents of the old town, car parking facilities located within reasonable walking distance are needed.

In general, night markets are permitted only once a week. The authority must provide systematic water and garbage disposal facilities. The site must be cleaned using water after each night market activity.

c. Cultural Activities and Performance

Cultural activities and performance permitted are tourist attraction activities. To ensure that such activities can be controlled and managed effectively, every activity whether individual or group must be registered and has obtained

permission from the authority. To ensure the smooth running of the cultural activities and performance, the following guidelines are to be adhered to:

i. Suitable Activity

Activities permitted are specifically related to local culture in terms of craft, painting and unique craftsmanship. The concept of implementation requires each of the cultural activity to display on site the workmanship process. The cultural activity permitted does not require a large workspace area nor does it pollute. The activities permitted are not limited to only the traditional arts as unique modern arts and crafts are also allowed.

ii. Space

Spaces which are suitable are area outside the traffic flow such as a courtyard or pedestrian malls. The site should have a suitable ambience with the cultural concept and historical ambience as well as the main tourist destination in Malacca town.

d. Parades, Cultural Festivities and Outdoor Entertainment

Parades, cultural festivities and outdoor entertainment activities tend to be annual activities. Since special celebrations need a bigger area, such activities will create disruption to traffic flow and will require ample parking space. To ensure that such activities can be conducted smoothly, the guidelines below are to be adhered to:

i. Area

Permitted areas are open sites with ample parking space. The main Conservation area upstream of the Malacca River is not suitable for parade activities as the width of the roads is narrow. Suitable areas to conduct parades are located along Jalan Kota-Jalan Merdeka-Jalan Parameswara-Jalan Kota. For cultural festivities and open air entertainment, Dataran Pahlawan is the most suitable area.

ii. Accessibility

To conduct parades, the roads involved must be fully closed.

e. *Informal Activities*
Other Informal Activities (Street Vendors, Stalls and Buskers)

Informal activities such as food vendors and stalls are popular activities. Usually, the activities conducted are more towards the selling of food and drinks. To ensure the smooth running of such activities and to ensure that they do not disrupt the surroundings as well as to provide comfort to patrons, the following guidelines must be adhered to:

i. Location

Vendor locations are not allowed on main access roads. Such activities are to be conducted on roads with low traffic flow. The best area would be roads with potential to be fully closed without disrupting the traffic flow. If the vending areas are fully closed to traffic, the vending activities can be conducted on the road itself. However, for those vending locations which still have traffic flows, stalls are permitted on one side of the road only. Corridors along premises are permitted to be used as vending locations with the agreement of the premises' proprietors or residents.

Informal stalls found around the heritage area must be managed using a uniform design to obtain a neat and organized ambience. Such activities should not be prohibited but should be limited so as not to dominate a surrounding of limited space.

ii Scale

The scale permitted for a vending location is medium whereby each particular site should not exceed 10 stalls. This is to avoid too much convergence which will affect the demand for car parking space as well as disruption to traffic and ambience.

f. Pollution Control from Informal Activities

The informal sector is an important sector for the urban activities which is also one aspect of the local culture. Nevertheless, one impact of a disorganised situation is to lower the quality of the town surroundings. Since years ago, the informal sector has played an important role to the commercial sector in towns throughout the country. Examples of informal activities include vending activities or –
- businesses and services which do not require specific premises to conduct their activities.

Control Measure

Identify the number of current informal sector, their functions and the space where such activities are conducted. This would ease the maintenance of the effects on the town's informal activities as well as ensure the standard of hygiene. Identifying the main areas would attract the occurrence of informal activities. A specific guideline for these activities should be formulated to ensure such activities do not become extinct in the context of the town surroundings especially at the Conservation Area. Water supply, sanitation and solid waste management together with garbage disposal system must be specifically managed for the informal sector.

5.5 Guidelines on the Protection of Shop Houses Conducting Traditional and Threatened Activities

The classification of a particular commercial activity as a traditional activity requires a detailed survey with reference to the background of the emergence of the activity as well as the uniqueness of the activity conducted. The classification does not have a fix measure. However, for the context of the main Conservation Area of Malacca town, commercial activities which began since the British occupation and is still running today is taken into account as a traditional activity. Traditional commercial activity whether commercial activities such as restaurants, pubs or arts and crafts are not only activities which attract the attention of the public but are also a cultural heritage which makes up the identity of a specific area. If these activities are lost or replaced with new buildings, there will be a detrimental effect on the identity and uniqueness of the area. Hence, to ensure that traditional activities are protected, the following steps need to be adhered to:

Step 1

Conduct an assessment to classify the traditional commercial activities in the main Conservation area.

Step 2

Identify commercial traditional activities still in existence as well as the threat they face.

Step 5

Protect the commercial traditional activities through the implementation of the following strategies:

- i Acknowledge formally commercial activities categorised as traditional and threatened activities.
- ii Promote the activities as one of the tourism heritage products in order to enhance economic returns.
- iii Record and expand skills related to arts and crafts activities.
- iv Provide monetary incentives to encourage traditional activities

6.0 MOVEMENT: TRAFFIC MANAGEMENT AND TRANSPORTATION

There are five finger-shaped radial roads that linked the adjacent areas to the Melaka town centre. All of these five radial roads are connected directly to all the main roads in the *Conservation Zone* that form the internal circulation. The roads in the *Conservation Zone* are Heeren Street, Jalan Kubu, Jalan Munshi Abdullah, Jalan Bendahara and Jalan Laksamana (please refer to table 6.1 & Map 6.a).



Figure 6.1 : Tourist Buses disembarking passengers along busy street off Jalan Laksamana .

The Melaka River basically dissects the town centre (old and new) into 2 parts and there are just 4 bridges within the town centre to handle the ever increasing number of traffic that flow between the two sides of the town. 2 of these bridges are located within the *Conservation Zone* while the other 3 are located within or near the *Buffer Zone*. (please refer 6.2) All the main roads mentioned above make use of these bridges and particularly those 2 bridges within the *Conservation Zone* are heavily burdened.

The implications has brought considerable impact to the streets within the *Conservation Zone* for example, Jalan Tengker that connects to Heeren Street has made the street and other streets within the zone to be over burden as traffic ply through what was originally a residential local access road. The two main roads in the *Conservation Zone*; Heeren Street and Jonker Street become the two main accesses from eastern part of town to the western part of the town and from the western to the eastern part respectively. The streets now have to cope with traffic volumes beyond which they were designed to cope.

The strong attraction from land use activities east and west sides of Melaka River has made the two main bridges Tan Kim Seng Brige (south) and Chan Koon Cheng Bridge (north) in the *Conservation Zone* to be highly burdened and the repercussions are felt on Heeren Street and the

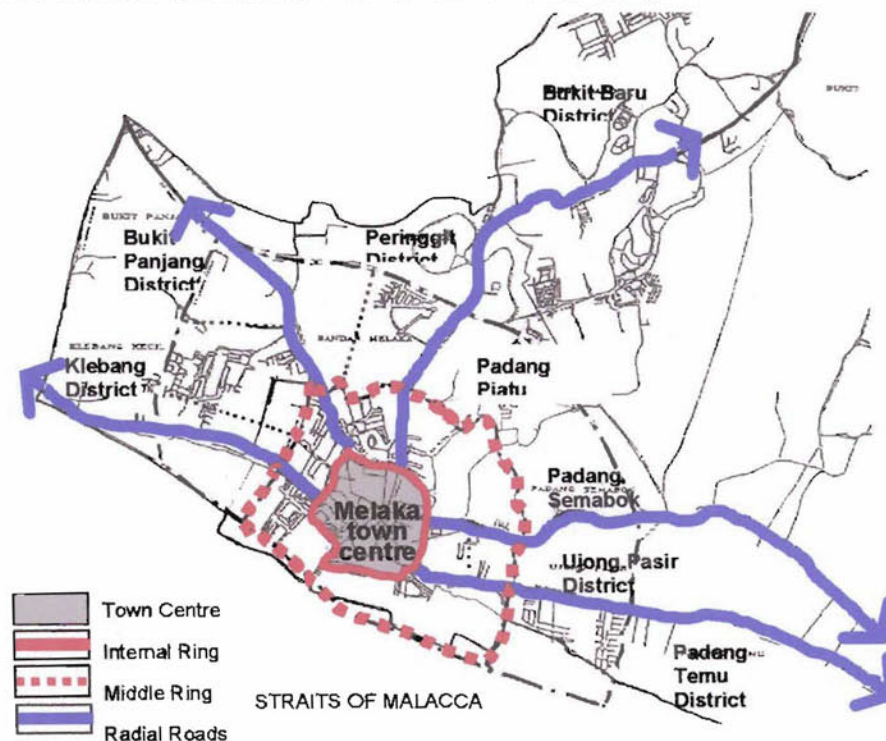
First Cross Road (Lorong Hang Jebat) directly. Both streets have a large proportion of unwarranted "through traffic" going through them.

Heavy traffic congestions occur at intersections where these two road meet the bridges. Other roads like Jalan Laksamana, and Jalan Kampung Hulu experience congestions as a result of being directly linked to these bridges.

TABLE 6.1: Roles of each radial roads in Melaka town centre.

	NAME of ROAD	FUNCTION / ROLE
Radial 1	Jalan Tengker	Connects Melaka town centre from all areas in the west.
Radial 2	Jalan Hang Tuah	
Radial 3	Jalan Tun Sri Lanang	Connects Melaka town centre from all areas in the north
Radial 4	Jalan Ujong Pasir	Connects Melaka town centre from all areas in the east
Radial 5	Jalan Semabok	

(Source: Conservation Zone Action Plan MBMB, 2001)



Map 6.a: Radial Roads Connecting the Hinterlands to Melaka City Centre

The new Coastal Bridge at the extended point of the Melaka River mouth links the new commercial sub-district of Melaka Raya with Jalan Tengker and the east portion of Melaka city. This new route gives an alternative and act as a by-pass for most of those travelling between these 2 parts of the town. It has somehow reduces to a certain extent the number of "through traffic" in the *Conservation Zone*.

It can be said that the landuse pattern in Melaka greatly influenced the pattern of traffic circulation in the city. Being located in the centre, the roads within the *Conservation Zone* are exposed to through traffic plying through from the commercial sub-district in the east of the city to the residential west part of the city. Some major improvement to the present conditions must be made in order to ensure that the *Conservation Zone* becomes less congested and conflict free traffic circulation.

TABLE 6.2: The Bridges And Their Role

BRIDGES	FUNCTION / ROLE
Tan Kim Seng Bridge	Distribute traffic out from Jalan Laksamana to Heeren Street and First Cross Street (Lorong Hang Jebat).
Chan Koon Cheng Bridge	Distribute traffic into the eastern part of town centre from Jalan Kampung Pantai to Jalan Laksamana and Jalan Bunga Raya.
Hang Tuah Bridge	Distribute traffic out from the <i>Conservation Zone</i> through Jalan Munshi Abdullah to Jalan Hang Tuah
New Coastal Bridge (Melaka River mouth)	External Ring Road that directly links Jalan Tengker in the east to the new commercial sub-district of Melaka Raya.

