

UNIVERSITI PUTRA MALAYSIA

TRAFFIC CALMING ALONG URBAN ROADS CASE STUDY: CENTRAL BUSINESS DISTRICT, JOHOR BAHRU

WONG KAM LEE

FK 2008 95



TRAFFIC CALMING ALONG URBAN ROADS CASE STUDY: CENTRAL BUSINESS DISTRICT, JOHOR BAHRU

WONG KAM LEE

MASTER OF HIGHWAY AND TRANSPORTATION ENGINEERING UNIVERSITI PUTRA MALAYSIA 2008







TRAFFIC CALMING ALONG URBAN ROADS CASE STUDY: CENTRAL BUSINESS DISTRICT, JOHOR BAHRU KAW 5988

PROJECT

SUPERVISOR: DR. HUSSAIN B. HAMID

PREPARED BY
WONG KAM LEE
GS 17222
MASTER OF HIGHWAY AND TRANSPORTATION ENGINEERING



TRAFFIC CALMING ALONG URBAN ROADS CASE STUDY: CENTRAL BUSINESS DISTRICT, JOHOR BAHRU

BY
WONG KAM LEE

THESIS SUBMITTED IN FULFILLMENT OF THE REQUIREMENTS FOR
THE MASTER OF HIGHWAY AND TRANSPORTATION ENGINEERING IN
THE FACULTY OF ENGINEERING, UNIVERSITI PUTRA MALAYSIA



ACKNOWLEDGEMENT

The author wish to express his appreciation to the continuous assistance, guidance, advice and constructive comments provided to the author by Dr. Hussain bin Hamid who act as supervisor in this research is gratefully acknowledged. Special recognition is given to Prof. Dr. Ratnasamy A/L Muniandy for his many invaluable helpful and suggestions for improving this research.

Additionally, many organization and individuals supplied information and assistance for this research. Direct credit is given in the text for all relevant personnel from the Town and Country Planning Department and Highway Planning Unit which is under Ministry of Housing and Local Government and Ministry of Public Work respectively, Johor Bahru City Council, Fire and Rescue Department of Johor, Traffic Police of Johor and Hospital Sultanah Aminah, city bus operators-Causeway Link Sdn. Bhd., Syarikat Pengangkutan Maju Sdn. Bhd. and Triton Sdn. Bhd.

Lastly, the author would like to express his utmost gratitude to members of his beloved family for their love, support, patient, sacrifices, encouragement and understanding, to his many friends for spiritual inspiration and to those who have in one way or the other made the success of this research possible.

Thank you.

UPM

致我最亲爱的:

远在天国的爸爸、身边的妈妈、哥哥、姐姐与弟弟,因 为你们伟大的守护、关怀、支持与牺牲,才造就了今天 的我!

锦利啟

公元二零零八年五月四日



ABSTRACT

Many rapidly developing cities are plagued with urban problems related to high level of motorization on the road. Contemporary measures adopted to address the issues of high motorization level are usually associated with engineering based capital improvement projects (CIPs). However, this will not necessarily overcome the traffic problems; in the long run, it will reproduce the same problem, at an even greater magnitude. CIPs also lead to the loss of urban heritage, natural elements and public amenities in the cities; and overall urban environmental degradation. It is time to look on to new measures to tackle the traffic problems. For this purpose, this research looks into the potentials of introducing traffic calming onto urban roads in the Central Business District (CBD) of Johor Bahru from traffic planning perspectives. Traffic calming aims at the total enhancement of road safety, improvement of traffic condition and betterment of the overall urban environment through vehicles speed reduction, deterring through traffic, encouraging pedestrianisation and cycling, and discouraging private vehicles usage.

The research involves an inventory on site physical features; a road and intersection inventory; and weekdays and weekend observations on overall traffic condition. Site analysis shows that presently, the CBD of Johor Bahru faces serious traffic congestions especially during peak hours, due to high through traffic levels and limited east-west road linkages. There is a dire need for some measures to be implemented in order to reduce congestions and maintain the accessibility and attractiveness of the city, in line with the Johor Bahru District Local Plan 2020. This development plan had outlined in detail policies and guidelines for the development of the Johor Bahru Central District (including the CBD) augur well for the implementation of traffic calming in Johor Bahru. The development plan provides an opportunity to make a fresh start towards incorporating traffic calming into the new road network of the CBD.



