

VERITAS LECTURE SERIES #13

# PENANG SENTRAL : A CONVERGENCE THAT CREATES CONVENIENCE

08 • 08 • 2019

S P E A K E R \_ CHIN CHEW FAN  
CHIEF OPERATING OFFICER, PROPERTY  
MRCB LAND



KL SENTRAL



KWASA SENTRAL



KALISTA PARK HOMES



CYBER JAYA CITY CENTRE



ALSTONIA HILLTOP HOMES



9 SEPUTEH



SENTRAL SUITES



PJ SENTRAL GARDEN CITY

MRCB Land is a leading urban property developer with a large portfolio of residential and integrated commercial developments, anchored around transportation hubs.

Wholly-owned by Malaysian Resources Corporation Berhad (MRCB), MRCB Land owns an urban development land bank of 282 acres, with an estimated gross development value of RM31bil.

## OVERVIEW

**Penang Sentral is foreseen to be the Gateway to the Northern Corridor of Malaysia.<sup>[7]</sup>**

*Source from The Star*

**“ Penang needs an integrated transportation network and system complete with infrastructure to connect the people from one place to another every day. ”**

**— YAB Chow Kon Yeow**

*Source from The Star*

- Penang is the economically leading state in the northern region, with heavy reliance on transportation & connectivity.
- Penang 2030's 4<sup>th</sup> pillar calls to invest in the built environment to improve resilience, by strengthening mobility, connectivity, and digital infrastructure.
- MRCB aims to develop the site into a full inter-modal transportation hub that is integrated with shopping mall, office and hotel – all under one roof.

- As the developer of the iconic RM18 billion **KL Sentral CBD**, MRCB pioneered **Transit Oriented Development (TOD)** in Malaysia and is setting the standard for future fully integrated TOD projects.
- Malaysia's largest transportation hub.
- The idea of KL Sentral was first conceived in 1994, with the objective to enhance Kuala Lumpur city's public transportation.
- Its masterplan was designed based on "City-within-a-City" concept by architect Dr. Kisho Kurokawa, championing an integrated "Live, Work, and Play" concept.
- At the nucleus of this premier development is the RM1.1 billion world-class transit hub, **Stesen Sentral**. It was opened on 16 April 2001.

**Modelled after KL Sentral, Penang Sentral aspires to offer the same level of convenience and comprehensive facilities to effectively address the needs of Penangites.**

# COMPONENTS



RESIDENTIAL



- ✓ Sentral Residence
- ✓ Sentral Suites (under construction)
- ✓ Suasana Sentral Condominium
- ✓ Suasana Sentral Loft

COMMERCIAL



- ✓ 1 Sentral
- ✓ Axiata Tower
- ✓ Plaza Sentral
- ✓ Menara 1 Sentrum
- ✓ Menara CIMB
- ✓ Menara MIDA
- ✓ Menara Shell
- ✓ Menara SSM
- ✓ Mercu UEM
- ✓ Platinum Sentral
- ✓ Q Sentral
- ✓ Quill 7
- ✓ Allianz Sentral
- ✓ NU Tower 2

RETAIL



- ✓ Nu Sentral

TRANSPORTATION



- ✓ KL Sentral Bus Hub
- ✓ KL Sentral Monorail
- ✓ Muzium Negara MRT station
- ✓ Stesen Sentral

HOSPITALITY



- ✓ Aloft Kuala Lumpur
- ✓ Ascott Sentral
- ✓ Hilton Kuala Lumpur
- ✓ Le Meridien Kuala Lumpur
- ✓ St. Regis Hotel

