



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



9 SEPUTEH



SENTRAL SUITES



PJ SENTRAL GARDEN CITY



ALSTONIA HILLTOP HOMES

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.^[7]

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

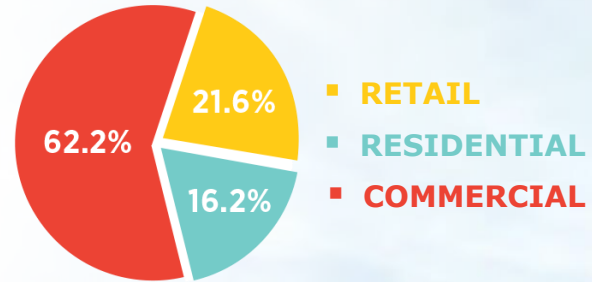
- Penang is the economically leading state in the northern region, with heavy reliance on transportation & connectivity.
- Penang 2030's 4th pillar calls to invest in the built environment to improve resilience, by strengthening mobility, connectivity, and digital infrastructure.
- MRCB aims to develop 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

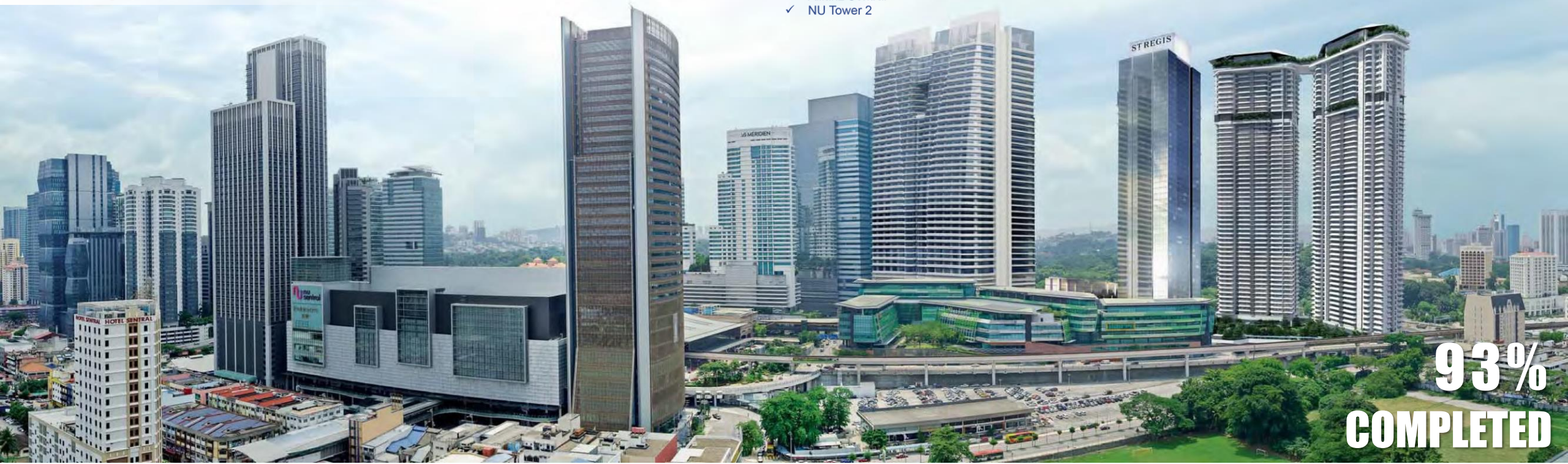


- ✓ Aloft Kuala Lumpur
- ✓ Ascott Sentral
- ✓ Hilton Kuala Lumpur
- ✓ Le Meridien Kuala Lumpur
- ✓ St. Regis Hotel

