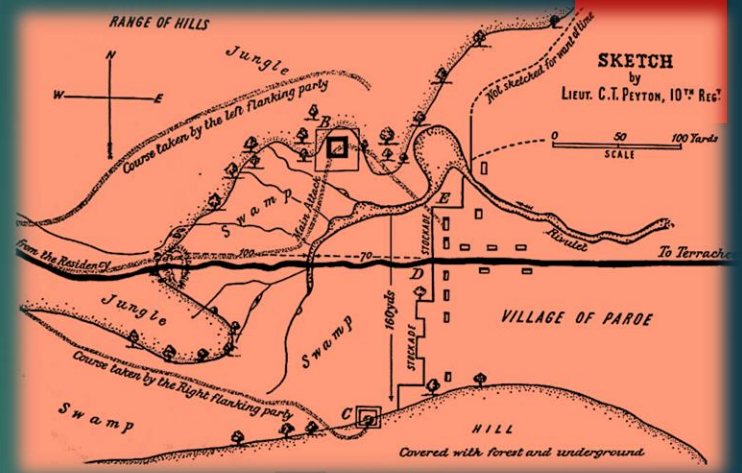


THE ORIGIN OF SEREMBAN (FORMERLY KNOWN AS SUNGEI UJONG), NEGERI SEMBILAN, MALAYSIA

Seremban, initially known as Sungei Ujong, existed in the 14th century during the colonization of Portuguese at Malacca and was subjected to the rule of the Sultan of Johore in 1760. Sungei Ujong (Seremban) was the biggest and oldest administrative district administered by Datuk Kelana Petra Sungei Ujong.



Sungei Ujong Civil War 1875 circa

SEREMBAN (Sungei Ujong) DURING THE REIGN OF ENGLAND

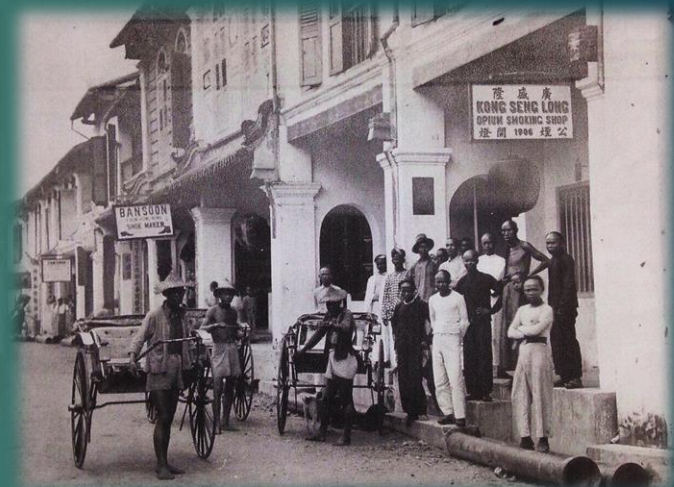
Sungai Ujong emerged with the discovery of tin, coffee, gambier and rubber in the 1870s like most major towns in Peninsular Malaysia. It's led to an influx of people such as Arab, Malay and Chinese immigrants to work on the mines and trade there. Shortly afterwards, Seremban has also turned into a trade center where Sungai Linggi became a trade route.



Seremban Railway Station 1906 circa



Dato Klana Petra (1872 circa)



Paul Street, Seremban 1916 circa

The local chieftains of Sungai Ujong, Dato' Kelana and Dato' Shahbandar, were at conflict over the rights to collect taxes as well as management and ownership of the mines (War of Sungei Ujong 1875). The competition for power and influence opened the door for British intervention in order to protect British commercial interests and placed the nation under the supervision of a British Resident, Captain Murray.

Following this incident, rows of shophouses appeared along Kapitan Tam Yeong Road (Murray Street), Yam Tuan Road (Paul Street) and Dato` Bandar Tunggal Road (Birch Street) for which To this day this shophouses are still operational.

Like most old cities in Malaysia and Singapore, the Negeri Sembilan Government has allocated certain funds in realising a beautification programme through visual arts on the walls of these old shop premises for free. The Seremban City Council was entrusted in conducting research studies and development to transform these old urban areas, especially in the back lanes, in order to fully benefit the general public and pedestrians in the constantly traffic congestion urban areas.