MEDICAL



- ✓ Cardio Vascular Sentral

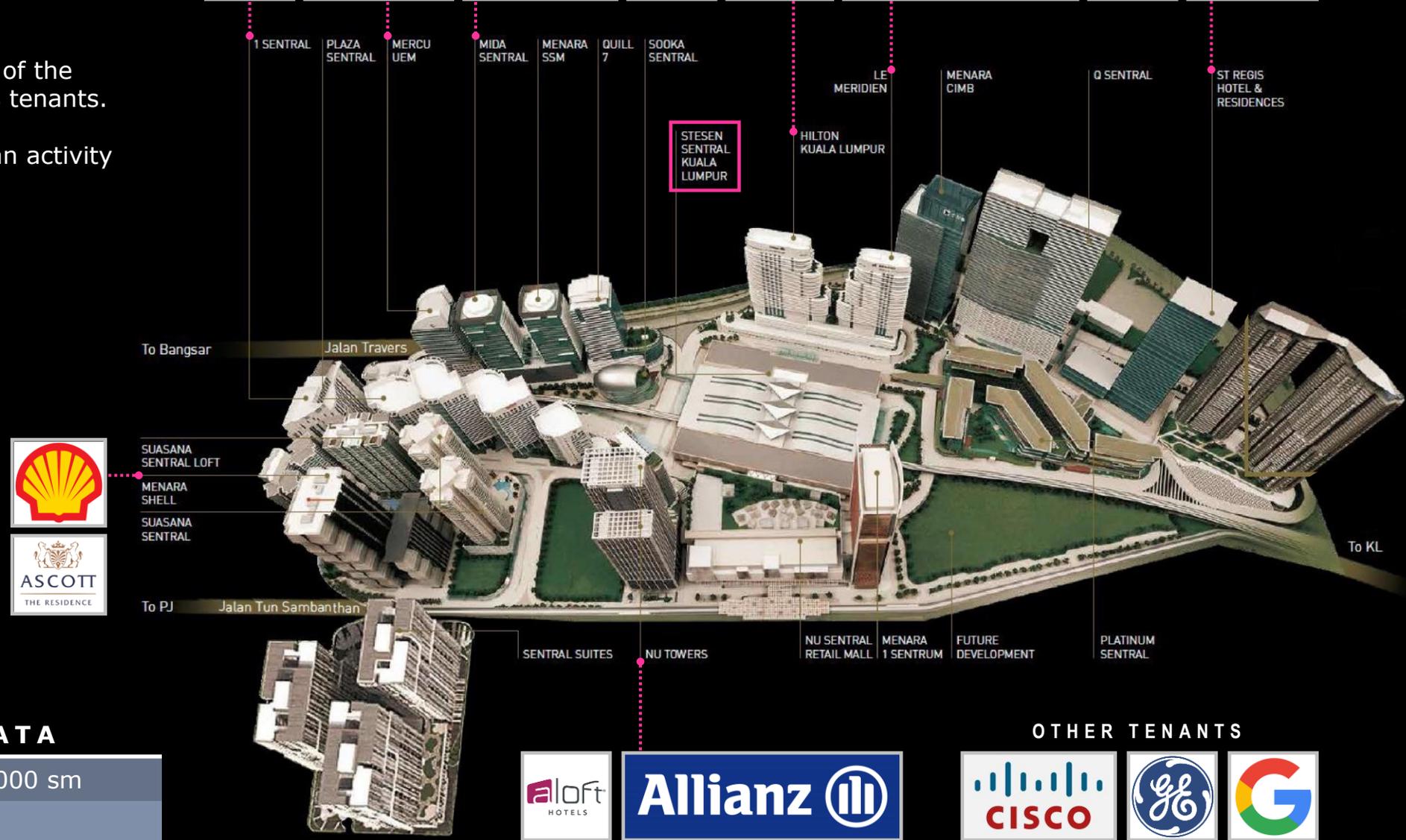


93% COMPLETED

# KL SENTRAL

## BRANDING

- KL Sentral has attracted some of the world's leading corporations as tenants.
- It has become a centre of urban activity and an economic catalyst.



### DEVELOPMENT DATA

Land Size 72 acres / 290,000 sm

Total GFA 19mil sf

### OTHER TENANTS



# TRANSPORTATION

## DEVELOPMENT DATA

Completion : **December 2000**  
 Opened : **April 2001** (Rail, F&B commenced operations)  
 Land Size : **9.3 acres**  
 GFA : **Approx. 500,000 sf**



KTM KOMUTER



MONORAIL



ERL



MRT



LRT

## MODES OF TRANSPORTATION



PEDESTRIAN

- Its infrastructure supports **9 rail networks** that serves more than **200,000 commuters** daily.
- Direct link to Kuala Lumpur International Airport, providing regional connectivity, and establishing Kuala Lumpur Sentral CBD as an international business address of choice, attracting leading multi-national corporations and large Malaysian companies.