MEDICAL



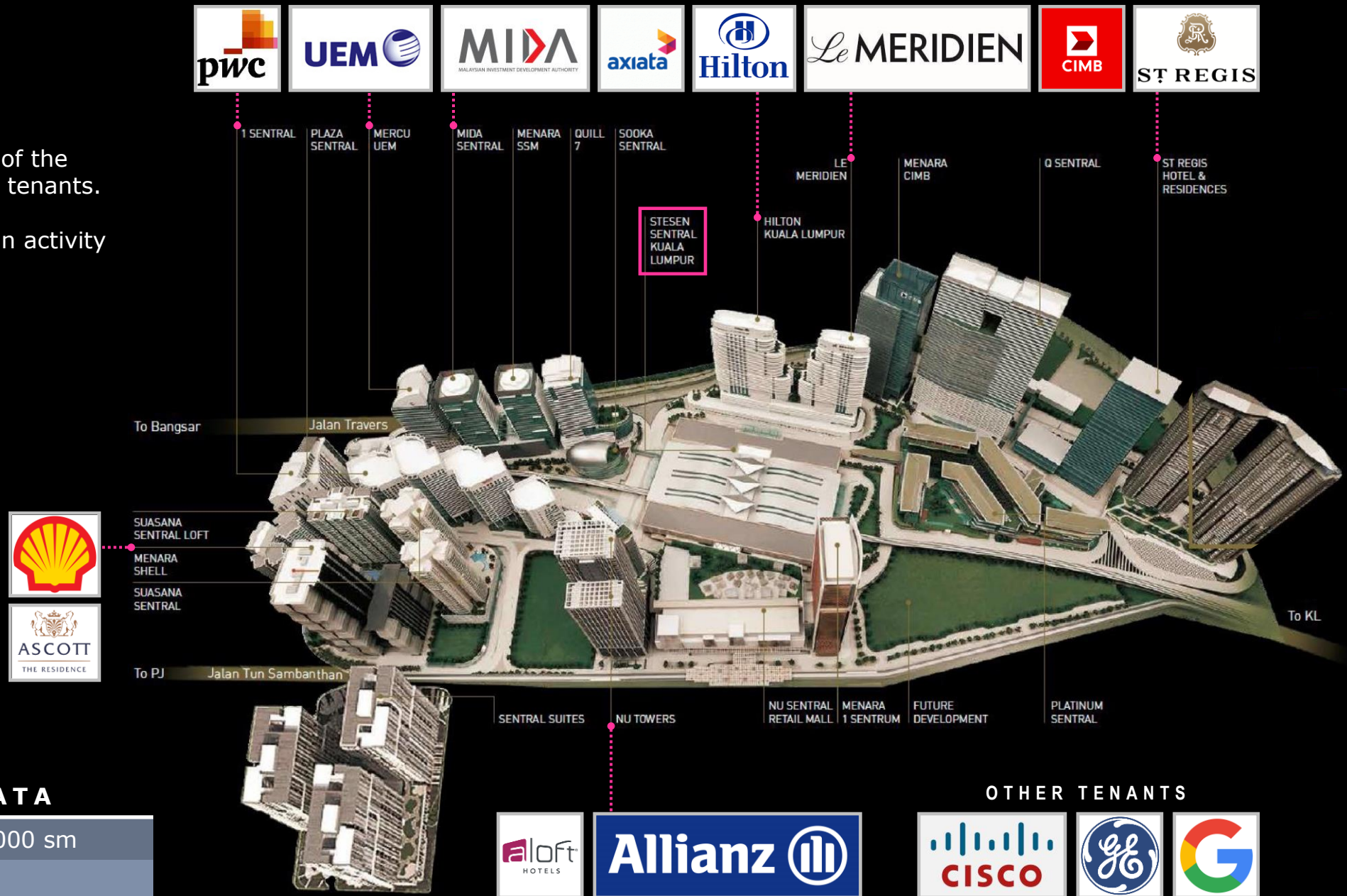
- ✓ Cardio Vascular Sentral



93%
COMPLETED

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.



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.



