

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

CLIENT BRIEF / PROJECT BRIEF

Development of boulevard :

Length : 3km long

Wide : 300m

Area : 222 acre.

- vista to JSNAC

- identity to Nusajaya to represent Johor

- secondary recreation area

- support Central Planning Area (CPA)

01

BACKGROUND + SITE CONTEXT (General : Nusajaya)



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

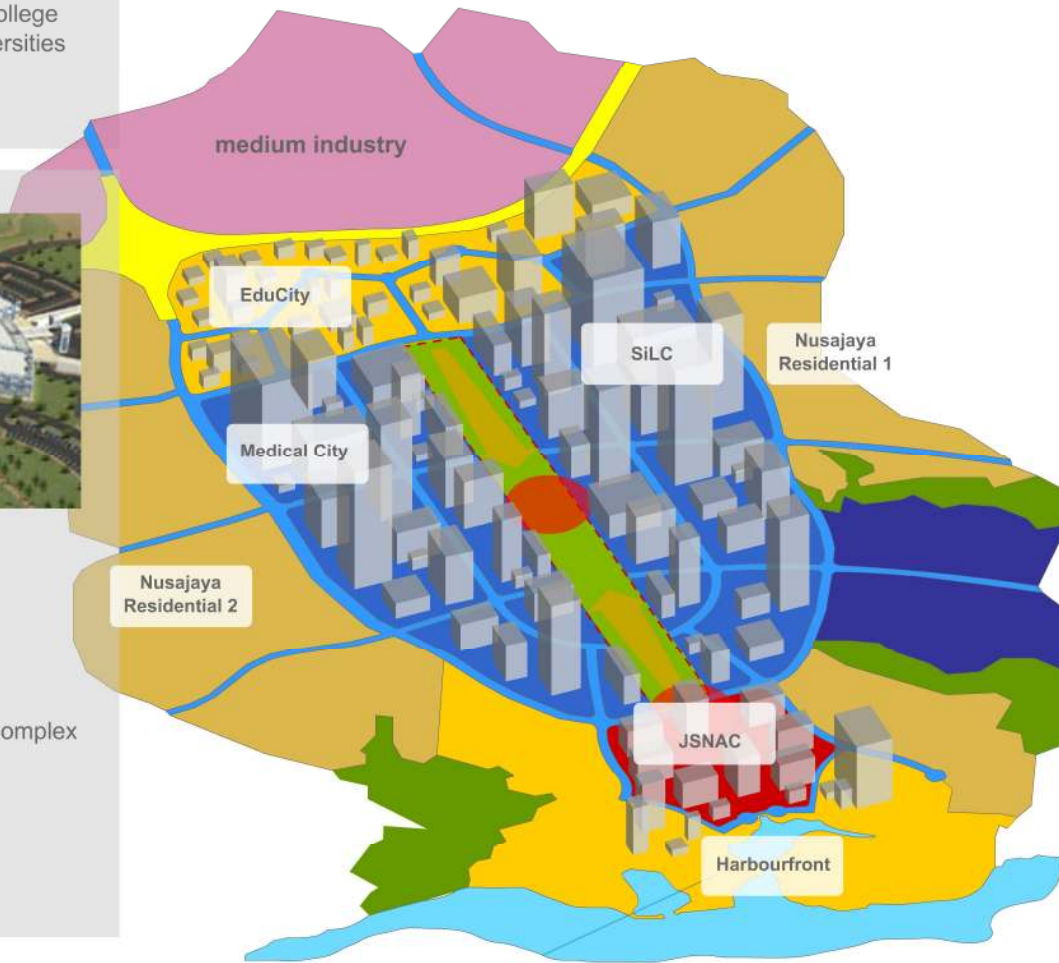
- located at the centre of the Centre Planning Area
- proposed tourist information centre due to the strategic location
- should support & connecting all the surrounding activity beside to the campus area (EduCity)
- proposed recreation area that support the community
- support as the passive recreation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



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
- T/CM and Wellness Centre
- Commercial Strip Mall



SiLC

Industrial zone with a unique green industrial park concept that meets the current demand for environmentally sustainable development that complements the economy and quality of life

Value chains of integrated "clean" industrial clusters comprising 3 major areas:

- Advanced Technologies bio-technology
- Nutrition and Health
- Value Added Logistics



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
Menteri Besar & State Secretary Complex
Dataran Mahkota
Office Complex
Federal Government Office Complex
Staff Quarters
State Government Staff Quarters

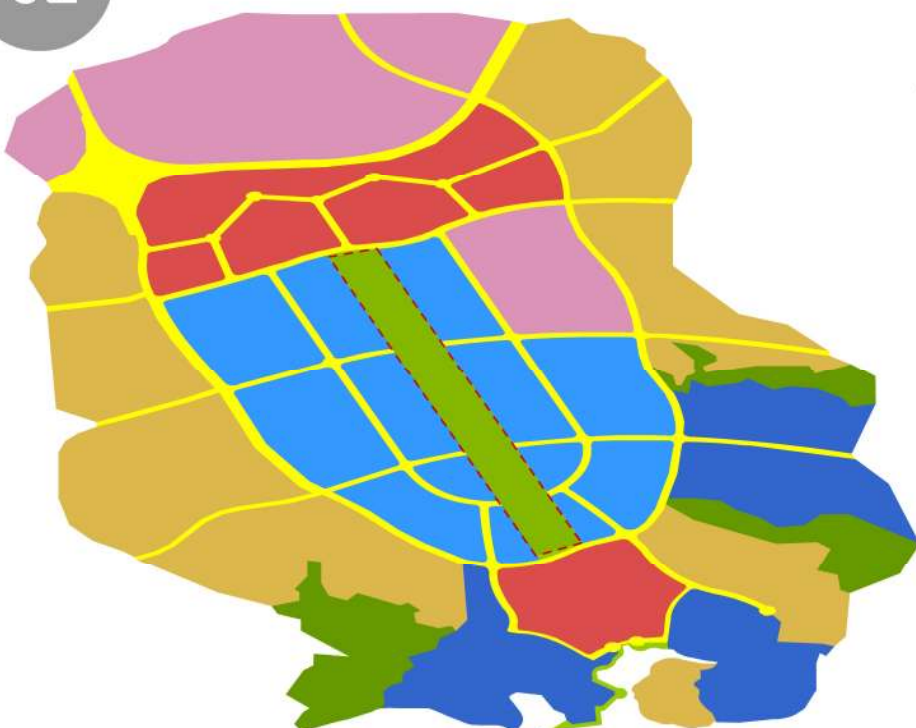


Waterfront Precinct

- Water Transport Terminal
- Multi Modal Transport Hub
- Waterfront Residential
- Johor Cultural Park
- Commercial (Retail & Offices)
- Hotel & Convention Centre

02

LANDUSE + SOURROUNDING DEVELOPMENT



LEGEND

LANDUSE

- RESIDENTIAL
- INDUSTRY
- INSTITUTION
- OPEN SPACE
- RESERVED FOR WATER BODIES
- COMMERCIAL
- MIXED USE DEVELOPMENT

The site surrounded by mix 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



Land Area: 23,875 acres
Population Forecast (2030): 500,000

Land Use Plan

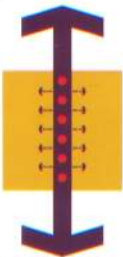
CBD	2,620 ac.
Mixed Development	11,578 ac.
Industrial	2,800 ac.
Recreational Areas	950 ac.
Commercial	4,430 ac.
Institutional	620 ac.

