LAND USE & PHYSICAL DEVELOPMENT
Blueprint is a document to guide Iskandar Malaysia’s policies and strategies on certain subject such as Land Use, Economic, Environment and Infrastructure. The blueprint details the framework and action plans for implementation of strategies, programmes and projects based on best practice benchmarked with other world class and livable cities and support the Comprehensive Development Plan (CDP), the main document for Iskandar Malaysia.

Background and framework of preparation of blueprints in relation with other statutory planning documents as shown below:

**Town and Country Planning Act (Act 172)**

- **National Level**
  - National Physical Plan (NPP)

- **Johor State Level**
  - State Structure Plan (SSP)

- **JB District Local Plan (JB DLP)**

- **Pontian District Local Plan (P DLP)**

- **Specific Areas**
  - Pasir Bandar Johor Bahru, Kg Melayu Majidee
  - Pasir Pertumbuhan Tampoi, Pasir Pertumbuhan
  - Permas Jaya, Pasir Pertumbuhan Pandan

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**The IRDA Act (Act 664)**

- **2006: Comprehensive Development Plan 2025**
  - Coverage: Iskandar Malaysia (IM)
  - Content: Framework, vision and objectives of the development of Iskandar Malaysia (Section 23 (2) (a) Act 664)

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**LIST OF COMPLETED BLUEPRINTS 2006 - 2012**

24 Approved Blueprints As At 31st December 2012

- Social Development Intervention Strategy & Implementation Plans for Iskandar Malaysia
- Enterprise GIS Roadmap for Iskandar Malaysia
- Safety & Security Blueprint for Iskandar Malaysia
- Investment & Marketing Strategic Roadmap for Iskandar Malaysia
- Human Capital Blueprint for Iskandar Malaysia
- Tanjung Puteri - Tourism Development Strategy Framework for Iskandar Malaysia
- Planning & Design Guideline for Housing, Neighbourhood and Amenities for Iskandar Malaysia
- Area Character Statement Blueprint for Iskandar Malaysia
- Integrated Land Use Blueprint for Iskandar Malaysia
- Housing Management Blueprint for Iskandar Malaysia
- Information Communication Technology Blueprint 2020 for Iskandar Malaysia
- Drainage and Stormwater Management Blueprint for Iskandar Malaysia
- Environment Planning Blueprint for Iskandar Malaysia
- Maintenance Operational Plan Blueprint for Iskandar Malaysia
- Shoreline Management Plan Blueprint 2010-2030 for Iskandar Malaysia
- Electricity Blueprint for Iskandar Malaysia
- Transportation Blueprint 2010-2030 for Iskandar Malaysia
- Road Layout Design Blueprint for Iskandar Malaysia
- Renewable Energy and Energy Efficiency Blueprint for Iskandar Malaysia
- Integrated Solid Waste Management Blueprint for Iskandar Malaysia
- Planning & Design Guidelines for Commercial & Industrial Development for Iskandar Malaysia
- Earthworks Management Blueprint for Iskandar Malaysia
- Guidelines for the Integrated Management of Muslim’s Cemetery for Iskandar Malaysia
- Green Building Road Map for Iskandar Malaysia
BLUEPRINT
STRATEGIC FRAMEWORK

1. In total 649 initiatives are identified in all the approved blueprints.

2. For implementation and monitoring purposes, these initiatives are divided into 4 types of initiatives and consolidated into 11 important subjects which have similar objective and outcome.

SUMMARY OF INITIATIVES

Types of initiatives
- Transport
- Economy
- Green
- Tourism
- Heritage & Culture
- Land Use & Physical Development
- Information & Communication Technology
- Safety & Security
- Utility, Infrastructure & Asset Management
- Creative
- Social

Programme / Project Implementation
Awareness / Training
Compliance to Guidelines
Policies

Summary Progress based on type of initiatives

The bar chart shows progress of blueprint initiatives as at 31st December 2012. All completed initiatives were successfully done in collaboration with relevant agencies and strong support by private entities and the community. New policies and programmes/projects were carried out yearly, whereby awareness/training is an on-going project.

Intention of this brochure:
This brochure is intended to benefit all stakeholders in Iskandar Malaysia. Amongst the benefits are:

- It showcases progress update of each blueprint agenda so that all stakeholders can anticipate the future.
- It enables public agencies, private entities and community to know areas that will affect them and how they can take part.
LAND USE & PHYSICAL DEVELOPMENT

VISION
Ensuring proper management of land use in the most sustainable manner as prescribed under the IRDA act 664, Comprehensive Development Plans and blueprints and other supporting documents.

