



**MUNICIPAL COUNCIL OF
SEBERANG PERAI**
PENANG, MALAYSIA

PUBLIC PARTICIPATION IN URBAN PLANNING AND DEVELOPMENT

**Vientiane International Mayors Forum
14 - 16 March 2017**



presented by :

**YBhg. Dato' Maimunah
Mohd Sharif**

Municipal President of MPSP

INTRODUCTION

SEBERANG PERAI LANDUSE ZONING



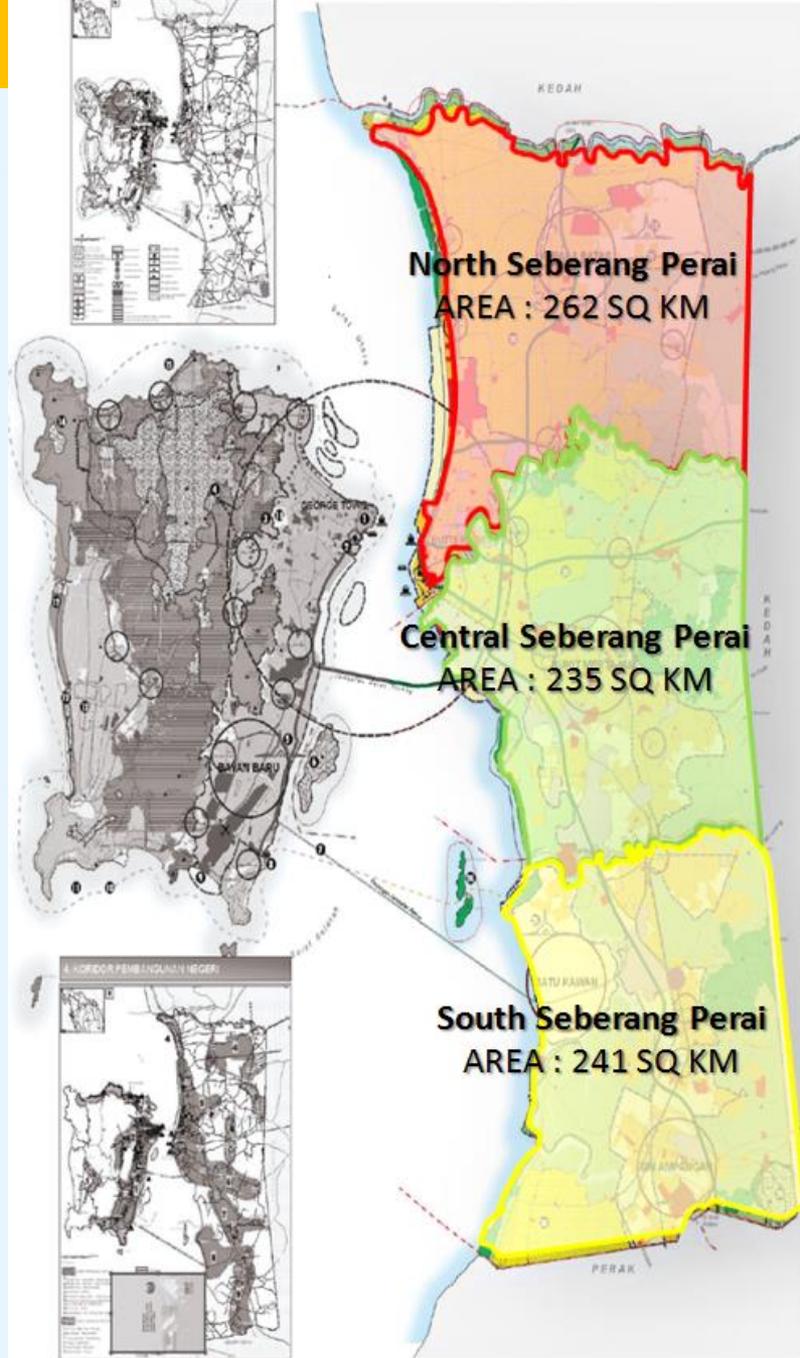
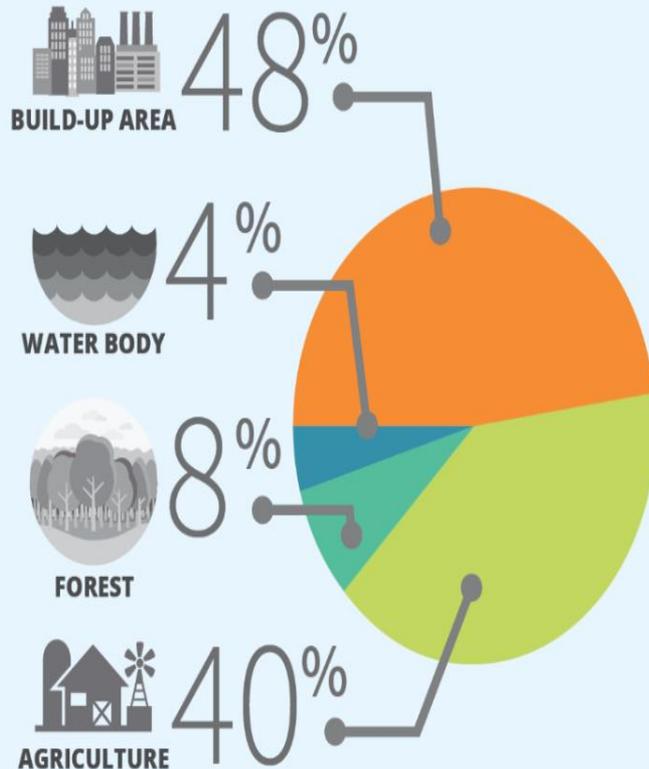
POPULATION
897,600
RESIDENT
*based on Malaysian
Population Statistic 2014*