BUS



MOTOR VEHICLES



BICYCLE



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** under one roof

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 1st and 2nd 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.^[1]



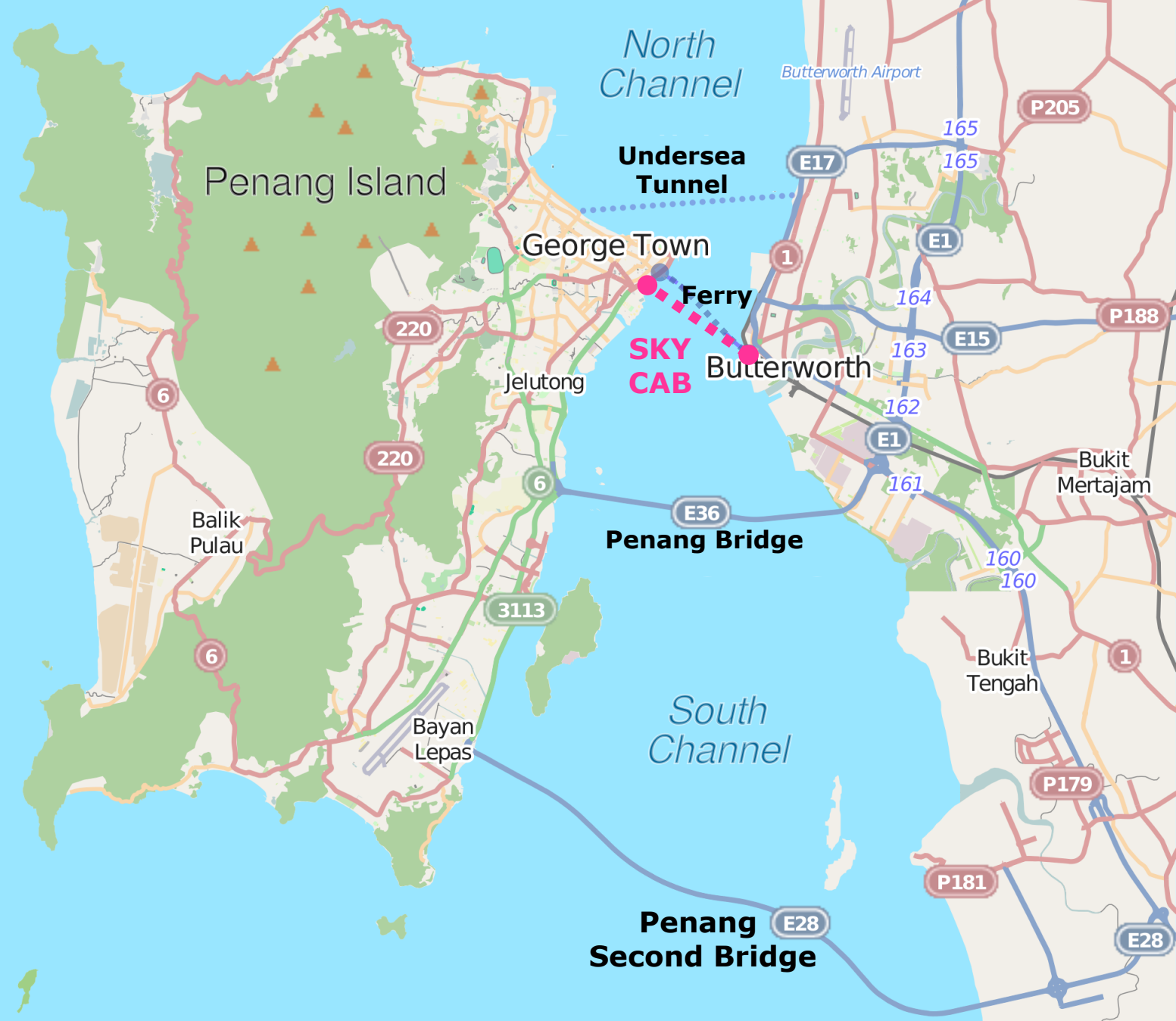
FOOT FALL INCREMENT		
FOOT FALL	DAILY CUSTOMERS	
	TEMPORARY TERMINAL	NEW TERMINAL
TOTAL	18,950	22,222

