Objectives of the City Rejuvenation & Revitalisation Lab

- To identify elements that are significant and shape the characteristics of Johor Bahru thus contributing to the new economic activities especially in tourism industry
- To ensure that the historical and cultural aspects of the State are preserved, enhanced and promoted
- To ensure a well-managed system of implementation for the proposed projects, including stakeholders’ engagement and long-term involvement

Joelson City Centre covers an area larger than the Central Business District (CBD) for higher land capacity and better economic opportunities Located within a single council jurisdiction boundary (Majlis Bandaraya Johor Bahru) for ease of administration and implementation

Proximity to Singapore, leveraging on its 8 million population 700 metres away from Woodlands CIQ

Faces Straits of Johor for Waterfront Development 1.5 km of waterfront frontage

Rich in History and Culture as Tourism destination Established in 1855, JBCC has more than 250 heritage buildings

The Natural Strength of Johor Bahru City Centre (JBCC) has always been its Strategic Location...
**CASE FOR CHANGE**

Uneconomical land use and under populated area leads to many visually unpleasant environment

54% land usage are non-economic usage  
*Source: IM ILU*

Last 5 years, 10,000 population declined due to outward migration from city to suburban for better living quality  
*Source: IM ILU*

High numbers of dilapidating abandoned buildings and projects create an unsafe and grimy built environment

Uncontrolled pollution to the river and frequent recurrence of flash flood impact liveability and property loss

### Graph

54% Uneconomical use  
23% Roads and Transport  
23% Economical

**Footnote:** ECONOMICAL = COMMERCIAL & RESIDENTIAL  
UNECONOMICAL = INSTITUTIONAL, PUBLIC FACILITIES, INFRASTRUCTURE, VACANT LAND

### Data

- 3 out of 4 abandoned projects located in JB City Centre  
*Source: IM ILU*

- 31% of buildings in JB City Centre are old and not well kept  
*Source: IM ILU*

- Sg Segget and Sg Air Molek River quality are classified as Class III and IV  
*Source: Sampling*

- Total Loss of RM183 million due to Flash Floods in Dec 2006 and Jan 2007  
*Source: The Star*
ISSUES TO BE RESOLVED

FOCUS AREA 1
CITY IMPROVEMENTS FOR COASTAL AREA & WATER QUALITY
• RIVER QUALITY CLASS III & IV
• FLASH FLOOD
• INEFFECTIVE WASTE MANAGEMENT

KEY ISSUES
• No centralised sewerage treatment plan
• Overlapping governance jurisdiction
• Insufficient drainage capacity during peak flows
• Existing Sg Segget unable to cater for 100 years flood
• Untreated oil & grease and ineffective solid waste collection
• Unhygienic eating areas
• Insufficient recycling facilities

FOCUS AREA 2
CITY OPTIMISATION OF HERITAGE & CULTURE AS ECONOMIC ASSET
• DILAPIDATION

KEY ISSUES
• Deterioration of buildings
• Unexploited Heritage Buildings
• Abandoned projects

FOCUS AREA 3
CITY ENHANCEMENT TOWARDS LIVEABLE AND LOW CARBON CITY
• INADEQUATE PUBLIC SPACES & AMENITIES
• INSUFFICIENT BROADBAND ACCESS

KEY ISSUES
• Hot spot areas
• Lack of connectivity
• Insufficient signage
• Limited broadband coverage

3 Focus Areas Identified in Johor Bahru City Centre
25 Identified Projects through 11 KRAs in Johor Bahru City Centre from 2012 to 2020

KRA 1: SG SEGGET RIVER REVITALISATION
1.1 Sg Segget Sewage Treatment Plant
1.2 Sg Segget Flood Mitigation System
1.3 Refurbishment and Beautification of Jalan Wong Ah Fook

KRA 2: CITY DRAINAGE IMPROVEMENTS
2.1 Ayer Hitam Flood Mitigation System
2.2 Ayer Hitam Sewerage Network

KRA 3: CITY CLEANSING AND MAINTENANCE
3.1 Meldrum Food Village
3.2 Oil and Grease Trap

KRA 4: ENHANCEMENT OF ICT CONNECTIVITY
4.1 Installation of new Fibre Optic and RSCP cabling and transmission station