SIZE
738
KILOMETER²



**POPULATION
GROWTH**
1.7%
PER YEAR



OVERVIEW OF MAJLIS PERBANDARAN SEBERANG PERAI



VISION

Seberang Perai Is Envisioned To Be A Beautiful, Comfortable And Cleaner Place To Live, Work And Attract Both Investors And Tourists

MISSION

To Provide Safer, Cleaner, Greener And Healthier Urban Management Services That Are Responsive Towards The Needs Of The Community In Seberang Perai

MPSP STRATEGIC PLAN (2014 – 2018)

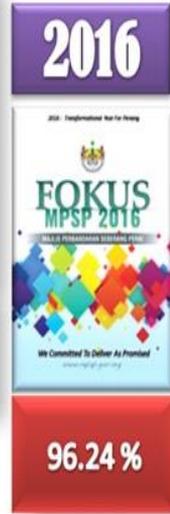
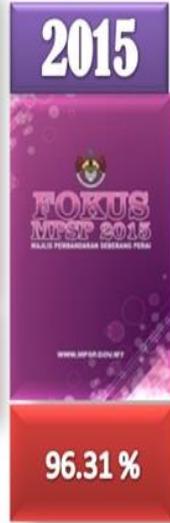
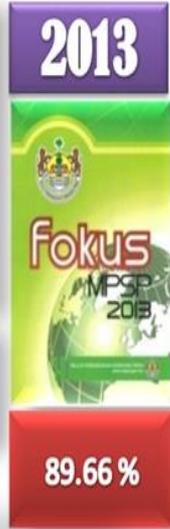


YEARLY FOCUS 2012-2017

SAFER

HAPPIER

HEALTHIER



FOCUS



CLEANER

GREENER

SUSTAINABLE DEVELOPMENT GOALS – SDGs 11

(Make cities inclusive, safe, resilient and sustainable)

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE AND JUSTICE STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 THE GLOBAL GOALS For Sustainable Development