(Source: *Conservation Zone Action Plan MBMB, 2001*)



Figure 6.2 Chan Koon Cheng Bridge is one of the only access out from the Conservation Zone



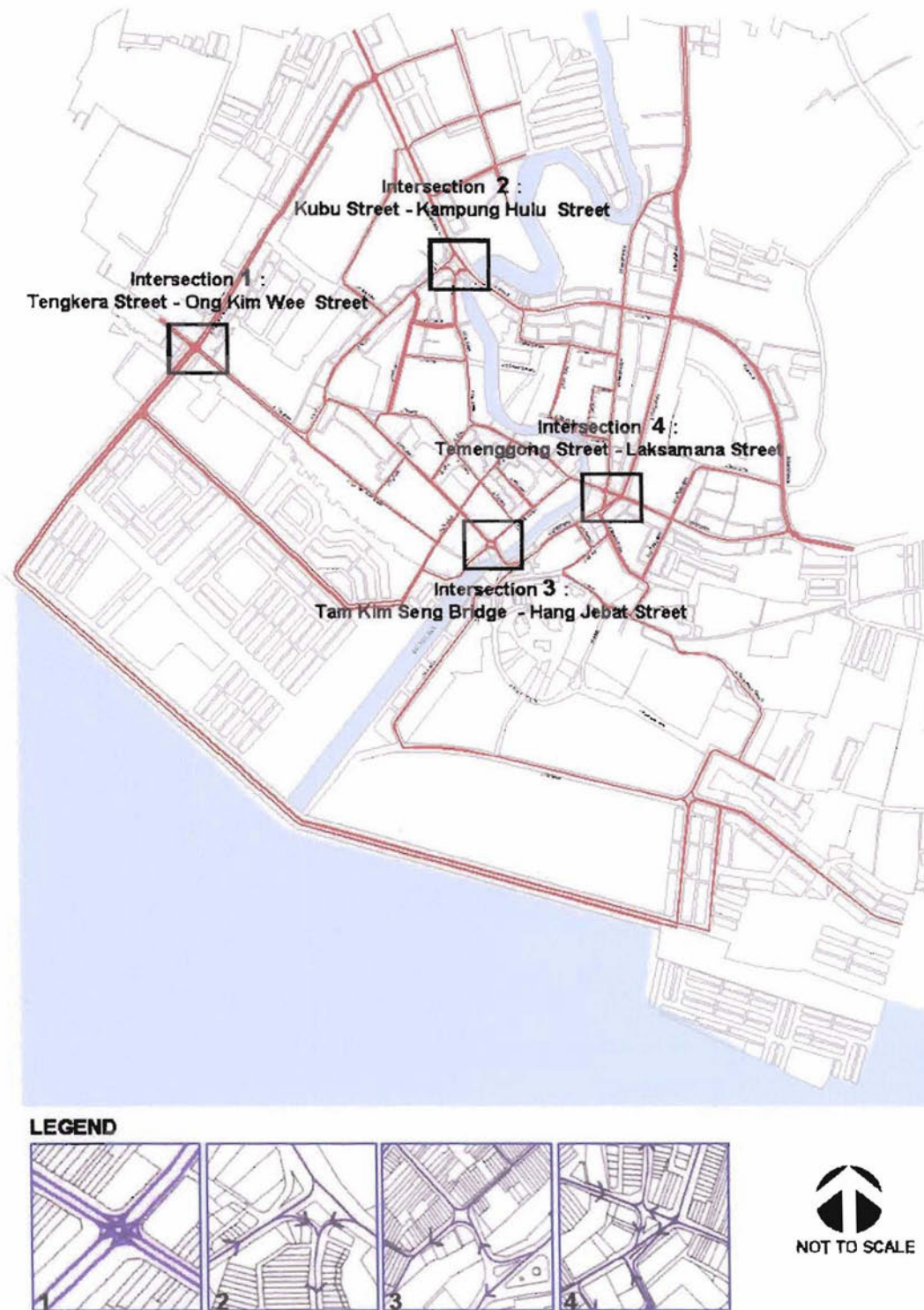
Figure 6.3 : Tan Kim Seng Bridge - Main entrance point to the Conservation Zone from Jalan Laksamana

6.1 Impact of Building Use and Traffic Generation to the Conservation Zone

The building use gives direct implications to activity and traffic generations. Table 6.3 translate the levels of traffic generations in the Conservation Zone. The types of building use activities generate traffic generation that can be classified as in the table. There are four types of generations categorised in the table; high traffic generation, medium traffic generation, low traffic generation and movement impaired activities. The types of building use under each category are listed in the table.



Map 6.b : Traffic Circulation and movement orientation of Conservation area



Map 6.c: Main Juctions (Exit and Entry Points) in the Conservation Zone and Buffer Zone of Historic City of Melaka municipal Council

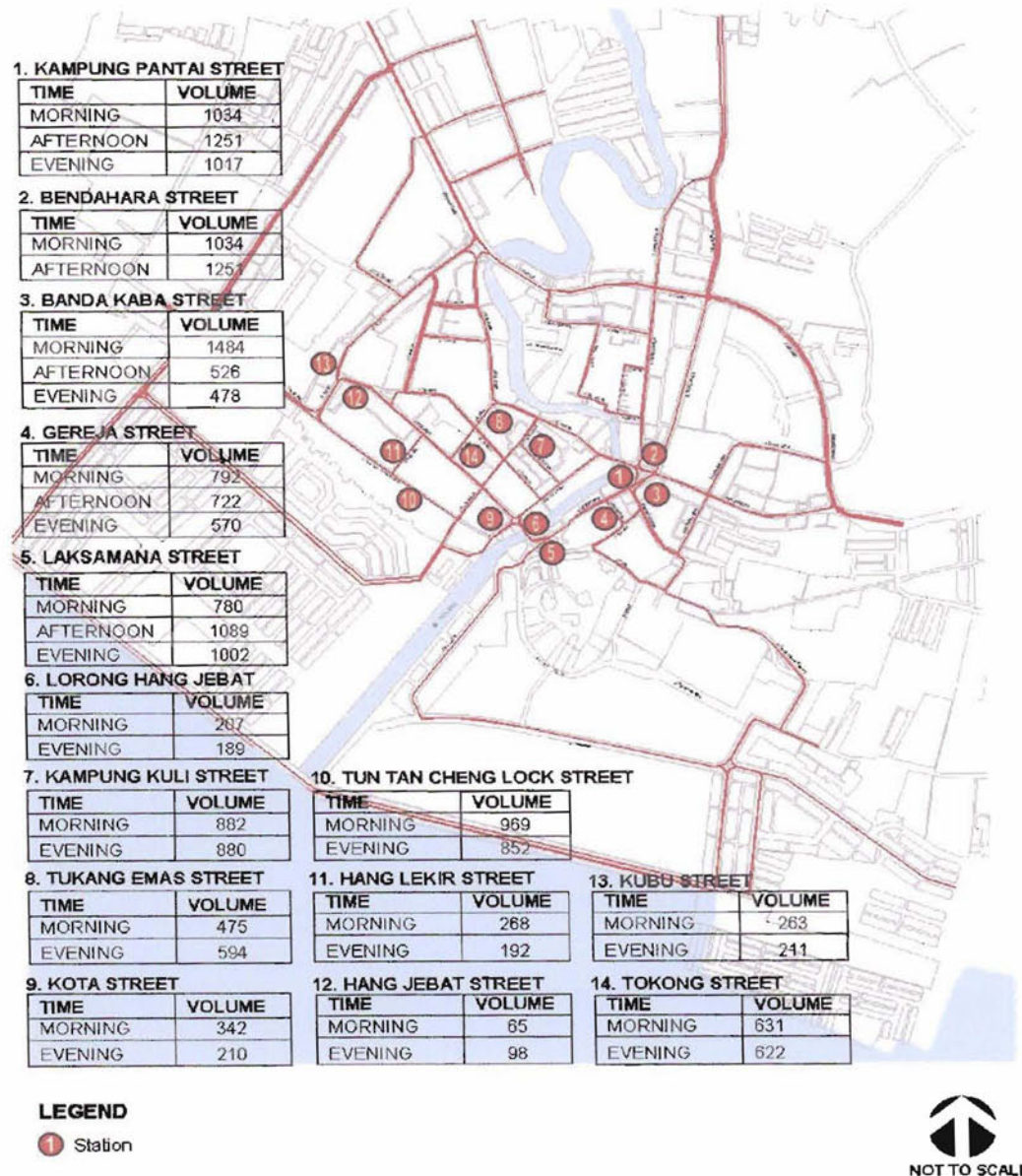
Table 6.3 shows that the *Conservation Zone* generally comprise of buildings with "low traffic generation" (44 percent). These are generally buildings that are associated with tourism activities. "Medium traffic generation" generally comprise of offices, restaurants and cafes, only account to 37 percent of premises in the *Conservation Zone*. The number of high traffic generators is low because of the "fine grain" activities within the *Conservation Zone* with the presence of a supermarket and a shopping complex. This indicates that the area itself does not contribute to major traffic generations and the high volume that is observed is merely an outcome of the "out of site" generation by "through traffic". However, there are some activities that hinder movement in the area (5 percent).

TABLE 6.3 : Building Use and Implication on Traffic Movement

BUILDING USE CLASSIFICATION IN THE ORDER OF TRAFFIC GENERATION IN THE CONSERVATION ZONE	premises	
HIGH TRAFFIC GENERATORS		0.08
Supermarket		0.04
Shopping Complex		0.04
MEDIUM TRAFFIC GENERATORS		35.58
Office	119	5.33
Café / Bar	21	0.94
Restaurant	84	3.77
Hotel / Inn	11	0.49
Institution		6.36
Gallery / Art Centre	46	2.06
Market	3	0.13
Designated Parking Spaces	6	0.27
Residential	384	17.21
LOW TRAFFIC GENERATORS		44.24
Retail Outlet	890	39.89
Historical Monument	10	0.45
Museum	4	0.18
Antique Shop	27	1.21
Services (Photoshop / Hairdresser etc.)	56	2.51
HINDERING TRAFFIC MOVEMENTS		5.42
Warehouse / Store	65	2.91
Workshops and Vehicle's Repair Centre	56	2.51
UNCLASSIFIED		13.57
Vacant Premises / Lot	218	9.77
Unclassified use	87	3.90

(Source: Conservation Zone Action Plan MBMB, 2001)

- a. **Movement Pattern:** Large parts of the road system in Melaka Historic City centre are one way system (Please refer to Map 6.2). The one-way traffic circulation system was designated for the purpose to ensure the smooth flow of traffic movement within the city area. However this system does not effectively disperse traffic efficiently in and out of the city centre. This resulted in congestions during the peak periods and during long vacation when Melaka experiences an extraordinary higher volume of traffic generated by visitors.



MAP 6.c: Traffic Volume within the Conservation Zone

There are high concentrations of exiting traffic at Jalan Temenggong, Jalan Laksamana, Jalan Banda Kaba and Jalan Bunga Raya. Most of the traffic at Jalan Laksamana will make an exit to the west by using Heeren Street and this will further burden the narrow Heeren Street.

Junctions / roads intersection within the Conservation Zone are among the most severely congested as a result of being the merging points of the main traffic in the city centre. Map 6-7 shows four of these intersections.

b. Traffic Volume and Road Capacity: Major roads in Melaka Historic City bears more than 2,000 units of vehicles per hour at peak period. These roads are; Jalan Munshi Abdullah, Jalan Hang Tuah, Jalan Tun Sri Lanang, Jalan Bendahara, Jalan Laksamana dan Jalan Tengker (Melaka Melaka State Structural Plan 2002). Almost all of the roads in the city are narrow and does not exceed 4.6 metres in width. Where the situation permits, over the years some of these roads were widen as in the case of Jalan Munshi Abdullah and Jalan Hang Tuah. Within the Conservation Zone, the compact development does not allow road widening without destroying the physical fabric of the area.

6.2 The Planning Guidelines:

The conservation area cannot be seen as one single entity but it has to be viewed in the context of its proximity to other land uses surround it. Therefore this brings the issue of; land uses implications, development pressures, movement patterns (vehicular and pedestrians), parking provisions, building uses, and a whole array of connected activities and functions. Guidelines have to start from the planning perspective, as this is the most crucial criterion to be considered.

6.2.1 Building Use and Public Spaces

Retail space in Melaka town is a priceless asset especially with the increasing demand from tourism, services and commercial activities. However, there is still considerable number of vacant heritage building space for active use. Based on the building inventory, 10% of the ground floor space and nearly 18% of the first floor space of the total building in the Conservation and Buffer Zone are not utilised. This space is suitable for adaptive reuse whether for residential, retail or service purposes.

Nevertheless, adaptive reuse for new purposes must adhere to the building conservation principle in terms of its design and restoration.

Vacant lots in the *Conservation Zone* are another source of potential new usage. These lots can be redeveloped for new purposes provided they adhere to the conservation principle and guidelines under the specific building use, adaptive reuse, infill and reconstruction guidelines.