BUS

### 1) KTM INTERCITY

### 2) KTM KOMUTER

- Seremban Line: Batu Caves - Seremban - Pulau Sebang/Tampin
- Port Klang Line: Tanjung Malim - Port Klang
- Skypark Link: KL Sentral - Terminal Skypark

### 3) RAPID KL LRT

- Kelana Jaya Line (fka PUTRA Line)
- Ampang Line (fka STAR Line)

### 4) KL MONORAIL

- Connects major hotspots within KL city from Jalan Pahang station to Stesen Sentral.

### 5) KTM ETS

- Fastest metre gauge train service in Malaysia.
- Operates along the West Coast Line between Gemas – Padang Besar.

### 6) KTM SKYPARK

- Route: KL Sentral - Subang Jaya - Terminal Skypark

### 7) MRT

### 8) KLIA EKSPRES

- Direct express train to the KLIA & KLIA2.

### 9) KLIA TRANSIT

- Transit commuter train to the KLIA & KLIA2.



MOTOR VEHICLES



BICYCLE



PEDESTRIAN

## FACTS



The **largest** and only integrated urban **Transit Oriented Development** (TOD) in Seberang Perai, Butterworth

1

A TOD with its own **unique** feature – a multimode transport hub integrating KTM rail, bus, taxi and **ferry services**

2



Comprises of commercial and residential components incorporated with a transport terminal providing **"Park 'n Ride"** facilities

3

Designed to handle **190,000 passengers per day**

4

5 Positioned as a gateway to the **Northern Corridor Economic Region**

6 Designed by award-winning **VERITAS Design Group**

## LOCATION

GEORGETOWN

BUTTERWORTH

# PENANG SENTRAL

Situated at the water's edge of Bagan Dalam, **Butterworth**;

- Largest town in Seberang Perai.
- Butterworth was the administration centre of Penang's mainland from British times until 1996 (relocated to Bertam, Kepala Batas).
- Penang Port and Penang Sentral form an important logistics and transportation hub for the entire northern region.
- Planned to be established as a new city core to alleviate development pressure in George Town.

- ① From the **mainland** –
  - Accessible via the Butterworth Outer Ring Road (BORR), North-South Expressway and Butterworth-Kulim Expressway.
- ② From **Penang Island** –
  - Accessible via Penang 1<sup>st</sup> and 2<sup>nd</sup> bridges & ferry.

### Future Proposals

- Undersea Tunnel
- Sky Cab
- George Town – Butterworth LRT

- ③ **Why Seberang Perai?**
  - Separated from George Town by only 3km across the sea.
  - A vast expanse of undeveloped land.
  - Good network of highways and roads within its districts and across state lines, rail links as well as sea connectivity via Penang Port.
  - The site houses Butterworth's former bus and taxi terminal, existing ferry terminal, KTM ETS & Butterworth KTM station.
  - Lack of space in Penang Island restricts any construction or road works to accommodate more traffic.

## CONNECTIVITY

- Facilitates connectivity between trains, bus, taxi, ferry terminal & retail – all integrated into a single functional entity.
- Shaped by the flow of people and public life, turning infrastructural necessities into opportunities for social interaction and trade.
- Strategically located along the BORR, the site has good connectivity to major roads and expressways
  - Jalan New Ferry
  - Jalan Bagan Luar
  - Jalan Chain Ferry
  - North-South Expressway (NSE)
  - Lebuhraya Butterworth-Kulim.
- Increased by more than eightfold in passengers carried by rail services.<sup>[1]</sup>



FOOT FALL INCREMENT		
FOOT FALL	DAILY CUSTOMERS	
	TEMPORARY TERMINAL	NEW TERMINAL
TOTAL	<b>18,950</b>	<b>22,222</b>

# PENANG SENTRAL

## PTMP

### ●-●-● PROPOSED PENANG SKYCAB

- Anticipated to transport 10,000 to 12,000 passengers per day.
- 3km<sup>[3]</sup> long cables stretching from **Penang Sentral** to the proposed **Tanjung City Marina** on the island.<sup>[2]</sup>



