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South Johor Economic Region (SJER) Comprehensive Development Plan

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1. Introduction

South Johor Economic Region (SJER) is located in the southern part of Peninsular Malaysia and northern of Singapore; its area coverage is 221,634.1 hectare or 2,217 sq. km and population 1.4 Million. SJER includes District of Johor Bahru, Mukim of Jeram Batu, Mukim of Sg. Karang and Mukim of Serkat, Pulau Kukup (in Mukim Ayer Masin). SJER is 2.5 times size of Singapore, 48 times size of Putrajaya.

Johor Bahru the capital of Johor state is located in the SJER area. Projected South Johor Authority (SJA) population by 2025 is 3 million and area of SJER covered PBT Pasir Gudang, Majlis Bandaraya Johor Bahru, Majlis Perbandaran Kulai and Majlis Daerah Pontian. It's Local Authorities include are Majlis Bandaraya Johor Bahru, Majlis Perbandaran Johor Bahru Tengah, Majlis Perbandaran Kulai and Pasir Gudang Local Authority.

2. Rationale for SJER

The rationale for SJER includes; Integrated logistical and urban system; coincides with existing districts and mukim boundary; major conservation area, committed and proposed projects; area of national strategic importance; strategically located at the epicenter of Asia, Pacific region's China-India-ASEAN growth nexus and lastly one economic space with Singapore and Batam.

3. SJER Concept Development Plan (CDP)

The plan serves as a guide for future economic, social, environmental and physical development, and supports the existing development planning system. Strategic economic, social, institutional and management plan include regional level policies, plan for growth and sustainable development; it also contains policies and strategies for implementation. The physical Plan Proposals for physical development includes plans for infrastructure, utilities, transportation, greenery & public amenities.

4. Vision of SJER

The vision of SJER is to accomplish strategic vision and mission that is strong, sustainable conurbation of international standing; which entails international rim positioning, economic drivers & catalyst projects, hard & soft infra structure enablers, institutional framework & regulatory authority and finally socio-economic equity and buy-in from local population.

5. Basic Foundation

SJER basic foundation includes; World-class Professionals and Technical Work Force, Excellent Physical, Infrastructures, including IT, Excellent Working and Living Environment and Stable Political, Social Environment.

- DS 1 – Ensure balance development within the SJER by reaffirming distribution and enhancing efficiency by focusing development in certain corridors and nodes.
- DS 2 – Protect and conserve natural, historic and open space resources to improve the quality of life.
- DS 3 – Focus development in areas where existing and adequate infrastructure exists.
- DS 4 – Promote in-fill and redevelopment in existing communities, including brown field sites.
- DS 5 – Enhance accessibility by improving Regional and East-West linkages as well as provide alternative modes of public transportation.
- DS 6 – Create key economic initiatives that will become focal points for growth within the region.
- DS 7 – Plan and develop SJER as one integrated global node of Singapore and Indonesia.

DS 8 – Manage Regional Growth Especially in the Periphery Areas of SJER

DS 9 – Plan for innovative and sustainable infrastructure and utilities (Encourage Planned Communities that is a liveable neighbourhood).

6. SJER Goal No 1

To create livable communities that are active, comprehensive, safe, well-managed, sensitive to the environment, well designed and built, and well connected. Where Key directions are:-

1. Integrate affordable housing developments with other housing developments to have residents sharing common facilities and environment; thus uplifting the self esteem of the poor and reducing social marginalisation.
2. Provide rental homes for transient population.
3. A detailed register of data including income levels, affordability and location preferences of the Special Needs Group must be kept and constantly updated to match up with residential units offered in the market.
4. New Housing development should incorporate necessary facilities for units allocated to the disables; these include sizes of doors, ramps for external areas, height of light switches, hand rails for bathrooms and toilets.
5. Create a neighbourhood structure that promotes a sense of being
6. Design of new developments and redevelopment of housing areas shall refer and conform to guidelines of Crime Prevention through Environmental Design (CPTED).
7. The Green Building rating shall be used and implemented to encourage builders to build energy efficient buildings, including residential units, and introduce energy efficient mechanisms on older/existing buildings in the city.

Key directions

1. Support population growth in SJER by meeting the demand for Quality Urban
2. Environment and Employment Opportunities.

3. Ensure sufficient homes to meet demands of all income groups. Revise the housing classification by costs to reflect actual market prices.
4. Adopt an integrated, inter-industry cluster strategy to assist in the transition of manufacturing activities from the p-economy to the k-economy.
5. New industrial areas must be identified to meet new demands for the economic growth of SJER.
6. Promote Green Industry Standards In SJER.
7. Encourage the relocation of all incompatible industries into planned industrial areas.
8. Encourage the growth of Cyber cities and Cyber centres.
9. Expand the availability of world class ICT infrastructure and info structure in the city.
10. Enhance the ICT Clusters In SJER.

7. SJER Goal No 2

Preserve and enhance the quality of SJER natural environment Plan and provide a continuous network of open space through linkages and connections between all green resources available.

Key Directions

1. To preserve, protect and enhance bio-diversity in SJER.
2. To conserve Prime Agriculture Area (PAA) as important resource and long term sustainability.
3. Gazette all existing and future parks and open spaces to ensure a 'green infrastructure' for the future.
4. To protect and manage all Environmentally Sensitive Area (ESA) within SJER as an important asset and major contributor to economic, social and environmental standards of excellence for SJER.
5. Gazette all RAMSAR Sites and control development and activities surrounding these sites especially within the identified protection zone.