6.2.2 Building Use Guidelines

The building use guidelines is drawn taking into account several implications such as historical and architectural significance, effect on traffic generation and efficient traffic flow / circulation, car parking needs, threat to stability of building structure, noise / smell / smoke pollution and the effect of the types of use on the image of the area as a whole. "Appropriate Building Use" is a type of use, which encourages the enhancement of the quality of the surroundings as well as restoring the condition and structure of the building. On the other hand, building use, which would deteriorate the quality of the surroundings, the condition and structure of the building in the locality, is not encouraged. The type of building use allowed or prohibited must take into account the potential of interior restoration and structure of the building for the new usage. In general, the building use guidelines will explain four main types of approach in deciding the suitability of a particular use for a building:

- Building use which must be retained
- Building use which is encouraged based on its suitability for a specific area and road
- Building use which is allowed with certain *recommendations*
- Building use which is strictly prohibited

In general, building use in the *Conservation Zone* can be classified into 5 main categories which are residential, retail, wholesale / services, workshop and religious activities. All of which have different contributing characteristics and implications towards the conservation effort. (please refer Table 6.4)

TABLE 6.4: Compatible Building Use in Conservation Zone

BUILDING USE	CHARACTERISTICS OF CONTRIBUTION	IMPLICATION
Residential Purpose	<ul style="list-style-type: none"> Is a special characteristic of the survey site Characteristics of building architecture Effect of strong historical links Located at the town centre 	No obvious implication such as traffic generation
Vendor Activity	<ul style="list-style-type: none"> Historical links Contributing to image and local ambience Contributing to a variety of design in a building unit 	
Wholesale Activity	<ul style="list-style-type: none"> Not appropriate as it generates traffic 	Results in jams
Services	<ul style="list-style-type: none"> Dispersed but holistically distributed Activity generates human movement for specific purposes Activity generates obvious pedestrian flow 	Generates traffic Generates human movements
Workshop	<ul style="list-style-type: none"> Location is not appropriate as it causes pollution 	Generates pollution
Religious	<ul style="list-style-type: none"> Has important historical links Functions as a node Building architecture enhances quality of town 	Minimum negative conflict

(Source: Conservation Zone Action Plan MBMB, 2001)

b. Building Use which Must be Retained

Building use is one of the main contributors to the image and character of an area / a road particularly premises which have operated for several decades. This type of building use is part of the local heritage and culture, which must be maintained. To ensure the continuity of the activities, the authority must provide incentives and encouragement for its continuous existence. Building use, which must be maintained, is indicated in Table 6.5.

b. Building Use which is Encouraged According to Area and Traffic

Changing use of building space for different purposes from the original use is a trend that cannot be avoided. Measures to ensure that the changes are suitable to the context of the location must be emphasised. Suitable building use can enhance the attraction of a particular area and strengthen the existing image and character. Table 6.6 lists several building use which are encouraged in the *Conservation Zone*:

TABLE 6.5: Type of Building Use, which must be maintained

TYPE OF BUILDING USE	AREA
Religious Places	Temples, mosques and churches still existing in the <i>Conservation Zone</i> such as the Kampong Kling Mosque, the Cheng Hoon Teng Temple and the Sri Poyartha Viyanagar temple at Jalan Harmoni and others.
Residential purposes	Jalan Tun tan Cheng Lock, Jalan Bukit Cina, Lorong Bukit Cina, Lorong Hang Jebat
Vendors of Religious Items	Jalan Tokong
Craft Shops	Jalan Tukang Besi and Jalan Tukang Emas, Lorong Jambatan
Old Restaurants	Shops at the end of rows of shops in the <i>Conservation Zone</i> that still maintain their old characteristics.
Institutions	Houses of 'Tiong Hua' ethnic groups and historical buildings at the heritage complex
Traditional Wholesale Activities	Jalan Kampong Paintai

(Source: *Conservation Zone Action Plan MBMB, 2001*)

TABLE 6.6: Type of Building Use Encouraged

AREA/ROAD	ENCOURAGED MAIN BUILDING USE
Jalan Tun Tan Cheng Lock	Residential purpose particularly at the upper levels. Art gallery and antique shop.
Jalan Hang Jebat	Residential purpose particularly at the upper levels. Art gallery, antique shop, boarding house, café, and restaurant.
Lorong Hang Jebat	Residential purpose, vendor and services
Jalan Hang Kasturi, Jalan Hang Lejir, Jalan Hang Lekiu	Residential purpose and vendor
Jalan harmoni (Jalan Tokong/Jalan Tun Tan Cheng Lock)	Vendor in relation to religious items, residential purpose
Jalan Bendahara Temenggong, Jalan Bunga Raya	Commerce, boarding house, cafe, office
Jalan Kota	Museum, art gallery, government office
Jalan Kampong Pantai	Office and vendor
Jalan Kampong Hulu	Residential purpose, office and vendor
Lorong Bukit Cina and Jalan Bukit Cina	Residential purpose and vendor

(Source: Conservation Zone Action Plan MBMB, 2001)

Building Use which is Allowed with Certain Recommendations

Existing building uses that have a moderate impact to the stability of the building and its surroundings, may be allowed to operate provided that certain measures are taken. This is especially catered for building use that are essentially for the benefit of the local inhabitants. Such building use includes building use for wholesale purposes that have existed over a period of time including, motor workshops, warehouses or stores. Specific recommendations are stated in Table 6.7:

TABLE 6.7: Type of Building Use Allowed with Some Control

BUILDING USE	RECOMMENDATIONS:
Old Wholesale	Regulate loading activities after peak hours that is after 6.00 p.m. and during weekends Encourage the reuse of the Malacca River as the mode of transportation if loading activities are to be conducted during peak hours
Warehouse / Store	Prohibit the storage of heavy items on the upper storage space of the shop building as this could damage the structure of the building. Only current wholesale activities are allowed.
Workshop	Prohibit bicycle, motorcycles and car accessories workshops along main roads such as Jalan Tun Tan Cheng Lock, Jalan Hang Jebat and Lorong Hang Jebat, Activities are allowed with the condition that all repair work is to be conducted in the premises. The corridor area is not allowed for the purpose of repair work and must be clean.
Pub or cafe	The number is limited on any particular road. Only allowed along roads with commercial orientation.

(Source: Conservation Zone Action Plan MBMB, 2001)

d. Building Use which is Strictly Prohibited

Other types of activities which give bad impact to the Conservation Zone such as activities that threaten the stability of the building structure, induce any kind of sound / smell / filth pollution and create bad impact on the image of the area on the whole, must be categorised as activities which are not suitable for the Conservation Zone. Building use as stated in Table 6.8 is strictly prohibited:

TABLE 6.8: Type of Building Use that are Prohibited

TYPE OF BUILDING USE	IMPLICATION
Supermarket, Emporium and Shopping Complex	Heavy traffic generated and detrimental effect to small scale traditional business sector
Wholesale Building Use	Detrimental effect on the building structure and not contributing to the building repairs and appearance. Heavy traffic generation and loading activities detrimental to smooth traffic flow.
Workshop and Light Industry	Result in pollution and risk to safety of building

(Source: Conservation Zone Action Plan MBMB, 2001)

6.2.3 Guidelines for Adaptive Reuse and Revitalisation

Adaptive reuse is a changing process of the function of a building to fulfil the needs or demands of the new occupier. The main objective of the adaptive use of a building is to increase the economic returns as well as to facilitate repair to the structure and condition of the heritage building. The adaptive reuse approach should be given attention to heritage premises that are vacant, derelict and to existing building use that is deemed to be unsuitable. To ensure the adaptive reuse is implemented according to the conservation principle, a specific building that will be used for adaptive use purposes must:

- be based on the Building Use Guidelines to ensure the proposed use is suitable with the image and identity of the area and without any disputes
- be based on the Guidelines on the Protection of Shop House Activity Conducting Traditional and Threatened Trade to ensure such activities are not taken over by the new building use.
- be based on the Guidelines on the Reuse of Original Styles and Design to ensure the adaptive reuse of any heritage premises will enhance the unique architecture of the building.

6.2.4 Guidelines for Mass Generated Activities

Mass generated activities refer to formal and informal activities that attract the involvement and attention of the public. Examples of such activities include open markets, cultural activities through the display and performances of the art culture, parades and specific festivals as well as informal everyday activities such as food stalls, hawkers and street vendors.

The character of an area does not merely depend on the characteristics of the buildings, but also relate to how humans interact with their surroundings. Although this is an accepted fact, efforts to reinstate the ambience of the surroundings through urban conservation at times fail to see the importance of human activities as a cultural value, which must be preserved along with other entities.

Melaka has been the centre of various cultures since it developed. Thus, it has displayed a multitude of cultural values as a result of this meeting of other cultures. Some were subsumed and has become unique only to Melaka whilst others were sustained and inherited by generations of various ethnic settlers. Their activities are obvious and as Melaka Town is a heritage city, which is full of life, human activities have become part of the city's pattern and character.

However, at times the effort to promote the culture is too abrupt, resulting in its ineffectiveness to give meaning to visitors, and also failing to function as an educational source to younger generations on the value of our heritage.

This section will put forward several general guidelines on managing such activities in the *Conservation Zone*.

7.0 APPROACHES TO ENHANCING VISUAL QUALITY

7.1 Introduction

The Conservation Area has many heritage buildings and intricate architectural elements. Various types, positions, constructions and designs of buildings have produced an attractive visual and town appearance in the Conservation area. As such, any changes or additions conducted in the name of development or necessity must take these aspects into account to avoid any eyesore.



Figure 7.1 : The Richness in Visual quality and Urban Fabric

7.2 Provision and Management of the Town Utility System

To ensure the amenity level (general comfort) at the Core Zone and the Buffer Zones, several steps must be taken when efforts are made to enhance the town utility system. Apply the following guidelines and ordinance/regulation principles to enhance and service the infrastructure in and around the Conservation area.

The Conservation area is an old area which does not have an effective utility system to sustain new developments. A saturated development situation has made it impossible to repair and effectively enhance the old system without damaging the structure of the old fabric.

Control Measure

There are several premises which have changed its building use to large scale hotels and this activity must be limited to ensure the infrastructure system does not exceed its capacity. New developments (Use suitability) if

permitted must be made on condition that they provide a form of the latest utility system.

7.3 Signage and Advertisement Display Guidelines

Information signboards and advertisement signboards play an important role to introduce particular shops and types of businesses, as well as to promote and give directions. Apart from functioning to attract the attention of visitors to the building use activity, signage if designed and positioned appropriately with the building characteristics in mind, would result in a good streetscape characteristic of a particular area.

Therefore, how a signage is designed, positioned and attached must not hamper the architectural character of a building nor must it be too outstanding so as to eclipse attractive architectural elements such as wall carvings, frieze, windows, shopfront and other building parts. (Refer appendix A.1)

8.0 TOURISM MANAGEMENT

8.1 Introduction

This section will present recommendations on how to achieve equilibrium between Cultural Heritage Management in the research area and Tourism Culture. Tourism is important as it is seen as a vehicle capable of preserving available cultural resources and breathing new life to the cultural revitalisation. Other benefits include regenerating the town centre, reinforcing local identity as well as restructuring the local economy to attract investments. The income obtained from tourism can be reinvested to help conserve and give new life to the local cultural revitalisation.

8.2 Management Principles

As a general guideline to tourism management in the conservation area, several management principles have been proposed as follows:

8.2.1 Integration of Cultural Heritage Management with Cultural Tourism

At present, it can be seen that there exist a Cultural Heritage Management system which is parallel to, but not integrated with Cultural Tourism. This has resulted in a conflict in terms of conserving and highlighting local cultural resources for the purpose of tourism. More often than not, the heritage resource manager views tourism as an enemy although tourism is one of the most important economic sectors in Malacca. As such, a smart partnership needs to be formed between the heritage resource manager, tourism industry and local inhabitants so as to develop a common vision.

a. View Tourism as a Vehicle to Preserving and Breathing New Life to the Local Heritage and Culture

There are numerous buildings and space usage activities which depict the heritage particular to the State of Malacca. However, they have either vanished or are being suppressed by development. Hence the versatility of the tourism industry relies on the effective Conservation of the resources and assets of the heritage. In addition, cultural tourism is able to maximise the cultural resources potential in the Conservation area.

- b. Preserve Heritage Resources and Highlight Local Uniqueness through Programmes and Interpretation Networks

Interpretation centres are proposed for specific areas in order to provide information and opportunities to tourists to know the history and heritage of every community in the research area. Furthermore, this would also educate the tourists how to respect and appreciate the culture and heritage of the respective communities. This would inadvertently reduce the ignorance of the tourists when visiting areas within the communities. Resources such as mosques, temples and hotels can be the said interpretation centres as these monuments/buildings have their own uniqueness and heritage and are thus able to form 'The Melaka story'

- c. Encourage the Influx of Inhabitants to the Old Quarter

Encouraging the influx of inhabitants to the old quarter will enable a new dynamic community to be formed which would facilitate the formation of a residents' committee and help in the urban regeneration process of the old quarter. This can be achieved through physical development such as developing bequeathed land at Kg. Pali, using vacant spaces at the Chitti temple for residential purposes, and attracting new inhabitants through incentive schemes. The main objective of the redevelopment of Kg. Pali is not for tourism purposes but as a means to optimise the use of urban land.

- d. Use Part of the Income from the Revenue Captured for Conservation Purposes

Revenue Capture is the income obtained from tourism such as taxes, entrance fees and others. The survey research shows that 85% of tourists agree to contribute to any form of special tax if the money is used to enhance Conservation efforts in the conservation area. Among the proposed revenue capture include:

- Entrance fee to interpretation centres
- Coach tax for entrance into conservation areas
- Sale of interpretation and guide books

- Service tax for the sale of souvenirs and handicrafts
 - Built-in tax for tourist guide service
- e. Manage Development and Visitor Management Activities to Minimise the Negative Impact to the Surroundings and Local Inhabitants

Tourism management techniques such as the development of honey pots and heritage trail areas, training programmes for tourist guides and codes of conduct are required to manage the types of visits so as to reduce any negative impact.