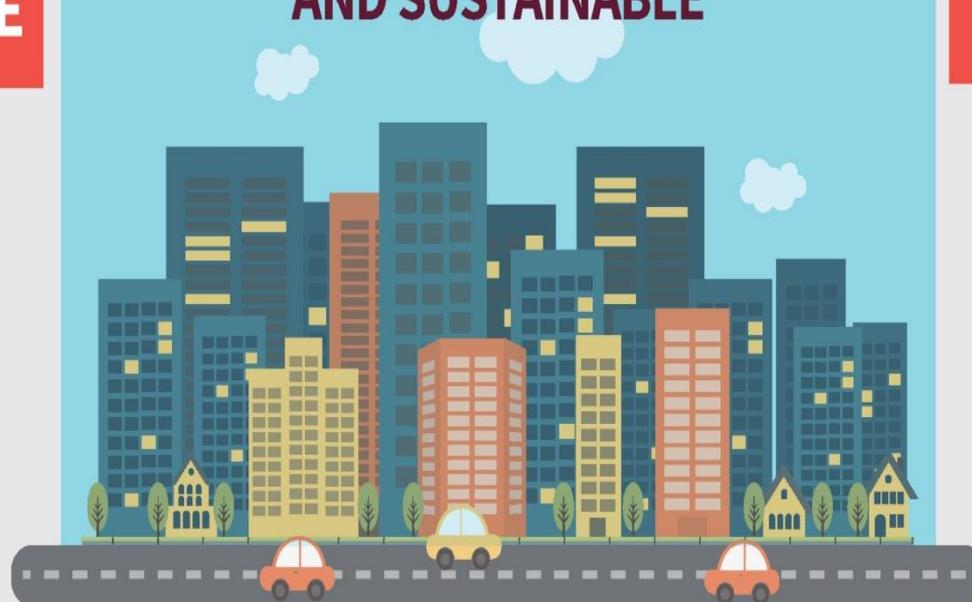
**CHALLENGES OF
URBAN PLANNING
AND COMMUNITY
INCLUSIVENESS**

**INTEGRATED AND
HOLISTIC URBAN
PLANNING POLICY**

**PROCESS OF
FORMULATING
POLICY TO
IMPROVE**

**MAKE CITIES MORE HUMAN
SETTLEMENT
INCLUSIVE , SAFE, RESILIENT
AND SUSTAINABLE**

**CONCENTRATE
OUTCOMES
RATHER THAN
OUTPUT**



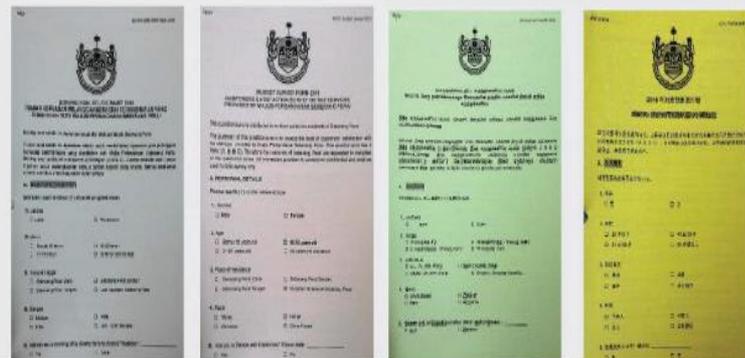


GENDER RESPONSIVE AND PARTICIPATORY BUDGETING (GRPB)



BUDGETING SURVEY Budget 2017

- From 1st January 2016 till 29th February 2016
- Online Survey & distribute form at MPSP Programs & in Shopping Complexes
- Form in 4 Languages – Malay, English, Tamil & Chinese
- Respondent Gender
48% (Men)
52% (Women)