6. The hierarchy of parks must be able to accommodate current community needs and develop new parks to meet the needs of future generation.

8. Environmental Goal

To enhance development of the Coastal Zone by protecting its natural environment and ensuring urban development complies with the highest standards to achieve a balanced and sustainable environment.

9. SJER Goal 3

Enhance development of the Coastal Zone by protecting its natural environment and ensuring urban development complies with the highest standards to achieve a balanced and sustainable environment.

Key Directions

1. Balanced development with environmental protection within the Coastal Zone (CZ) to achieve a world-class sustainable conurbation.
2. To define and manage Environmental Protection Zone (EPZ) as a coastal land buffer area.
3. To promote and allow sustainable aquaculture activities in Sungai Johor and Sungai Pulai.
4. New developments along the waterfront shall adapt to the coastal landscape of the area.
5. The need to conduct and obtain approvals for an Environmental Impact Assessment (EIA) on any development within the CZ.

10. SJER Goal No 4

Regenerate Johor Bahru City into a vibrant economic centre while preserving its cultural and heritage values.

Key Directions

1. Create a New Business District for Johor Bahru city that will enhance the physical, economic and social environment of the city centre.
2. Create a vibrant waterfront for Johor Bahru city that will enhance the city's image and rejuvenate the waterfront areas.
3. Designate the Heritage Precinct of Johor's Central Business District (CBD) as a preservation and conservation area.
4. Efforts should be made to protect the feature of the heritage zone, the enhancement of the streetscape and new buildings within the vicinity of the conservation buildings and areas.
5. Clean and enhance Sungai Segget as a river park system.
6. Create a Free Access Zone in JB City to further boost tourism in JB City.

11. SJER Goal No 5

1. To maximise use of existing infrastructure.
2. To integrate common aspects of infrastructure to ensure planning for sustainable and affordable infrastructure to meet the growth of SJER till 2025.
3. To utilize modern and innovative technologies in infrastructure development thus increasing the value of services and attain a quality environment for SJER.
4. To control and coordinate all infrastructures and utilities provided.
5. Aims to provide quality waste treatment, water, energy and resources within SJER.

Key Directions

1. Ensure efficient and sufficient power supply to accommodate for the growth in development of SJER and its objectives of becoming a world class sustainable conurbation.
2. To ensure that the reliability of power supply within SJER meets the requirements of MSC Cybercity and Cybercentre.

3. SJER will promote the use of renewable energy in all of its new development especially large township development and office and commercial buildings within the SEC.
4. Ensure a reliable source of high quality of water and preserve existing water catchment areas that serve SJER.
5. Sustainable use of water resources through implementing measures that would cultivate more efficient water usage by encouraging water recycling and rainwater harvesting.
6. To enforce the use of MASMA and advocate sustainable drainage to achieve long term environmental goals for SJER.
7. The need for sustainable sewerage system in SJER.
8. All new housing developments will be connected to the eco-friendly centralised sewerage system (CSS).
9. All land made available for Sewerage Treatment Plants must be primarily used for public purposes.
10. Set targets for waste reduction.
11. Create a balanced waste-management strategy.

12. SJER Goal No 6

SJER Integrated Urban Linkage System System ensures local community accessibility for better quality of life and contributes towards achieving a balanced economic growth

Key Directions

1. Plan and develop road network in SJER that emphasises on the key principles of connectivity and functions of road spaces to achieve a safe, efficient and attractive road networks.
2. Priorities for pedestrians and cyclists travelling along the streets in SJER are safety and security, efficient mobility, well-defined space, good visibility and accessibility and comfortable or attractive environment.

13. SJER Goal No 7

Introduce an efficient public transportation system to link major centres/townships thus encouraging a Transit Oriented Development (TOD) especially within the South Economic Corridor (SEC) and its immediate surroundings.

Organize growth at the SEC level to be compact and transit-supportive.

Enhance SJER economic base by capitalizing on the TOD.

Key Directions

1. To ensure efficient mobility of goods and people by provision of various forms of transportation systems to provide access to locations within SJER and in particular to the SEC area.
2. To integrate transportation development in particular public transportation with land use development in order to support sustainable travel choices and promote compact forms of urban environment towards increasing efficiency of the transport system.
3. To facilitate intensification of TOD zones by incorporating mixed use development with high-density residential, high commercial plot ratio and integrated community and business facilities.

SJIC	<ul style="list-style-type: none">• SJIC, a managing entity, would be formed with the mission to create an environment for development in the SJER by mobilizing the efforts of government, private sector, international organisations and civil society. It will be the umbrella organisation of the SJER initiative.• Profit-motivated company to drive strategic and catalytic projects in SJER, with a long term view, set up for the purposes of raising funds to kick start and to ensure continued development of SJER. SJIC will invest in selected strategic and catalytic initiatives through:<ul style="list-style-type: none">(a) shareholding stakes in joint ventures(b) contribution of land either through sale or lease or granting of a concession or development rights• An Investment Holding Company (IHC) whereby it will operate as a discretionary fund i.e. all investment decisions shall be at the sole discretion of its appointed Board of Directors (BOD).• May provide bridging or mezzanine financing to catalyst projects to assist in any funding gap at the initial stages.• Participation in SJER is via investing in Project Development Vehicles (PDV).• May own land banks but will not directly participate in property development or construction. It will promote strict project evaluation and selection process to ensure that the projects in SJER are successful and sustainable.• May partner with major foreign players to participate in SJER via PDVs.
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