8.2.2 Visitor Management Strategy

Eight visitor management strategies have been outlined to control tourist development proposals so as to reduce any physical, social and economic impact. The strategies are as follows:

- a. Redevelopment of Warehouse Areas as a Heritage Theme Park

It is proposed that warehouses located at the estuary of the Malacca River be developed as a heritage theme park to form a honey pot which can become the centre of mass tourists which would inadvertently reduce the pressure on the old quarter. The proposed development theme for such an area must highlight 'The Melaka Story' with shows and performances based on:

- The Malay Sultanate Era
- The Portuguese, Dutch and British Colonisation Era
- The Influence of Baba and Nyonya
- The Role of the Chitti Community
- The Spice Trade

The development should be undertaken by the private sector to ensure that the quality of the performances is controlled. The theme park should offer great tourist experience in terms of both information and entertainment to the mass tourists, although the exposure to the cultural experience

could be somewhat shallow. The formation of such a theme park would also attract investors to set up businesses in these complexes and not other localities. Last but not least, the development of the theme park must be integrated with the proposed Padang Pahlawan to ensure adequacy of tourist facilities such as car parks, restaurants, restrooms and others.

b. Concentrate Visitors' Visit to Tourism/Heritage Resources with High Carrying Capacity

The proposed heritage theme park will attract not only mass tourists but also tourist-based commercial development. This would move the pressure on the old quarter congested with adaptive reuse towards mass tourism development. Civic areas are main attraction areas with monuments such as the A Famosa, Standhuys, and others which depict the tourist image of the State of Melaka. At the same time, the monuments are located within spacious areas which enable them to enjoy a high tourist carrying capacity.

The following are some of the actions which should be implemented at the civic areas:

- Permit coaches ferrying tourists to systematically embark and disembark passengers near the Independence Inauguration Memorial (Memorial Pengistiharan Kemerdekaan)
- Provide effective signposting and control sponsorship logos so that they are not too outstanding
- Control the sale of handicrafts and paintings on top of St. Paul Hill so as not to create an eyesore
- Facilitate movement and enhance security of tourists by not allowing cars to be parked in front of the Christ Church as well as provide a pedestrian crossing with traffic signals in front of the Big Clock (Jam Besar)
- Provide better lighting so that night tours can be conducted

c. Tighten Control Measures on the Physical Development at the Old Quarter

Permitted development at the old quarter must follow the stipulated development guidelines. It is prohibited to develop the old quarter with a development programme which would create a heritage theme park image. In addition, facadism, recreation and development highlighting any time freeze characteristics are also prohibited.

As the roads in the old quarter are narrow, road beautifying programmes and landscaping should be limited to:

- The supply of potted plants and aquatic plants as well as fertilisers to residents in the old quarter

d. Increase the Performance and Heritage/Tourist Interpretation Resources at the Old Quarter

Interpretation facilities must be provided at selected locations as an effort to enhance the quality of tourist experience at the old quarter. The interpretation centres can not only be used to disseminate 'the Melaka Story' but can also be utilised by the local inhabitants as a convergence and discussion area.

e. Form a Strategic Marketing Plan In-Line with the Demand, Segment and Motivation of Tourists

The marketing plan needs to direct the focus of the mass tourists to the honey pot area with appropriate promotions and support from the tourist operators. Tourist product marketing in other areas must be specifically focused on the tourist segments craving for deep tourist cultural experience.

f. Form Tourist Guide Training Programmes

At present, the Melaka Tourist Guides Association has made it compulsory for its members to attend seminars pertaining to local cultures held monthly. This effort is important to ensure that tourist guides really understand and are able to interpret the history and

heritage accurately and not tread on the sensitivity of the local communities. However, the programmes do not involve tourist guides from Singapore and Kuala Lumpur bringing tourists to Malacca as additional package tours. Hence, a more formal and systematic training and certification programme must be formed. Such a programme would entail the cooperation of the following parties:

- UPEN Malacca
- The State of Melaka Tourist Promotional Unit
- The State of Melaka Tourist Guide Association
- The State of Melaka History Association
- Malacca Heritage Trust (MHT)
- Higher institute of learning such as Universiti Teknologi Mara, Alor Gajah Branch (Tourism Management Programme)
- Committee of mosques and temples

The types of training needed are as seen in Table 8.1:

Table 8.1: Proposed Tourist Guide Training Module

Training Module	Frequency
<ul style="list-style-type: none"> • Role and background of each community in forming the State of Melaka • Life style, culture and religious activities of each community • Architectural heritage at the Old Quarter • Architecture and ceremonies at places of worships • Decorum when visiting sacred places 	Once a month

- g. Formulate Ethical Codes for the Tourism Industry and Tourist Voluntary Code of Conduct

Although ethical codes are self-regulatory, most cultural tourists attracted to heritage resources will respect the ethical codes. Ethical codes are very important to the tourism industry as hospitality from the local community is not guaranteed if the tourist guides and tourists do not respect the sensitivity of the local inhabitants. Following are examples of the proposed voluntary code of conduct:

Tourist Voluntary Code of Conduct:

- Ensure you obtain adequate information pertaining to the Malacca Heritage Trail tourist destination
- Ensure you understand and follow all the regulations on the Heritage Trail
- Follow the trail provided in order to obtain maximum effect and experience on all the attractions
- Respect and know the culture, values, religion and tradition of the local community
- Refrain from any activities that could hurt the feelings of the local inhabitants
- Support local economic activities by staying at hotels located within the old quarter and eating at restaurants run by local inhabitants
- Realise that every RM1.00 that you bargain for is actually important to the family of the product/handicraft seller
- Obtain permission before taking pictures of people, houses and other objects

h. Increase the Participation of All Stakeholders Including Minorities in the Planning and Decision Making Process

Active participation of all parties is needed in the decision making process so that the proposed Conservation measures would obtain the consensus and support of all parties. The most important action to encourage the participation of all stakeholders is to form a residents' committee. The formation of this committee would also indirectly form a line of communication between local inhabitants with relevant government agencies. With such a communication line, outside parties are no longer required to represent the local inhabitants. Hence, any problems related to the Conservation of the area could be discussed at the local level and not conducted as a trial by the media which is the norm now.

8.3 Proposed Enhancement of the Heritage Asset Quality at the Old Quarter

The purpose of the proposed enhancement of the heritage asset and culture at the old quarter is to generate a living heritage in the area. This is to ensure that heritage resources such as mosques and temples not only function as a reminder of the past history but also play a role in the contemporary community. The forms of proposed development include:

a. Redevelopment of Kampung Pali

Tourism is not the main objective for the redevelopment of Kampung Pali. Nevertheless, it is seen as an effort to return inhabitants to the old quarter particularly Malay Muslim inhabitants. At present there are only 11 Malay families residing on the bequeathed land in Kampung Pali despite the fact that it is the only village in existence from the village network of Kg. Hulu and Kg. Jawa which were relocated to the city outskirts during the British era. The redevelopment project of Kg. Pali would facilitate the influx of Muslim inhabitants which would generate the parish congregation for the Kg. Kling Mosque. With many parishioners, community and religious activities such as the following can be conducted:

- Religious classes
- Hymns and psalms groups
- Computer classes
- Tuition and arts classes

The redevelopment project of Kg. Pali must involve the cooperation between the landlords/land owners, the Islamic Religious Council of Melaka (MAIM) as well as private developers. They must adhere to the development guidelines stipulated by MBMB. The proposed development concept is medium-rise apartments of average density.

b. Formation of the Munshi Abdullah Gallery and Resource Centre

The redevelopment of Kampung Pali also involves a proposed consolidation of the Munshi Abdullah Resource Centre. Munshi Abdullah is an important heritage asset as he is known as the father of Malay Literature (Bapa Persuratan Melayu). Although he was born in Kg. Ketek (Kg. Pali), Munshi Abdullah's fame has been somewhat overshadowed and PERZIM's effort to highlight Munshi Abdullah's heritage is limited to the erection of an information board and display items at one of the houses in the village. For a more meaningful presentation of Munshi Abdullah

to cultural tourists, a gallery and resource centre should be developed as part of the redevelopment of Kg. Pali. The gallery and resource centre should become the reference and research centre for Malay literature and the Malay Archipelago. The proposed development components are as stated in Table 8.2.

Table 8.2: Proposed Consolidation of the Munshi Abdullah Resource Centre

<ul style="list-style-type: none"> • As an archive for the collection of Munshi Abdullah's work and other Malay/Malay archipelago writers • Reference centre for researchers and students 	<ul style="list-style-type: none"> • Collection of writings of Munshi Abdullah, Usman Awang, Ishak Hj. Muhammad, Pramoedya Ananta Toer, and others 	<ul style="list-style-type: none"> • Munshi Abdullah Gallery • Archive • Display Area • Dormitory for researchers 	<ul style="list-style-type: none"> • Mini library / place to keep historical items • Audio-visual presentations at display area • Café • Souvenir shop
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Source: Action Plan Survey of Conservation Area MBMB, 2001

c. Enhance the Heritage Trail Quality

The current heritage trail should be enhanced by focusing on the heritage resources with interpretive value. The current heritage trail proposed by the Malaysian Heritage Body / American Express only focuses on main resources and monuments such as:

- Malacca river
- Jalan Tun Tan Cheng Lock (Baba and Nyonya heritage)
- Cheng Hoon Teng Temple
- Kg. Kling Mosque
- Sri Poyyatha Moorthi Temple
- Christ Church
- Historical monuments at St Paul Hill
- Hang Jebat and Hang Kasturi mausoleums (supported by interesting oration)
- Black smith and other traditional trades (Refer to Diagram 8.1: Convergence Area of Traditional Activities)

- d. Encourage an Artisan Precinct along Jln. Tukang Besi / Jln. Tukang Emas

Commencing 1995, there was an influx of young artisans from the outside who were mainly arts graduates from private colleges. They rented dilapidated buildings and transformed them into attractive and cheerful buildings. However, withdrawal of the Rent Control Act resulted in an increase in rental with many of the artisans seeking new locations to conduct their businesses.

Hence, it is proposed that they be encouraged to purchase the dilapidated buildings along Jalan Tukang Besi and Jalan Tukang Emas. With this, an artisan precinct can be formed which would not only facilitate Conservation but also create critical mass which is important to the economic viability of the businesses. MBMB can facilitate this effort by reducing property tax rates for cultural and arts adaptive reuse purposes.

- e. Enhance the Jonker Walk Programme

Special Event Tourism such as the Jonker Walk programme has value added characteristics which must regularly change its shows to avoid monotony to visitors. Hence, it is proposed that the Jonker Walk programme displays specific themes such as fruit and flower festivals on a monthly basis. This would require the service of a professional such as an event organiser to ensure that the shows are interesting as well as to obtain cooperation from businessmen.

The Jonker Walk programme is a form of attraction favoured by mass tourists. Therefore, the Jonker Walk programme should be moved to the jetty area as one of the attractions at the proposed heritage theme park when the theme park is built.

- f. Create a Business Incubator for Small and Medium Sized Industry (SMI) Related to Tourism

In an effort to enhance the quality of local products and handicrafts, MBMB, PERZIM and the Malaysian Handicraft Corporation (PKM) should create business incubators at the old quarter area by buying or renting several dilapidated buildings particularly those along Jalan Tokong/Jalan Tukang Besi/Jalan Tukang Emas. Such business incubators can act as supply workshops as well as retail outlets for handicrafts produced by local youths. This is important in order to provide opportunities to youths from the PKM training programmes with no capital to start their own businesses. In addition, this programme would

generate healthy competition between existing artisans with PKM graduates to produce handicrafts with a Malacca identity.

g. Form a Chinese Opera Fund

In order to enhance the cultural performance in the research area, monetary support from the private sector is needed to resurrect Chinese Opera groups to perform at the Opera building located in front of the Cheng Hoon Teng Temple. The main objective for forming the Opera group is to breathe new life to the Chinese community heritage in the settlement area. Moreover, it would also give birth to a living heritage which would become an attraction to the cultural tourists.

Monetary support can be generated through the contribution of the private sector to a fund which should be managed by the Cheng Hoon Teng Temple Trust. The following are some of the parties which should make a contribution:

- Cheng Hoon Teng Temple Trust
- Jonker Walk Committee
- Chinese Chamber of Commerce
- Chinese Clan Associations

8.4 Tourist Information Centre

A proposed tourism information centre is the starting point for heritage tourism in the research area. The centre is the main point for tourists and visitors alike to obtain information pertaining to tourism products found in the Malacca city. At present, there is one tourist information centre located next to the Tan Kim Seng Bridge (leading to the Old Quarter area)

It is proposed that a more attractive and systematic tourist information centre be created either at Padang Pahlawan or the proposed heritage theme park at the jetty area. This would result in a more effective tourism management system.

