Top Bottom, Bottom Top
– A Think City Perspective on influencing policy
PART I –
INTRODUCTION OF THINK CITY
Social Purpose Organisation

OWNED & FUNDED

KHAZANAH NASIONAL

YAYASAN HASANAH

A foundation of Khaazanah Nasional
Think City is a Think & Do Tank towards Community-Led Urban Regeneration. We help local governments translate policy into practice.

**Vision:** To make cities more people friendly by catalysing change in the ways cities are planned, developed, and celebrated.
Think Big Act Small
INTRODUCTION TO THINK CITY

We are a leading citymaking organisation that is unique in Malaysia

What we do

- Implement innovative urban solutions
- Drive urban regeneration
- Provide urban policy thinking

Capacity building

- Arts, heritage & culture
- Placemaking
- Advocacy
- Inclusive spaces
Pillars Of Delivery

Public Grants Programme

Local Government & Government Bodies

Corporations & global experts
12TH Malaysia Plan

Liveable Cities

Competitive Cities

Resilient City-Regions
Penang State Strategy 2030
### Some of Our Partners

<table>
<thead>
<tr>
<th>Government</th>
<th>International organisations</th>
<th>Community</th>
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Key Statistics

- **726 Total Projects 2009 - 2018**
- **1:3 Co-Investment Ratio**
- **RM 300Mil In Co-Investment**
- **RM 90Mil Total Funding**
- **RM 600Mil Total Economic Value**
PART II –
THE GEORGE TOWN TRANSFORMATION PROGRAMME
Late 1900s
George Town World Heritage Site
GEORGE TOWN 2008
George Town in Decline

Economic

- Loss of traditional trades
- Scarce evening/night activity in deserted core
- Sub-optimal land-uses (e.g. swiftlet breeding & industrial activity adjacent to retail & leisure activities)

<table>
<thead>
<tr>
<th></th>
<th>Rent Control (before 1999)</th>
<th>Post Rent Control Repeal (after 2001)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shophouse Rental Rates</td>
<td>100-200</td>
<td>800-1,500</td>
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<tr>
<td>(RM/month)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vacancy Rate</td>
<td>10%</td>
<td>&gt; 50%</td>
</tr>
<tr>
<td>Dilapidated Structures</td>
<td>N/A</td>
<td>&gt; 20%</td>
</tr>
<tr>
<td>(abandoned shophouses)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
REBRANDING OF GEORGE TOWN: Hub & Home

Heritage

Culture

Cuisine

picture: labDNA 2015
The George Town Transformation Programme at a Glance

The George Town Transformation Programme’s key objective was to create a collective vision for a sustainable and ‘liveable’ George Town (including the larger George Town area) within the Northern Corridor. There were four component projects:

- **FAST: Facilitate Accelerate Support Transform**
  An innovative small grants programme designed to provide financial support for the development of civic, cultural and intellectual skills in George Town. It was intended to promote the regeneration of George Town through a series of relatively small-scale initiatives.

- **CLICK: Connect Learn Imagine Create Kick-start**
  For the Komplex Tun Abdul Razak (KOMTAR) area of George Town, a programmed physical intervention designed to boost environmental, economic and social sustainability. The aim was to turn it into a centre for creativity and learning with the right initiatives.

- **EASE: Efficient Access in a Sustainable Environment**
  A transport strategy involving traffic calming, encouraging public transport and transferring the vehicular ferry to align with the Jelutong Expressway (now Tun Dr Lim Chong Eu Expressway).

- **Full Life on the Waterfront**
  To develop George Town’s waterfront by expanding and connecting civic amenities along the Esplanade from Dewan Sri Pinang to Swettenham Pier, which features a cruise ship terminal. Opportunities for investments in the form of new developments would also be created.
Grants Programme:
Seven Terraces, George Town
After
THE LEBUH ARMENIAN/ACHEH GREEN PROJECT:
RECLAIMING AND REJUVENATING OPEN SPACES IN
THE GEORGE TOWN UNESCO WORLD HERITAGE SITE, PENANG

MALAYSIAN INSTITUTE OF PLANNERS (MIP) PLANNING EXCELLENCE AWARDS 2016
PLACEMAKING AND PUBLIC SPACE AWARD
Public Realm Work
The Rejuvenation of Armenian Park, George Town Penang
Working with communities and local council. Regular face-to-face engagement ensure people are involved from the start – especially with the traders.
Activating the space with music
ISSUES tackled..