FOCUS
Ensuring proper management of land use in Iskandar Malaysia as prescribed in CDP and other related statutory physical plan.

2025 TARGET
27% DEVELOPMENT URBAN FOOTPRINT
2:1000 HECTARES OF GREEN AREA

LIST OF PRIORITY PROJECTS FOR 2014 - 2015

<table>
<thead>
<tr>
<th>No</th>
<th>Initiatives / Projects</th>
<th>Description of initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ILU-01 Review Local Plans</td>
<td>To incorporate recommendations of blueprint in Local Plans</td>
</tr>
<tr>
<td>2</td>
<td>ILU-02 Incentives for In-fill Developments</td>
<td>15% incentives for flagship zones for in-fill development</td>
</tr>
<tr>
<td>3</td>
<td>ILU-14 Formulation of Urban Design Framework and Guideline for the City Centre</td>
<td>Urban Design Guidelines for JB city Centre</td>
</tr>
<tr>
<td>4</td>
<td>ILU-18 Rejuvenation of JBCC to enhance the services sector to complement new economic growth zones</td>
<td>JB transformation program including Sg Segget rejuvenation Phase 2</td>
</tr>
<tr>
<td>5</td>
<td>ILU-27 Development in Iskandar Malaysia should be in line with the SDA category of the respective area</td>
<td>Incorporating 5 big moves in CDP review</td>
</tr>
</tbody>
</table>

Legend
- Highway
- Primary Road
- Iskandar Malaysia Boundary

Flagship Zone
- FLAGSHIP A - Johor Bahru City
- FLAGSHIP B - Nusajaya
- FLAGSHIP C - Western Gate Development
- FLAGSHIP D - Eastern Gate Development
- FLAGSHIP E - Senai-Skudai

PROGRESS TO DATE

ILU 02: Incentives For In-fill Developments
- Medini Incentives
- Non-fiscal incentives
- Knowledge workers incentives
- Other incentives

ILU 01: Review Local Plan
- Integration ILU Blueprint into current local plan
- RTD Johor Bahru
- RTD Kulaijaya
- RTD Pontian

ILU 14: Formulation Of Urban Design Framework And Guideline For The City Centre
- Johor Bahru Sentral District Masterplan

ILU17: Undertake Demonstration Projects - Urban Regeneration
- To rejuvenate and revitalize JB City centre as a livable city that attracts vibrant activities and population
- Johor Bahru Transformation

ILU 23: Programs For River Restoration In Urban Areas - Sg. Segget

SG. SEGGET (BEFORE)

SG. SEGGET (AFTER)

Number of applications

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1A</td>
<td>1870</td>
<td>1710</td>
<td>1560</td>
</tr>
</tbody>
</table>

Business Improvements

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>5</td>
<td>14</td>
<td>17</td>
</tr>
</tbody>
</table>

Development Improvements

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>21.2%</td>
<td>180%</td>
<td></td>
</tr>
</tbody>
</table>

Outcome JBT Program:
- 32 new shop young entrepreneurs in CBD area
- 21.2% In business improvement
- 180% In new development submission

For further enquiries, please email Mohamed Jamil Ahmad at jamil.ahmad@irda.com.my
Spanning across 2,217 square kilometres, about three times the size of Singapore, Iskandar Malaysia offers significant supply of land which is competitively priced. The region has ready infrastructure such as power utilities, transportation networks and services, and broad based telecommunication.

Iskandar Malaysia also offers affordable quality housing, excellent education and healthcare infrastructure within safe, liveable communities. All of which creates a standard of living comparable to some of the region’s more developed economies, but at a competitive cost.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2006</th>
<th>2025</th>
<th>Annual rate of change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (Mil)</td>
<td>1.6</td>
<td>3.0</td>
<td>4.63</td>
</tr>
<tr>
<td>GDP per capita (PPP in USD)</td>
<td>14,790</td>
<td>31,100</td>
<td>5.78</td>
</tr>
<tr>
<td>Labour Force (Mil)</td>
<td>0.62</td>
<td>1.46</td>
<td>7.00</td>
</tr>
<tr>
<td>Employment (Mil)</td>
<td>0.61</td>
<td>1.43</td>
<td>7.00</td>
</tr>
</tbody>
</table>

Projected growth 2006 to 2025

**VISION**

**TO BE A STRONG AND SUSTAINABLE METROPOLIS OF INTERNATIONAL STANDING.**

For more info please visit: www.iskandarmalaysia.com.my