SITE INVENTORY + ANALYSIS

PROPOSED DEVELOPMENT OF NUSAJAYA BOULEVARD AT NUSAJAYA CENTRAL PLANNING AREA, SKUDAI, JOHOR

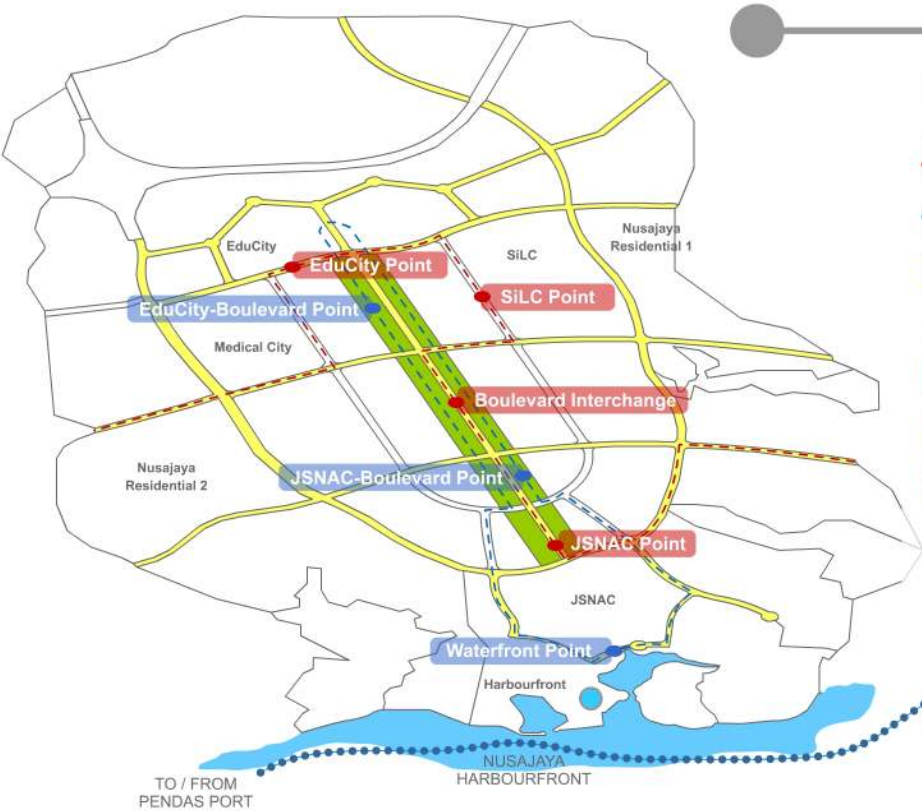
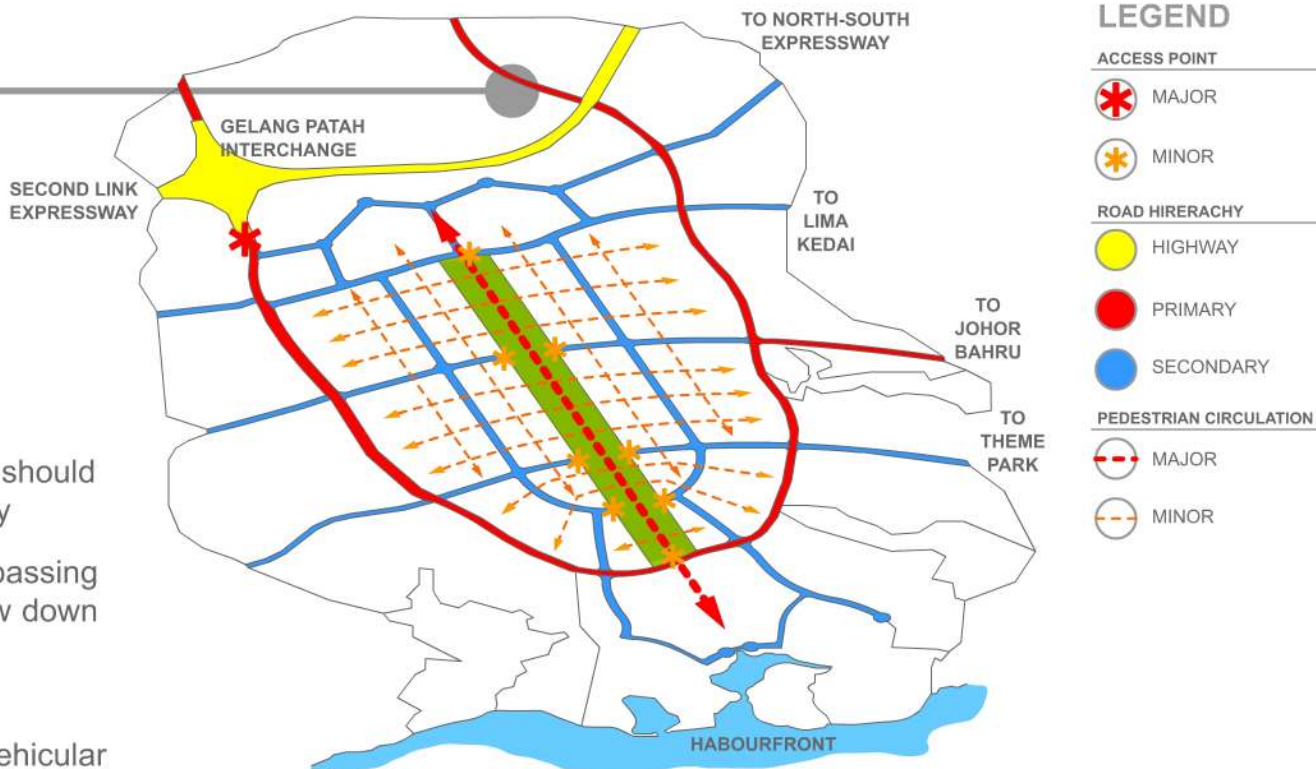
● MdKhairi Mustapa AB030061