KRA 5: BUILDINGS RESTORATION AND CONSERVATION
5.1 Restoration and Adaptive Reuse of Bangunan Sultan Ibrahim
5.2 KTM® Train Museum
5.3 Upgrading Botanical Garden

KRA 6: WALKABLE AND SAFE CITY
6.1 Building Connectors For JB Sentral Komtar-Matex-Persada
6.2 Pedestrian Skyways Along Jalan Shu Chin to Jalan Ungku Puan
6.3 High Mast Lighting At Hot Spot Areas

KRA 7: HERITAGE CONSERVATION ZONE
7.1 JB Old Town Precinct
7.2 Inland Canal
7.3 Water Taxi Terminal At Lido Boulevard
7.4 Tanjung Puteri Marina and Terminal

KRA 8: COASTAL WATER CONNECTIVITY
8.1 Entry Gateway For CIQ
8.2 Ayer Molek Flood Mitigation System
8.3 New Flood Mitigation System

KRA 9: WASTE MANAGEMENT AND FACILITIES ENHANCEMENT
9.1 Taruka Recycling and Separation Centre

KRA 10: CITY IDENTITY
10.1 Entry Gateway For CIQ
10.2 Upgrade And Beautification of Jalan Tun Razak and Jalan Lingkaran Dalam
10.3 Johor Performing Centre

KRA 11: GREENER JB CITY CENTRE
11.1 Greening Tourist Belt Area
11.2 Green Building For MBJB Pilot Project
11.3 Bio-Diesel and Bio-Composting Centre
In order to clean the Straits of Johor water and improve its quality, pollution must be reduced at source especially Sungai Segget catchment.

**KEY INITIATIVES**

- Controlling pollution at source
- Centralised Sewerage Treatment Plant
- Flood mitigation system
- Create sense of belonging by river and street refurbishment

**DETAILED ACTIONS**

- Enforcement and elimination of pollution by local authority (MBJB)
- Construct new STP within Sg Segget catchment
- Install interceptor line
- Re-engineer Sungai Segget to Segget Channel and Segget River
- Refurbish Jalan Wong Ah Fook for recreational activities

**JALAN WONG AH FOOK BEFORE AND AFTER**

Upon completion, there will be major changes to Johor Bahru City Centre as an attractive place to visit, live and conduct business.
KRA 2: CITY DRAINAGE IMPROVEMENTS

Sungai Ayer Molek and its surrounding areas have been facing issues on flood recurrence since the 1990’s

**EXISTING ISSUES**

- Frequent flooding due to high tides in the Ayer Molek catchment areas especially at Jalan Yahya Awal and Jalan Ayer Molek
- Tangible and intangible losses amounting to an average of a million per year
- Similar losses are expected to increase substantially by 20-30% upon completion of JBCC economic transformation if this is not addressed

**STRATEGIES TO BE IMPLEMENTED**

- Jabatan Pengairan Saliran (JPS) has set the standards that all major urban areas should have minimum 100-year ARI flood protection levels
- A new upgraded pump house at Sg Ayer Molek
- Strengthening and reconstructing the existing Sungai Ayer Molek channel's capacity
- Upgrading the existing road platform level and road side drain to ensure the traffic flows are not disrupted during heavy rain
- Upgrading the existing pumping system including the electrical supply to ensure that it is sufficient to operate 4 pumps at any one time
- Install SCADA system to monitor the operation of the Tidal Gate & Pump House

Details of “Making The Most” Projects (2012-2013)
KRA 3: CLEANSING & MAINTENANCE

IN JBCC, THERE ARE STILL HAWKERS OPERATING IN AN UNHYGIENIC ENVIRONMENT FROM BACK ALLEYS

276 food and beverages premises in JBCC
94 currently operating from back alleys

EXISTING SCENARIO

DESCRIPTION

Unhygienic
- Lack of running water and proper facilities for cleaning
- Direct discharge of wastewater resulted in water pollution and bad smells

Disorganized
- Lack of maintenance and waste management system
- Poorly managed by operators

Congested
- Considerate as a venue for less affluent
- Reputation for unhygienic food due to frequent appearance of strays domestic pets and pests

PROPOSAL: MELDRUM FOOD VILLAGE

Main Facilities
- Ground Level: 45 stalls
- 2nd Level: 45 stalls and general kiosk
- 3rd Level: Health Club

Other Facilities
- Tourism Centre
- Surau
- Toilets
- Management Office

Details of “Making The Most” Projects (2012-2013)

Promoting clean urban setting while creating new social places through food and beverages activities

To relocate 80 hawkers at the back alley of Jalan Meldrum
ICT is now a basic city requirement, but penetration and connectivity are low compared to other countries.

