PLANNING SUSTAINABLE CITIES IN MALAYSIA
Issues and Challenges

MARIANA MOHAMED OSMAN
ALIAS ABDULLAH
MOHAMMAD ABDUL MOHIT
AZILA AHMAD SARKAWI

IIUM PRESS
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
## CONTENTS

<table>
<thead>
<tr>
<th>Contents</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of Tables</td>
<td>vii</td>
</tr>
<tr>
<td>List of Figures</td>
<td>viii</td>
</tr>
<tr>
<td>Foreword</td>
<td>ix</td>
</tr>
<tr>
<td>Preface</td>
<td>xi</td>
</tr>
<tr>
<td>Contributors</td>
<td>xiii</td>
</tr>
</tbody>
</table>

**CHAPTER 1:** THE PROVISION OF MUSALLA FACILITIES IN SELECTED MULTI-LEVEL SHOPPING COMPLEXES OF KUALA LUMPUR, MALAYSIA  
Mohammad Abdul Mohit and Suraiya Alisa  

1

**CHAPTER 2:** APPLICATION OF GIS SITE SUITABILITY ANALYSIS TO IDENTIFY SITES FOR POLICE STATIONS IN URBAN AREAS: A CASE STUDY OF WANGSA MAJU, KUALA LUMPUR  
Samsuddin Jaafar and Zul Aiman Md. Salleh  

12

**CHAPTER 3:** A STUDY ON THE EFFECTIVENESS OF NEW STATIC INFORMATION SIGNAGE IN INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA, GOMBAK CAMPUS  
Syahriah Bachok and Syazwani Sahrir  

20

**CHAPTER 4:** FACTORS INFLUENCING THE DECISION TO WALK IN CAMPUS: A CASE STUDY OF UNIVERSITY OF MALAYA, PETALING JAYA  
Mariana Mohamed Osman and Nuraihan Mohd Ibrahim  

33

**CHAPTER 5:** ASSESSING TRAFFIC MANAGEMENT MEASURES IN THE CITY ROADS OF KUALA LUMPUR  
Abdul Azeez Kadar Hamsa  

44

**CHAPTER 6:** AN OVERVIEW OF GIS BASED ANALYSIS IN SCHOOL SITING IN MALAYSIA  
Alias Abdullah, M Zainora Asmawi and Md Farabi Yussof  
Md Yussof  

51
CHAPTER 7: STATE INTERVATION IN LOW COST HOUSING ALLOCATION IN MALAYSIA UNDER THE COMPUTERISED OPEN REGISTRATION SYSTEM (ORS)
Syafiee Shuid

CHAPTER 8: THE EFFECTS OF AIRBONE PARTICULATE FROM COAL POWER PLANT TOWARDS THE RESIDENCE AT MANJONG, PERAK
Shamzani Affendy Mohd Din and Muhammad Ihsan Shaharil

CHAPTER 9: RIGHTS AND OBLIGATIONS OF NEIGHBOURING LANDOWNERS IN DEVELOPMENT PLANNING
Azila Ahmad Sarkawi

CHAPTER 10: PLANNING AND FOOD SECURITY
Rustam Khairi Zahari, Raja Noriza Raja Ariffin, Mohammed Amer Younus and Nurul Hidayah Yahya
CHAPTER 3

A STUDY ON THE EFFECTIVENESS OF NEW STATIC INFORMATION SIGNAGE IN INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA, GOMBAK CAMPUS

Syahriah Bachok and Syazwani Sahrir

INTRODUCTION

This chapter examines the effectiveness of new traffic signs provision in International Islamic University Malaysia (IIUM), Gombak campus. Matson, Smith, and Hurd (1955) pointed out that the effectiveness of a sign depends upon its attention, meaning, time, and respect value. The attention defined as the characteristics of a sign, which make it stand out from its background and surrounding objects. The meaning is conveyed by design features of shapes, colours, and messages. Meanwhile, response time and respect value are determined by design, position, and maintenance. Clear and efficient signing is an essential part of traffic engineering. Roads with poor or badly maintained signage may pose hazards and may be dangerous to users.

The advent of the automobile has witnessed traffic signs playing an increasingly important part in daily traffic. Nowadays, roadsides are filled with signs informing the drivers of minimum speed limits and so forth. The same situation has been applied in IIUM. Accordingly, this research is to assess the effectiveness of traffic signs provision in IIUM. A research on traffic sign is important in order to facilitate movement of the vehicles and provide information to road users. However, this research is only focuses on the new informatory signs in IIUM Gombak campus. Therefore, it is believed that the study of the informatory traffic signs provision in IIUM will assist future planning for effective signage applications.

One safety improvement that is often neglected in traffic signing is the provision of adequate junction name and guides along with the appropriate confirmatory signing (Cunard, 1999). All signs should conform as much as possible to good ergonomic design principle that maximizes spatial compatibility, conceptual compatibility, physical representation, and familiarity (Hobbs & Richardson, 1967). Superlatively, standardization should be across cities, regions and countries (Dewar, 1998).

INFORMATORY SIGN IN MALAYSIA

The informatory signs are more concentrated in giving road users information about features and factors which may be of assistance to them in making their journey. An information sign must be legibly printed and very noticeable that informs people of the purpose of an object, or gives them instruction on the use of something. These tend to be rectangular blue signs with a white edge (Slinn, Matthews & Guest, 2005).