# PENANG SENTRAL



## DEVELOPMENT DATA

	<b>22.65 acres (8 Phases)</b>	
SITE AREA	• Phases 1 – 4	: 13.79 acres
	• Future Phases	: 8.86 acres
TENURE	<b>Freehold</b>	
PLOT RATIO	<b>1 : 6.0</b>	
ALLOWABLE GFA	<b>5.9 mil sf</b>	
LAND USE	<b>Commercial</b> (Mixed Development)	
DEVELOPMENT COMPONENTS	<b>Current Phase 1 – 4</b> Integrated Mix Development Consists of:	
	<ul style="list-style-type: none"> <li>• Terminal Hub</li> <li>• Retail Mall</li> <li>• Office</li> <li>• Hotel</li> </ul>	
	<b>Future Phases</b>	
	<ul style="list-style-type: none"> <li>• Residential</li> <li>• Commercial</li> <li>• Retail</li> </ul>	
COMPLETION	<b>2030</b>	



# PENANG SENTRAL

## PHASING

PHASE 4 HOTEL

PHASE 3 OFFICE

PHASE 2 RETAIL MALL

PHASE 1 TERMINAL HUB



FUTURE  
PHASES

## PHASE 1: TERMINAL HUB



VIEW FROM BORR HIGHWAY

### DEVELOPMENT DATA

GFA

224,571 sf

### COMPONENTS

Level 1

- Bus Terminal: 38 bays; express buses and stage buses

Level 2

- Bus ticketing counters
- Taxi terminal
- Retail Outlets

Level 3

- Existing Outlets

Level 4

- Retail Outlets
- Government Offices

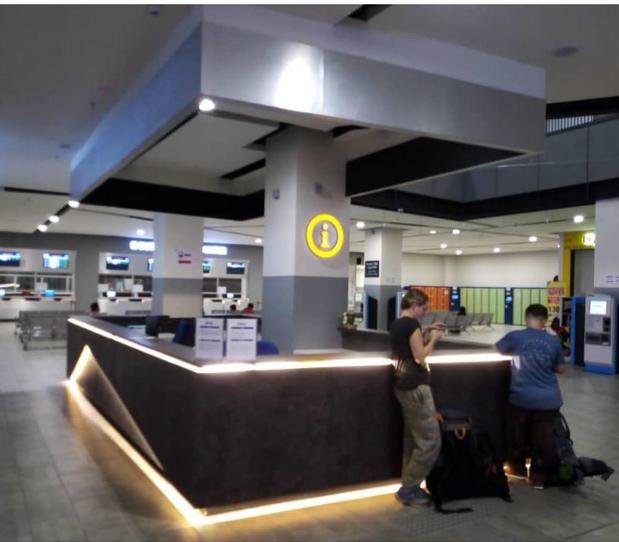
Level 5

- Offices

Level 6 to 9

- Car parks

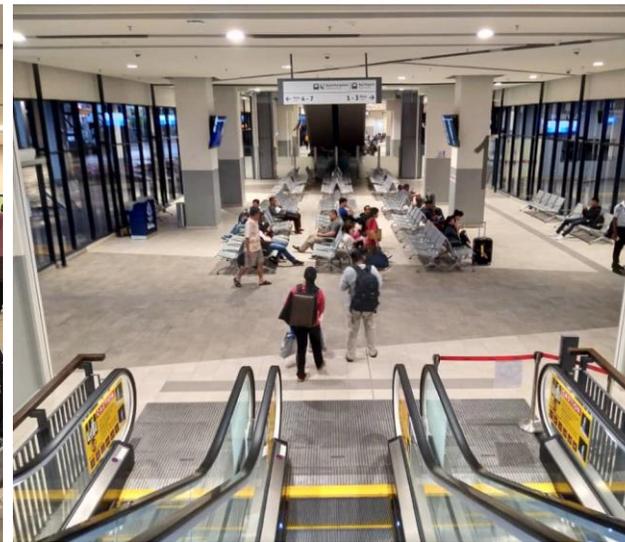
INFORMATION COUNTER



BUS TICKETING COUNTER



WAITING AREA



BUS PLATFORM



## PHASE 1: TERMINAL HUB

### MARITIME AESTHETICS INSPIRED BY THE FERRY RIDE

#### ▪ Design Aspirations

→ To reflect Seberang Perai's rich history and heritage, particularly the infamous ferry system.