The suggested location is appropriate with the flow of tourist arrival via coaches or private transportation. The main function of the information centre would be to market heritage attractions in the civic area and the proposed heritage theme park to mass tourists as well as limit the promotion of the old quarter area to only cultural tourists (Table 8.3)

Table 8.3: Specific Proposals for the Tourist Information Centre

Components	Facilities Provided	Support Required
<ul style="list-style-type: none"> • Tourist and Visitor Information Centre • Provide services and guidelines to tourists 	<ul style="list-style-type: none"> • Brochures, maps, guide books, CDs • Tourism product display • Souvenir shop • Services for accommodation reservation, tourist guides and transportation 	<ul style="list-style-type: none"> • Manned by trained staff • Open from 8:00am to 8:00pm including weekends/public holidays

8.5 Proposed Interpretive Centre

The proposed interpretive center is to interpret to visitors the heritage and cultural uniqueness found in the state of Melaka. This is to facilitate any efforts towards heritage Conservation as such a centre could generate awareness to the quickly disappearing heritage. This can be achieved with an effective presentation to impart messages such as ethnic tolerance and harmony which all began in the state of Melaka. Several interpretive centres are being proposed at the old quarter (Please refer to Table 8.4: Proposed Interpretive Centres) based on discussion with local community representatives.

Table 8.4: Proposed Interpretive Centres at the Old Quarter

Areas Involved	Interpretive Centre
a) Cheng Hoon Teng Temple	<ul style="list-style-type: none"> • Development of the interpretive centre will represent the Chinese community
b) Kampung Kling Mosque	<ul style="list-style-type: none"> • Development of the interpretive centre will represent the Malay community
c) Sri Poyatha Temple	<ul style="list-style-type: none"> • Development of the interpretive centre will represent the Chetti community
d) Chong Hoe Hotel	<ul style="list-style-type: none"> • Development of the interpretive centre will represent the Eurasian and Portuguese community

a. Cheng Hoon Teng Temple

The proposed interpretive centre at the Cheng Hoon Teng Temple will interpret the history and heritage of the Chinese community. Based on historical evidence, the Cheng Hoon Teng Temple formerly functioned as a religious centre, Kapitan China's administration office as well as a Chinese Law court. At present it functions as the religious centre for Buddhism, Confucianism and Taoism. The centre also provides numerous religious ceremonies for believers such as making predictions and praying for inner peace. In addition, the architectural uniqueness of the temple which depicts early events provides it with a special feature to function as an interpretive centre. Following are several justifications to develop the Cheng Hoon Teng Temple as an interpretive centre:

- Re-highlight symbols which are unique but fast disappearing of the Chinese community
- Promote the Chinese community's cultural characteristics to the public so that they can obtain information and learn from what they see
- Highlight many architectural uniqueness found at the Cheng Hoon Teng Temple in terms of its importance to not only the local inhabitants but also the nation. This can be presented through the interpretation approach.
- Make an example of the successful enrichment programme at the temple for other similar programmes in future (please refer 8.5)

Table 8.5: Proposed Interpretive Centre at the at Cheng Hoon Teng Temple

Element	Proposal
Interpretive Centre	<ul style="list-style-type: none"> • Guest relation officers will invite tourists to enter the interpretive centre for information • The temple plan containing brief information is to be given to visitors • Code of Conduct brochures are to be given to visitors • Interpretive materials should comprise display and audio-visual materials related to the enrichment programme conducted

b. Kampung Kling Mosque

It is appropriate to develop the Kampung Kling Mosque as an interpretive centre to provide opportunities to tourist to obtain a better insight into the lifestyle of the Malay community. The main message of this interpretive centre is to highlight the role and importance of the Malay community at the Old Quarter before villages in the urban area such as Kg Jawa are subsumed by development. It should also highlight a message on tolerance between ethnic groups as proven in the mosque architecture which contains Chinese influence. Moreover, the interpretive materials should link the role of the Kampung Kling Mosque with the Kg. Hulu Mosque via the heritage trail through Kg. Pali (Munshi Abdullah Gallery and Resource Centre). The mosque committee has agreed to the proposed interpretative centre and they have even allowed the use of several vacant rooms to be made into a display area. (Table 8.6)

Table 8.6: Proposed Interpretive Centre Components at Kg. Kling Mosque

Element	Proposal
Interpretive Centre	<ul style="list-style-type: none"> • Background and history of the Malay community in Malacca • Role of the Malay community during the Malay Sultanate era and Portuguese, Dutch and British colonisation • History of Malay settlement in urban areas • Malacca mosque architecture • Lifestyle, culture and religious ceremonies previously and currently conducted • Code of conduct when visiting mosques and sacred places • The Malay community at present • Reservation service for packaged tours and transportation to Kg. Morten and Kg. Tanjung (Masjid Tanah) • Availability of printed materials such as: <ul style="list-style-type: none"> — Maps — Brochures — Videos/CDs

Source: Action Plan Survey of Conservation Area MBMB, 2001

c. Sri Poyatha Vinayagar Temple

The role of the proposed interpretive centre at the temple is to highlight the background and lifestyle of the Chitti community in Malacca, which is the only Chitti community in the world. At present, the Chitti community at Gajah Berang is somewhat isolated from development and the religious activities at the temple are controlled by the Chettiar priest. Thus it is important that the proposed interpretive centre be used as a tool to highlight the uniqueness of the Chitti community at Gajah Berang. It is suggested that the interpretive centre at the temple display components such as those suggested in Table 8.7.

Table 8.7: Proposed Interpretive Centre Components at Sri Poyatha Vinayagar Temple

Element	Proposal
Interpretive Centre	<ul style="list-style-type: none"> • Background and history of the Chitti community in Malacca • Role of the community in the formation of the State of Melaka • Temple architecture • Lifestyle, culture and religious ceremonies previously and currently conducted • Handicrafts such as pot-pouri, betel nuts, 'hantu tetek' sculptures and mango leaves door decorations • Contemporary Chitti community • Reservation service for packaged tours and transportation to Gajah Berang • Availability of printed materials such as: <ul style="list-style-type: none"> — Maps — Brochures — Videos/CDs

Source: Action Plan Survey of Conservation Area MBMB, 2001

d. Chong Hoe Hotel

Independent travellers favour this hotel because of its strategic location and its reasonable rates. As this hotel is favoured by tourists, it is proposed that it be made into an interpretive centre for the Portuguese/Eurasian community without disrupting its main function as a budget hotel. The proposed interpretive components at the hotel are as stated in Table 8.8.

Table 8.8: Proposed Interpretive Centre Components at Chong Hoe Hotel

Element	Proposal
Interpretive Centre	<ul style="list-style-type: none"> • Signage for every existing interpretation • Display panel presenting the history of Malacca which involves the Portuguese/Eurasian colonisation in Malacca • Presentation of previous and current Portuguese/Eurasian communities in Malacca. This involves the background of the community, the lifestyle of the Portuguese community, religions, festivals, marriage ceremonies, food and other. • Information pertaining to cultural activities and programmes at Ujong Pasir • Reservation service for packaged tours and transportation to Ujong Pasir • Availability of printed materials such as: <ul style="list-style-type: none"> — Maps — Brochures — Videos/CDs

Source: Action Plan Survey of Conservation Area MBMB, 2001

8.6 Marketing

It is important to market the tourist heritage product in the conservation area to ensure matching between the forms of attractions and the market segment. As a basis, the marketing plan developed must ensure an integrated collective effort between the government and private sector. This would result in an effective tourist product marketing.

The main marketing strategic plan must lead the interest and visits of the mass tourists to the tourist product at the civic area and the proposed theme park. Furthermore, it should also limit visits to the Old Quarter to cultural tourists only.

Based on the marketing elements generally used in the development of tourism, following are the elements which should be highlighted based on the 4Ps (product, price, place and promotion) product-mix:

- **Product**

The core tourist products in the State of Melaka are historical buildings at St. Paul Hill and theme parks along the Ayer Keroh corridor. Cultural and heritage attractions at the Old Quarter are supplementary products and should be promoted as such. The State of Melaka government, in its effort to have a more myriad product consisting of health tourism, agriculture tourism and others would reduce the pressure at the conservation area.

- **Price**

As a means to control the number of visits, it is suggested that entrance fees be implemented at interpretive centres in order to reduce pressure on the carrying capacity threshold limit of the resources. However, the tourist experience provided must be of high quality so that visitors can obtain high visitor satisfaction. It is recommended that the entrance fee be priced at RM5 per person, with concessions for students, senior citizens, disable people as well as families. In addition, it is proposed that every tourist coach entering the conservation area be levied a surcharge of RM10 per coach. (please refer Table 8.9)

Table 8.9: Proposed Entrance Fee rate to Interpretive Centres

Element	Proposal
Visitors to the Interpretive Centres	RM5 per visitor
Tourist Coaches	RM10 per coach (surcharge)

- **Place**

Place or distribution channel in the form of indirect distribution should be utilised to promote tourist products at the civic area and at the proposed theme park. This means that promotional efforts will be the responsibility of private tourist agencies/operators. On the other hand, a direct distribution channel through government agencies such as the Tourist Promotional Unit (the State of Melaka Chief Minister's Department) is proposed for heritage products at the Old Quarter so that the promotional effort can be monitored/controlled.

- Promotion
An effective promotion will fulfil the needs of every tourist segment and would also mitigate and wrong signals to both tourists and developers. As an example, developers/businessmen will operate the type of commercial activities favoured by mass tourists if the Old Quarter is being promoted as a heritage theme park. Following are some principles which should be utilised in promotional materials such as brochures and maps:
 - suggest that visits along the heritage trail be conducted on foot or on trishaws
 - provide user friendly signposting and direct motor vehicles to parking areas, reminding them not to enter the town centre
 - create opportunities for tourists to give feedback in terms of product quality and promotional materials found in the conservation area

8.7 Calendar of Events – Cultural and Arts Performances

The uniqueness of the research area is the existence of varied communities, resulting in a myriad culture. As such, there are various celebrations/festivals and culture embraced by each community which can be promoted as a living culture.

Among the unique heritage which can be propounded are:

- Celebrations
- Religious ceremonies
- Food

A calendar of events must be prepared one year in advance to be distributed to tourists. This is to facilitate tourists to plan their visits to the conservation area. (please refer table 8.10 - 8.12)

Table 8.10: Exceptional Culture of Each Community

Ethnic Group	Exceptional Culture
Baba Nyonya	Sequined Shoes Baba Nyonya Heritage Museum Traditional Clothes Marriage Ceremony
Malay	Hari Raya Puasa Traditional House 'Berbalas Pantun' 'Dondang Sayang'
Portuguese	San Pedro Festival San Juang Festival Intrudu Festival Bronya (Dances, Songs And Music)
Chetti	Ponggal Festival Menggamey Marriage Ceremony Traditional Clothes
'New" Chinese	Traditional Dishes Traditional Dances Opera Wood And Stone Sculpture

Table 8.11: Celebrations/Festivals and Ceremonies of the Chetti Community

Ceremony	Celebration/Festival
Birth Ceremony	Ponggol Festival
Death Ceremony	Mariamman Thirunal Festival
Marriage Ceremony	Fruit Parchu Festival
Sadunggu Ceremony	Deepavali

Table 8.12: Calendar of Events for Ceremonies and Celebrations/Festivals at the Conservation Area

Ethnic Group	Exceptional Culture	Duration		
		Daily	Weekly	Yearly
Chinese	▪ Marriage ceremony			
	▪ Prayers activities			
	▪ Religious ceremonies at the temple			
	▪ Moon Cake Festival ▪ Chinese New Year ▪ Chap Goh Meh ▪ Hungry Ghosts Festival			
Malay (Muslims)	▪ Five time daily prayers (mass prayers at the mosque)			
	▪ Friday prayer			
	▪ Al-Quran recital class			
	▪ Religious sermons			
	▪ Arabic language classes			
	▪ Yassin recital gatherings			
	▪ Hari Raya Puasa			1 Syawal
	▪ Hari Raya Haji			10 Zulhijjah
	▪ Prophet Muhammad's Birthday			12 Rabiulawal
	▪ Ma'al Hijrah (Islamic New Year)			1 Muharram
Indian	▪ Prayers			
	▪ Floral twisting			
	▪ Ponggol festival			
	▪ Deepavali celebration			
Portuguese	▪ Taipusam			
	▪ De San Pedro festival			
	▪ San Juang festival			
	▪ Intrudu celebration			
	▪ Bronya (dances, songs and music)			

Source: Action Plan Survey of Conservation Area MBMB, 2001

8.8 Tourist Safety Guidelines

In general, the following guidelines have been prepared to ensure safety to tourists visiting the research area. This is important in order to avoid any mishaps and to provide a high visitors' satisfaction level to those visiting the heritage area. Following are some important elements which must be taken into consideration by the authorities and tourists in order to ensure tourist safety (Table 8.13):

- Encourage tourists to move in groups
- Encourage tourists to obtain the services of tourist guides
- Increase security patrols

Table 8.13: Form of Tourist Safety Guidelines

Form of Security	Proposed Action
Encourage tourists to move in groups	<ul style="list-style-type: none"> ▪ Individuals should not go to quiet areas alone ▪ Tourists are encouraged to always be in one group
Encourage tourists to obtain the services of tourist guides	<ul style="list-style-type: none"> ▪ Tourists guides provide safety guidelines
Increase security patrols	<ul style="list-style-type: none"> ▪ The police or the Tourism police must have a schedule in conducting patrols ▪ Security officers are stationed at every interpretive centre