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 point

- 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

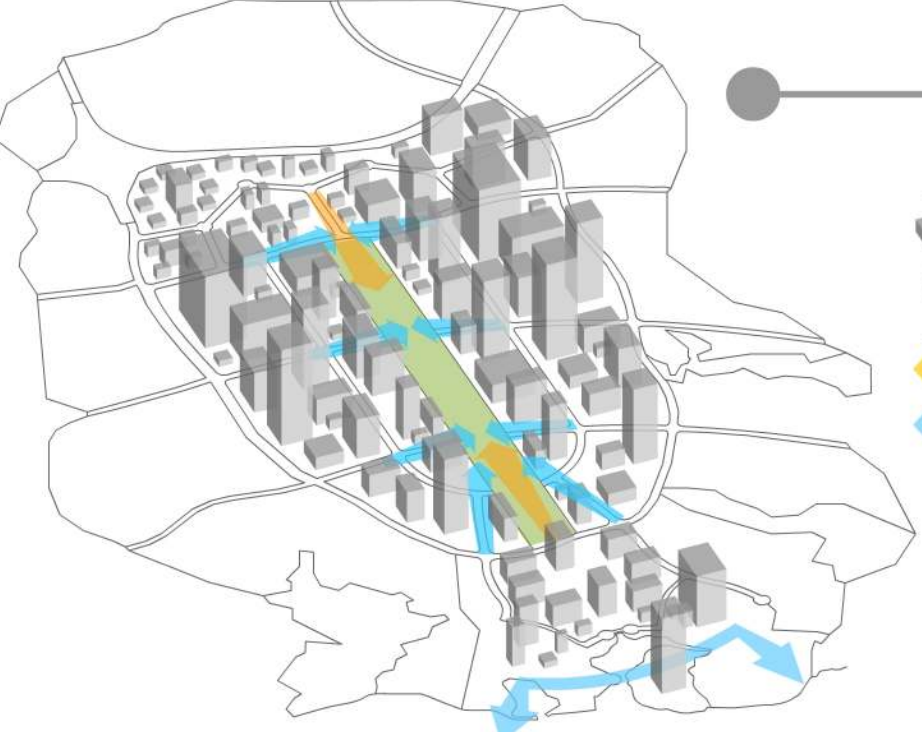
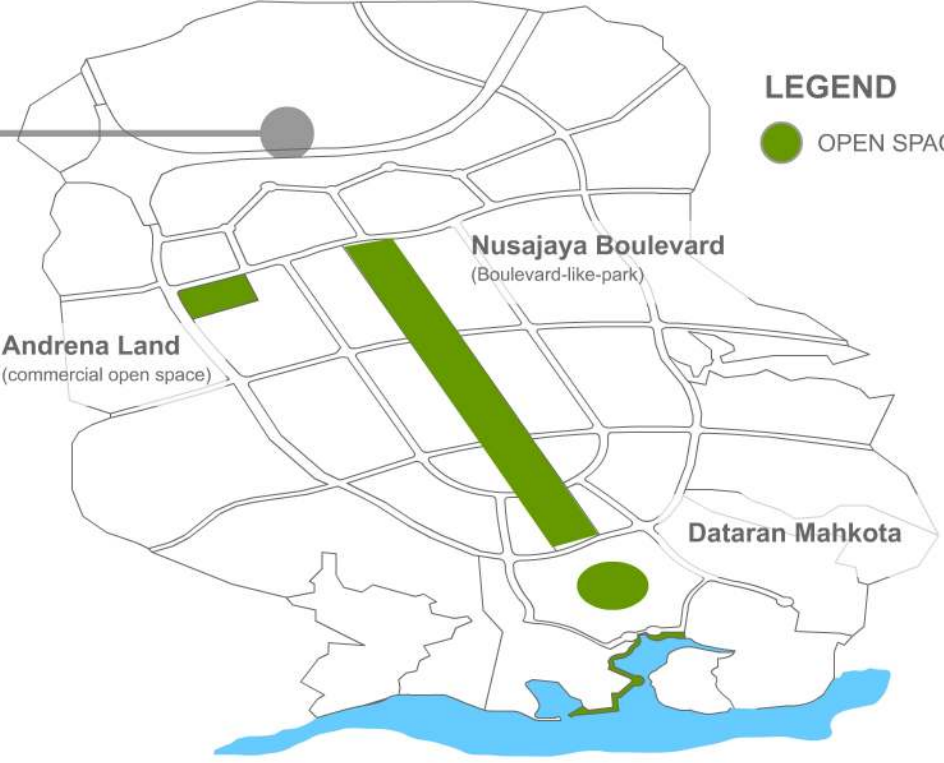


TRANSPORTATION + NODES + LANDMARK

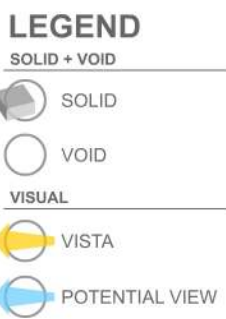
- the major lane for the tram is through the site
- the developement of the open space should consider visual from the tram trail
- the tram bring the people from the waterfront to the site
- the site is the point for the interchange (transition area) before the user go to another place.
- the landscape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

ACTIVITY + EVENT

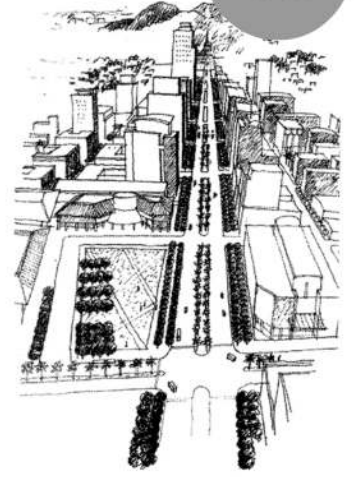
- the design should give shade to the pedestrian to encourage walking activity
- its is potential to be an area for event such as cultural performance and seasonal event
- potential to include a space for outdoor eatery to enliven the site as well to support the overall activity