#### ▪ Design Concept

→ Nautical-inspired with curvy forms and horizontal lines borrowed from the ferry's long and elongated body.

→ Demonstrated through the wide pavements & dramatic lines that span across the building which gives its ferry-like geometry and architectural language.

→ Modern industrial approach.

→ Designed to maximize floor space and to 'invite the outdoors in'.



### ARCHITECTURAL THEME

### LIKE A MAJESTIC FERRY SAILING AT SEA

#### ▪ Design Strategies

→ The sea-facing facade is clad with wooden-coloured aluminium strip panels to create the contrast with the painted wall.

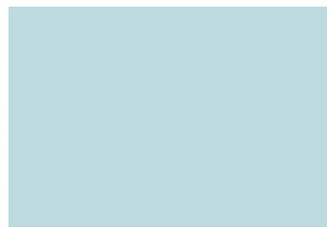
→ Wooden panel claddings were added to reduce gloss and add contrast to the skyline.

→ Triangular lines of geometrical indentations on the metal cladding add depth and shading to the façade.

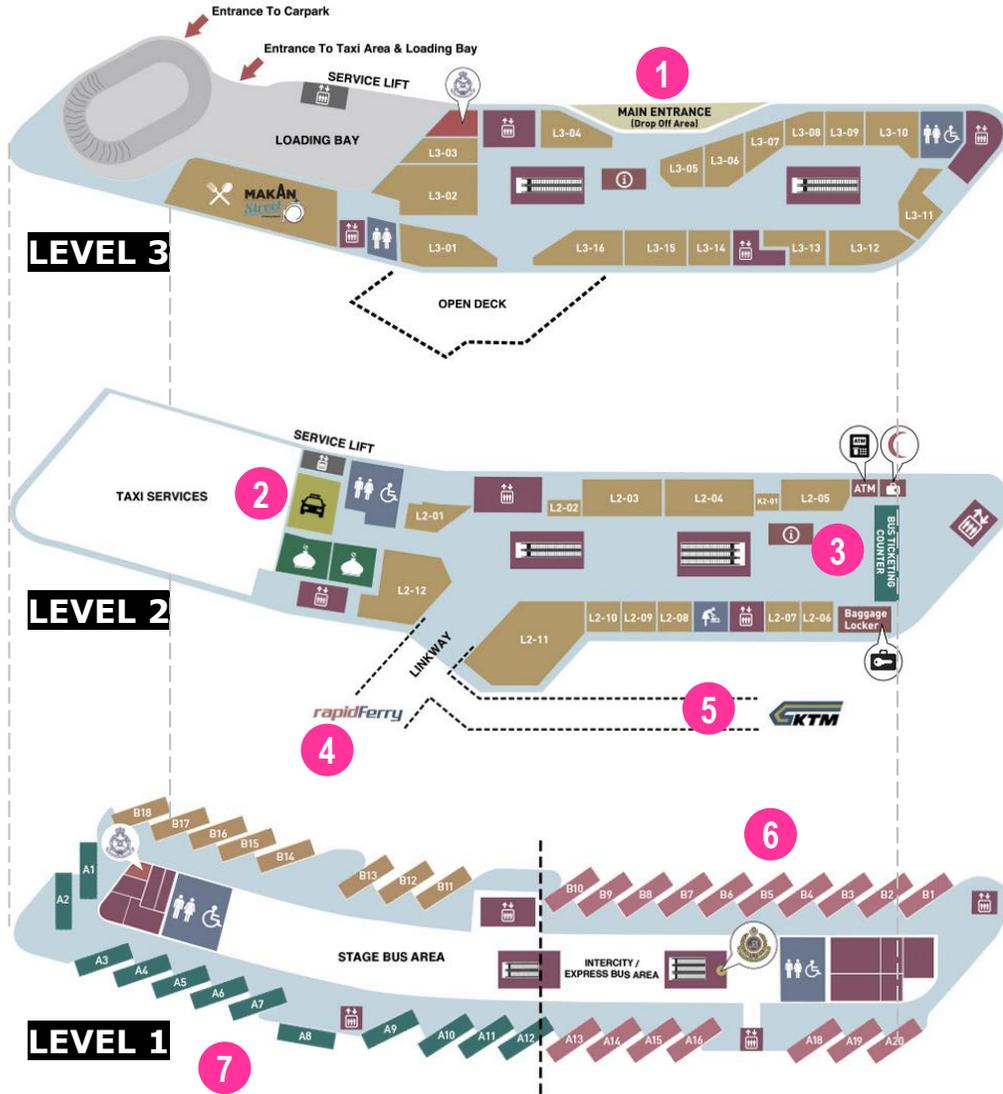
→ The façade's edges are curved to imitate that of the ferry.