Questionnaire interviews with 90 business operators/ proprietors in the CBD of Johor Bahru shows a 44% agreement and 56% disagreement to the implementation of traffic calming in the CBD. The main reasons for disagreement include worries that business might deteriorate, current traffic volume is too high and lack of confidence in the effectiveness of traffic calming. Consultations with the city fire department and the hospital yield positive feedbacks whereas the police and the city bus operators consent to traffic calming on the condition that current traffic conditions be improved first. Evaluation on various traffic calming measures using the modified Goals Achievement Matrix (GAM) technique indicates that humped pedestrian crossings, raised plateau junctions, pavement widening, side road closures, bus priority lanes, speed cushions and flat top humps are suitable measures to be used on roads in the CBD.

Finally, an area-wide scheme has been proposed within the CBD of Johor Bahru on collector roads, local roads and limited access controlled roads. Speed limits of 35 km/h to 50 km/h are proposed, to be achieved utilizing the 75-millimetre flat top humps, humped pedestrian crossing, raised plateau junctions, speed cushions, bus priority lanes, partial junction closure, gateway signage, rumble strips and 50-millimetre low height humps. It is concluded that traffic calming has the potential to be implemented on urban roads within the CBD and to be extended onto other urban roads.



ABSTRAK

Bandaraya yang pesat membangun menghadapi pelbagai masalah perbandaran yang berkaitan dengan tahap pemotoran yang tinggi di atas jalanraya. Pendekatan semasa untuk menangani isu tahap pemotoran yang tinggi sentiasa melibatkan projek peningkatan kejuruteraan yang modal intensif. Namun, ini tidak semestinya dapat mengatasi masalah lalulintas tersebut; dalam jangka panjang, masalah yang sama akan berulang, malahan dengan lebih serius lagi. Pelaksanaan projek peningkatan kejuruteraan juga membawa kepada pelupusan warisan bandar, elemen semulajadi dan ameniti awam dalam bandar; dan penurunan kualiti keseluruhan persekitaran bandaraya. Pendekatan baru perlu dikenalpasti bagi menyelesaikan masalah lalulintas ini. Sehubungan dengan itu, penyelidikan ini akan melihat kepada potensi memperkenalkan tenang trafik bagi dilaksanakan di Kawasan Perdagangan Pusat (KPP) Bandaraya Johor Bahru dari perspektif perancangan lalulintas. Tenang trafik bertujuan mempertingkatkan keselamtan jalanraya, memperbaiki keadaan lalulintas dan kualiti keseluruhan persekitaran bandar melalui pengurangan kelajuan kenderaan, menghalang lalulintas terus, menggalakkan pejalan kaki dan basikal, dan tidak menggalakkan penggunaan kenderaan persendirian.

Penyelidikan ini meliputi inventori ke atas ciri-ciri fizikal tapak; inventori jalan dan persimpangan; dan pengamatan keseluruhan keadaan lalulintas pada hari biasa dan hujung minggu. Analisis tapak menunjukkan KPP Bandaraya Johor Bahru kini menghadapi masalah kesesakan lalulintas yang serius terutamanya pada waktu puncak. Ini adalah akibat daripada tahap lalulintas terus yang tinggi dan jalan penghubung timur-barat yang terhad. Langkah-langkah adalah diperlukan secara mendesak bagi mengurangkan kesesakan lalulintas dan mengekalkan aksesibiliti dan daya tarikan Bandaraya Johor Bahru selari dengan Rancangan Tempatan Daerah Johor Bahru 2020. Rancangan pembangunan ini telah menggariskan polisi dan garispanduan terperinci pembangunan Daerah Sentral



Johor Bahru (termasuk KPP), menyediakan asas yang kukuh untuk pelaksanaan tenang trafik di Bandaraya Johor Bahru. Rancangan pembangunan ini telah menyediakan peluang ke arah menerapkan tenang trafik dalam jaringan jalan yang baru dalam KPP.

