

A nighttime photograph of the Kuala Lumpur skyline, featuring the Petronas Twin Towers and other illuminated skyscrapers. Overlaid on the image is a network of glowing blue circles connected by thin white lines. Each circle contains a different icon representing various aspects of smart city infrastructure: a square, a triangle, a cloud, a Wi-Fi symbol, a house, a car, a bicycle, and a document. The background is a deep blue night sky.

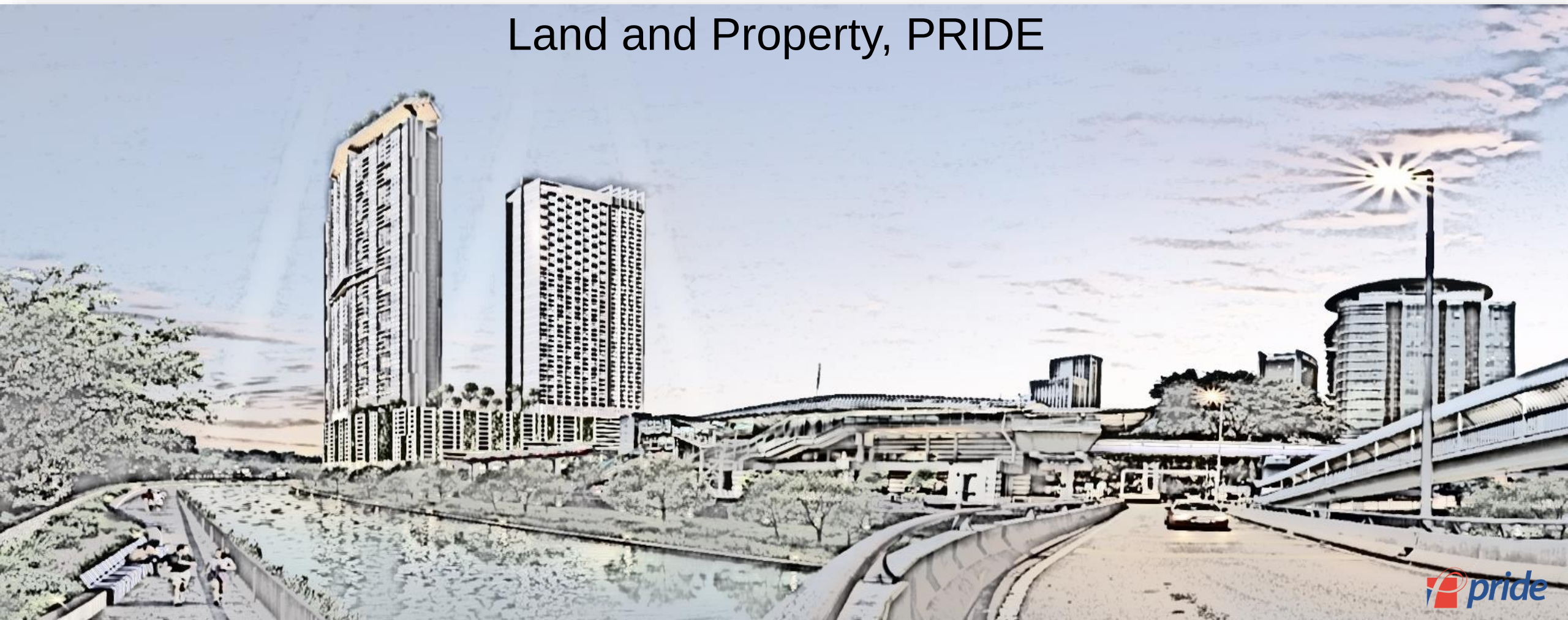
Transit Oriented Development

Compact Connected City - Living

8th November, 2017

Firdaus Effendy Mokhtar

Land and Property, PRIDE



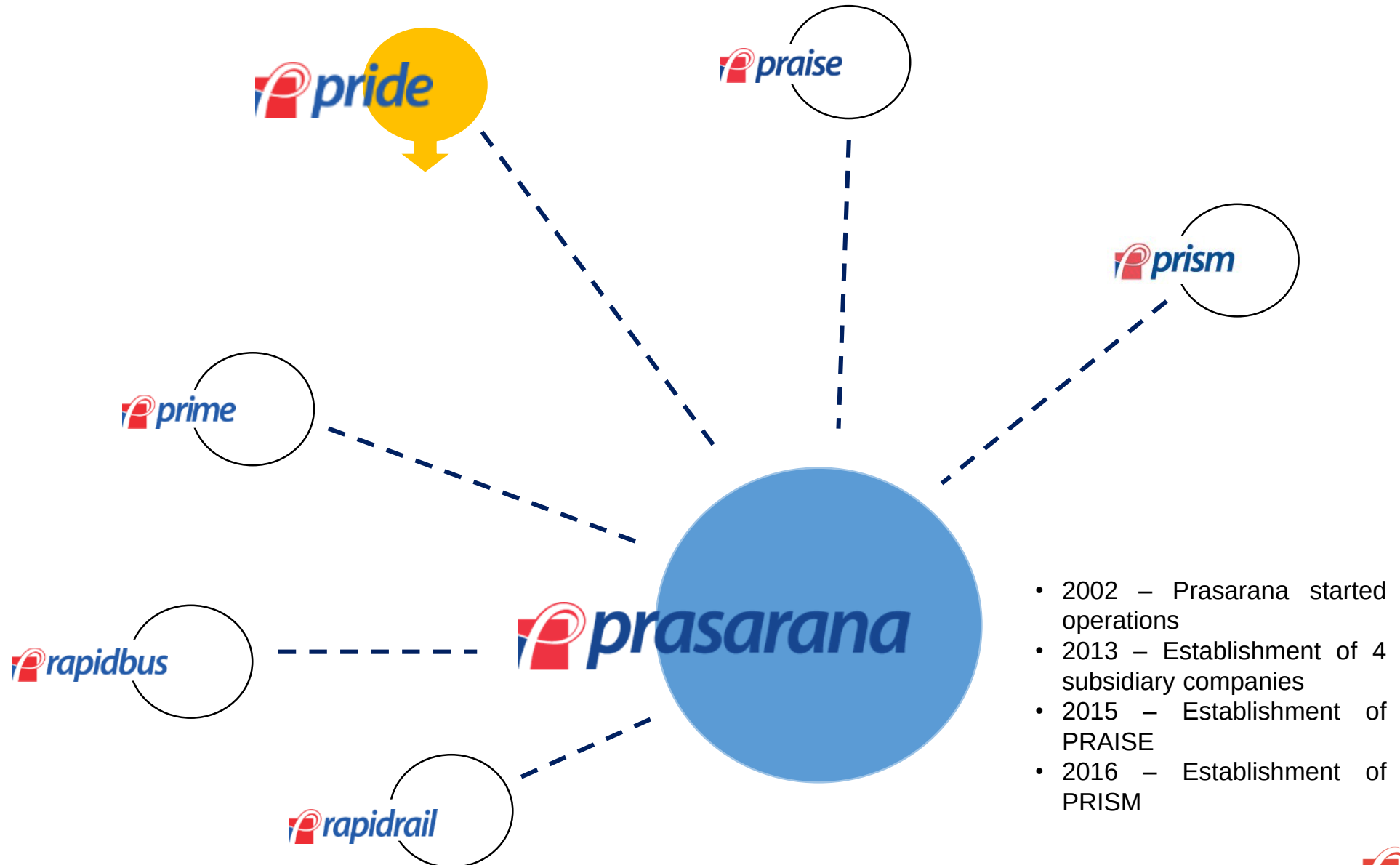
1 about Prasarana

2 Transit Oriented Development (TOD)

3 Why Compact Connected City Living?

4 TOD connecting map – by Prasarana

about PRASARANA



about PRIDE

PRIDE is a wholly subsidiary of Prasarana Malaysia Berhad, set up with a specific role to increase the non-fare revenue of Prasarana Group via commercialisation of Prasarana's rail and bus assets.

PRIDE comprises of:-



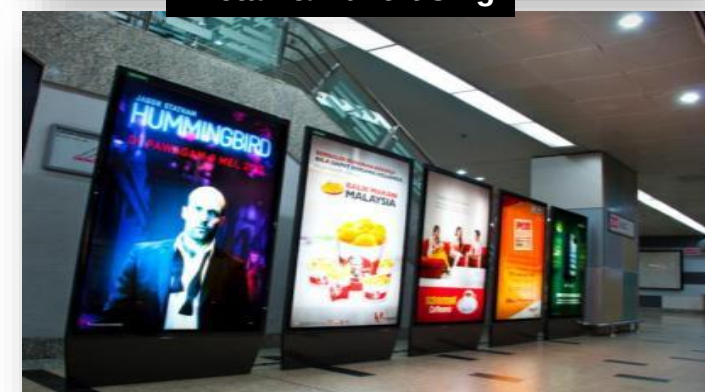
Land and Property



Enterprise Technology



Retail & Advertising



Enterprise Technology