SOLID + VOID + VISUAL



- 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

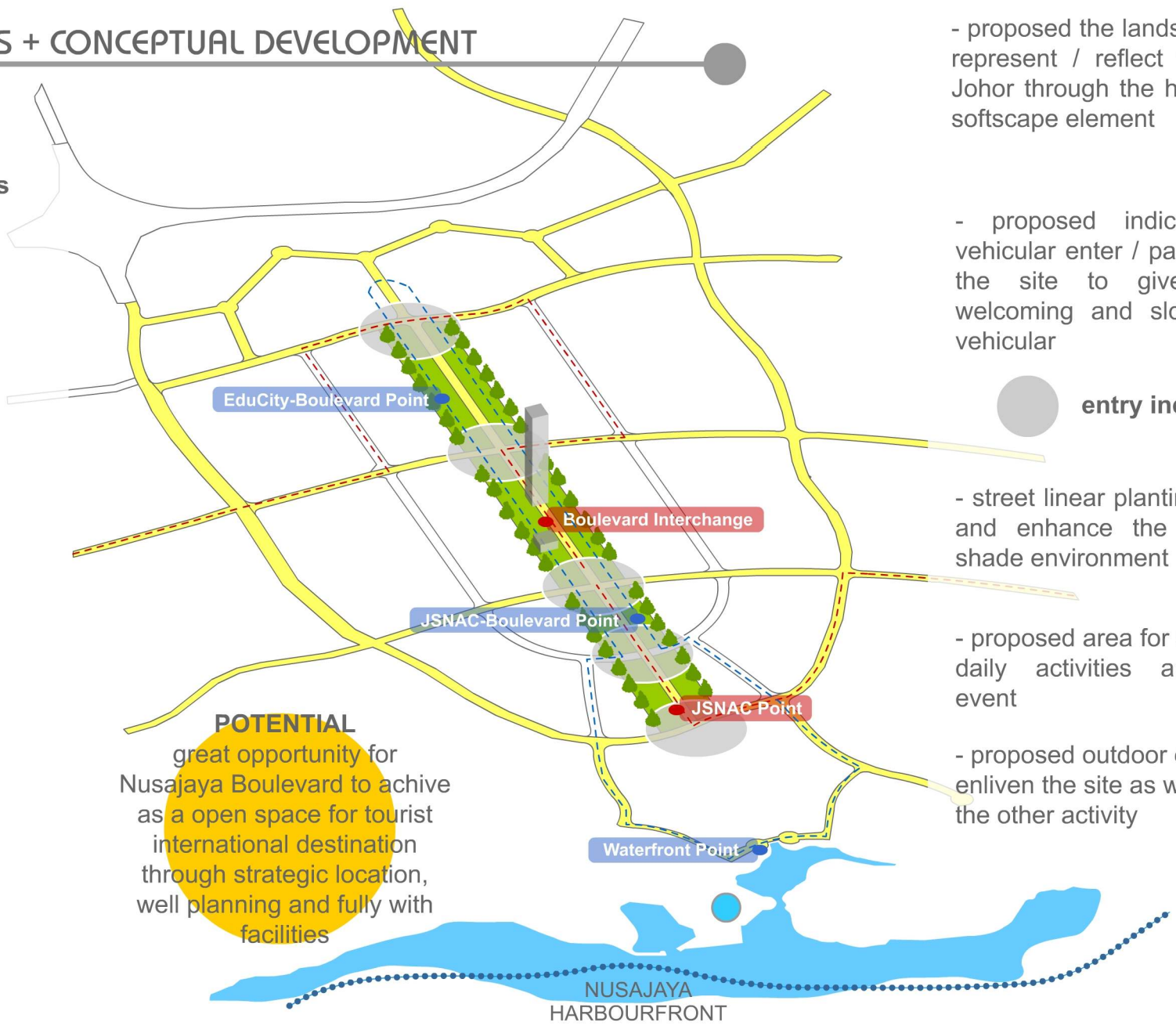


SITE INVENTORY + ANALYSIS

SITE SYNTHESIS + CONCEPTUAL DEVELOPMENT

encourage walking activities

- shade environment
 - pedestrian priority are
 - 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

POTENTIAL
great opportunity for Nusajaya Boulevard to achieve as a open space for tourist international destination through strategic location, well planning and fully with facilities

DESIGN CONCEPT

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



represent identity of johor

- culture
 - art
- through:
- hardscape element
 - softscape element

GOAL + OBJECTIVES

[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.

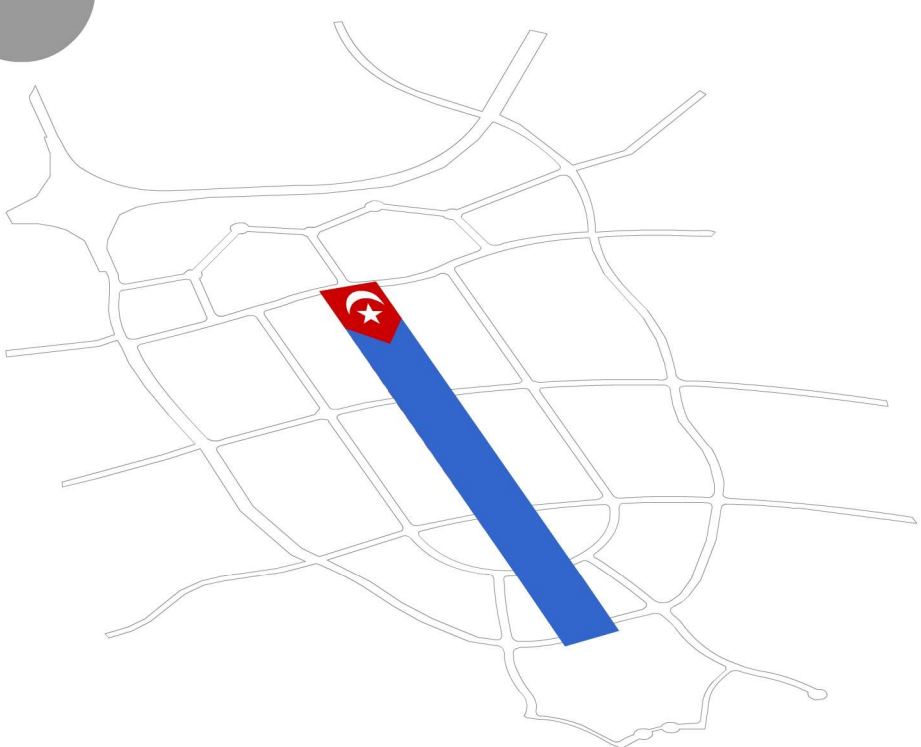
- 01 To create the image of the boulevard as a civic and cultural destination for residents, visitors and businesses
- 02 The image should also reflect the Nusajaya as the capital city for Johor through the activity and event, and landscape element for the boulevard development
- 03 To create an attractive 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.
- 04 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 CONCEPTUAL DIAGRAM



01

DESIGN GOAL

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.

DESIGN OBJECTIVES

02

01

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

02

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.