Residents’ view on the quality of the park

- **cleanliness**: 92% before, 2% after
- **walkability**: 82% before, 7% after
- **Reduction of noise level**: 82% before, 2% after
- **safety**: 67% before, 7% after
Residents’ use of the park

- **talk with friends**: 19% before, 9% after
- **exercise**: 22% before, 9% after
- **people watch**: 33% before, 11% after
- **sit and relax**: 54% before, 15% after
Grants Programme:
Hock Teik Shophouses – Façade Restoration

Think City helps stop migration from George Town with sustainable housing

BY OPALYN MOK

ICYMI

#IMNOTASHAMED

Several myths among Malaysians about people with disabilities

Martin McGuinness, former IRA commander, dies aged 66
Results in George Town After 7 Years

> 200 Projects Worth RM17 Million

01 Total grants distributed
RM17 mil

02 Related project expenditure
RM74 mil

03 Additional spend per RM1 grant fund
RM2.25 mil

04 Total direct and indirect jobs
600

05 Total estimated economic output stimulated
RM138 mil

2009 - 2014
The result after 7 years of working with communities and local govt

Lonely Planet lists George Town among world’s 10 best cities

BY CHONG KAH YUAN
PUBLIC REALM IMPROVEMENT PLAN
China Street Ghaut Streetscape Upgrade – Before
China Street Ghaut Streetscape Upgrade – After (3)
China Street Ghaut Streetscape Upgrade – Before (2)
Koh Seang Tat Fountain - 4th July 1883

Source: Penang State Library
Fountain Garden – Before
Fountain Garden – Before (4)
Fountain Garden – After (4)
PART III –
KUALA LUMPUR – HOW WE ADVOCATE AND INFLUENCE CHANGE
From George Town to Kuala Lumpur
HISTORICAL EVOLUTION

1850s  
Early Settlers and Struggles

- Malay tin mining settlement established at ‘Sungai Lumpoor’
- Rectangle town centre emerges around Old Market by Chinese tin miners
- Yap Ah Loy became the Kapitan

1880s  
A Township Is Born

- Frank Swettenham laid out plans for British buildings to be established on the west bank
- Klang to KL railway line opened

1900s-1920s  
Tin Town To Capital City

- KL became the capital of the Federated Malay States
- A.B Hubback was appointed to oversee multiple government buildings

1940s  
War era

- Japanese occupation
- Japanese surrender took place in the Victoria Institute Hall in 1945

1950s – 1990s  
Merdeka and Modernisation

- Merdeka was declared in 1957
- Few national buildings were erected
- Kuala Lumpur seceded from Selangor and became Federal Territory
- Commercial towers booming

2000s - current  
Towards a World Class City

- KLCC and KL Sentral opened
- PNB 118 project embarked
- Taman Tugu project embarked
- River of Life project embarked
- MRT SBKL line started operating
NEW CENTRALITY AND HOLLOWING OUT

The hollowing out of downtown KL, with various economic functions moving to the outskirts.
### Downtown KL
#### Headline Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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<tbody>
<tr>
<td>Study Area</td>
<td>213ha</td>
</tr>
<tr>
<td>No. Buildings</td>
<td>1,409</td>
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<tr>
<td>Building Footprint</td>
<td>71ha</td>
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<tr>
<td>Space Between Buildings</td>
<td>142ha</td>
</tr>
<tr>
<td>No. Jobs</td>
<td>57,370</td>
</tr>
<tr>
<td>No. Residents</td>
<td>3,792</td>
</tr>
<tr>
<td>Pop Density</td>
<td>18/ha</td>
</tr>
<tr>
<td>Jobs Density</td>
<td>269/ha</td>
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<tr>
<td>% Finance, Banking, Legal Jobs</td>
<td>40.5%</td>
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<tr>
<td>% Workers Using Public Transport</td>
<td>49%</td>
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<tr>
<td>RvE. Employees Per Business</td>
<td>114</td>
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<tr>
<td>Total Floor Space (sqm)</td>
<td>5.3mil</td>
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<tr>
<td>Government Jobs</td>
<td>12,938</td>
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<tr>
<td>Creative and Knowledge Jobs</td>
<td>3,320</td>
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<tr>
<td>Vacancy Rate</td>
<td>10.3%</td>
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<tr>
<td>RvE. No. Years Businesses Established</td>
<td>10</td>
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<tr>
<td>Jobs for Non-Malaysian</td>
<td>13.5%</td>
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<tr>
<td>Non-Malaysian Households</td>
<td>1 in 2</td>
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<tr>
<td>No. Students</td>
<td>7,577</td>
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<tr>
<td>Est. Dry-Time Population</td>
<td>54,000</td>
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<tr>
<td>Male Workers</td>
<td>54%</td>
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<tr>
<td>Male Residents</td>
<td>73%</td>
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<tr>
<td>Parkland/Open Space</td>
<td>6.6%</td>
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<tr>
<td>Est. Night-Time Population</td>
<td>11,000</td>
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<tr>
<td>Buildings in Need of Major Restoration</td>
<td>128</td>
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<tr>
<td>Buildings Recently Restored</td>
<td>146</td>
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<tr>
<td>Ave. Gm. Per Job</td>
<td>96</td>
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<tr>
<td>Ave. Gm. Per Business</td>
<td>1,363</td>
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<tr>
<td>No. Hotels</td>
<td>142</td>
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<tr>
<td>Hotel Rooms</td>
<td>7,313</td>
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<tr>
<td>Residents Aged 25-39 Years</td>
<td>73%</td>
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<tr>
<td>Ave. Distance Residents to Work</td>
<td>2km</td>
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Source: Downtown Kuala Lumpur Baseline Study; DBKL, Think City, Geografia (2015)
DECLINE NO OF VISITORS