Source: Action Plan Survey of Conservation Area MBMB, 2001

8.9 Public, Non-Government Organisations (NGO) and Tourist Operators Strategic Cooperation

At present, there are rarely any meetings and dialogues between the public sector, the tourist industry and NGOs which have made it difficult to plan and manage tourism in the State of Melaka. However, with the currently formed State of Melaka Tourism Action Council (Majlis Tindakan Pelancongan Negeri Melaka – MTPNM), the scenario can be changed to form a smart partnership between the public sector, NGOs and tourist operators. Among the government agencies, NGOs and representatives of the industry which should play a role in MTPNM are:

- i Public Sector
 - The State of Malacca Tourist Promotional Unit
 - The State of Malacca Development Corporation
 - MBMB
 - PERZIM
 - The Museum and Antiquity Department
 - Malaysia Handicraft Corporation
 - State Cultural Office
- ii Tourism Industry
 - Melaka Tourist Association/MATTA
 - Melaka Hotels Association
 - Melaka Tour Guides Association
- iii NGOs
 - Malacca Heritage Trust (MHT)
 - Malaysia Heritage Body
 - Melaka History Association
- iv Others
 - Universiti Teknologi Malaysia (Tourism Planning Programme)
 - Universiti Teknologi MARA, Alor Gajah Branch (Tourism Management Programme)

To ensure effective cooperation, on one hand, the cultural asset manager needs to respect the role of the tourism industry. On the other hand, the tourism industry needs to assist in caring for the heritage assets which are important to the tourism industry in Malacca. The types of cooperation which could be formed are as follows (Table 8.14)

Table 8.14: Smart Partnership between the Public Sector, Tourism Industry and NGOs

Smart Partnership	Programme
Government	<ul style="list-style-type: none"> ▪ Tourism activity planning and calendar of events ▪ Input to the School tourism clubs ▪ Tourist guide training programmes ▪ Accreditation programmes for a versatile development ▪ Best product/tourism destination competitions ▪ Promotional integrated programmes ▪ 'R & D' promoted in cultural tourism
Tourism Industry	
Non-Government Organisations (NGOs)	

Source: Action Plan Survey of Conservation Area MBMB, 2001

9.0 ECONOMIC AND MANAGEMENT ASPECT

9.1 Economic Catalyst Aspect in the Preservation Area

9.1.1 Economic Supervision in the Preservation Area

Conservation efforts in the preservation and 'buffer zone' areas involve high capital and cost. The authorities, whether the Historical City of Melaka Municipal Council (Majlis Bandaraya Melaka Bersejarah-MBMB), Melaka Museum Corporation (Perbadanan Muzium Melaka: PERZIM) or the Museum and Antiquity Department needs money for purposes which include research, planning and implementation of infrastructure enhancement as well as restoration of heritage buildings and urban image. To ensure that the Conservation efforts can be implemented smoothly without monetary woes, MBMB must provide a phased Conservation plan together with the projected cost. Costing should be based on the significance of the area as well as the significance of the area in relation to the Conservation effort in the MBMB area holistically. Hence, the economic supervision structural plan must be based on the following strategies to ensure the monetary funds from the authorities can be used efficiently. The proposed strategies are:

- i All Conservation efforts must be focused on the main Conservation area particularly on the roads involved in the zones proposed to UNESCO in the World Heritage List.
- ii Efforts to improve the infrastructure and urban amenities must be implemented first to improve the urban space quality as well as improve the quality of the standard of living in the urban areas.
- iii restoration efforts must be focused on buildings which need immediate attention where the structure has either collapsed or is in a dilapidated state.
- iv Building restoration efforts such as repairing of roofs, repainting of building facades, repairing of carvings on building facades must be done in batches for it to be effective and cost saving.

9.1.2 Economic and Management Resources

Monetary resource plays a major role in order to implement Conservation efforts in the MBMB area. Without sufficient monetary funds, the proposed Conservation efforts would not be realised. The authorities and private individuals who own heritage premises need

to have economic resources. To ensure sufficient monetary resources, several approaches must be implemented:

Step 1

The authority, particularly the Historical City of Melaka Municipal Council (MBMB), which depends on funds provided by the Federal and State Government must develop a structural budget plan requesting for sufficient funds for funding Conservation work in the Conservation area.

Step 2

MBMB must implement a Conservation/conservation donation scheme to help in funding the Conservation efforts. Monetary donation for Conservation purposes should be collected from commercial traders who obviously benefit directly from heritage tourism. MBMB needs to formulate a suitable payment scheme and conduct a campaign to ensure that the objectives of the effort are understood by the community in the Conservation area.

9.2 Building Reacquisition Stipulation

The MBMB Conservation Area Action Plan Guidelines provide guidance to proprietors in their effort towards any proposed Conservation work. However, some proprietors allow their properties to become derelict without proper maintenance and management. Such attitudes would result in a negative effect to the Conservation of Malacca town in terms of building usage, visual quality as well as the safety of the heritage buildings. This action of neglecting the buildings may be due to either the proprietors wanting to demolish the buildings to be replaced with modern ones or lacking the ability to repair or renovate the buildings to be used for new purposes due to the high cost. Thus, to mitigate these two situations which could cause the failure of the Malacca Conservation efforts, an approach which allows the take over of ownership and maintenance of such heritage buildings must be implemented. This approach may be implemented via the Land Acquisition Act 1960, Act 486 (Akta Pengambilan Tanah 1960 : Akta 486). Enforcement action following the procedures and methods stipulated in the 486 Act to reacquire buildings is necessary in certain situations.

9.2.1 Derelict Properties and Proprietors' Commitment towards Enhancing the Quality of the Surroundings in the Conservation Area

Based on the Land Acquisition Act 1960 (Act 486), Part II, Section 3(1), the State Authorities can acquire any land needed:

- a. for any public purposes;
- b. by any individuals or corporations for any purposes which the State Authorities feel is beneficial for the economic development of Malaysia or any part thereof to the public in general or any class of the public;
or
- c. for mining purposes or for residential, agricultural, commercial, industrial or recreational purposes or any combination thereof.

In line with the 486 Act, Section (1), a particular land (including building) can be acquired by the state government or government departments, corporations as well as individuals if the purpose of the acquisition would benefit the public. Public benefit here can be interpreted as an increase in the economic, quality and social aspects of the area and its surroundings. Hence, from the Conservation aspect, acquisition of buildings can be enforced to benefit the public if there is:

- i a vacant derelict heritage building
- ii a heritage building with structural problems which could endanger adjacent buildings
- iii a derelict building which is being misused

However, to permit the acquisition of such buildings, new applications must put forward project proposals with good prospects which would be able to raise the social and economic situation of the area. All the necessary process such as application, acquisition, notice of acquisition, compensation payment and others must adhere to the procedure stipulated in the Land Acquisition Act 1960 (Act 486).

To implement such an approach, the proposed State of Melaka Conservation Development Company (Syarikat Kemajuan Pemeliharaan Negeri Melaka: SKPNM) may be given the responsibility to be the main agency to implement any derelict building acquisition effort. Following is the process for the implementation:

- i Identify heritage buildings in the Conservation area which are in such a condition which could impede the Conservation efforts
- ii Prepare proposed conservation projects for the affected buildings/properties in terms of their physical appearance and usage
- iii Serve notice to the proprietors and compensate them accordingly following the Act
- iv Repair derelict heritage buildings and introduce appropriate building usage

During the course of serving notices to the proprietors, opportunities are given to the said proprietors to conduct Conservation work. If the proprietors of the property identified by SKPNM are willing to conduct Conservation work, the proposed acquisition of the said property must be rescinded. To support the effort of the proprietor, monetary and advisory assistance may be requested from SKPNM.

This approach of acquiring a property is to ensure that due attention is given to buildings neglected by their proprietors. The purpose of the enforcement of the acquisition is not to seize the property of individual proprietors, but rather it is a control measure to ensure that heritage properties are not destroyed due to the proprietors' carelessness or inability to conserve/preserve them.

9.2.2 Compensation and Damages Aspects for Ownership/Proprietorship Acquisition of Buildings

If the proprietors involved in an acquisition process do not provide feedback or agree to the acquisition after being served the acquisition notice (Section 53), the proprietors are eligible for compensation for the acquired building.

The compensation payment is based on the current property value. Based on Section 29, Act 486, after all relevant parties or the proprietors have received notice, the Land Assessor (Pentadbir

Tanah) or the State Authority must pay the compensation awarded. However, based on Section 30, Act 486, if the proprietor or persons involved do not agree with the compensation awarded, they can appeal to the court. Any decision/ruling made by the court is final and no further appeal to a higher court can be made.

9.3 Incentive and Motivational Aspect in Preserving Privately Owned Buildings

To implement the proposed guidelines in the MBMB Conservation Area Action Plan, both the government and individual proprietors must make the necessary effort to conduct maintenance and repair work as well as enhance the quality of the premises and urban space. However, the proprietors' responsibility towards any repair efforts is based on their own initiative and any available funding. Hence to motivate the proprietors to implement the Conservation action as proposed in the Action Plan, monetary and motivational incentives must be given. Following are the types of incentives and facilities proposed for the Conservation area:

9.3.1 Subsidy and Gratuity for Proprietors' Effort

Monetary incentive is the most stimulating form of assistance as all repair work in terms of costs involving building materials and payment for workmanship are to be borne solely by the proprietor. Such assistance require commitment from the MBMB, the government of the State of Melaka and the Federal government in providing monetary assistance directly or indirectly. The types of monetary assistance which could be provided are:

- a State of Melaka Conservation Development Company (Syarikat Kemajuan Pemeliharaan Negeri Melaka: SKPNM)

Conservation efforts must be seen from the economic and monetary perspectives. As such, the formation of SKPNM is a step towards increasing the economic returns from the Conservation efforts. The State of Melaka Conservation Development Company (SKPNM) is a company wholly owned by the State of Melaka where the initial monetary source is through funding by the Federal and State government. SKPNM will function as a developer in the Conservation domain. Its main functions and duties are:

- i buying and conserving properties in the Conservation area and reselling the properties to other interested individuals or companies. The properties will be sold (after being conserved) with specific stipulations to ensure it remains preserved

- ii providing advisory and mediator (mudahcara) services between proprietors and Conservation contractors to conduct free Conservation work

SKPNM will be under the State of Melaka Economic Planning Unit (UPEN) and will be headed by the director of UPEN. The committee members will consist of committee members of the state conservation council, MBMB PERZIM and the Museum and Antiquity Department

Any form of profits, if any, will be reused for future Conservation projects.

a State Conservation Fund

The availability of credit facilities to heritage properties' proprietors to conduct repair work on their heritage premises will encourage building repair efforts as well as solve any monetary problems. The latter is in fact a major obstacle in the Conservation effort. The fund will be formed by the State government, providing credit with low interest rates with an easy and reasonable repayment scheme. The fund will be managed by the State of Melaka Conservation Development Company (SKPNM). The amount of the loan will be standardised based on the building component. Proprietors need to obtain Planning Permission and Building Plan Certification (Kebenaran Merancang dan Kelulusan Pelan Bangunan) for the propose repair work before submitting the application to SKPNM for the loan. The amount of the loan will not exceed the bank guarantee as underlined by MBMB.

b Conditional Grant

Apart from the State Conservation Fund, the State of Melaka government or the MBMB must provide conditional grants to proprietors who have obtained approval from MBMB to conduct Conservation work. This grant is to cover part of the Conservation cost that is between 20% and 45%. This grant would only need to be repaid if the building usage is changed or the building is sold within a stipulated duration (10-20 years).

9.3.2 Incentives and Motivators

Apart from direct monetary assistance to the proprietors, other incentives involved include the following tax rebates:

- i Discounts or Exemption on Property Tax for Building Conservation (Holistically)

This mechanism is an approach which can be controlled fully by MBMB as property tax administration is under its jurisdiction.

Under this scheme, MBMB can offer proprietors discounts or part or full exemption of property tax for a specific period equivalent to the Conservation cost. The amount of the discount or exemption and duration must be calculated in detail with the cooperation of the State Valuation Department. This method would reduce MBMB's income but is necessary to be implemented in order to obtain the objectives of the proposed urban Conservation programme.

- ii Discounts or Exemption on Land Tax

This is a mechanism which requires the support and cooperation of the State of Melaka Land and Mining Office. This is not a major problem as the government of the State of Melaka is the financier of the project. As one of the vehicles of administration of the state government, it is hoped that the Land and Mining Office can provide cooperation and support to implement this scheme.

Under this scheme, proprietors of buildings in the Conservation area can be offered discounts or part or full exemption on the land tax equivalent to the cost of preserving the building. The quantum discount or exemption and the duration must be calculated in detail.