MPSP Yearly Budget

GRPB – Dialogue Budget



Promoting **greater equity** in resource distribution



Community Participation in Fiscal Management

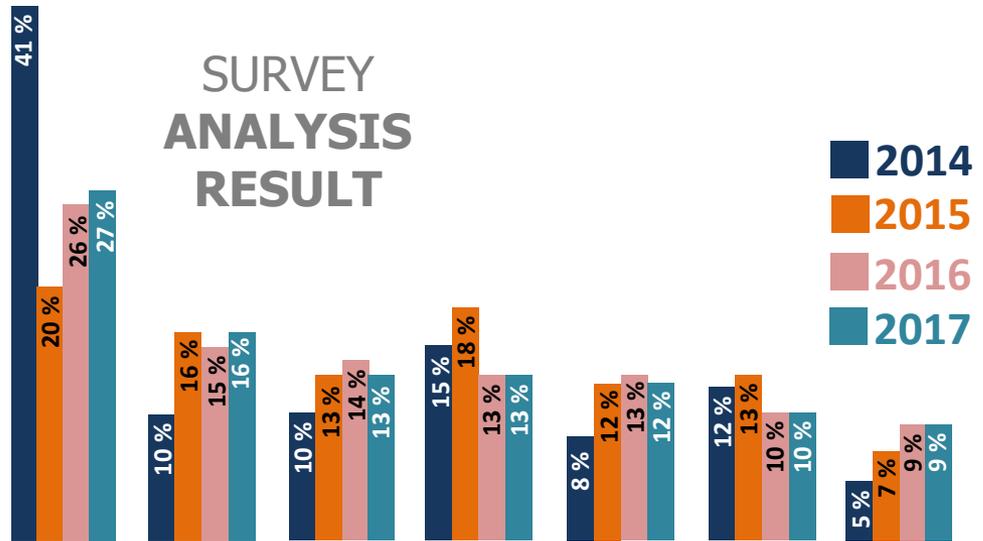


More Participatory & Gender Responsive in the budget process



Encouraging a more **efficient, scientific & democratic** budgeting process

SURVEY ANALYSIS RESULT



CLEANLINESS



INFRASTRUCTURE & PUBLIC AMENITIES



FLOOD MITIGATION



ROAD SAFETY



BEAUTIFICATION & GREENERY



LAW ENFORCEMENT



COMMUNITY ENGAGEMENT

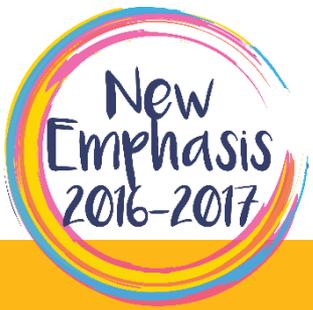
New
Emphasis
2016-2017



New
Butterworth



Urban Renewal
Bukit Mertajam



NEW BUTTERWORTH

New Butterworth is a joint venture of **MPSP** and **Think City** in order to improve the quality of the built environment and the public spaces.



The Vision And The Principal Of New Butterworth

Butterworth as a unique destination, liveable and celebrate local values



Study Area 267ha	No. Buildings 4,095	Building Footprint 95ha	Space between Buildings 170ha
No. Jobs 17,800	No. Residents 23,747	Pop. Density 85/ha	Jobs Density 67/ha
No. Employers 3,060	Vacancy Rate 12.4%	% Female Residents 49%	Open Space/Public Use 3.3%
Hotel Rooms 640	Home Owners 52%	Ave. Household Size 4.1	Non-Malaysian Households >2%



BUTTERWORTH BASELINE STUDY AND COMMUNITY ENGAGEMENT RESULT OF SURVEY

Parks

Recreation

Environment

Beautification

Cleanup

Art Activities

Landscaping

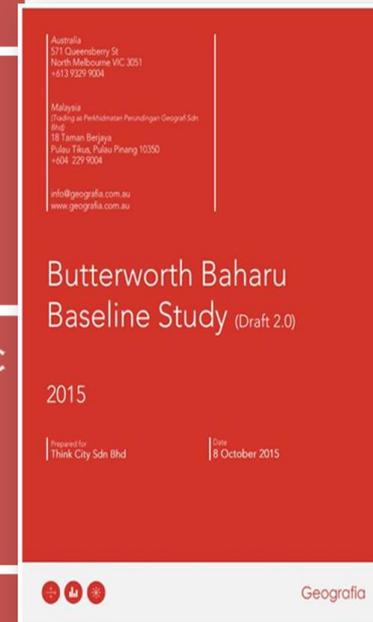
Event



BUTTERWORTH BASELINE STUDY 2015

The Butterworth Baseline Study focusing on 267 hectare area which cover information about the local population, opportunities for the improvement of quality of life and urban planning. The headline statistic of the study and publication are :

