**INTRODUCTION**

- Strategies to create a better solution for the conflict within the pedestrian & vehicular
- Urban form that represent the characteristic of the government area
- This will create a space with more comfortable & safety for both of the user

**BACKGROUND + SITE CONTEXT**  
(General: Nusajaya)

- Located at the centre of the Centre Planning Area
- Proposed tourist information centre due to the strategic location
- Should support & connecting all the surrounding activity beside to the campus area (EduCity)
- Proposed recreation area that support the community
- Support as the passive recreation area for the worker in industrial area to refresh them

**SITE INVENTORY + ANALYSIS**

**Proposed Development of Nusajaya Boulevard at Nusajaya Central Planning Area, Skudai, Johor**

**Client Brief / Project Brief**

- Development of Boulevard:
  - Length: 3km long
  - Wide: 300m
  - Area: 222 acre.

**Background + Site Context**

- EduCity
  - Agreement with Gagasan Kencana to build a University
  - MoU with iCarnegie to establish iCarnegie International University College
  - Initial discussions with top universities from UK and US
  - Forecasted 30,000 students

- Medical City
  - World class facilities combining research and application
  - Private 70 Bedded Hospital
  - Cardiac Health Screening Centre Complex
  - Government Managed Polyclinic
  - Private Out-Patient Clinics
  - Nursing College
  - TCM and Wellness Centre
  - Commercial Strip Mall

- JSNAC
  - The Johor State New Administrative Centre
  - Integrated development of Johor State and Federal government department offices with landscaped gardens and parks.
  - Components
    - Dewan Negeri Johor - State Assembly
    - Mentri Besar & State Secretary Complex
    - Dataran Mahkota Office Complex
    - Federal Government Office Complex
    - Staff Quarters
    - State Government Staff Quarters

- Medical City
  - Private 70 Bedded Hospital
  - Cardiac Health Screening Centre Complex
  - Government Managed Polyclinic
  - Private Out-Patient Clinics
  - Nursing College
  - TCM and Wellness Centre
  - Commercial Strip Mall

- Nusajaya
  - Residential 1
  - Medical City
  - EduCity

**Site Inventory + Analysis**

<table>
<thead>
<tr>
<th>Land Use Plan</th>
<th>Land Area: 23,875 acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Forecast (2030): 500,000</td>
<td></td>
</tr>
<tr>
<td>CBD</td>
<td>2,620 ac.</td>
</tr>
<tr>
<td>Mixed Development</td>
<td>11,578 ac.</td>
</tr>
<tr>
<td>Industrial</td>
<td>2,200 ac.</td>
</tr>
<tr>
<td>Recreational Areas</td>
<td>950 ac.</td>
</tr>
<tr>
<td>Commercial</td>
<td>4,430 ac.</td>
</tr>
<tr>
<td>Institutional</td>
<td>620 ac.</td>
</tr>
</tbody>
</table>

**Legend**

- Residential
- Industry
- Institution
- Open Space
- Reserved for Water Bodies
- Commercial
- Mixed Use Development

**Land Use Plan**

- The site surrounded by mixed used development
- The boulevard should support the surrounding development
  - As the rest for the office complex
  - As the recreation area for the community
  - As the supporter retail activity
ACCESSIBILITY + CIRCULATION

- The boulevard act as the main corridor for pedestrian circulation in Central Planning Area.
- High accessibility - pedestrian can access to the site from many points.
- Only secondary road crossing through the site - should have pedestrian crossing to enhance pedestrian safety.
- Should have indication before vehicular enter / passing through the site - to give sense of welcoming and slow down the vehicular.
- The existing proposed pedestrian bridge to JSNAC is suitable due to the high velocity and density of the vehicular.

TRANSPORTATION + NODES + LANDMARK

- The major lane for the tram is through the site.
- The development of the open space should consider visual from the tram trail.
- The tram bring the people from the waterfront to the site.
- The site is the point for the interchange (transition area) before the user go to another place.
- The landscape should represent / reflect the image of Johor through the hardscape and softscape element to promote to the tourist.

ACTIVITY + EVENT

- The design should give shade to the pedestrian to encourage walking activity.
- It's potential to be an area for event such as cultural performance and seasonal event.
- Potential to include a space for outdoor eatery to enliven the site as well to support the overall activity.

SITE INVENTORY + ANALYSIS

- The void spaces form is designated to be linear and the intention is to create vista to the JSNAC.
- The design and the planting should support and enhance the vista.
- Potential to add additional vertical landmark to directing and strengthen the JSNAC point.
To create a multi function open space (boulevard) that suitable and blend with the Nusajaya development to adept Johor identity and image with exciting, appealing, and harmonious environment.