03

To create a space for recreation in Nusajaya Central Planning Area that act as the green lounge

03

DESIGN APPROACH

01

represent Johor identity using art and activity that mostly related to the Johor culture

02

using shade environment to encourage more activities and create a better working and leisure urban environment

03

shows the identity of Johor through landscape design and hardscape element

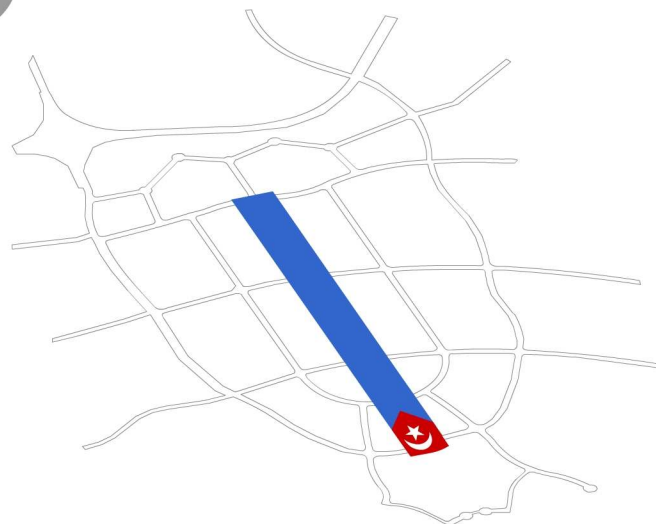
DESIGN CONCEPT

04

(JALUR JOHOR)
bar / corridor a city with unique identity

05

DESIGN ANALOGY



01

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

02

a stripe that represents a multi-cultural and multi-ethnic state with rich heritage, history and iconic elements.

06

DESIGN METAPHOR

from metaphor to design

MAHKOTA

D.Y.M.M Sultan emblem

STAR + CRESENT

Islamic representation

4 STAR

Star at the corner of the white shield represent 4 origin colonize area; Johor Bahru, Muar, Batu Pahat and Endau.

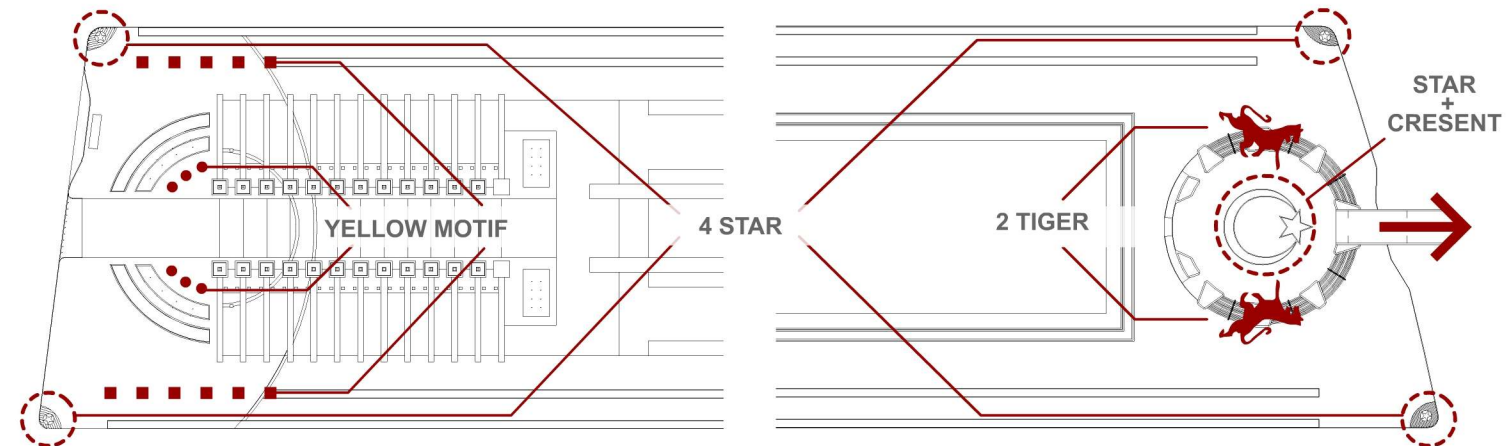


YELLOW MOTIF

the yellow motif represent gambier and black pepper

2 TIGER

Tigers holding shield mesmerize their significant in this country from long time ago.



DESIGN IDEA

from pattern to element

07

GAMBIER



Grate (circle)

BLACK PEPPER



Grate (Square)

KUDA KEPANG



Light Pole + Benches

ZAPIN

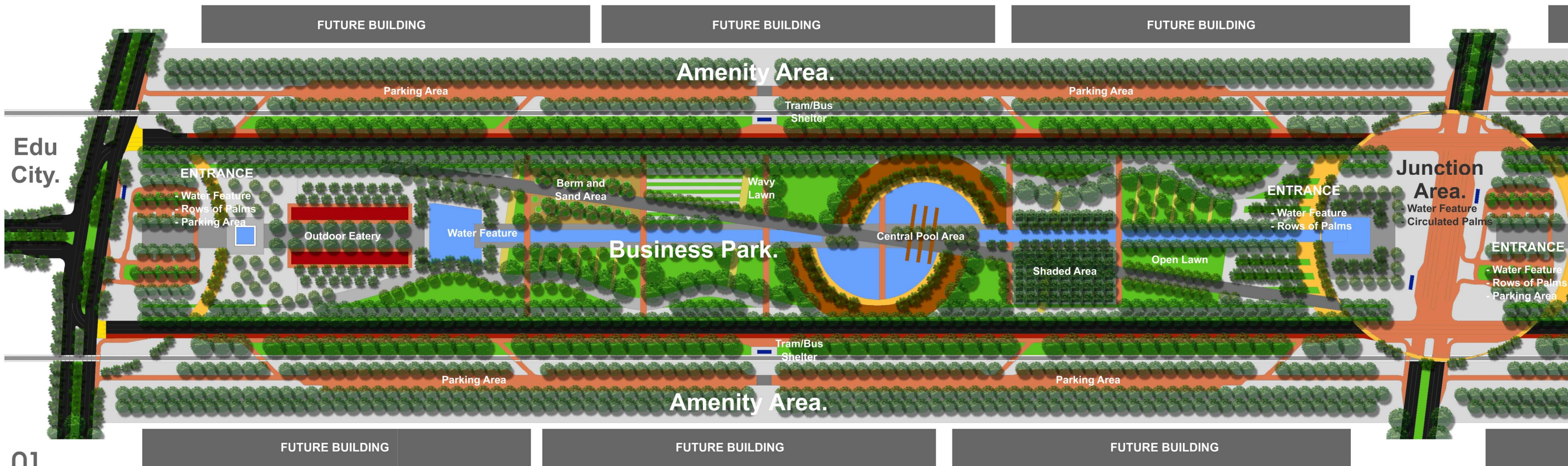
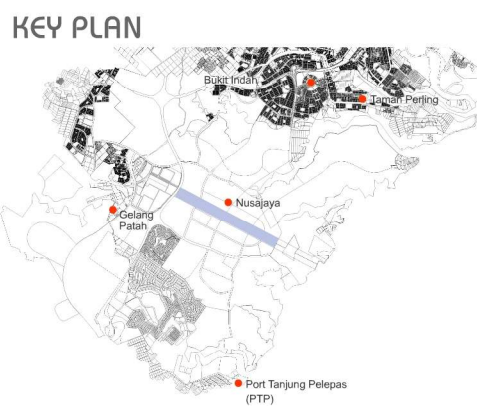