9.4 Jurisdiction of Agencies Involved in the Conservation and Management of the Conservation Area

The MBMB Conservation Area Action Plan which contains various guidelines and Conservation strategies is a guidance which provides jurisdiction to implement control measures and Conservation work guidelines in the Conservation area which will be gazetted. To ensure that every Conservation effort and development in the Conservation zone is implemented based on the guidelines, full commitment from agencies and departments such as the MBMB, Melaka Museum Corporation (PERZIM), Town and Country Planning Department state of Melaka (JPBD)

and the Museum and Antiquity Department is required. Each of the related agency must be both a motivating and controlling agent. Responsibility, role and jurisdiction of each agency on the scope of the Action Plan must be explained so that each government agency can carry out their stipulated duties as well as to ensure that every detail in the action plan is enforced. Thus, this section will explain the jurisdiction and role of the agencies involved in implementing the Historical City of MBMB Conservation Area Action Plan.

9.4.1 Jurisdiction of MBMB.

The MBMB is the local planning authorities directly responsible for the development and control of the Conservation area must enforce the power vested in them. The main agency at MBMB which is the Town Planning and Development Control Department must be empowered as the facilitator to all departments involved.

The responsibility of each department must be coordinated based on the scope of the guidelines prepared in the Action Plan. Jurisdiction and the stipulated role are as in Table 9.1.

Table 9.1: Government Agencies Jurisdiction and General Responsibility in the Heritage Building Conservation Effort

Implementing Agency	Jurisdiction and Responsibility
Public Matters And Recreation Department	Ensure the provision of public space usage for informal activities in the Conservation area in line with the action plan procedure. Reschedule current informal activities and provide maintenance services to current areas.
Engineering Department	Enhance the infrastructure quality such as roads, drainage system, lamp posts and others following the specifications stipulated in the Action Plan.
Licensing and Health Department	Ensure no misuse of license for prohibited or inappropriate activities in the Conservation area. Issue of license for new activities must be valued in terms of its effect to the Conservation effort.
Landscape Department	Ensure urban beautifying elements whether soft or static (kejur) landscaping do not deviate from the Conservation principle.
Finance Department	Ensure priority is given to coordinated funds used for Conservation activities in the Conservation area in order to facilitate Conservation efforts.
Management and Enforcement Department	Ensure that all activities in terms of building and public space usage, renovation of buildings and others follow the stipulation in the Action Plan.
Valuation Department	Revalue building premises which took the initiative to preserve/conservate the building by providing incentive schemes or reducing property and advertisement taxes and others.

Table 9.2: Jurisdiction and General Responsibility of JPBD of the State of Melaka and Conservation Unit

Implementing Agency	Jurisdiction and Responsibility
Planning and Development Control Department (JPKP)	Act as facilitator to all other departments at MBMB in terms of the Conservation aspect in the Conservation area. JPKP will enforce development control in the Conservation area through the process of Planning Permission, Temporary Occupancy License, Land Development and others. All decisions will refer to the Action Plan.
Conservation Unit	Act as the main advisor to JPKP in managing all Conservation efforts in the Conservation area.

9.4.2 Jurisdiction of PERZIM

The Melaka Museum Corporation (PERZIM) as an authority based on the Conservation and Revitalisation of the Cultural Heritage Enactment of the State of Melaka, 1988 (Conservation Enactment) must amplify its present role. PERZIM needs to focus on two domains to be more effective in its Conservation efforts. The two domains are research and development (R & D) which entails heritage information documentation as well as conducting comprehensive Conservation work. PERZIM must conduct research to identify strategies to solve problems and issues related to current Conservation efforts as well as to meet future challenges. Several research aspects which must be conducted and given priority are:

- i Research on the usage of colours for heritage buildings
- ii Research on approaches and guidelines on heritage building renovations
- iii Approach to revitalising the Malacca Community Culture
- iv Research on the impact of the World Heritage List on the Conservation of the Malacca Heritage

PERZIM must act as a specialist consultant to heritage building proprietors in providing advice and specialist knowledge in handling Conservation work.

9.4.3 Jurisdiction of the Town and Country Planning Department

The jurisdiction and responsibility of the Town and Country Planning Department of the State of Melaka is more towards the basic approval level. This is after a decision has been reached at the technical approval level by the Technical Committee. In the Conservation context, JPBD of the State of Melaka is still acting as the secretary in the State Planning Committee.

As the secretary, JPBD of the State of Melaka plays the role of advisor to the state government in relation to policies, administration and management of the cultural heritage in the Conservation area. JPBD also has the power to rescind any approval given by MBMB or PERZIM at the technical level. Such an action is permissible if JPBD feels that the approval deviates from benefiting the state or if it feels that there are other more important matters. Likewise, JPBD is entitled to consider passing applications which have been rejected at the technical level. However, any considerations must be discussed with the Technical Committee, particularly with MBMB and PERZIM. This is to facilitate smooth administration in the Conservation area and reduce bureaucracy red tapes.

The running of the new administration requires a reshuffle in the pattern of the organisation. With that, the state JPBD may if necessary, form a small unit directly related to matters related to urban Conservation.

9.4.4 Jurisdiction of the Museum and Antiquity Department

The Museum and Antiquity Department empowered under the Antique Artefact Act (Akta Bendapurba) 1976 is responsible towards the Conservation of heritage buildings proclaimed under this act. Currently there are 10 heritage buildings and monuments which have been proclaimed in the Conservation area. In the 8th Malaysia Plan (2001-2005), the Museum and Antiquity Department has proposed proclamation on 5 heritage buildings which include the Courts Building, the Seri Melaka Building, the Old Museum Building and the Bastion Building. To ensure that other heritage buildings in the Conservation area are conserved/preserved, the proclamation process must be implemented within a shorter period and a bigger quantity. Free standing heritage buildings in the Conservation area must be proclaimed immediately although monetary funding might be insufficient. The museum should also implement restoration work quickly on heritage buildings with unstable structures.

10.0 CONCLUSION

Collaborative effort between the main care taker and stakeholders of heritage property is important to ensure the longevity of conservation zone to serve as an evidence of the richness in culture and tolerance of the earlier Malay sultanate legacy. Mutual understandings on conservation as an effort to revitalize historical enclave and its purpose as a living city are a continuous effort. Deep sense of belonging and the desire to facilitate and conserve, is important in ensuring heritage officers and all parties involve are in the aware state.

Policy changes in planning should be well facilitate to maintain the intactness of conservation area and its original function without jeopardizing the dynamism of a city growth.

ACKNOWLEDGEMENT

**THIS CONSERVATION MANAGEMENT PLAN REPORT HAS BEEN APPROVED
AND ENDORSED BY THE FULL COUNCIL MEETING OF THE MELAKA
HISTORICAL CITY COUNCIL (MBMB) ON THE
30TH JANUARY 2008**

1.0 SIGNAGE AND ADVERTISEMENT DISPLAY GUIDELINES

Information signboards and advertisement signboards play an important role to introduce particular shops and types of businesses, as well as to promote and give directions. Apart from functioning to attract the attention of visitors to the building use activity, signage if designed and positioned appropriately with the building characteristics in mind, would result in a good streetscape characteristic of a particular area.

Therefore, how a signage is designed, positioned and attached must not hamper the architectural character of a building nor must it be too outstanding so as to eclipse attractive architectural elements such as wall carvings, frieze, windows, shop front and other building parts.

1.1 SIGNAGE AND ADVERTISEMENT CHARACTERISTICS

There are two main characteristics of the many signage and advertisement boards used in the survey area: signage with traditional characteristics and signage with modern characteristics.

Traditional Characteristics

This type involves the direct use of letters and carvings, logos on building walls or carvings on wood placed at the top of the door, frieze, between the shop front and frieze, at the ground floor building column whether in roman or Chinese writing. This type of signage system can still be found in many buildings in Malacca Town. The size is specifically designed for columns and friezes.

Modern Characteristics

There are various types of signage systems and advertisements under this category. Some use woods, aluminum and various other types including banners to promote sales. Most of them are large in size and placed where they can be read from a distance. There are also signage systems which use lighting at night to make the advertisement outstanding.

The types of signage system found in the Conservation area can be categorised as follows:

a. Clan Signage

This type of signage is particular to the Chinese community. It has Chinese writing in the form of embossed path plaster or wood and placed at main entrance doors. The size is the same as the door width. Such signs if found at particular buildings should be maintained. Lanterns written with clan names and hung on the front verandahs are also included in this category.



Example of traditional signage and lanterns found on doors and windows

b. Business and Advertisement Signage

There are 3 categories of business and advertisement signage:

Traditional

This is in the form of embossed carvings on wooden panel or metals with Chinese writing or a fusion of Roman and Arabic writing. Names of shops and businesses drawn on bamboo blinds and hung at the shopfront are also included in this category.

Contemporary/Modern

This is usually made from plastic, metals or other materials with various colours and graphics. Some are in the form of lighted boxes. Cloth banners specifically those informing about particular sales and promotions as well as animated (?)

signage, displaying programmes at the buildings or displaying restaurant menus are included in this category.

Installation

Are advertisement objects creatively created such as miniature, statues and other 3-dimensional objects attached to the building either at the shopfront, roof verandah or others. Balloons are also included in this category.

c. Direction Signage

Many direction signage found at main junctions must be controlled in terms of their positioning and design. Without strict control, they would negatively affect the visual quality of the Conservation area.

1.2 APPROPRIATENESS OF ADVERTISEMENT AND BUILDING SIGNAGE POSITIONING

Several positions mostly used to hang signage particularly advertisements have been identified. Each position of the advertisement signboard has its own implication.

a. Not Appropriate to be Placed on Canopy Roof

The signage and advertisement system placed on these canopy roofs has obstructed part of the window, carvings under the window, cornice at the top of the frieze as well as the interestingly designed canopy roof.



The use of traditional looking signage although on new surfaces is encouraged on buildings in the Conservation area where appropriate.



Top right: A traditional signage system does not have a variety of contrasting colours. This example is more appropriate compared to the example on its bottom right.

Bottom right: Restoration of the traditional signage system must ensure the use of suitable colours with the building and must not be too contrasting as in the picture.

Measure of Control

This type of signage and advertisement system is prohibited on any parts of a canopy roof as it would obstruct important elements that form the identity of the buildings.

b. On Frieze and Cornice Line of Buildings

Advertisement signboards which are too large placed at the frieze are found to obstruct the character of the building, the cornice and the carvings under the windows on the upper floors of the building.

Even if the buildings have no outstanding carvings whether under the windows or cornices at the frieze, the signage would still give a detrimental effect. There are advertisement signboards which are too long (involving 2 shop lots) and wider than the actual frieze size.

Measure of Control

Signage and advertisements bigger than the size of the building frieze are prohibited. Exception is only given to buildings with an initial space specifically built for such a purpose.

c. Between Frieze and Shop front

Advertisement signboards on buildings with characteristics originally intended for the ground floor of the building is placed to fulfill the space between the frieze and shopfront width of the building. This obstructs the view to the shopfront as well as the vent on top of the buildings' windows. The signage placed at this location is also not uniform. Some are as wide as the main entrance doors, while there are other advertisement boards built wider than the main entrance doors.



Several examples of inappropriate business signboard displays, as they obstruct the building façade.

Measure of Control

Ensure the size is minimised following the size of the traditional signage found on inception buildings. Lettering characteristics are to follow the original.

d. Using Banners

The use of banners hung for the purpose of sales promotion at the shop front, has been found to obstruct the view to the shop front particularly the corbels and vents.



Measure of Control

Even if banners are hung temporarily, they still give a negative impact on the character of the building at which they are hung. Thus, PBT should issue permits discretely towards the putting up of banners.

e. On Party Walls

Signage placed on party walls are not placed uniformly. Some advertisement boards are placed on the right column of buildings whilst others are placed otherwise. This results in some advertisement boards overlapping each other. In terms of size, they are also found to be lacking in uniformity. This results in a bigger signboard obstructing a smaller sign board if viewed from the side elevation of a building.



Examples of signboards hung on party walls.

PBT must control the minimum size of every signage and advertisement boards permitted to be hung on party walls so that there are no protruding sections going beyond the parallel line with the overhang on the building roofs. The dimensions must also be uniformed to ensure no advertisement is more outstanding than the other. They should be prohibited from being placed on the ground floor so as not to obstruct the streetscape of the pedestrians. PBT should also issue limited permits to ensure the visual quality is not too cluttered.

f. On Gable Side of Buildings

This type of signage can be seen on the sides of buildings at the end of a road. The size of the advertisement boards used is extremely huge and is detrimental to the character of the building's gable as well as the visual quality as a whole. Their visibility is too obvious due to their position at open junctions.

Measure of Control

Control measures must be taken to prohibit the erection of big signboards. Permission will only be considered for small signboard types put on building sections which will not obstruct the character of the building. The road name can be displayed at the top corner of the cornice line on the second floor of the building.