→ The top middle of the building is raised in a rectangular box-like structure with a curved roof top to add to the ferry-like impression.

→ The open deck on Level 3 allows visitors to enjoy spectacular views out in the open.

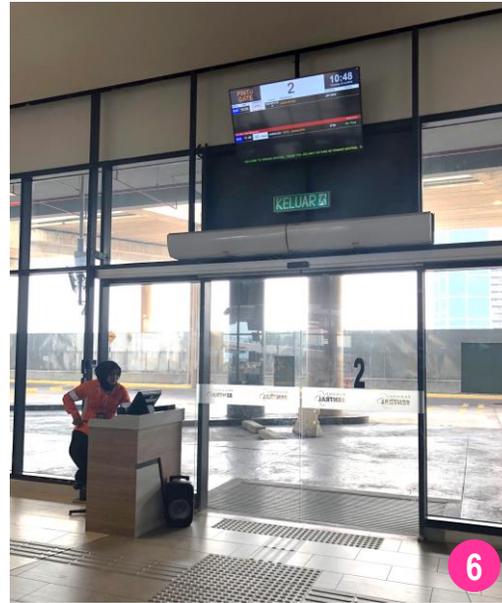


## PHASE 1: TERMINAL HUB



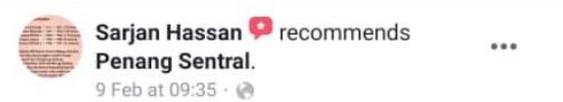
## LINKAGE BETWEEN TRANSPORTATION MODES

- LEGEND**
- 1 Drop-off
  - 2 Taxi
  - 3 To Bus Platforms
  - 4 To Ferry Terminal
  - 5 To KTM Linkway
  - 6 Express Bus Platforms
  - 7 Stage Bus Platforms



## PHASE 1: TERMINAL HUB

### PUBLIC FEEDBACK



Layanan info counter level 3 sangat baik dan bertindak cepat.  
Terima kasih sebab bantu anak pak cik selesaikan masalah tiket yang tercicir di tandas perempuan .  
Terima kasih juga kepada cleaner yang jumpa dan jujur.  
Kalau tak anak pakcik kena beli tiket lain rugi la sebab Staff tiket kata kalau tiket hilang x boleh reprint kena beli lain .

Like Comment Share



The staffs in Penang Sentral are all very friendly aww

12:00 · 22 May 19 · Twitter for Android



Travelling back from Penang to KL by bus for the 1st time since Penang Sentral operated.

Love how convenient it is compared to the old terminal. Great infra, access & service. Bought my tix online, staffs assisted from tix printing to boarding & bus departed on time.

Me gusta!

12:35 AM · 21/02/2019 · Twitter for Android



Really impressed with Penang Sentral

13:29 · 15 Jul 19 · Twitter for iPhone



Gua bagi 5 bintang ke Penang Sentral yang baru. Memang mantap.

Translate Tweet



- 1 Lockers
- 2 Baby Room
- 3 Prayer Room
- 4 ATM



## COMMUNITY BENEFITS

### TO LOCAL COMMUNITY

- People-centric convenience – one stop transport hub.