Railing

CONCEPTUAL BOARD

PROPOSED DEVELOPMENT OF NUSAJAYA BOULEVARD AT NUSAJAYA CENTRAL PLANNING AREA, SKUDAI, JOHOR

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01

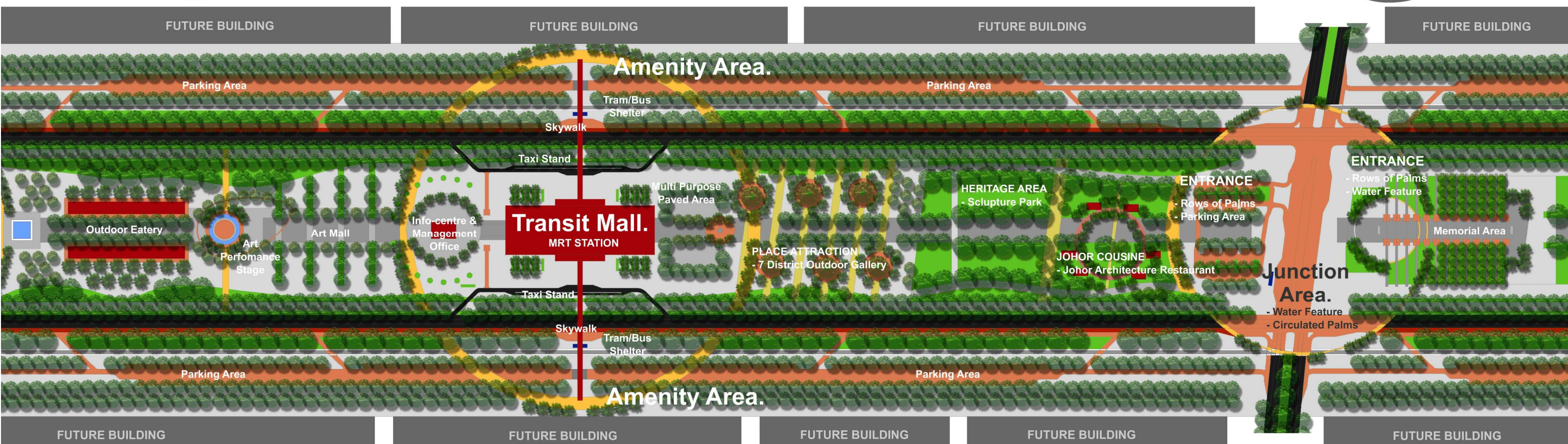


NUSAJAYA BOULEVARD SCHEMATIC PLAN
NUSAJAYA BOULEVARD
 SCALE 1:1500

SCHEMATIC PLAN

PROPOSED DEVELOPMENT OF NUSAJAYA BOULEVARD AT NUSAJAYA CENTRAL PLANNING AREA, SKUDAI, JOHOR

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NUSAJAYA BOULEVARD SCHEMATIC PLAN
NUSAJAYA BOULEVARD
 SCALE 1:1500



Shaded Area with Passive Activity



Merdeka Day Stage & Performance



Floral Fest



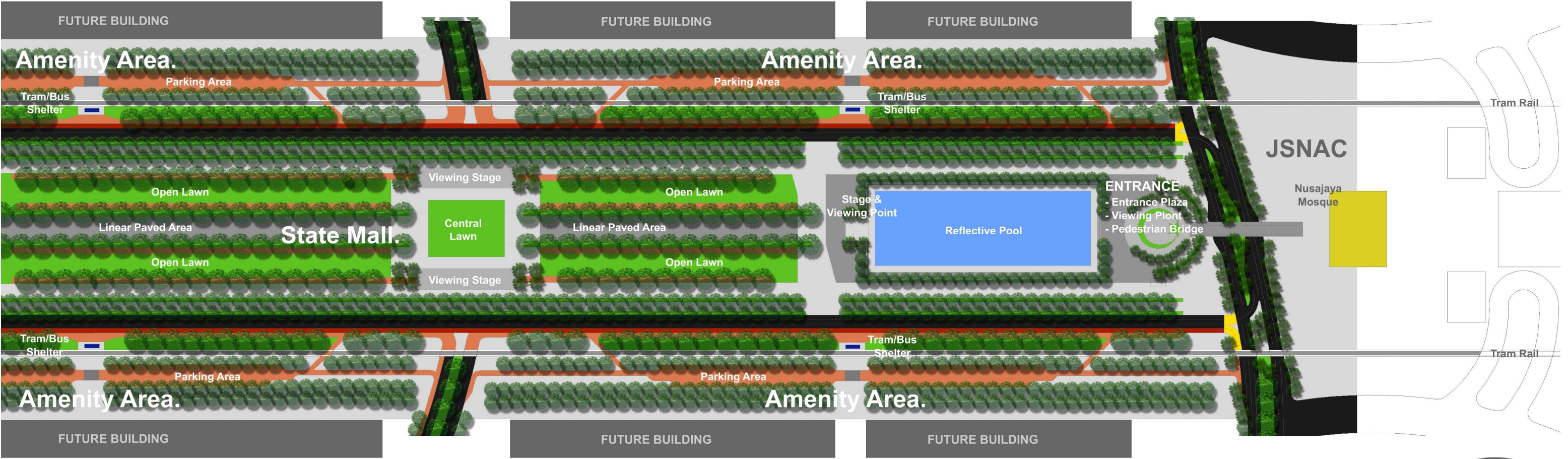