Main function is exploring new business based on technology by leveraging from Prasarana's asset which includes expanding the telecommunication businesses along our railway tracks.



PRIDE / Business Partner:

- Pride through our business partner has laid fibre optic cables along our tracks
- Provide a 'neutral' playing field for TelCos as part of obligations to the relevant authorities (no Exclusivity to a particular Telco)



Home Owner / Business Owner:

- 'Technology Ready' property that can support any services without major civil structural works
- Availability of high speed telecommunication infrastructure that can support any services
- Flexibility to choose from various service providers depending on budget, sophistication and service quality



Retail and Advertising

Managing the retail space at train station and to promote the advertising medium at the LRT stations & busses

Retail Space:-



More recognizable brands



Advertising Medium:-



Land and Property

Land and Property Department through PRIDE to **promote TOD** by Leveraging on Strategic PRASARANA's Land Banks and Infrastructure



Over
12
millions
numbers of
riders visits
these
station
each year

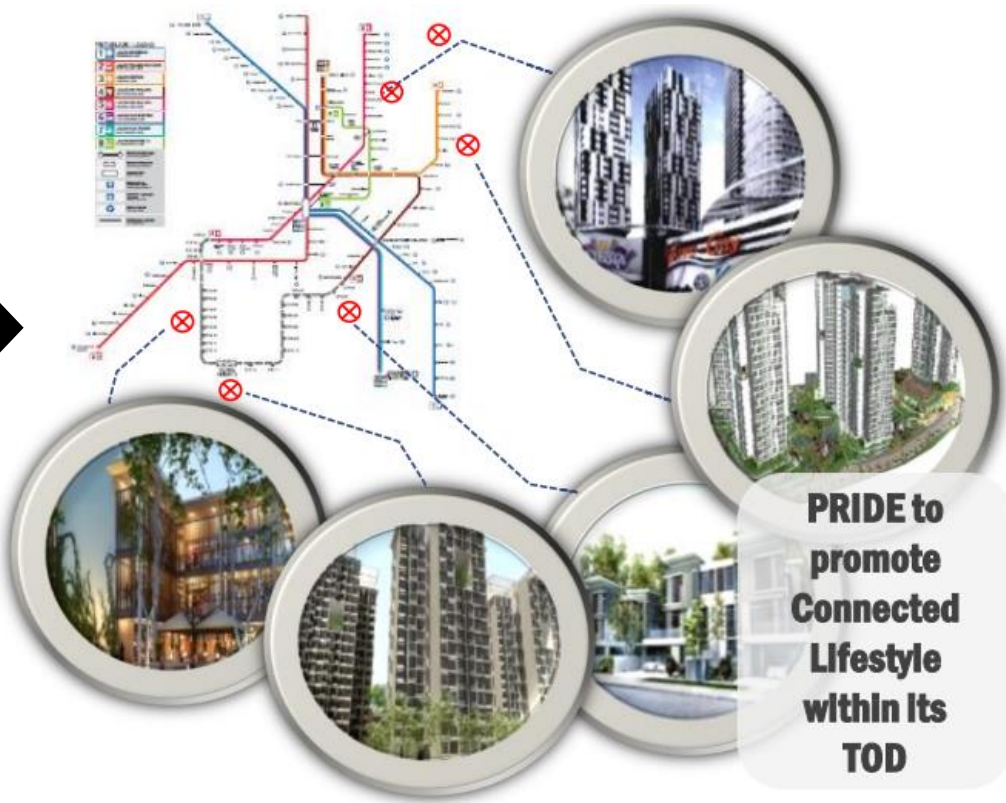
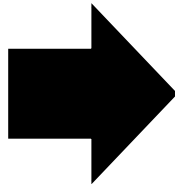