Kajian soal selidik ke atas 90 orang peniaga/ pemilik harta tanah di KPP mendapati 44% responden bersetuju dengan pelaksanaan tenang trafik dan 56% tidak bersetuju. Faktor utama responden tidak bersetuju dengan pelaksanaan tenang trafik termasuk kebimbangan bahawa perniagaan akan terganggu, isipadu lalulintas semasa terlalu tinggi dan tidak yakin dengan keberkesanaan tenang trafik. Perbincangan dengan balai bomba dan hospital telah memperolehi maklumbala positif manakala ibu pejabat polis dan pengusaha bas awam bersetuju terhadap pelaksanaan tenang trafik dengan syarat keadaan lalulintas semasa diperbaiki terlebih dahulu. Penilaian ke atas pelbagai teknik tenang trafik menggunakan Matriks Pencapaian Matlamat yang diubahsuai menunjukkan lintasan pejalan kaki berbonggol, penaikan aras simpang, pelebaran ruang pejalan kaki, penutupan jalan tepi, lorong keutamaan bas, kusyen kelajuan dan bonggol rata adalah sesuai untuk digunakan di jalan bandar dalam KPP.

Akhir sekali, satu skim tenang trafik menyeluruh telah dicadangkan dalam KPP yang melipatkan jalan pengumpul, jalan tempatan dan jalan akses terhad. Had laju antara 35 kilometer sejam hingga 50 kilometer sejam telah dicadangkan, dan akan dicapai menggunakan bonggol rata 75 milimeter, lintasan pejalan kaki berbonggol, penaikan aras simpang, kusyen kelajuan, lorong keutamaan bas, penutupan persimpangan separa, kaedah *gateway*, jalur keroncang dan bonggol rendah 50 milimeter. Adalah disimpulkan bahawa tenang trafik berpotensi untuk dilaksanakan di jalan bandar dalam KPP dan diperluaskan ke atas jalan bandar yang lain.



LIST OF CONTENTS

	CONTENT	Page
ACKNOWLEDG DEDICATION ABSTRAK LIST OF CONT LIST OF TABL LIST OF PLAN LIST OF FIGUR LIST OF APPE	ENTS ES S RES	i ii v vii xii xiii xiv
CHAPTER 1 INTRODUCTIO 1.1	PROBLEM STATEMENT : NEED FOR TRAFFIC CALMING 1.1.1 Potential of Propose Traffic Calming in Johor Bahru	1 3 6
1.2	RESEARCH OBJECTIVE	8
1.3	STUDY AREA AND STUDY SITE	9
1.4	SCOPE OF STUDY	11
1.5	IMPORTANCE OF RESEARCH	12
CHAPTER 2 LITERATURE F 2.1	REVIEW HISTORY OF TRAFFIC CALMING DEVELOPMENT	14 14
2.2	WHAT IS TRAFFIC CALMING?	16
2.3	PURPOSE OF TRAFFIC CALMING IMPLEMENTATION	19
2.4	BENEFITS OF TRAFFIC CALMING	21
2.5	PROBLEMS OF TRAFFIC CALMING	23