SEREMBAN LOCAL AUTHORITIES

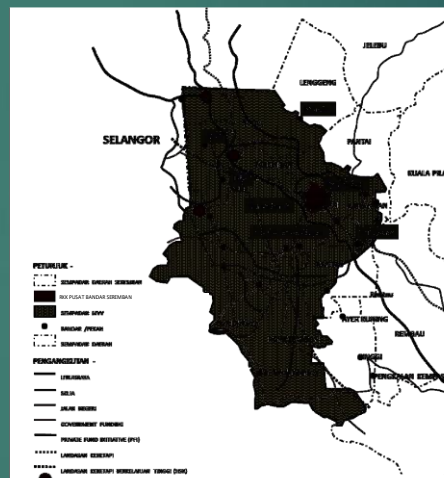
Prior to the Japanese occupation, the role of the Seremban Local Authority Unit (known as the Health Board - 1897) was under the administration of the British Resident. After World War II, the Town Board from 1946 to 1953 became the Seremban Town Council where an English officer, LHN Davis was appointed as the chairman while the District Officer of Seremban Secretary of the Municipal Board was YM Raja Azman Bin Raja Sir Chulan.



As Negeri Sembilan became a member of the Federated Malay States in 1896, Seremban itself became the administrative, commercial and agricultural centre.



Sasaran Hierarki Petempatan dan Konurbasi Negara, Rancangan Fizikal Negara



Kedudukan Kawasan Kajian Dalam Konteks Malaysia Vision Valley (MVV)



Strategi Pembangunan Ekonomi, Rancangan Fizikal Negara

THE VISION OF SEREMBAN TODAY

Seremban City is now experiencing a rapid evolution of development through Industry, Housing, Transportation and Tourism development. As a result, on 1st January 2020, the Seremban Municipal Council and Nilai Municipal Council were merged into one entity named SEREMBAN CITY COUNCIL (MAJLIS BANDARAYA SEREMBAN).

This merger proves that Seremban district is capable to compete among different global cities around the world in implementing sustainable development.

The position of the Seremban District (City of Seremban) as the state capital can play a role at the national and international levels in line with its location within the Kuala Lumpur Conurbation (Klang Valley), where it is part of an aggressive transformation plan by the Negeri Sembilan State Government along with other agencies to ensure Seremban's inclusion in the "Greater Kuala Lumpur" region.

OLD SHOPHOUSES

Seremban Centennial

There are about 400 units of old shophouses from the pre-war era located in the heart of Seremban city (between Jalan Tuanku Munawir @ Lemon Street to Jalan Yam Tuan @ Paul Street) which are now over 100 years old and most of them remain intact. However, the situation is slowly changing as they are ill maintained and poorly preserved, especially in the back alleys creating negative stereotype towards pedestrians.

Here, the existing open smelly drains have been upgraded and completely closed to look clean and safe for pedestrians. Similarly, the existing road surfaces have been replaced with interlocking pavement finishes.

THE TASK

The Seremban City Council was entrusted in conducting studies and development in transforming these old urban areas, especially the back lanes, in order to fully benefit the general public and pedestrians in the constant traffic congestion in the urban areas.

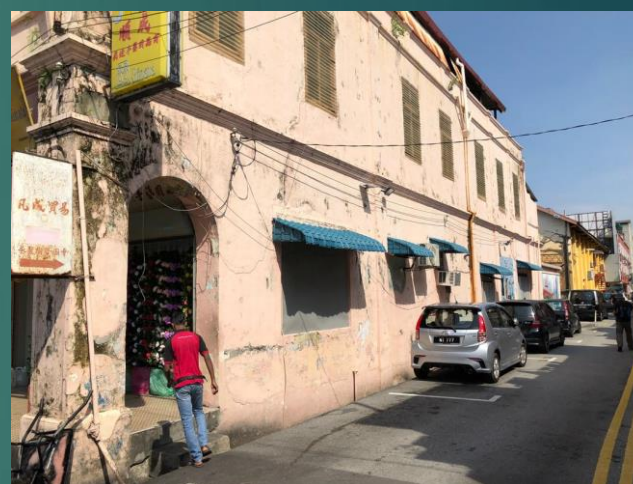


THE CONCEPT

S.A.B.A.R (Street Art Back Alley Re-Enhancement)

The concept of the project is 'returning the street to the public' where Seremban City Council re-evaluates the road and walls in the back alley as a safe and comfortable path for the public and tourists in the context of appreciating urban arts.

'Wall and Diorama Street Art' project aimed to transform the back lanes of shophouses in Seremban City intending to eradicate negative stereotype against the function of back lane to the towns people. Adapting a carbon-free link system concept that prioritize comfort, safety and seamless as well as contributing to a rise in tourism 'level of noise' and economic value-added in Seremban City.