PENANG SENTRAL

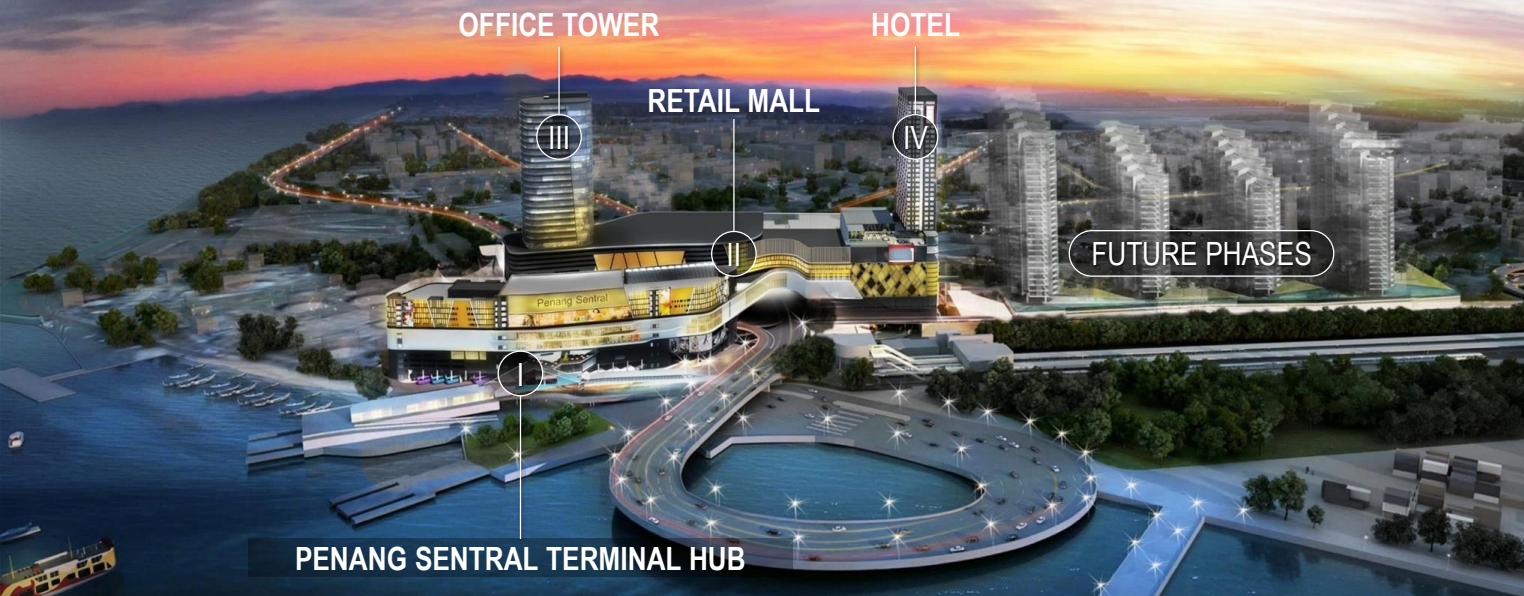
PTMP

●-●-● PROPOSED PENANG SKYCAB

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



PENANG SENTRAL



DEVELOPMENT DATA

22.65 acres (8 Phases)

SITE AREA	• Phases 1 – 4	: 13.79 acres
	• Future Phases	: 8.86 acres

TENURE	Freehold
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PLOT RATIO	1 : 6.0
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ALLOWABLE GFA	5.9 mil sf
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LAND USE	Commercial (Mixed Development)
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DEVELOPMENT COMPONENTS	Current Phase 1 – 4 Integrated Mix Development Consists of:
	<ul style="list-style-type: none">• Terminal Hub• Retail Mall• Office• Hotel