- Encourage walking activities
  - Shade environment
  - Pedestrian priority area
  - Completed with facilities
  - Attractive street furniture
  - Vibrant lighting
  - Banner, flag, advertisement can add interest and colour to the entertainment scene
  - Provide pleasant walking journey for pedestrian with the interesting facilities
  - Fully utilised the structure of LRT with interesting advertisement
  - Proposed Tourist Information Centre to smoothen the tourist wayfinding

- Proposed the landscape that can represent / reflect the image of Johor through the hardscape and softscape element
- Proposed indication before vehicular enter / passing through the site to give sense of welcoming and slow down the vehicular entry indication
- Street linear planting to support and enhance the vista & for shade environment
- Proposed area for event such as daily activities and seasonal event
- Proposed outdoor eatery to enliven the site as well to support the other activity

Represent identity of Johor through:
- Culture
- Art

Act as the main pedestrian corridor area and at the same time act as a space for explore the identity of Johor

JALUR JOHOR
bar / corridor | a city with unique identity

Goal + Objectives

1. To create the image of the boulevard as a civic and cultural destination for residents, visitors and businesses
2. To create the image of Nusajaya as the capital city for Johor through the activity and event, and landscape element for the boulevard development
3. To create an attractive green connector that will consider the safety and security for both of the user; pedestrian and vehicular through the facilities and amenities as well as landscape design.
4. To create a space for recreation in Nusajaya Central Planning Area that act as the green lounge

Design Component

Area of Recreation
- Pocket park
- Place for performance
- Children play area

Facilities
- Outdoor cafe
- Parking
- Kiosk
- Tourist information centre
- LRT station
- Tram Station
- Bus / Taxi Stand
- Street furniture
**Design Goal**

To create a multifunctional open space (boulevard) that is suitable and blend with the Nusajaya development to adopt Johor identity and image with exciting, appealing, and harmonious environment.

**Design Objectives**

1. The image should also reflect the Nusajaya as the capital city for Johor through the activity and event, and landscape element for the boulevard development.
2. To create an attractive green connector that will consider the safety and security for both the user: pedestrian and vehicular through the facilities and amenities as well as landscape design.
3. To create a space for recreation in Nusajaya Central Planning Area that acts as the green lounge.

**Design Approach**

1. Represent Johor identity using art and activity that mostly related to the Johor culture.
2. Using shade environment to encourage more activities and create a better working and leisure urban environment.
3. Shows the identity of Johor through landscape design and hardscape element.

**Design Concept**


**Design Analogy**

1. Act as the main pedestrian corridor area and at the same time act as a space for explore the identity of Johor.
2. A stripe that represents a multi-cultural and multi-ethnic state with rich heritage, history and iconic elements.

**Design Metaphor**

- **Mahkota**: D.Y.M.M Sultan emblem.
- **Star + Crescent**: Islamic representation.
- **4 Star**: Star at the corner of the white shield represents 4 origin colonize area; Johor Bahru, Muar, Batu Pahat and Endau.
- **Yellow Motif**: The yellow motif represents gambier and black pepper.
- **2 Tiger**: Tigers holding shield mesmerize their significant in this country from long time ago.

**Design Idea**

- **Gambier**: Grate (circle).
- **Black Pepper**: Grate (Square).
- **Kuda Kepang**: Light Pole + Benches.
- **Zapin**: Railing.
State Mall act as an eventful place for festivals and annual celebrations such as New Year Eve and Independence Day.

Main Pedestrian Walkway with the Tabubeia blooming enhance the boulevard impact.

This Dataran Perutusan is where the minister, governor, and sultans give speeches.

MRT route overlooking to the Nusajaya building and give sense of grandeur the whole journey.

Dataran Perutusan is where the reflective pool become one of the attractions for its sense of reflective and grandiose vista.

Tram and bus stop combines as one point of intersection nearest to pedestrian crossing and parking facilities.

Dataran Rakyat is where the performances are held and installation of temporary stage to celebrate the independence day.

The terraces near the reflective pool give a pleasant view and suitable for relaxing while admiring the lighting effect at night time.
Bus Shelter

SULTAN JOHOR MEMORIAL AREA

Entrance Area

Major Pedestrian Walkway

Intersection Area

Shelter

Shaded seating Area

Entrance Wall Planter with seating

Foot with Noble Jet

Lawn Area

Memorial Area

SULTAN JOHOR MEMORIAL AREA

MENTERI BESAR JOHOR MEMORIAL AREA

Memorial Area

Detail Area Plan

Memorial Area

Scale: 1:800

PROPOSED DEVELOPMENT OF NUSAJAYA BOULEVARD & MALAYSIA CENTRAL PLANNING ROLL 1980-1990

DYMM Sultan Abu Bakar
1862 - 1895
DYMM Sultan Ismail
1959 - 1981
DYMM AJmutawakkil 'Alallah Sultan Mahmood Iskandar Al-Haj
1981 - current

1895 - 1959: Oymm Sudan Ibrahim
1959 - 1981: DYMM Sultan Ismail

Major Pedestrian Walkway

Shaded seating Area

Entrance Wall Planter with seating

Foot with Noble Jet

Lawn Area

Memorial Area

SULTAN JOHOR MEMORIAL AREA

MENTERI BESAR JOHOR MEMORIAL AREA

Memorial Area

Detail Area Plan

Memorial Area

Scale: 1:800

PROPOSED DEVELOPMENT OF NUSAJAYA BOULEVARD & MALAYSIA CENTRAL PLANNING ROLL 1980-1990

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Sultan Johor Memorial Column act as the entrance to this state mall and give the sense of grand with the islamic pattern.

This sitting area at the entrance has a jet fountain with vertical effect and this place is enclosed to provide sense of intimacy.

Passive activity which user can rest under the shade and this area is buffer from the road. All this give the sense of calmness into this memorial area.