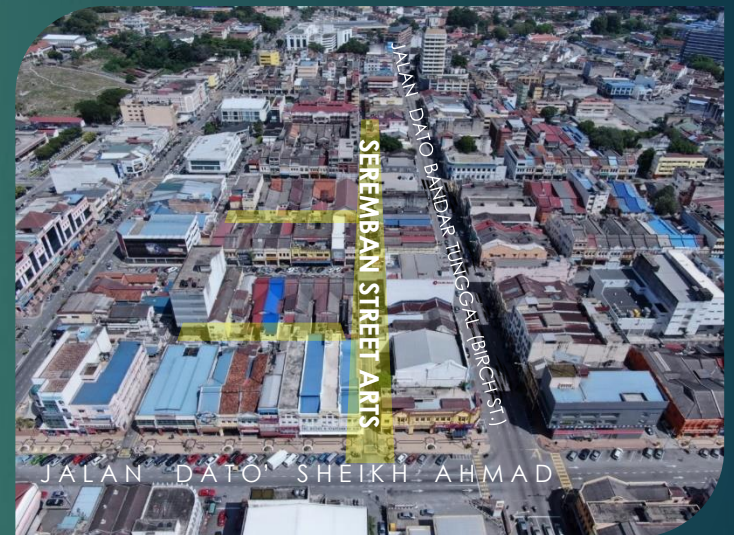




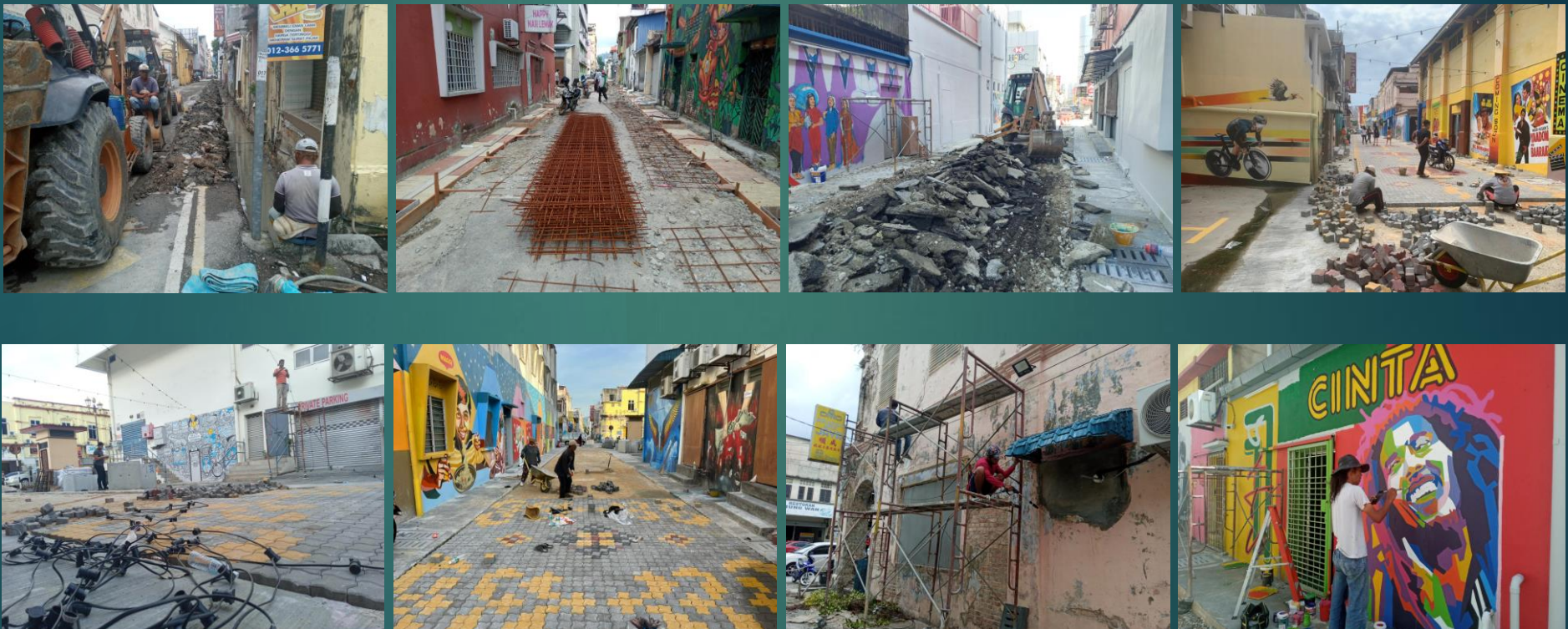
THE 'LORONG SENI SEREMBAN' (Seremban Street Arts)

The 'LORONG SENI SEREMBAN' (Art Streets) is actually a back alley that has been beautified so that it becomes an attractive and practical shortcut route in order to increase the level of walkability and accessibility as well as to lower carbon emission and temperature in the city.