Future Phases

- Residential
- Commercial
- Retail

COMPLETION	2030
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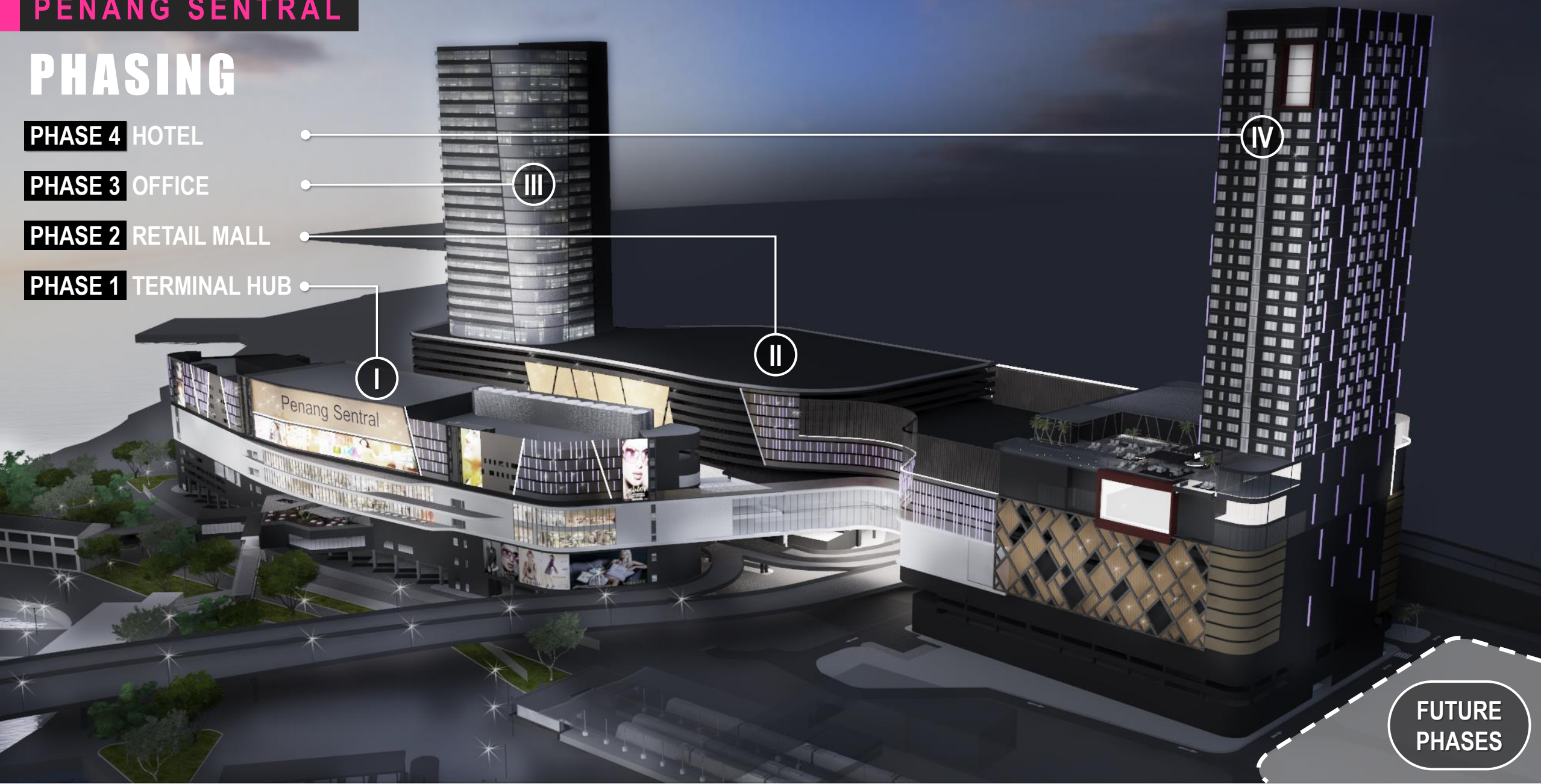
PHASING