Figures is
set to
DOUBLE
over the
next 3 years

Owens
85
stations



More
people
will be
choosing
to travel
by
RAIL

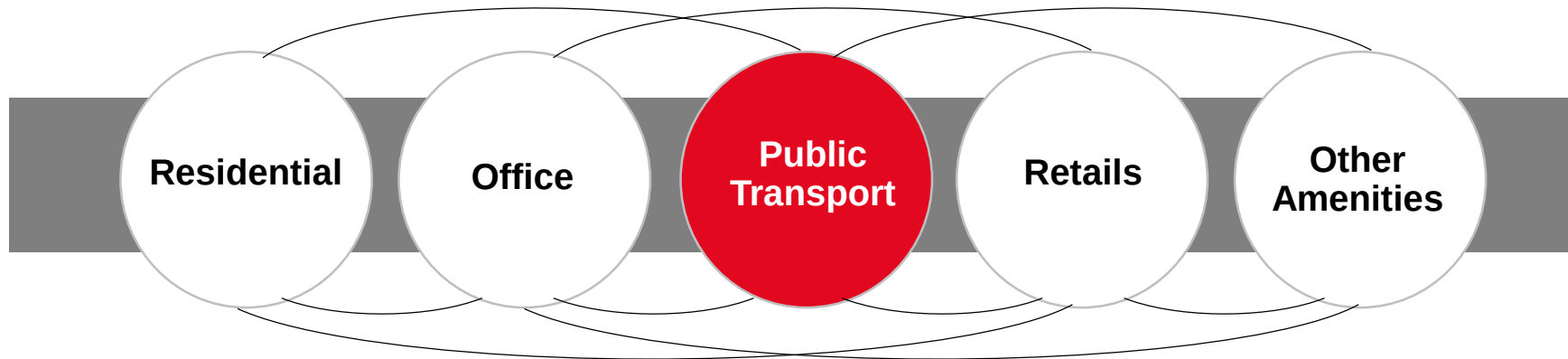


1 Million people travel on RapidKL daily !

Transit Oriented Development (TOD)

Definition of **TOD**

- Transit Oriented Development (TOD) is a **high density mixed** development located within **400m** radius of a high quality **train system**.
- It provides **seamless connectivity** to the station, via **pedestrian** & **cycling** friendly infrastructure with the **aim** of **encouraging public usage** of the transit system, **reduce traffic congestion** and **dependence on driving**.
- Considered one of the most **vibrant, livable** and **sustainable** forms of urban development.

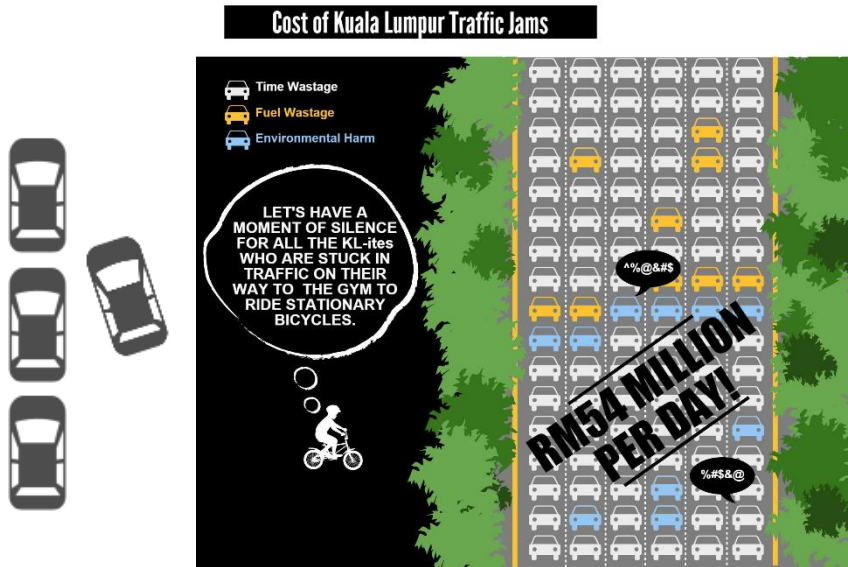


We've had enough of getting **stuck in traffic**

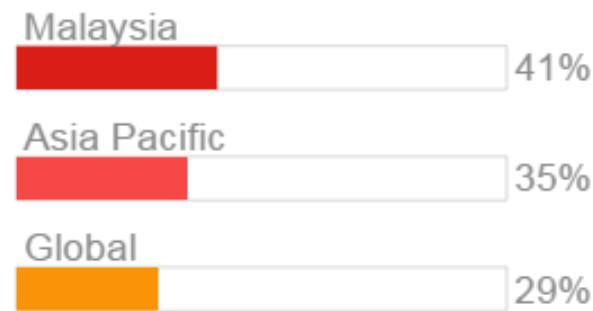


In 2014, SPAD survey found bus trip can take as long as 2.5 Hours

A stylized illustration of a yellow bus with a red stripe along the bottom and black windows.