Erecting huge advertisement boards such as the above is not encouraged.

g. At the Five-Foot Sidewalk

Signage placed on the five-foot sidewalks is usually small in size. There are only a few building units which utilize advertisement signage such as this.



Several examples of shape and approach of advertisement display boards at the five-foot sidewalk at the Conservation area.

Measure of Control

Permission may be given to the use of this type of advertisement to promote goods on the condition that the size does not exceed 50cm (wide) X 100 cm (high) and placed between 30cm to 60cm from the floor. It must also be placed at the side of the door at the five-foot sidewalk and does not obstruct the pedestrian walkway.



Examples of encouraged business signage display on front facades.

1.3 CONCLUSION ON THE SIGNAGE GUIDELINES CRITERIA AT THE CONSERVATION AREA

Through what has been clearly explained previously, the guidelines have taken into account 5 criteria based on the placement of signage and advertisement system identified. The criteria are divided into the following characteristics:

- a. *buildings with canopy roofs*
- b. *buildings without canopy roofs*
- c. *for buildings of early shophouse style*
- d. *between party walls*
- e. *at the five-foot sidewalk of buildings*
- f. *general guidelines for the placement of signboards at the side elevation of buildings (for end lots)*
- g. *at columns*
- h. *the use of banners*

a. Buildings with Canopy Roofs

Signage is only permitted to be placed between the transom panel and the upper part of the shopfront. If a building has two main entrance doors, the signage is only allowed to be placed between the transom panel and upper part of the shopfront and on top of the entrance door leading to the stairs to the upper floors. The length of the signage should not exceed the width of the main entrance door.

For buildings with the initial characteristics (of 2 windows and a door) at the ground floor of the building, signage is only permitted to be placed at the top of the entrance door which must not exceed the width of the entrance door.

b. Buildings without Canopy Roofs

For buildings without canopy roofs, advertisement panel boards or individual letterings at the frieze are not allowed to exceed the size of the frieze of the building.

c. For Buildings of Early Shophouse Style

For early shophouse buildings with a lower upper floor height compared to other building styles, there are 2 guidelines proposed for the placement of signage.

Signage is allowed to be placed under the windows. The width of the signage should not exceed the width of the window and must be placed between the canopy roof and window of the building.

Signage is also allowed to be placed on the main door with the size as stipulated for the proposed signage c(i)

d. Signage between Party Walls

Signage placed on party walls in the survey area is found to lack in uniformity. Some are too big and obstruct the other signage from far. Hence, the guideline only allows the height of the advertisement board (inclusive of the suspension bracket) to not exceed the shaft and pilaster. This only involves shafts without any design or moulding. For buildings with mouldings at its shafts, no signage is allowed to be hung.

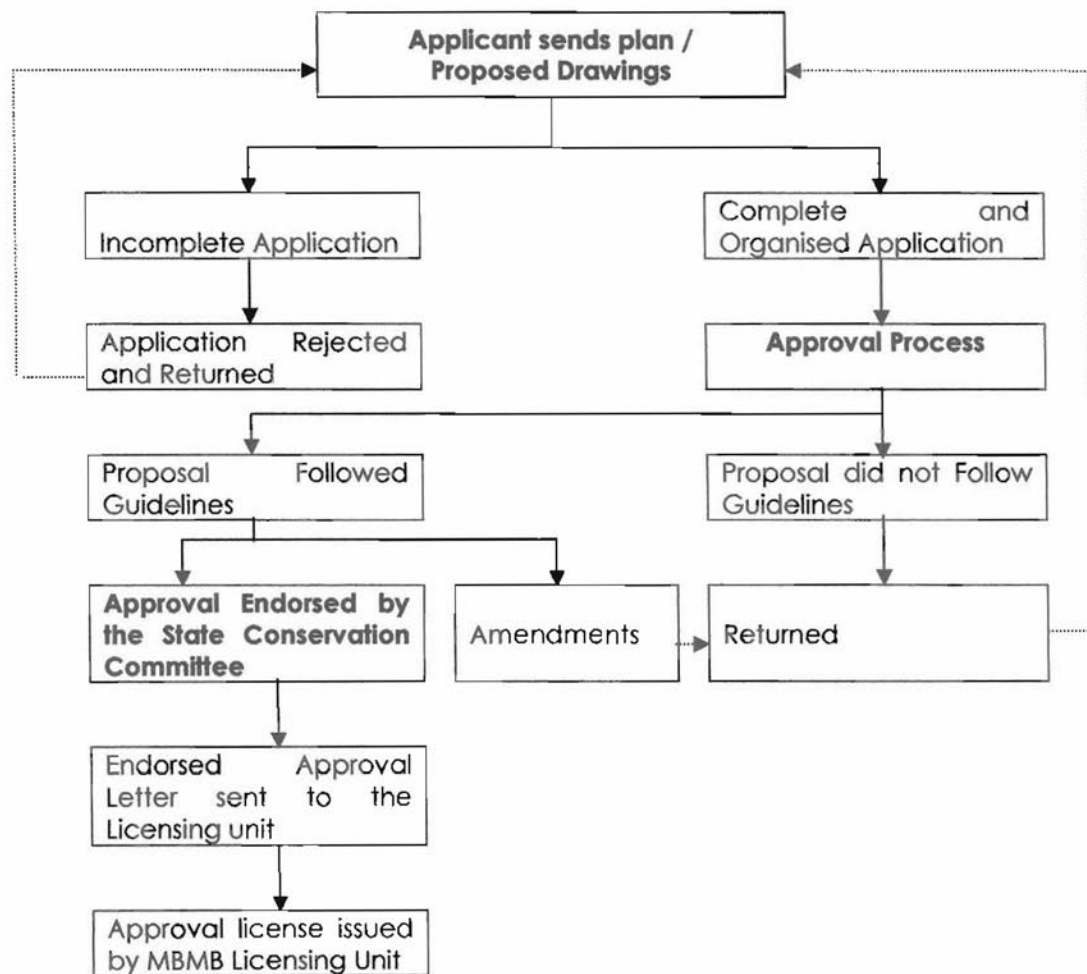
1.4 APPROVAL FOR ADVERTISEMENT BOARDS AND INFORMATION BOARDS

To display either a permanent or temporary advertisement board or information board in the heritage area or on proclaimed buildings, an endorsed approval must be obtained from the MBMB Conservation Unit before being approved by the MBMB Advertisement Licensing Department.

The application must be accompanied by four copies of drawings showing the location of the signage on the building, its dimensions, writing and drawings as well as the proposed colour of the signage. The drawing must be made on an A4 or A3 size paper and details of the drawings must be on a scale of 1:20. The drawing must come complete with full name, address and telephone number signature of applicant and/or proprietor. The applicant is also encouraged to submit a sketch, the signage colour photo and/or the advertisement catalogue.

The process shown in Figure 1.1 is the application for making changes or putting up new building signage in the maintenance zone. The implementation of this process is under the jurisdiction of the MBMB Conservation Unit. Full approval on the application is made by the State Conservation Committee and need not go through the State Government Meeting.

Figure 1.1 : Application Process for the Approval of Signage Placement in the Conservation Zone



Source: Department of Town Planning and Development Control, MBMB

1.5 PAINT AND COLOR USE GUIDELINES

The basic principle of colour usage is not to be divergent to the site context. The basic function of paint on heritage buildings apart from visual purposes is to conserve the building façades.

a. Building Facade

It is important to control the paint on the façade to avoid any eyesore to the building. As such, very bright or contrasting colours in the context of the site are not encouraged. The use of colour design on the façade is also not encouraged.



Example of colour contrast usage and design on façade which are not encouraged.

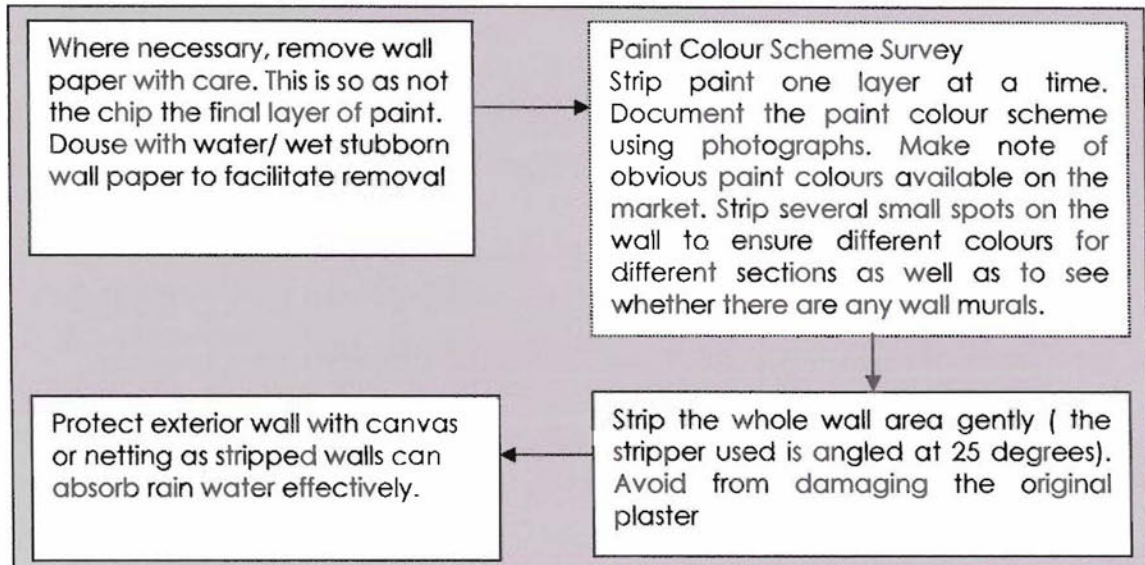
Measure of Control

Colour and paint usage encouraged are those of the original buildings. This approach should be implemented on buildings with colours related to the historical context. For example, the colour of a particular building could depict its development era or foreign influence architecture. The original colour of the building can be known by chipping the paint from the building. (Refer to Figure 1.2)



Example of colour usage encouraged on residential and commercial buildings.

Figure 1.3 : Manner in which to Chip Paint



Source: Municipal Township of Historical City of Malacca

The use of this approach for buildings with no historical significance in terms of colour, is somewhat difficult to be done by the proprietors. Hence, the use of colour encouraged is the chalk paint type.

The use of appropriate colour but not meeting the right site context is also not encouraged. In most cases found in the Conservation area, the right colour is used only on certain parts of the facade.

The use of a combination of colours on parts of the building façade is to be avoided.

**MINUTES OF THE MEETING ,
FULL COUNCIL FOR MELAKA HISTORICAL CITY COUNCIL (MBMB)**

CABUTAN MINIT
MESYUARAT MAJLIS PENUH, MBMB BIL. 1/2008
PADA 30 JANUARI 2008 (RABU)

7. PEMBENTANGAN KERTAS KERJA

7.1. Kertas Kerja Bil. 04/2008

Cadangan Menerima Pakai Pelan Pengurusan Kawasan Pemeliharaan dan Pelan Tindakan Kawasan Pemeliharaan Di Majlis Bandaraya Melaka Bersejarah

7.1.1. Kertas kerja ini telah dibentang bertujuan untuk mendapat pertimbangan dan kelulusan Mesyuarat Majlis Penuh bagi cadangan menerima pakai Pelan Pengurusan Kawasan Pemeliharaan dan Pelan Tindakan Kawasan Pemeliharaan, Majlis Bandaraya Melaka Bersejarah.

7.1.2. Pelan Pengurusan Kawasan Pemeliharaan adalah bertujuan untuk mengenalpasti isu dan permasalahan dalam kawasan warisan dan cara terbaik untuk mengatasinya. Pelan ini merangkumi peraturan penjagaan khusus bagi kawasan pemeliharaan termasuk mengawal sebarang kerja-kerja pengubahsuaian, penambahan bangunan sediaada dan pembangunan baru dalam kawasan tersebut.

7.1.3. Manakala Pelan Tindakan Kawasan Pemeliharaan pula mengandungi garis panduan bagi pengubahsuaian, pembaikan dan pembinaan bangunan baru di tapak lompong, garis panduan pemasangan papan iklan, garis panduan pemakaian cat bangunan warisan dan sebagainya

7.1.4. Kedua-dua Pelan Pengurusan dan Pelan Tindakan Kawasan Pemeliharaan ini juga merupakan keperluan UNESCO sebagai dokumen sokongan kepada pencalonan Melaka ke Senarai Warisan Dunia

7.1.5. **Setelah pembentangan kertas kerja ini dengan asas-asas pertimbangan keperluan menerima pakai Pelan Pengurusan dan Pelan Tindakan Kawasan Pemeliharaan, Mesyuarat Majlis Penuh pada hari ini setuju melulus dan menerimapakai pelan tersebut di Majlis Bandaraya Melaka Bersejarah.**

TINDAKAN : PENGARAH PERANCANG