PHASE 4 HOTEL

PHASE 3 OFFICE

PHASE 2 RETAIL MALL

PHASE 1 TERMINAL HUB



FUTURE
PHASES

PHASE 1: TERMINAL HUB



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

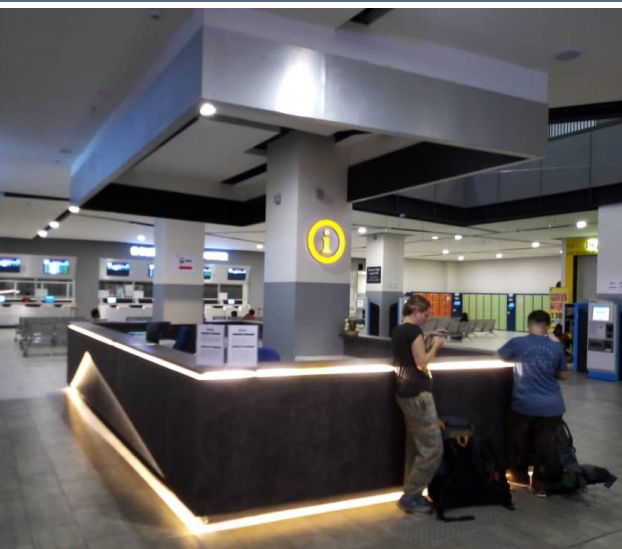
Level 5

- Offices

Level 6 to 9

- Car parks

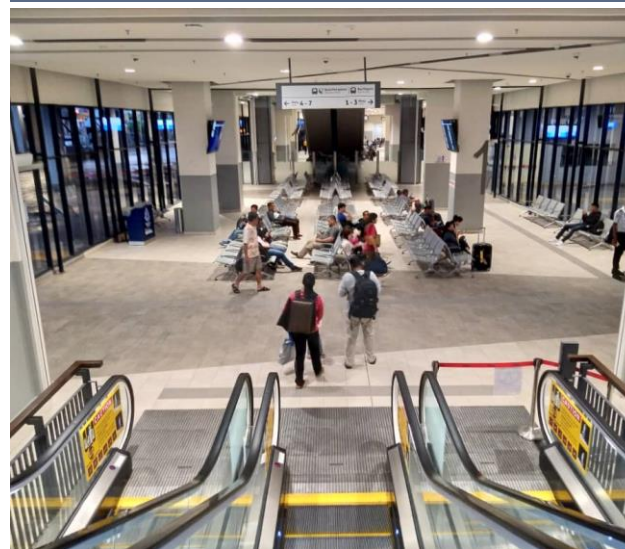
INFORMATION COUNTER



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'.