41% of respondents in Malaysia ranked road congestion as their number one frustration



Frost and Sullivan (2013) survey



Traffic congestion cost figures by the World Bank (2015) (Source: <http://blog.japhethlim.com>)

Principles of **TOD**



Seamless connection to more shopping mall, offices, airport and etc

All amenities under one roof

Lifestyle for mobile persons

High density to house more units

Mindset changes

Collection of topologies and components

Facilities for bicycle to work, shop and transit stations

each component are within walking distance

Why Compact Connected City Living?

Why Compact **Connected** City Living?

Tagline of NOKIA



Why Compact **Connected** City Living?

Tagline of RapidKL

***rapid*KL**

Menghubungkan Kita Semua

CONNECTING US ALL

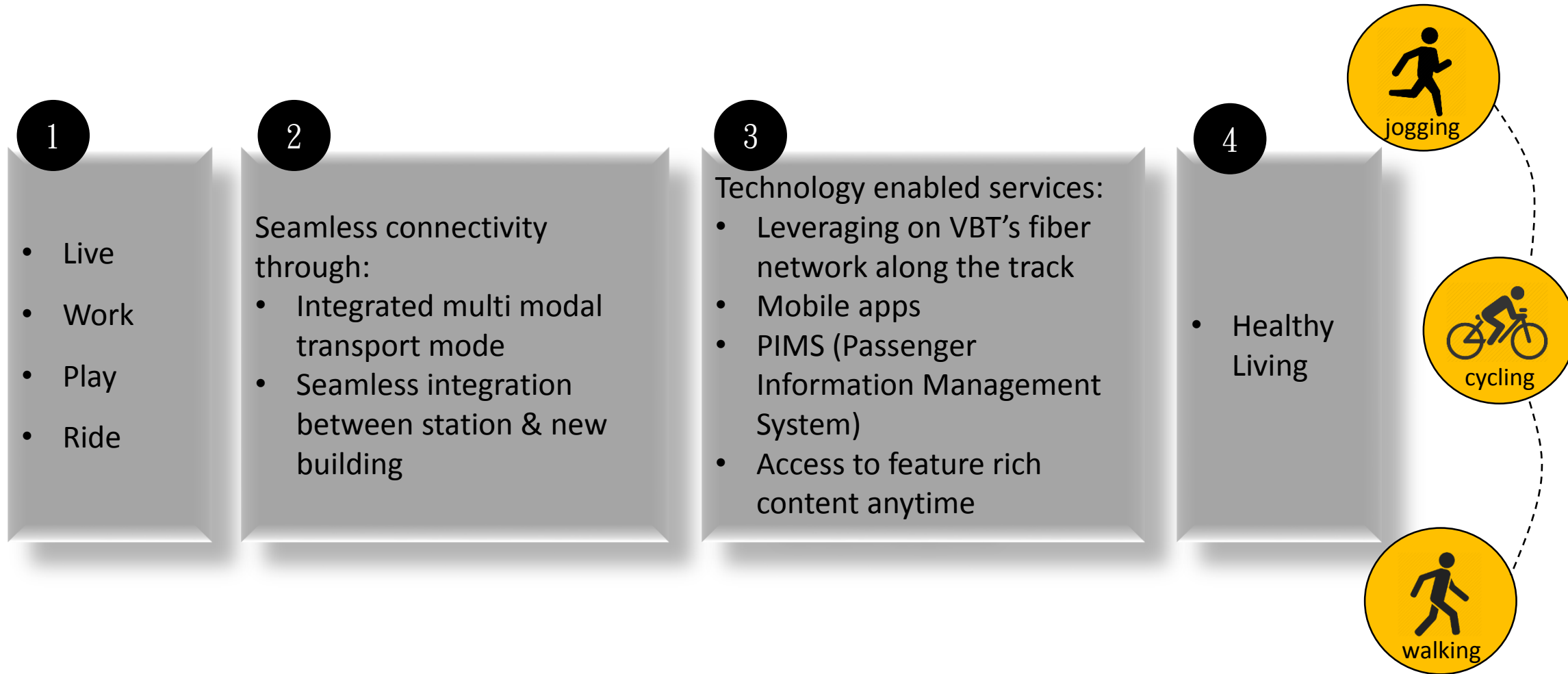


Why Compact **Connected** City Living?

Tagline of PRIDE



PRIDE Promoting Connected Lifestyle



PRIDE current TOD Projects



Dang Wangi LRT Station
Land Size: 2.72 acres
Mixed Development



Brickfields (near to Tun Sambathan Station)
Land Size: 11.2 acres
Mixed Development