2.6	PRINCIPLES AND TECHNICAL ASPECTS OF TRAFFIC CALMING	26
	2.6.1 Principles Of Traffic Calming	26
	2.6.2 Technical Aspects Of Traffic Calming	31
	2.6.2.1 Vertical Traffic Calming Measures	32
	2.6.2.2 Horizontal Traffic Calming Measures	37
	2.6.2.3 Gateway	38
	2.6.3 General Guide for Traffic Calming Measures Adoption By Land Use	39
	2.6.3.1 Traffic Calming Measures In Residential Areas	39
	2.6.3.2 Traffic Calming Measures In Shopping Areas	40
	2.6.3.3 Traffic Calming Measures On Primary Roads	41
	2.6.3.4 Traffic Calming Measures On Secondary Roads	42
2.7	MODELS OF TRAFFIC CALMING IMPLEMENTATION	43
2.8	TRAFFIC CALMING IN MALAYSIA ?	47
2.9	SUMMARY	48
CHAPTER		
METHODO		50
3.1	STUDY STAGES	50
	3.1.1 Preliminary Comprehension	50
	3.1.2 Literature Review	52
	3.1.3 Data Collection	52
	3.1.4 Data Analysis	53
	3.1.5 Proposal	54
3.2	METHODOLOGY	55
	3.2.1 Inventory Of Johor Bahru Land Development And Roads	55
	3.2.2 Inventory Of Study Site	56
	3.2.3 Study Of Traffic Data	57
	3.2.4 Study Of Existing Development Plan And Policies	58
	3.2.5 Questionnaire Interviews With Business Operator/ Proprietors	59
	3.2.6 Consultation And Interview With Agencies	61



	3.2.7 Evaluation And Selection Of Traffic Calming Techniques	63
3.3	FINAL OUTPUT OF RESEARCH	65
CHAPTER 4 DATA ANALYS	IS AND RESULTS	66
4.1		66
	JOHOR BAHRU	
	4.1.1 Scenario Of Land Development And Traffic Condition	67
	4.1.2 Development Scenario Of Roads Network	69
4.2	INVENTORY AND TRAFFIC DATA OF STUDY SITE ANALYSIS	70
	4.2.1 Land Development And Traffic Condition Of Study Area	71
	4.2.1.1 Johor Bahru Inner Ring Road And Traffic Movement Pattern	73
	4.2.2 Visual Observation And Study Site Inventory	75
		76
	4.2.2.2 Existing Road Networks, Hierarchies And Functions	76
	4.2.2.3 Road And Intersection Inventory	79
	4.2.2.4 Car Parking Facilities	81
	4.2.2.5 Public Transport Services And Facilities	83
	4.2.2.6 Pedestrian Facilities	86
	4.2.3 Traffic Data Analysis	91
4.3	EXISTING DEVELOPMENT PLAN AND POLICY	93
	4.3.1 Johor Bahru District Local Plan 2020	93
	4.3.1.1 City Functions And Land Development Concept	94
	4.3.1.2 Traffic System Development Concept	95
	4.3.1.3 Car Parking Facilities Provision Concept	97
	4.3.1.4 Public Transport Facilities Development Concept	98
	4.3.1.5 Pedestrian Walkways Development Concept	99
4.4	QUESTIONNAIRE INTERVIEWS DATA ANALYSIS	100
	4.4.1 Questionnaire Interviews With Business	101
	Operators/ Proprietors	



	4.4.2 Consultations With Emergency Response Agencies	107
	4.4.2.1 Consultation With Fire And Rescue Department	108
	4.4.2.2 Consultation With Hospital Sultanah Aminah	110
	4.4.2.3 Consultation With Headquarters Of Traffic Police Of Johor	111
	4.4.3 Consultations With City Bus Operators	112
	4.4.3.1 Consultation With Causeway Link Sdn. Bhd.	113
	4.4.3.2 Consultation With Syarikat Pengangkutan Maju Berhad	115
	4.4.3.3 Consultation With Triton Sdn. Bhd.	116
4.5	SELECTION OF TRAFFIC CALMING MEASURES	117
	4.5.1 Traffic Calming Measures Evaluation Method And Criteria	118
	4.5.2 Evaluation And Selection Of Traffic Calming Measures	122
4.6	RESULTS	127
CHAPTER 5		
	MING SCHEME PROPOSAL	132
5.1	THE PROPOSED TRAFFIC CALMING AREA	132
5.2	OBJECTIVES OF TRAFFIC CALMNG SCHEME	133
5.3	OVERALL CONCEPT PROPOSAL	134
5.4	DETAIL PROPOSAL	137
	5.4.1 Flat-top Hump	138
	5.4.1.1 Flat-top Pedestrian Crosswalk	139
	5.4.1.2 Flat-top Hump With Carriageway Narrowing On Hump	140
	5.4.2 Raised Plateau Junction	141
	5.4.3 Low Thermoplastic Hump	142
	5.4.4 Speed Cushion	143
	5.4.5 The Transverse Bars/ Rumble Strips	144
	5.4.6 Bus Lane	145
	5.4.7 Side-road Closure	146



