Kuala Terengganu, Malaysia
Urban Re-development Master Plan

EA|GA Project 10B002

East Asia Global Alliance
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DPZ Asia, under the guidance of Kamal Zaharin, is engaged in the development of an integrated Master Plan for Kuala Terengganu City Center (KTCC). Located on the north east coast of Malaysia, Kuala Terengganu is poised for major re-development. With a growing population and recognized as the financial hub of the region, KTCC will quickly emerge as the new investment precinct of Malaysia. The main objective of the study is to strengthen the image of Kuala Terengganu as a vibrant Heritage Waterfront City. The KTCC Master Plan project will act as a catalyst in attracting local and foreign tourists to experience an urban development combining with age old tradition and cultural heritage. In order to achieve this objective, the proposed KTCC Master Plan is expected to be developed with due consideration for the following sub-objectives...

The preparation of a land use master plan which integrates with related sectors to ensure efficiency and sustainability, the formulation of conceptual urban designs for this project to support the strategic physical and business development plan to ensure sustainable growth, a comprehensive strategic business and economic development plan for KTCC to make it attractive to potential investors, an integrated transport study in order to smoothen the traffic flow for better grout at KTCC, to propose strategies for KTCC to be developed as a heritage waterfront city and regional centre for maritime tourism, an all encompassing environmental management plan with appropriate guidelines to ensure all proposed development will follow a very strict control and mitigate measures during the implementation of the development and an overall estimate development cost and specific costing for projects identified in the master plan study. Kuala Terengganu Conurbation encompasses the existing Kuala Terengganu, Kuala Berang and Marang urban areas. Kuala Terengganu will function as the main administrative, commercial and trade, maritime city heritage tourism, and education services centre for the entire state. A new Kuala Terengganu City Centre around the river mouth has been proposed with high-end marine based tourism and MICE facilities intended to regenerate vibrancy and excitement into the old city. Additionally, the plan calls for a Free Zone to be established at the airport and serve as the main tourism gateway for the Eastern Region.

Currently underway is the construction of the North and South Breakwater structures for the harbor. It is anticipated that curse ships up to approximately 80,000t will be accommodated here. Considerable infrastructure and fill work will need to be undertaken for this to materialize. The development component for this area would include International hotels and resorts, a shopping mall and marina cruise ship jetty. Star Cruises has already expressed their interest in making this a destination stop. By doing so, this area becomes the jump off spot for recreational activities in the offshore islands, as well as activities in the greater Kuala Terengganu such as contemporary entertainment, exhibitions, indoor, conventions and international cuisines and Custom and Immigration Quarantine Zone.
The regions strengths and opportunities include waterfront, riverfront and beaches suitable for hotel and resort developments, retail and high-end residential developments, tourism opportunities of the natural assets, culture and art and craft opportunities to be fully tapped and commercialized, attracting a wider market. There is also a plan for the Kuala Terengganu International Airport upgrade, being the main entrance to the east coast from other states (and countries). As a tourism destination, KTCC has its strong points such as a very pleasant waterfront area and relaxed pace. But ‘Heritage Waterfront City’ concept/theme is currently far from obvious to a casual visitor, this being a crucial element that needs to be established quickly. On a positive note, KT can do a lot to draw attention as a ‘Sustainable Tourism Gateway Destination’. KTCC can also be established as the transportation hub of the east coast region. Opportunities also include hub/cluster for the education sector and the expansion of existing universities and research centers.

Some guiding for the business plan is to adopt an eco-friendly development philosophy with activities that involve the local population and promote interaction between tourists and locals, and tourist arrivals that leave a positive impact on local community. One such activity is the long established traditional wooden boat building industry, still active in KT today. Other opportunities include tourism ventures similar to that of the limited number of resorts in the region, together with the various opportunities available to astute investors within the China Town district.

Investment opportunities are available in virtually all sectors ranging from infrastructure, port development, cruise ship terminal, hotels and resorts, retail establishments, education and more. Kuala Terengganu will position itself as the dynamic tourism gateway to the Eastern Region of Malaysia. It will offer diverse and unique tourism attractions in areas of mainland and sustainable island tourism, ecotourism, urban tourism, and cultural and heritage tourism. For a full inventory of investment opportunities in Kuala Terengganu City please contact one of our representatives.