Glenmarie LRT Station
Land Size: 25.7 acres
Mixed Development



Kelana Jaya LRT Station
Land Size: 4.95 acres
Mixed Development



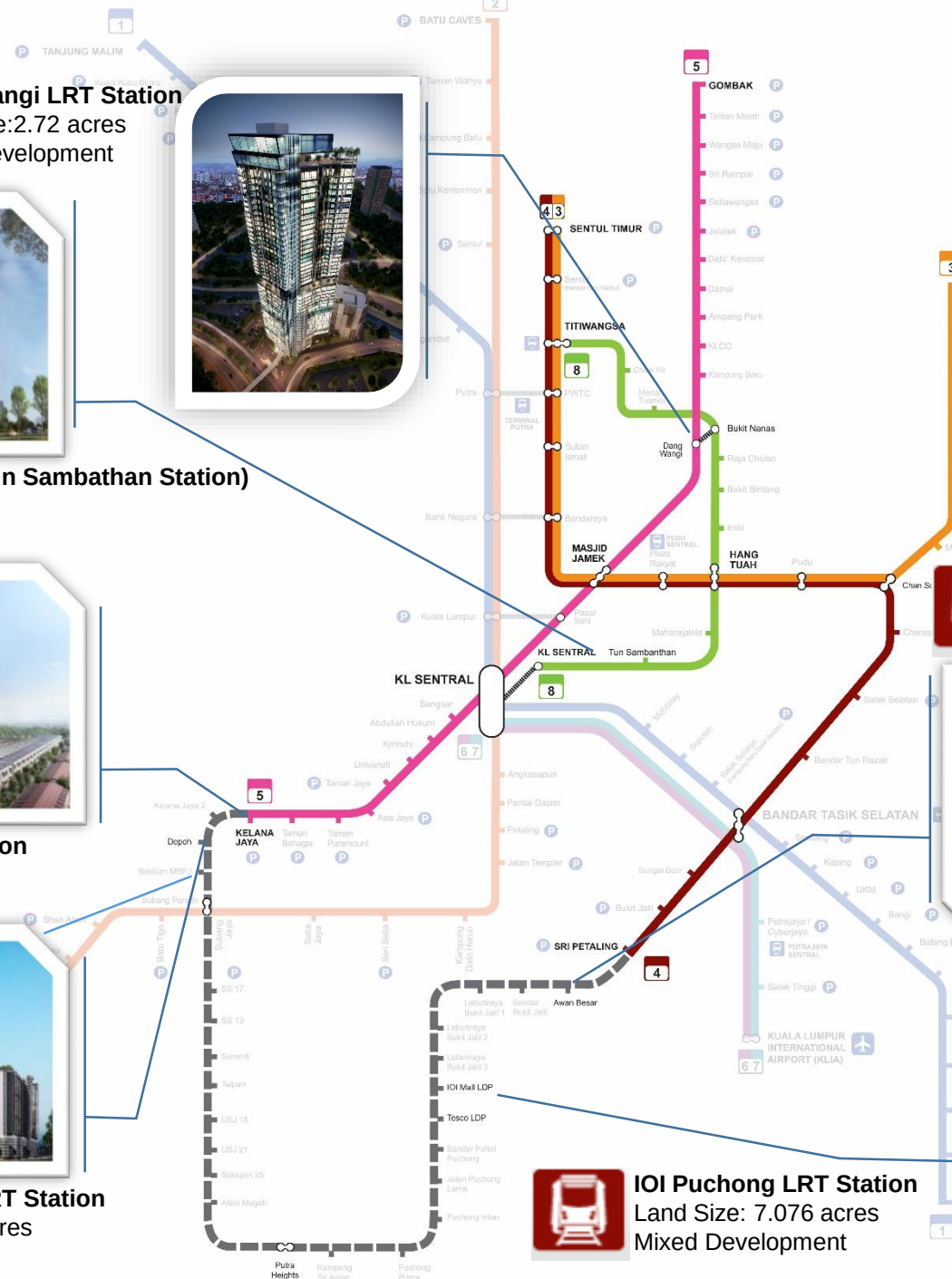
Ara Damansara LRT Station
Land Size: 19.13 acres
Mixed Development