Malaysia’s internet coverage estimated at 62% in 2011

ICT CONNECTIVITY PROPOSALS

- Installation of Fibre Optic cabling
- Installation of new RSCP cabling at 3 locations
- Installation of transmission stations in 23 areas to increase wifi zones

ISSUE

JBCC has 100% coverage but at 2G speed, whereas the current standard of speed is 3G

STRATEGIES TO RESOLVE

Some upgrading infrastructure projects and initiatives should be implemented immediately in order to bridge the separation between wired internet and wireless

The programme shall be implemented via public private partnership

KRA 4: ENHANCEMENT OF ICT CONNECTIVITY

Malaysia is far behind in promoting the knowledge economy due to inefficiency and quality of services in the business sector

To upgrade JB City Centre with digital facilities and open new doors to economic opportunities

Details of “Making The Most” Projects (2012-2013)

- Installation of Fibre Optic cabling
- Installation of new RSCP cabling at 3 locations
- Installation of transmission stations in 23 areas to increase wifi zones

Availability of 1Gbps of Fibre Optic hi-speed broadband

23 areas to increase WIFI zones

3 main installations of Fibre Optic and 6 RSCP cabling
Why do we need to Conserve and Restore the Buildings?

- To ensure Historical Buildings are not only protected and conserved for the future, but to be developed with economical activities for the Tourism industry
- JBCC has the opportunity to optimise its city tourism by restoring and conserving 31 out of 39 buildings recommended for heritage area

2 buildings and 1 site to become Johor Bahru City Centre pilot projects

**BANGUNAN SULTAN IBRAHIM**

Current Situation
Unoccupied & in need of revitalisation

Process
Preliminary dilapidation study, measured drawings and restoration proposal completed in 2004

Potential
Johor Art & Cultural Centre

**KTMB RAILWAY STATION**

Current Situation
Unoccupied and in need of restoration

Process
Collection of artefacts from Tg Pagar, Batu Gajah, Gemas, and restoration of the train station

Potential
First Train museum in Malaysia

**UPGRADING OF BOTANICAL GARDEN**

Current Situation
Poorly maintained, dilapidated

Process
180 acres will be upgraded to the new Botanical Garden that will continue to preserve native plants of Johor and to be known as the lungs of JBCC

Potential
A new educational and recreational Centre
KRA 6: WALKABLE & SAFE CITY

JB City Center emphasizes its liveability factor by providing a pedestrian friendly city.

**EXISTING AND FUTURE PEDESTRIAN USAGE**

3,000 people use the bridge which connects JB Sentral and CIQ

6,000 visitors in JB City Centre with improved connectivity

Estimate 180,000 people per month

9 million ringgit increase of revenue per month

**EXISTING ISSUES**

- Missing linkage between Jalan Wong Ah Fook and Jalan Trus
- No connectivity between CIQ and other part of the city
- Poor maintenance
- Lack of covered walkways
- Hot spots area with crime

**PROPOSALS**

- JB Sentral - KOMTAR - Matex - PERSADA Building Connector
  - Total length: 350 m, Width: 2.5 m
- Pedestrian Skyways along Jalan Siu Chin and Jalan Ungku Puan
  - Connections between JB Sentral-KTM-Merlin Tower - Old Town and Bukit Timbalan
  - Total length: 500 m, Width: 2.5 m
- High Mast Lighting at Hot Spot Areas
  - Addressing urban insecurity and promote culture of crime prevention in JB City Centre

**STRATEGIES & POTENTIALS**

1. Provide multi-storey parking with pedestrian connectivity
2. Provide barrier free walkways and building to building linkages to improve connectivity
3. Introduce outdoor cafes, public squares and street activities to encourage public to walk
4. Convert existing streets into limited vehicular access with priority for pedestrian as proposed in refurbishment of Jln Wong Ah Fook
5. Incorporate safe city concept with good signage and well lighted walkways
6. Create human scale development and streetscape for a pleasant walking experience

Details of “Making The Most” Projects (2012-2013)