The beautification program of this 'Lorong Seni' is being actively carried out by Seremban City Council where the rear facades of the buildings will have been repaired, restored and turned into a canvas for professional painters who were appointed to pour their talents on the said walls.



Lorong Seni Seremban (250 meter murals)



This project (Phase one 250 meters murals) was implemented from a sense of social responsibility toward arts appreciation, cultural sustainability and tourism in Seremban City (Negeri Sembilan State Capital City) which led to the rebranding of tourist hubs. Seremban town clearly has the potential to be further developed and able to contribute towards a sustainable city with an exceptional history and culture of our local origin tribe and the spreads of diasporas (Minangkabau) from the Sumatrans (Indonesia).

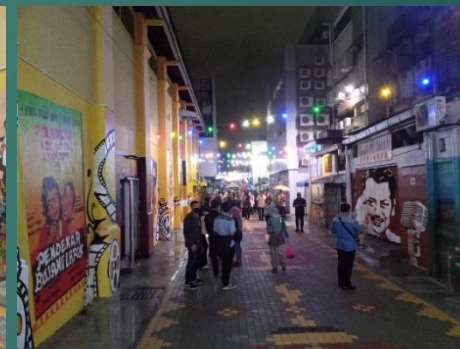


THE IMPACT

1. Innovation of 'Visual Art' appreciation in encouraging visitors to walk as a form of soul therapy and social contribution to the community.
2. Providing a safe and practical pedestrian walkway
3. To increase walkability and accessibility which advocate lower carbon emission and urban temperature.
4. Improving the economic level of business in the area with the rise in visitors and tourists.



Seremban City Tour Map



THE RESULT

As this paper is presented proactively, the Seremban City Council addresses the needs and requirements to realize a sustainable smart city in the future. Our study highlights the importance of creating an easily accessible, comfortable, and safe pedestrian network for the public, ensuring that it remains relevant in the context of modern urbanization and simultaneously eradicating the negative stigma associated with back lanes.

To further boost the economy resources in this area, fulfilment through various activities in the back alleys are strongly encouraged from sales and trading, entertainment right up to leisure activities. The area will also be illuminated with decorative lights to make it beautiful and safe at night.

THE OUTCOME

1. Activating this area during both daytime and nighttime and giving it a distinctive character by incorporating visible artistic elements for visitors.
2. Establishing an appealing and accessible pedestrian pathway system, accommodating individuals with disabilities.
3. Adhering to the implementation of the 'Safe City Design' to ensure the well-being of users.



ACHIEVEMENT

The Malaysian Tourism Council has awarded the Seremban City Council 'GOLD AWARD' for the category 'Tourism Promotion Event 2022' from the Ministry of Tourism Malaysia (Ministry of Tourism And Cultural)



MOBILITY

The Solutions

In the context of mobility in Seremban city, especially in the old urban areas, traffic congestion and increased traffic during peak hours have made it challenging and slowed down public activities.

Existing infrastructure limitations, such as road size and limited pedestrian pathways, have exacerbated issues related to the spatial interaction between vehicles and pedestrians. This scenario demands the development of a more practical solution to enhance social mobility, ensuring that economic activities in this area are not hindered.

Since 2020, the Seremban City Council has been developing an idea to utilize existing infrastructure, namely the back lanes, as an alternative network for pedestrian mobility. This involves upgrading the conditions of drains and worn-out roads, transforming them into tourist-friendly areas.



OBJECTIVES

1. To provide an informative impact about the history of Seremban along the 'protocol' route for spectators during annual events.
2. To establish a systematic and engaging pedestrian system that enhances sustainable 'walkability' and 'accessibility' levels.
3. To incorporate visual art as pedestrian pathways, contributing to the city's character while providing convenience for individuals with disabilities.

ZERO EMISSIONS

Reducing The Carbon And Vehicle Heat

1. Innovation of 'Visual Art' appreciation in encouraging visitors to walk through the 'Lorong Seni Seremban' as a form of soul therapy and social contribution to the public space needs.
2. Transforming the usage from vehicles route to a safe and practical pedestrian walkway for users.
3. To increase walkability and accessibility which advocate lower carbon emission and urban temperature.
4. Improving the economic and to stimulate the level of business activity in the area with the rise in visitors and tourists.



RESOURCES

From Trash To Treasure

1. Utilizing visual art mediums such as 'doodle art', Avant-Garde, Graffiti, and caricatures transformed into artistic 'Dioramas' by local artists.
2. Planting trees for landscape decoration as well as to further enhance the oxygen levels along these pathways.
3. Widening pathways by covering foul-smelling drains, creating a clean and comfortable environment for users.
4. Using existing shop walls as protection from harsh sunlight, creating shadows during the morning and evening hours.