IOI Puchong LRT Station
Land Size: 7.076 acres
Mixed Development

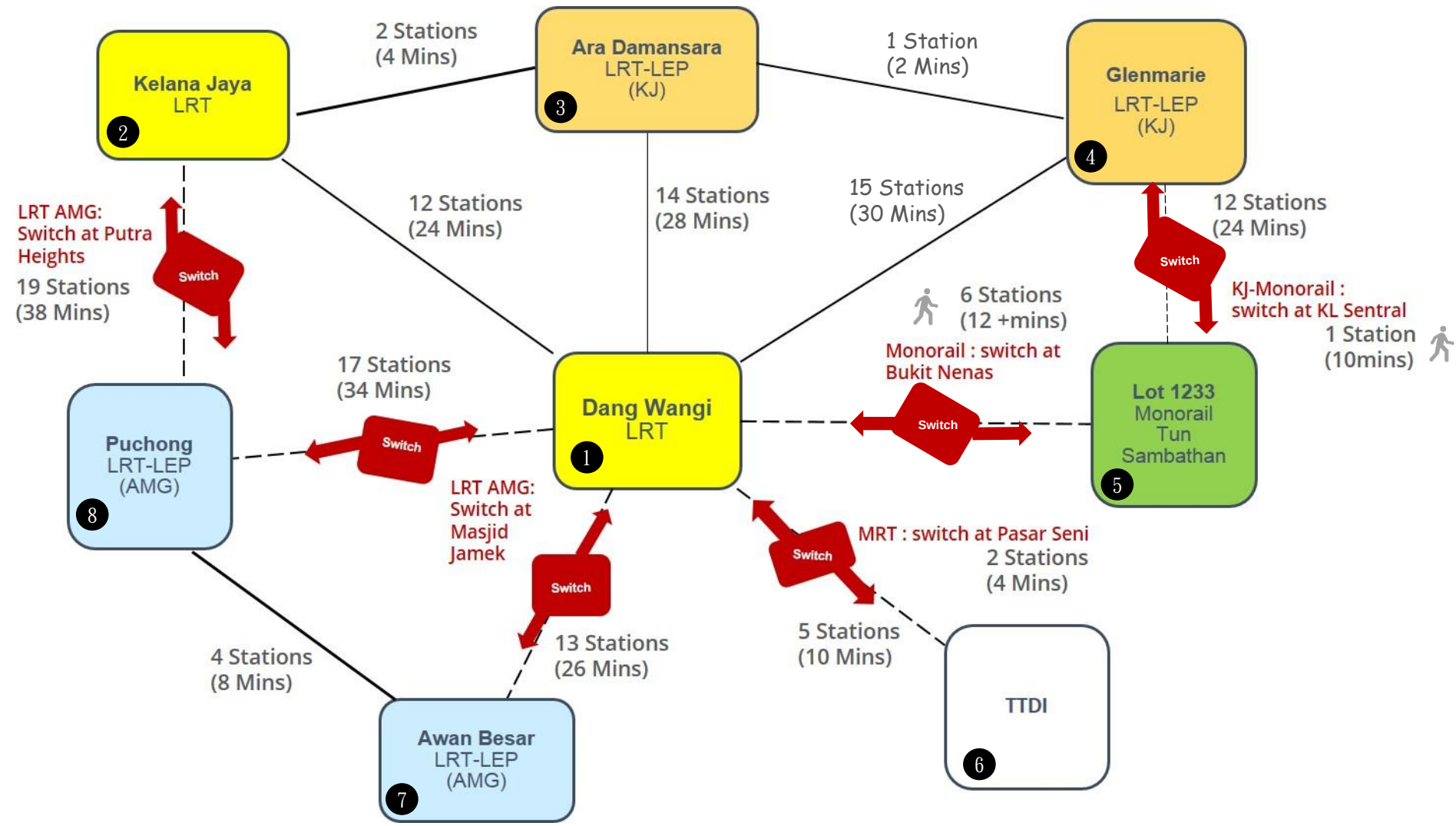


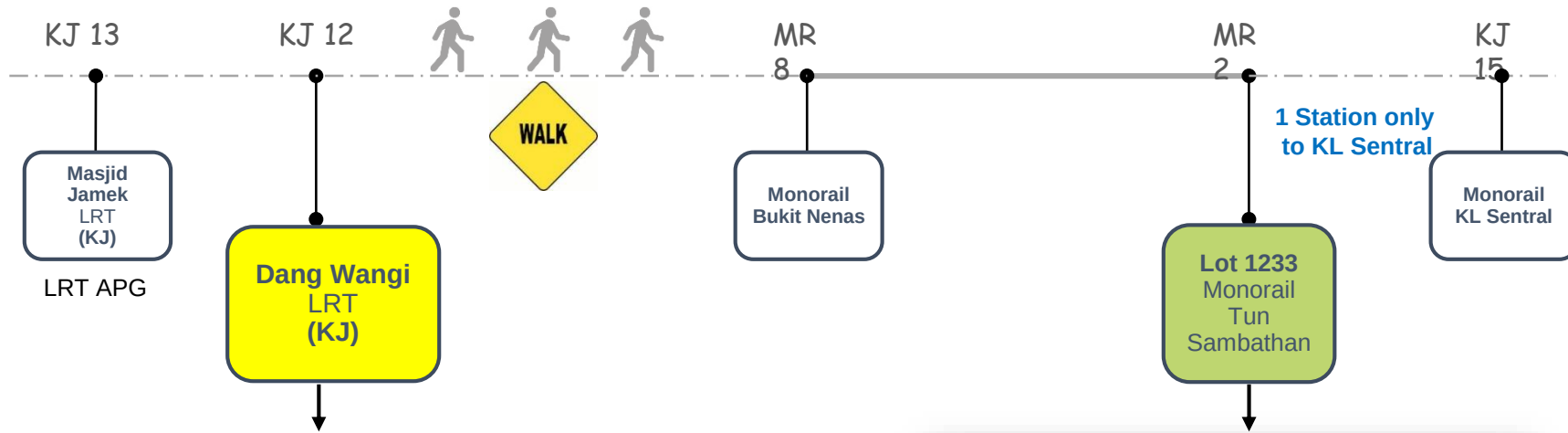
Awan Besar LRT Station
Land Size: 20.78 acres
Mixed Development



TOD Connecting Map

Sharing of our **TOD** Connecting Map





Central Business
District (CBD)
Latitud8
@ Dang Wangi



6 Stations
(12+ Mins)



The Riv @ Brickfields

KL Little India
Brickfields



Place making area

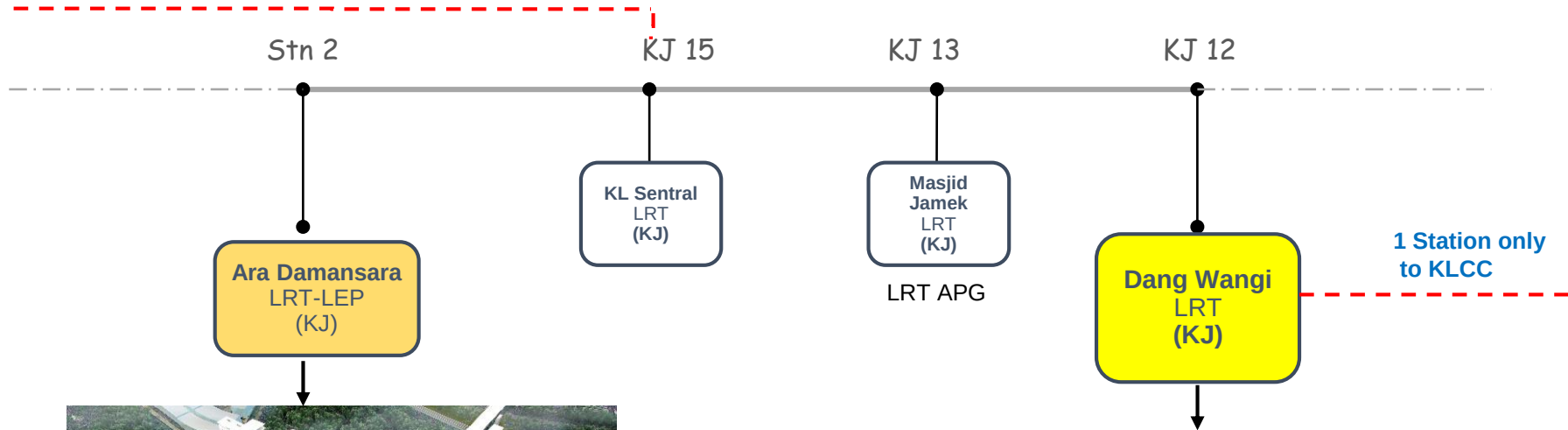


Healthy
Living
(Part of the River of Life development)