INCREASE IN MIGRANTS AND HOMELESSNESS

LACK OF RETAIL DIVERSITY + NO NIGHT TIME ECONOMY

MULTICAUSAL AND INTER-RELATED FACTORS

OUTFLUX OF LOCAL POPULATION

LOSS OF TRADITIONAL BUSINESSES

NEGATIVE PERCEPTIONS OF SAFETY
Spaces between Buildings

Source: Downtown Kuala Lumpur Baseline Study; DBKL, Think City, Geografia (2015)
TCKL Strategy -2015-2018

To revitalise KL, a 3 pronged approach:

**ENERGISE**: Focused urban regeneration efforts through capacity building and technical input for the local authority to manage cultural assets, increase public realm improvement efforts and activate spaces in a meaningful way

**CONNECT**: Enhanced physical connections with more pedestrian friendly amenities, and greening efforts to enhance public access to green/open spaces

**CREATE**: World-class facilities enhanced with creative entrepreneurs’ networks and capacity-building to highlight the city’s identity

By building on existing cultural facilities, improving the public realm and implementing a space activation programme; all this with the ultimate aim of catalysing Downtown KL as a Creative and Cultural district.
Pillars Of Delivery

Public Grants Programme
Crowdsourcing for Quick mobilisation

Building Long Term Partnership
Local Govt & Govt Bodies

Corporations &
global experts

Public Partnerships
PRIVATE PARTNERSHIPS

Private Partnerships

GRANTS
PUBLIC PARTNERSHIPS
Old Paradigm- Top Down

The Politician

The NGO

The Civil Servant

The Community

Pic Sources: Clipsart.co, Arthouse online
New Paradigm – Top Bottom, Bottom Top

The Honest Broker
Enable
Empower
Facilitate
Mentor
New Paradigm – Top Bottom, Bottom Top

Case Study: Seksan and Kebun Kebun Bangsar


2. TC Facilitated Approval for Urban Farm by connecting him to Dep. Mayor + Grant


4. TC encourages Grantee to seek alternatives

5. Grantee brought in to Advise DBKL

Photo by Instastalker.com
New Paradigm – Kebun Kebun Bangsar 2016
New Paradigm – Kebun Kebun Bangsar 2016
New Paradigm - Kebun Kebun Kerinchi

Partnership Programme with Kebun Kebun Bangsar, DBKL, MP’s office & Think City
KL LANEWAYS
The Value of Laneways in Downtown KL

Places of affordable food and respite
The Value of Laneways in Downtown KL

Intangible Heritage
Laneways in Downtown KL
UNLOCKING THE VALUE OF LANEWAYS
Think City’s unique city-making approach

1. **DISCOVERY**
   - Research and explore the issues to understand the context of the problem from the users’ perspective.

2. **IDEATION**
   - Brainstorm and innovate potential ideas with various stakeholders to solve the problem.

3. **PROTOTYPE / PILOT**
   - Develop a working prototype or conduct a pilot to test and demonstrate the solution’s effectiveness.