	5.4.8 Partially Intersection Closure	146
	5.4.9 Gateway	147
	5.4.10 One-way System	148
5.5	EDUCATION FOR PUBLIC	148
5.6	EVALUATION OF EFFECTIVENESS	149
5.7	SUMMARY	150
CHAPTER 6		
CONCLUSION		151
BIBLIOGRAFI		153
ADDENDIYES		



LIST OF TABLES

	TABLE	Page
Table 4.1	Existing Land Use Distribution Of CBD Of Johor Bahru	76
Table 4.2	Calculation Of Respondent's Acceptance On Traffic Calming Measures Which Is Based On Selected Measure Frequency And Selection Rank	107
Table 4.3	Traffic Calming Measures Evaluation Criteria And Weightage	121
Table 4.4	Traffic Calming Measures Evaluation Matrix That Based On Modified Goal Achievement Matrix (GAM) Method	123



LIST OF PLANS

	PLAN	Page
Plan 1.1	STUDY AREA AND STUDY SITE	9-10
Plan 3.1	AREA DISTRIBUTION FOR QUESTIONNAIRE INTERVIEW WITH THE BUSINESS OPERATORS & PROPRIETORS	59-60
Plan 4.1	EXISTING PATTERN OF MAIN TRAFFIC MOVEMENT IN JOHOR BAHRU CITY COUNCIL AREA	68-69
Plan 4.2	LOCATION OF MALAYSIA-SINGAPORE SECOND LINK AT TANJUNG KUPANG, JOHOR	69
Plan 4.3	PREDICTION OF MAIN TRAFFIC MOVEMENT PATTERN IN JOHOR BAHRU CITY COUNCIL WITH VARIOUS ROAD DEVELOPMENT PROJECTS	70-71
Plan 4.4	POTENTIAL AREAS FOR FUTURE DEVELOPMENT	72-73
Plan 4.5	MAIN DEVELOPMENT PROJECT PROPOSALS IN STUDY AREA	72-73
Plan 4.6	INNER RING ROAD : TYPES OF INTERCHANGE	73-74
Plan 4.7	EXISTING ROAD NETWORKS AND FUNCTIONS IN CBD	76-77
Plan 4.8	EXISTING TRAFFIC CIRCULATION PATTERN IN STUDY SITE	78-79
Plan 4.9	EXISTING CAR PARKING FACILITIES IN STUDY SITE	82-83
Plan 4.10	EXISTING PUBLIC BUS ROUTES AND PUBLIC TRANSPORT FACILITIES	84-85
Plan 4.11	EXISTING PEDESTRIAN MOVEMENT PATTERN	87-88
Plan 4.12	PROJECTION OF TRAFFIC VOLUME (16 HOURS) IN CBD	91-92
Plan 4.13	THE PROPOSED LAND USE CONCEPT IN STUDY AREA	94-95
Plan 4.14	THE PROPOSED CAR PARKING FACILITIES ZONES IN STUDY AREA	97-98
Plan 4.15	THE PROPOSED BUS ROUTES IN STUDY AREA	98-99
Plan 4.16	THE PROPOSED PEDESTRIAN WALKWAYS NETWORK IN STUDY SITE	100-10
Plan 5.1	THE PROPOSED CBD DEVELOPMENT CONCEPT	132-133