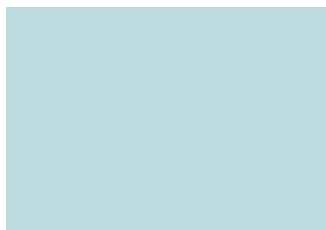


ARCHITECTURAL THEME

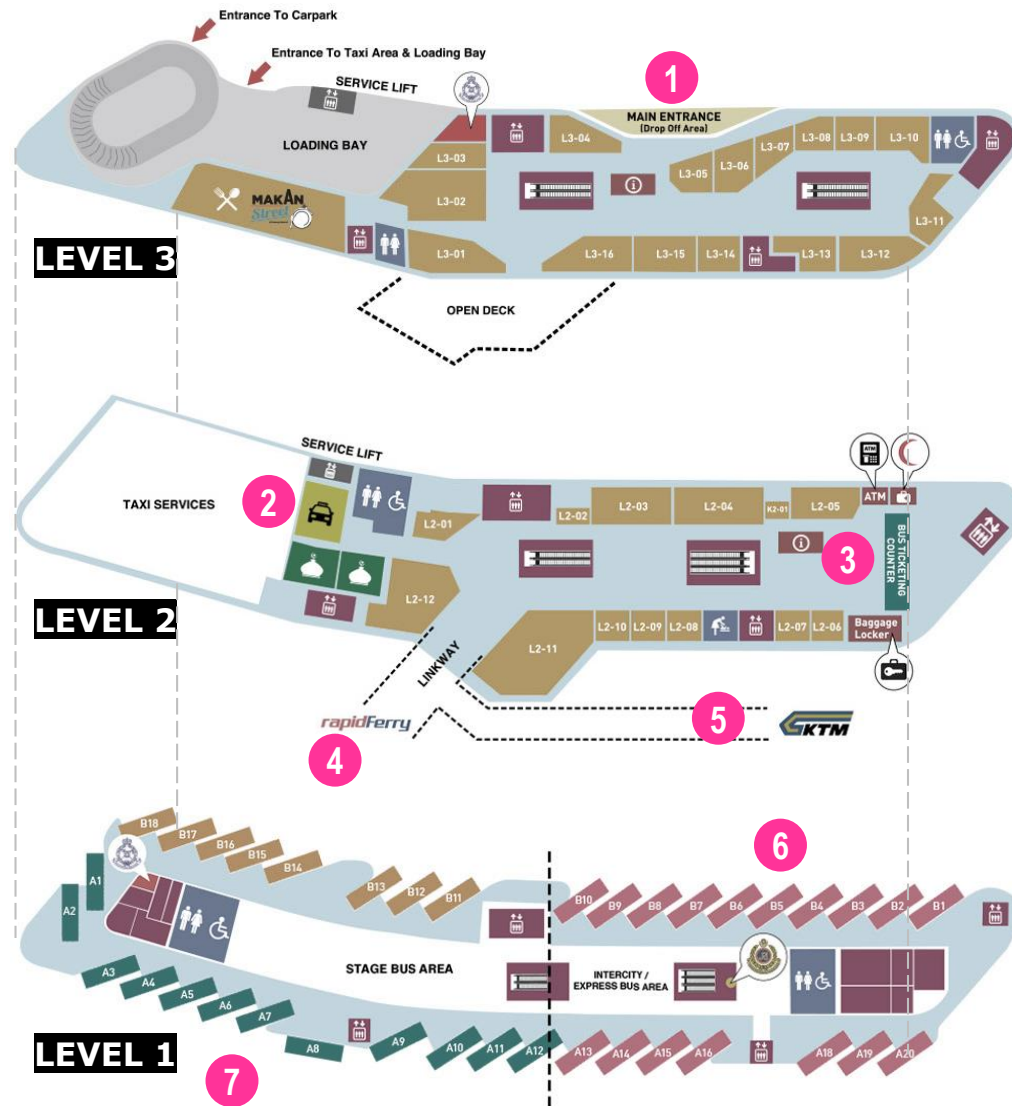
LIKE A MAJESTIC FERRY SAILING AT SEA

▪ 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

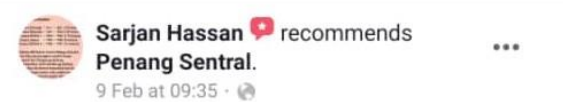
LEGEND

- 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

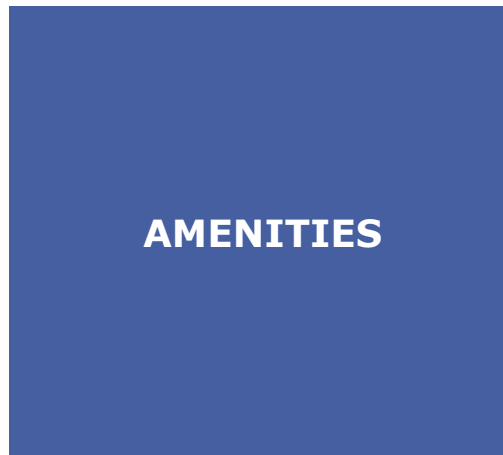
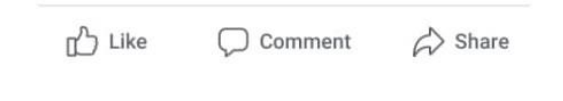


PHASE 1: TERMINAL HUB

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 .



- 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

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



PENANG SENTRAL

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 (1st place)