### SPURRING ECONOMIC GROWTH

- The main transport hub for the Northern Corridor Economic Region.

### PROVIDES MODERN LIFESTYLE FACILITIES

- Plenty F&B eateries to choose from.

### REDUCES TRAFFIC CONGESTION

- The Park n' Ride facility and the designated e-hailing zone.

### GENERATING JOBS

- Currently serves an approximate population of 900,000.
- To date, Penang Sentral has hired approximately 364 staffs.



### IMPROVED SAFETY AND SECURITY

- Public Information Display System (PIDS) strategically placed around the place.
- Regular meetings with the Land Public Transport Agency (APAD), Road Transport Department (JPJ), Royal Malaysia Police (PDRM), local council, and other authorities.
- JPJ counter and Police Beat on Level 1 of the Transport are set up to monitoring purposes.

# PENANG SENTRAL

## THEN & NOW

### FROM CHAOTIC CLUTTER TO SYSTEMATIC CONVENIENCE

- **THEN:** Zink-roofed sheds without walls for protection from the weather, insufficient seating / car park, lack of basic amenities (e.g. washrooms).
- **NOW:** Modern & spacious mixed-use development.

# EXPRESS BUS TERMINAL BUTTERWORTH



THEN



NOW

# KTM BUTTERWORTH STATION



THEN



NOW

# TOD BENEFITS



**Higher quality of life**



**Increased foot traffic for businesses**



**Greater mobility with ease of moving around**



**Increased transit ridership**



**Reduced traffic congestion and driving**



**Reduced car accidents and injuries**



**Reduced household spending on transportation**



**Healthier lifestyle with more walking**



**Reduce dependence on petroleum (unrenewable resource)**



**Reduced pollution**

## PHASE 2: RETAIL MALL

<b>LEVELS</b>	<b>Level 1</b>	<ul style="list-style-type: none"><li>• Rapid Bus Terminal / Retail</li></ul>
	<b>Level 2 to 5</b>	<ul style="list-style-type: none"><li>• Approx. 100 retail shops</li></ul>
	<b>Level 6 to 10</b>	<ul style="list-style-type: none"><li>• Approx. 1,900 car park bays</li></ul>
<b>ANCHOR TENANTS</b>	<ul style="list-style-type: none"><li>• Department Store</li><li>• Cinema</li><li>• Supermarket</li><li>• Food Court</li><li>• Mini Anchors</li></ul>	
<b>TARGET MARKET</b>	<ul style="list-style-type: none"><li>• Mid to mid-upper income group</li><li>• 15 – 44 years of age</li><li>• Families / Tourists / Travelers</li></ul>	



**PHASE 3&4**  
**OFFICE & HOTEL**



**OFFICE**

**DETAILS**

- 22 storeys
- 684 cp bays



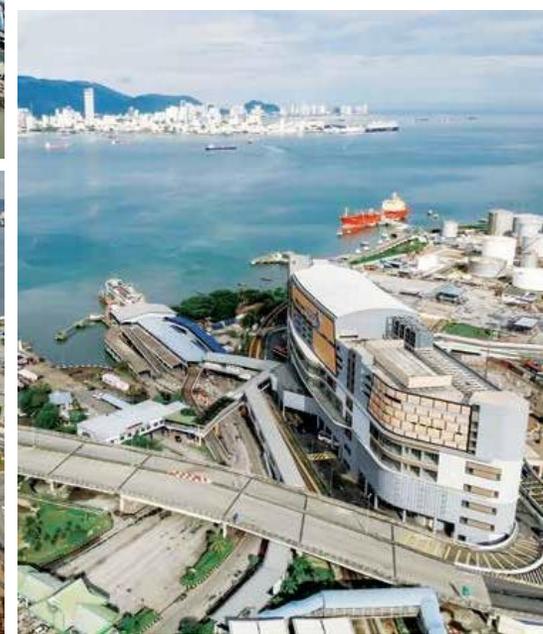
**HOTEL**

**DETAILS**

- 25 storeys
- 370 keys
- 380 cp bays



THANK YOU



**THE JUST-WALK**  
Best Integrated Development AWARD

Won Excellence (1<sup>st</sup> place)