Citrawarna Malaysia



Merdeka Parade



Parade overlooking Government Building



03



Memorial Lighting



Memorial Mural



Flag Pole



Memorial Signage



During Speech



Reflective Pool with Recreation Activities



Pedestrian Bridge

NUSAJAYA BOULEVARD SCHEMATIC PLAN

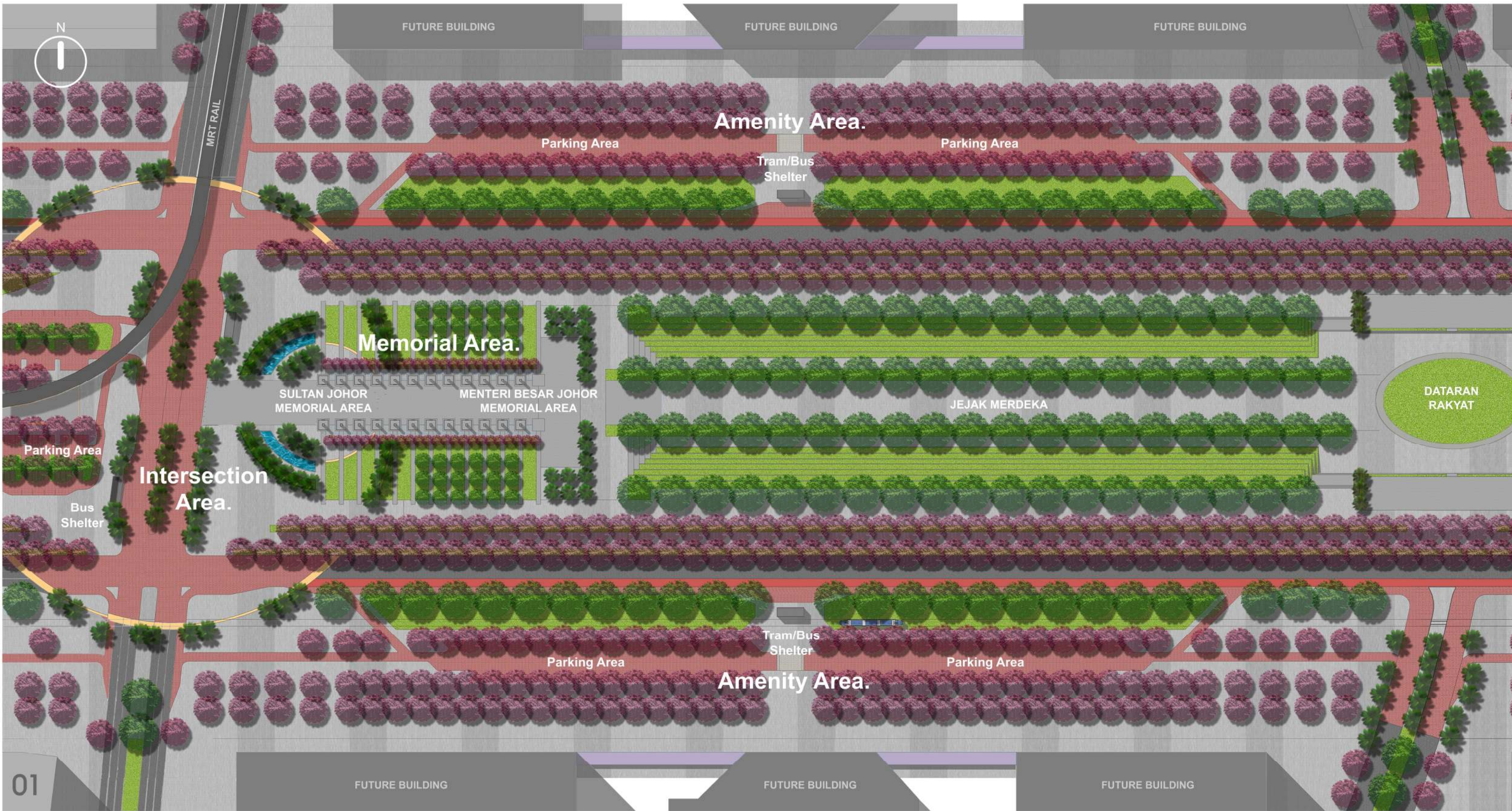
NUSAJAYA BOULEVARD

SCALE 1:1500

SCHEMATIC PLAN

PROPOSED DEVELOPMENT OF NUSAJAYA BOULEVARD AT NUSAJAYA CENTRAL PLANNING AREA, SKUDAI, JOHOR

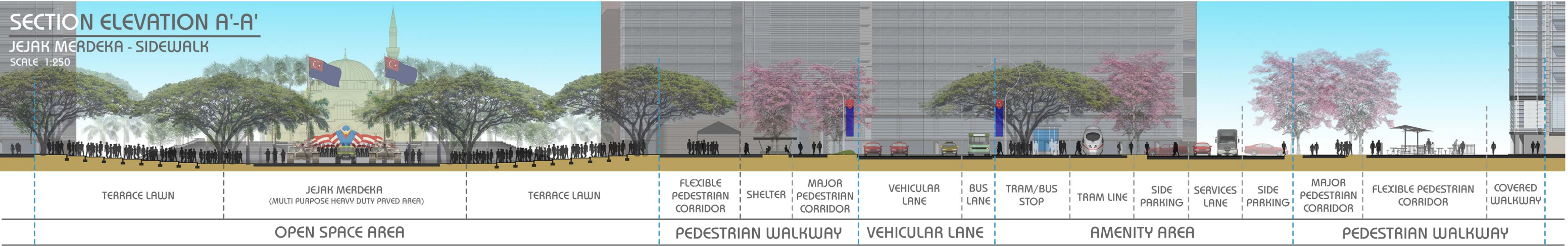
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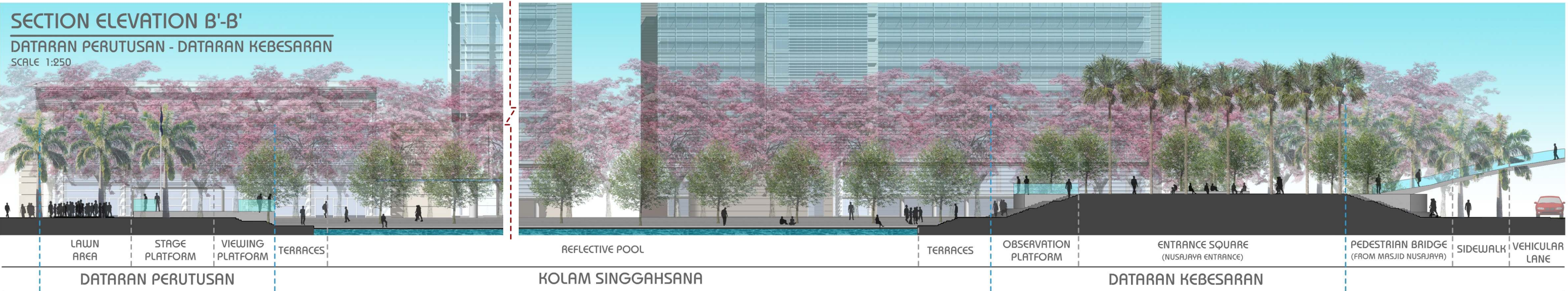
SECTION ELEVATION A'-A'