LIST OF FIGURES

	FIGURE	Page
Figure 1.1	Summary Of Urban Traffic Problems And Need Of "Traffic Calming"	6
Figure 2.1	Traffic Calming As Sustainable Traffic Management And Control Measure	28
Figure 2.2a	The circular profiele hump uses a triangle signs	33-34
Figure 2.2b	The circular profile humps uses a chevron marking pattern	33-34
Figure 2.3	Principle of road hump placement	33-34
Figure 2.4	The flat-top humps uses a triangle signs	34-35
Figure 2.5	The typical dimension of flat-top hump	34-35
Figure 2.6	The flat-top hump is designed to prompt drivers to exercise caution in a recognized, designated pedestrian crossing area and to discourage speeding in the crossing area	35-36
Figure 2.7	The raised plateau junctions use a unique pattern of pavement are provided to assist visually-impaired pedestrians detect the beginning of the crosswalk	35-36
Figure 2.8	The speed cushion is designed to allow the wider axle of emergency vehicles to straddle the cushions without slowing down or increasing response times	36-37
Figure 2.9	The typical dimension of speed cushion	36-37
Figure 2.10	An example of transverse bars/ rumble strips	36-37
Figure 2.11	Typical chicane that used on city roads to slow cars	38-39
Figure 2.12	An example of the provision of gateway to 20 mph traffic zone at the junction	38-39
Figure 2.13	Traffic Calming Scheme In Wych Hill Lane, Woking	44-45
Figure 2.14	Traffic Calming Scheme In Mayfield Road, Farnborough	44-45
Figure 2.15	Traffic Calming Scheme In Windsor	46-47
Figure 2.16	Traffic Calming Scheme In North Watford	46-47



Figure 3.1	Study Stages	51
Figure 5.1	Technical Dimension Of Proposed Flat-top Hump	138-139
Figure 5.2	The Height Of Pedestrian Walkway To Be Reduced In Order Equal With Pavement Of Flat-top Hump	138-139
Figure 5.3	Example Of Notice-board And It's Placement To Ensure Safety Of Road Hump	139-140
Figure 5.4	Treatment To Flat-top Hump For Pedestrian Crosswalk	139-140
Figure 5.5	Flat-top Hump With Carriageway Narrowing On Limited Access Controlled Road	140-141
Figure 5.6	The Proposed Raised Plateau Junction Design	141-142
Figure 5.7	Extension Of Raised Plateau Junction At Approach/ Leg Of Intersection	141-142
Figure 5.8	Adjustment Of Uphill Ramp Gradient To Avoid Grounding Problem	142-143
Figure 5.9	Technical Dimension Of Low Thermoplastic Hump	143-144
Figure 5.10	Technical Dimension Of The Proposed Speed Cushion	143-144
Figure 5.11	Technical Dimension Of The Proposed Rumble Strips	144-145
Figure 5.12	Traffic Calming On Jalan Tun Abdul Razak That Give Priority To Public Buses	145-146
Figure 5.13	The Proposed Side-road Closure And Pedestrian Only Are	146-147
Figure 5.14	The Proposed Partially Intersection Closure On Jalan Trus	147-148
Figure 5.15	Example Of Gateway Heading To Zone 35	148-149
Figure 5.16	The Proposed One-way Traffic Scheme At Limited Access Controlled Road Area	148-149



LIST OF APPENDIXES

APPENDIX

Appendix 1a Appendix 1b Appendix 1c Appendix 1d	Questionnaire I Questionnaire II Questionnaire III Brief of Traffic Calming
Appendix 2a Appendix 2b Appendix 2c Appendix 2d Appendix 2e	Goodness-of-fit Chi Square Test Homogeneity Chi Square Test Independence Chi Square Test Independence Chi Square Test χ^2 Distribution Table



CHAPTER 1

INTRODUCTION

Every rapidly developing town in Malaysia particularly Kuala Lumpur, Johor Bahru and Georgetown, are plagued with various urban traffic related problems such as traffic congestion, delayed, high rate of road accident, air pollution and noise. Such traffic problems are due to high traffic volume on the road, had incurred various negative impacts that jeopardized overall urban environmental quality.

Nowadays, the contemporary measures that had been adopted to address the issues of high motorization level are associated with engineering based capital improvement projects (CIPs), such as road widening and new road construction. Due to limited land particularly in town centre, projects such as road widening always been carried out by reducing pedestrian spaces and even made the width of pedestrian walkway less than 1 meter, therefore had put the pedestrians in high risk situation while walking on narrow sidewalk.