4. **IMPLEMENTATION**
   - Implement the full solution.

5. **REPLICATION**
   - Replicate and roll-out the solution across Think City’s network.

*Continuous reiteration, feedback, codification, & community engagement*
LANEWAY IMPROVEMENT PROGRAMME

Source: Think City, Kuala Lumpur team (2018)
OBJECTIVES

Improve pedestrian connectivity
Create safer public spaces
Build community
Promote economic activity
Empower pride and ownership

THE GOAL IS TO CREATE SAFER, CLEANER, MORE FUNCTIONAL AND ATTRACTIVE LANEWAYS WITH A STRONG IDENTITY AND AN INVITING STREETSCAPE.
PROJECT SITE

LORONG BANDAR 13

LANEWAY IMPROVEMENT PROGRAMME
LANEWAY IMPROVEMENT

1. DISCOVERY
2. IDEATION
3. PROTOTYPE / PILOT
LANEWAY IMPROVEMENT – JUNE 2018

1. DISCOVERY
2. IDEATION
3. PROTOTYPE / PILOT
4. IMPLEMENTATION

DBKL, Think City to upgrade nine historical laneways in KL city

Rachel Chew / TheEdgeProp.my
June 27, 2018 23:57 pm +08
LANEWAY IMPROVEMENT – NOV 2018
NEXT STEPS

LANEWAY IMPROVEMENT PROGRAMME SITES

1. Lorong Lebuh Ampang
2. Lorong Tun HS Lee North
3. Lorong Hang Lekiu
4. Lorong Tun HS Lee South
5. Lorong Yap Ah Loy
6. **Lorong Bandar 13**
7. Lorong Pudu
8. Lorong Tun Tan Cheng Lock
9. Lorong Bandar 17
ARTS ON THE MOVE

A PROJECT BY

thinkCITY rapidKL

Rejuvenating the City through the Arts
ARTS ON THE MOVE

Visual and Performing Arts
Over 140 live acts and 8 visual art displays in 2016-2018 @ Masjid Jamek LRT
All artists were paid
Why the Tunnel is Important
Art Channel
The Art Tunnel at Masjid Jamek LRT station has a multi-prong function:

1. To showcase visual arts by the best Malaysian artist
2. As an advocacy platform for NGOs or communities
3. As the final output in an Arts in education programme
4. To bring together communities
WUF9 URBAN VILLAGE

KUALA LUMPUR • 7-13 FEB 2018
WUF9 Urban Village site
REPOPULATING THE CITY CENTRE

DBKL & THINK CITY DEMONSTRATION: WUF 09 – COMMUNAL LIVING SHOWCASE FEBRUARY 2018
B40 youths can soon rent DBKL micro-homes for RM100 a month
The KLCCD SMP policy environment
KLCCD’S VISION

VISION

Inclusive, authentic, and viable creative and cultural places that knit together the historic fabric to enhance visitor appeal and liveability.

Government Office circa 1906, now known as Bangunan Sultan Abdul Samad (Source: Moore)
KLCCD GENERAL STRATEGIES

1. Enhancing the creative and cultural ecosystem
2. Improving the state of conservation
3. Improving the public realm
4. Improving accessibility and connectivity
5. Repopulating the area
6. Developing a governance framework and regulatory mechanisms
BUILDING A CREATIVE AND CULTURAL ECOSYSTEM

THE CREATIVE AND CULTURAL INDUSTRIES
- Heritage
- Conservation
- Museums
- Archives
- Galleries
- Libraries
- Literary Arts
- Visual Arts
- Performing Arts
- Crafts
- Architecture
- Film
- Television
- Media
- Music
- Digitalisation
- Virtual Reality (VR)
- Robotics
- Digital Media
- Design
- Augmented Reality (AR)
- Artificial Intelligence (AI)
- Computer Gaming

CONTENT CREATORS

DESIGNERS
ARTISTS
COMMUNITIES

Capacity and Network Strengthening

CONTENT CURATORS

BRAND AMBASSADORS
GALLERIES
EVENT MANAGERS
MUSEUMS

Precinct-wide Museology Framework

CONTENT PROVIDERS

HERITAGE BUILDING OWNERS
GOVERNMENT AGENCIES

Collaborations and Partnerships

CONTENT CONSUMERS

TOURIST VISITORS LOCALS

Branding and Marketing
Think Big Act Small