JEJAK MERDEKA - SIDEWALK
SCALE 1:250



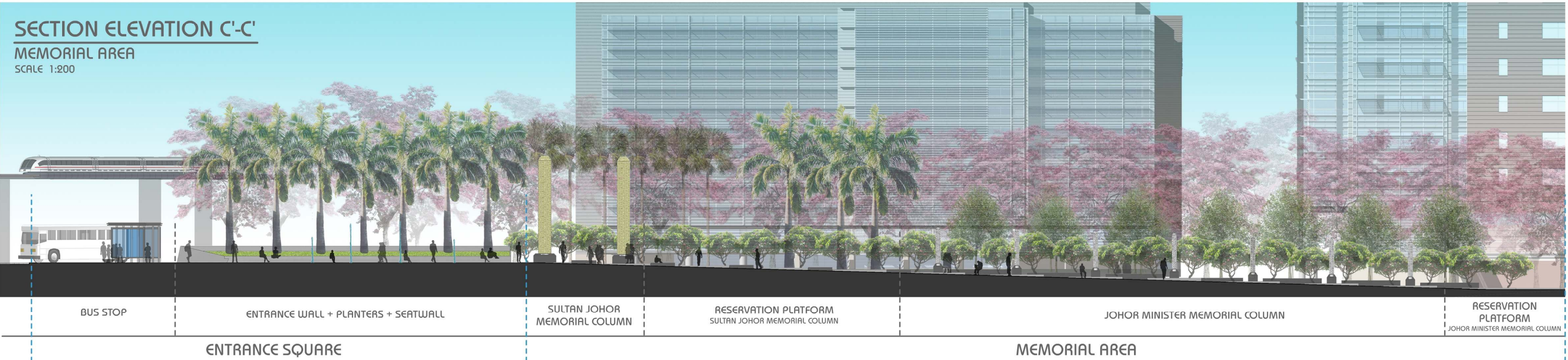
SECTION ELEVATION B'-B'

DATARAN PERUTUSAN - DATARAN KEBESARAN
SCALE 1:250



SECTION ELEVATION C'-C'

MEMORIAL AREA
SCALE 1:200



MASTERPLAN SECTION

PROPOSED DEVELOPMENT OF NUSAJAYA BOULEVARD AT NUSAJAYA CENTRAL PLANNING AREA, SKUDAI, JOHOR

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State Mall act as an eventful place for festivals and annual celebrations such as new year eve and independent day.



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



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



Main Pedestrian Walkway with the tabubeia blooming enhance the boulevard impact



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



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



Dataran perutusan is where the reflexive pool become one of the attraction 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

MASTERPLAN SKETCHES

PROPOSED DEVELOPMENT OF NUSAJAYA BOULEVARD AT NUSAJAYA CENTRAL PLANNING AREA, SKUDAI, JOHOR

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Pedestrian Crossing

Vehicular Lane

Major Pedestrian Walkway

Shelter

Shelter

Intersection Area.

Bus Shelter

Entrance Wall Planter with seating

Lawn Area

Shaded seating Area

Pool with Nozzle Jet

Entrance Area.

SULTAN JOHOR MEMORIAL AREA

Memorial Area.

MENTERI BESAR JOHOR MEMORIAL AREA

Sultan Johor
 1862 - 1895 : DYMM Sultan Abu Bakar
 1895 - 1959 : Dymmm Sultan Ibrahim
 1959 - 1981 : DYMM Sultan Ismail
 1981 - current : DYMM Almutawakkil 'Alallah Sultan Mahmood Iskandar Al-Haj

Menteri Besar Johor
 1886 - 1919 : Dato' Jaafar Bin Muhammad
 1920 - 1922 : Dato' Mohamed Bin Mahbob
 1923 - 1928 : Dato' Abdullah Bin Jaafar
 1931 - 1934 : Dato' Abdul Hamid Bin Yusuf
 1935 - 1947 : Ungku Abdul Aziz Bin Abdul Majid
 1947 - 1950 : Dato' Onn Jaafar
 1952 - 1955 : Dato' Syed Abd. Kadir Bin Mohamed
 1955 - 1959 : Dato' Idris Bin Ibrahim
 1959 - 1967 : Tan Sri Hj. Hassan Yunus
 1967 - 1982 : Tan Sri Othman Bin Mohd Saat
 1982 - 1986 : Datuk Abdul Aji bin Ahmad
 1986 - 1995 : Tan Sri Hj. Muhyiddin Bin Hj. Yassin
 1995 - current : Dato' Haji Abdul Ghani Othman

DETAIL AREA PLAN
MEMORIAL AREA
 SCALE 1 : 200

DETAIL AREA
 PROPOSED DEVELOPMENT OF NUSAJAYA BOULEVARD AT NUSAJAYA CENTRAL PLANNING AREA, SKUDAI, JOHOR
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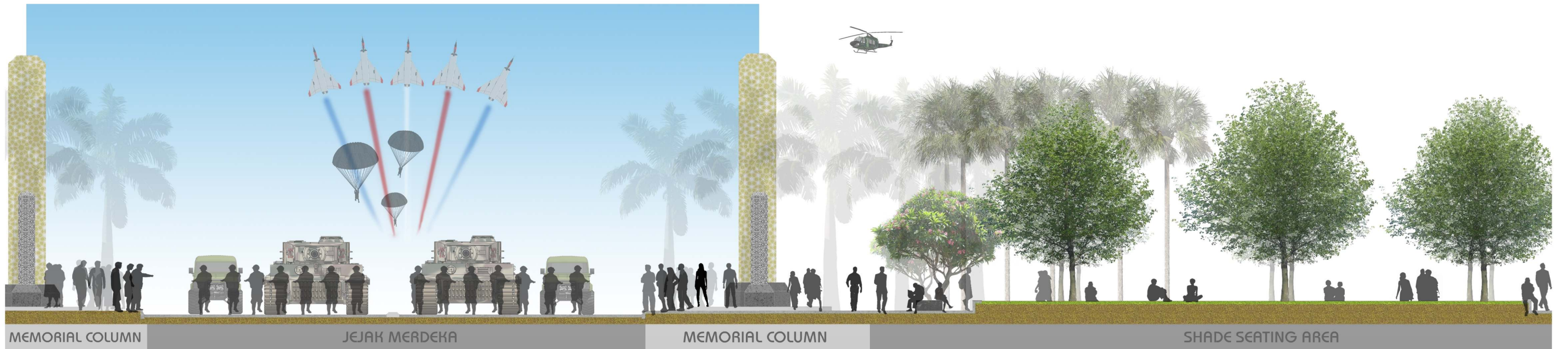


SULTAN MEMORIAL COLUMN

SULTAN RESERVE MEMORIAL COLUMN

MENTERI BESAR MEMORIAL COLUMN

SECTION A-A
MEMORIAL AREA
SCALE 1:75



MEMORIAL COLUMN

JEJAK MERDEKA

MEMORIAL COLUMN

SHADE SEATING AREA

SECTION B-B
MEMORIAL AREA
SCALE 1:50

DETAIL AREA SECTION ELEVATION

PROPOSED DEVELOPMENT OF NUSAJAYA BOULEVARD AT NUSAJAYA CENTRAL PLANNING AREA, SKUDAI, JOHOR

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SECTION C-C
MEMORIAL AREA
 SCALE 1:75



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

DETAIL AREA SECTION ELEVATION + SKETCHES

PROPOSED DEVELOPMENT OF NUSAJAYA BOULEVARD AT NUSAJAYA CENTRAL PLANNING AREA, SKUDAI, JOHOR