KL Sentral (Malaysia's largest transit hub)

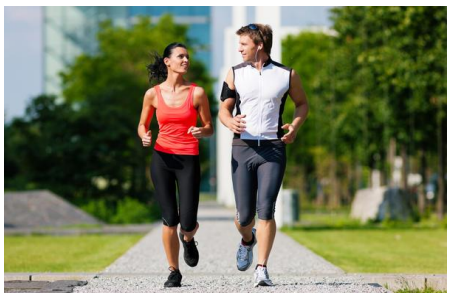
- LRT
- KTM
- ERL – To the KLIA Terminal**
- MRT
- MONORAIL
- BUS



Subang Airport
Connectivity.
Revive @ Ara Damansara

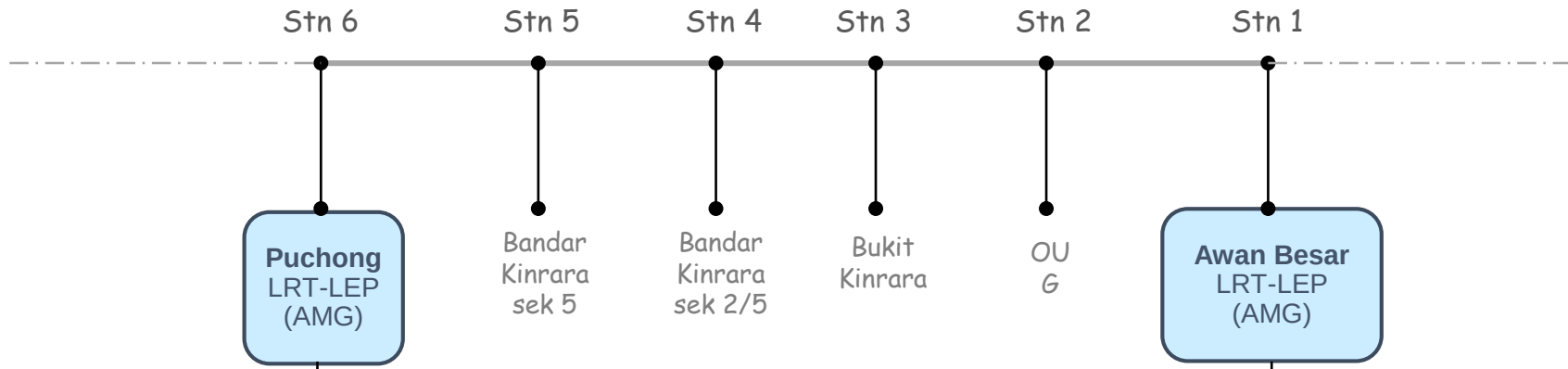
**14 Stations
(28 Mins)**

Healthy Living



Central Business
District (CBD)
Latitud8 @ Dang Wangi





Shop @ IOI Mall