In addition, road widening projects are endangering more motor vehicles usage on the road, which would result in more serious traffic problems. In Malaysia, the registered vehicles has increased from 9.14 million vehicles



in 1998 to 13.88 million vehicles in 2004 with average growth rate is 6.39% per annum. This tremendous increase in vehicle registration would augment a demand of passenger car usage on the road network, particularly in cities.

In Europe, traffic claming began as a grassroots movement in the late 1960's. Priority has been given to pedestrian instead of private vehicles that has ensured safe and comfort ambiance for pedestrians. The efforts that had been taken by some countries such as United Kingdom, Holland, Denmark, and Germany have been successfully regained spaces for pedestrians, especially in residential areas. This traffic control approaches through speed control and deterring through traffic on local road and street in community service centre by using road humps, narrowing of carriageway, changing of pavement materials, chicanes, and etc that is not capital intensive and had been called as traffic claming.

The aim of this research is to look into the potentials of introducing the traffic calming as traffic management measure in town centre, thus introduce traffic calming onto urban roads in the Central Business District (CBD) of Johor Bahru from traffic planning perspectives.



1.1 PROBLEM STATEMENT: NEED FOR TRAFFIC CALMING

Rapid development in cities has brought various forms of traffic related problems either directly or indirectly, including traffic congestion, delays, increase in road accident rate, air pollution, noise; loss of urban heritage, natural elements and public amenities in towns. All these are due to high rise of traffic volume on the roads particularly private vehicles. In Johor Bahru, the current rate of car ownership in Johor Bahru is 218 cars per 1,000 resident and is expected to rise to 242 cars per 1,000 resident beyond 2015 (Johor Bahru District Local Plan 2020).

Traffic movement patterns in towns depend on factors such as the capacity of roadway, rate of car ownership, land use patterns, public transport facilities and traffic management measures. As the increase in car ownership and road capacity will increase traffic movements in towns, the current traffic problems should be addressed by improving on public transport and having effective urban traffic management measures.

Nevertheless, contemporary measures adopted in addressing the issues of high demand on road space are usually traffic engineering based. It is usually associated with existing road widening or new road construction which is capital intensive while rigid traffic engineering standards that are



insensitive against the humans' needs in term of space for pedestrians, relaxation, play and other activities (Pharoah, 1990).

Based on previous experiences, engineering based capital improvement approaches will not necessarily overcome the traffic problems in the long run, but might induce the increased of travel demand and activities due to provision of additional infrastructure that result from the road upgrading, construction and widening. It will reproduce the same problem, at an even greater magnitude in some time (Stover, 1988; Pharoah, 1990; Giguere, 1996). Therefore, capital improvement approaches had been identified as not suitable for intensively built up town centre.

In addition to capital intensive engineering measures, measures such as full pedestrianisation and total segregation have also been implemented in many cities, to enhance urban environment for human activities by discouraging motor vehicles usage in city. Nevertheless, if full pedestrianisation is to be implemented, it might be a problem due to this measure would channel the traffic to other roads and service delivering particularly emergency response services might face difficulties. From the urban design perspective, full pedestrianisation and total segregation might lead to the loss of road vibrant situation without traffic mixture; and sense of safety for pedestrians because based on Robertson (1994), the



appearance of motor vehicles might provide sense of safety to pedestrians while they are walking along the road. This is consistent with Smeed's Law statement that "the vehicles are the more dangerous the more uncommon they are" (Pasanen, 1996). Therefore, roads in city should enable safe mixture of various transport modes (Roberts, 1990).

By understanding the various functions of road in city, other than to accommodate motor vehicle demand (Appleyard, 1981; Pharoch, 1990), new approaches such as traffic calming is needed to overcome the traffic problems mentioned above, in order the road able to accommodate both pedestrians and motor vehicles at the same time (Buchanan, 1989). The traffic issues mentioned above can be summarized in Figure 1.1. Development in cities might lead to the increases of car ownership and travel demand; therefore creating various traffic related problems in town. Hence, traffic calming was introduced due to engineering and full pedestrianisation approaches alone which will not be able to address these traffic problems totally.