Retail Paradise
@ Puchong Jaya

5 Stations
(10 Mins)



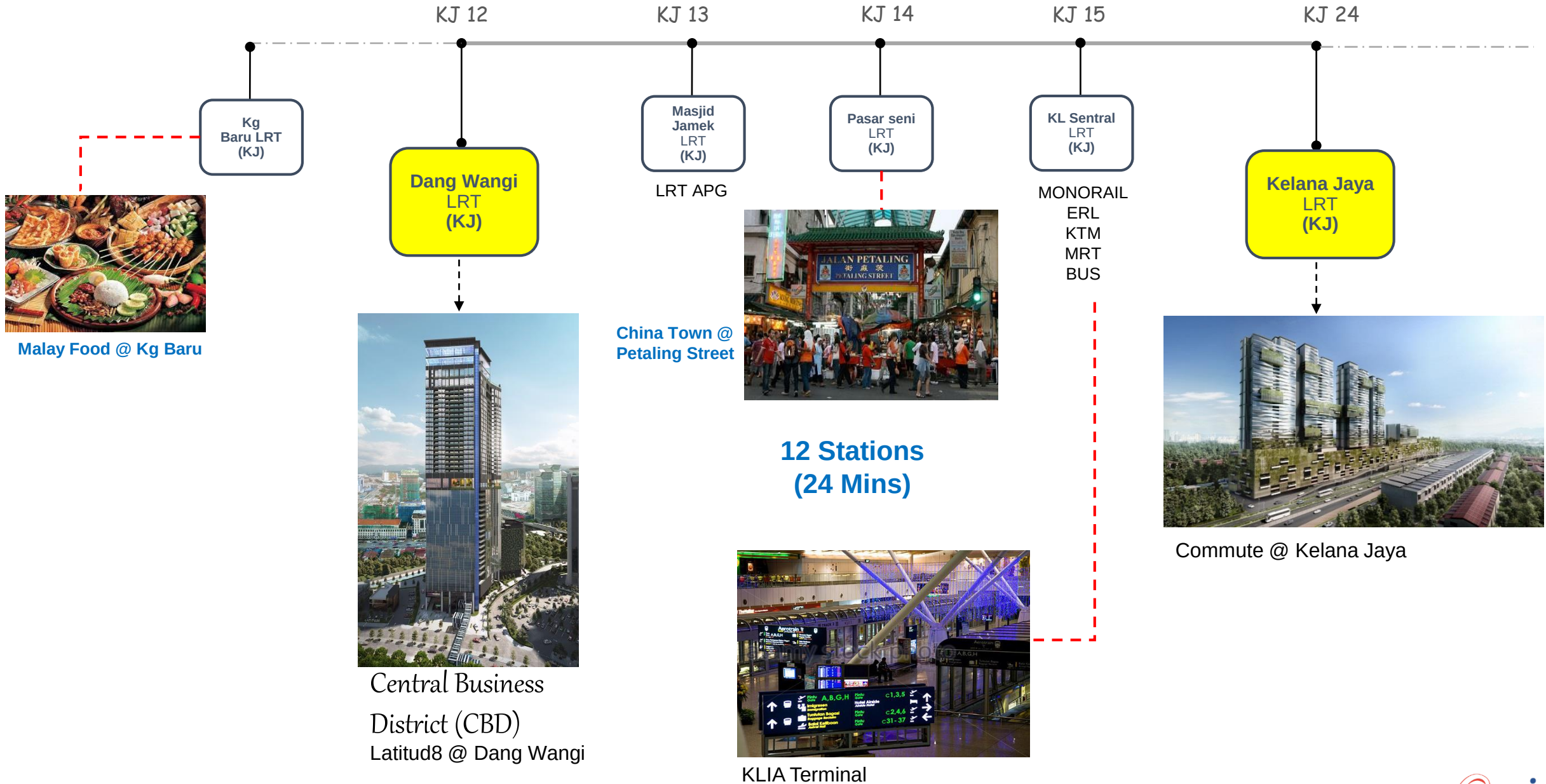
Awan Besar



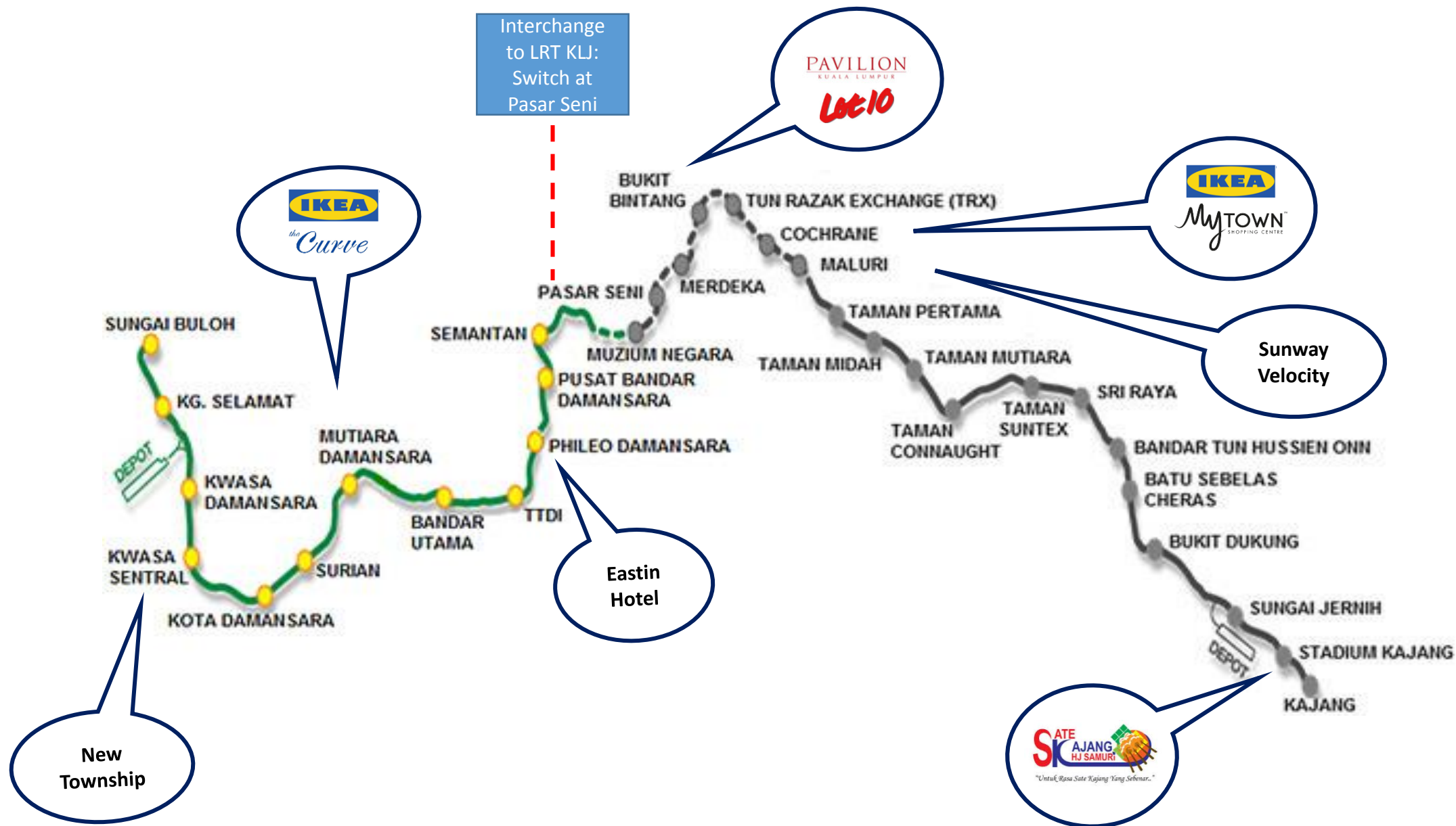
Healthy Living

Place making area





Sharing the **MRT SBK Line** Connectivity





2

LIVE at our TOD

1

WORK at our TOD

3

PLAY at our TOD



RIDE our Transit

4

compact connected city – connecting us all



Thank You