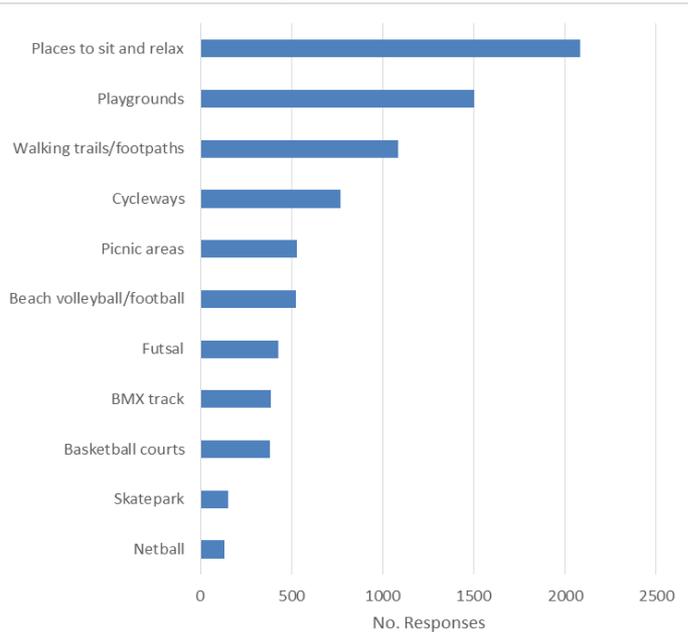
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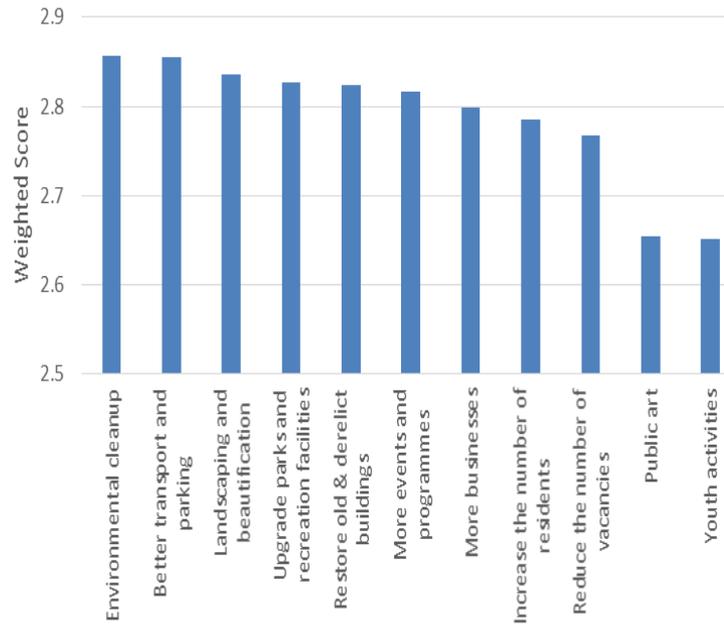
COMMUNITY ENGAGEMENT RESULT OF SURVEY

Community Engagement Result of Survey

Before embarked on the drafting of our regeneration plan, a few sessions of community engagement were held to receive feedback on the community needs in Butterworth old town. These feedbacks formed the foundation of the Pekan Lama Regeneration Plan.



Main priority was environmental cleanup (waste, drains, trees) and better transport (roads) and parking. This was followed by landscaping and beautification and upgrade to parks and recreation.



In terms of recreation, places to sit and relax, followed by playgrounds, walking trails/footpaths and cyclepaths received the highest ratings. Active recreation amenity (e.g. netball, skate parks, etc) did not receive high rating.

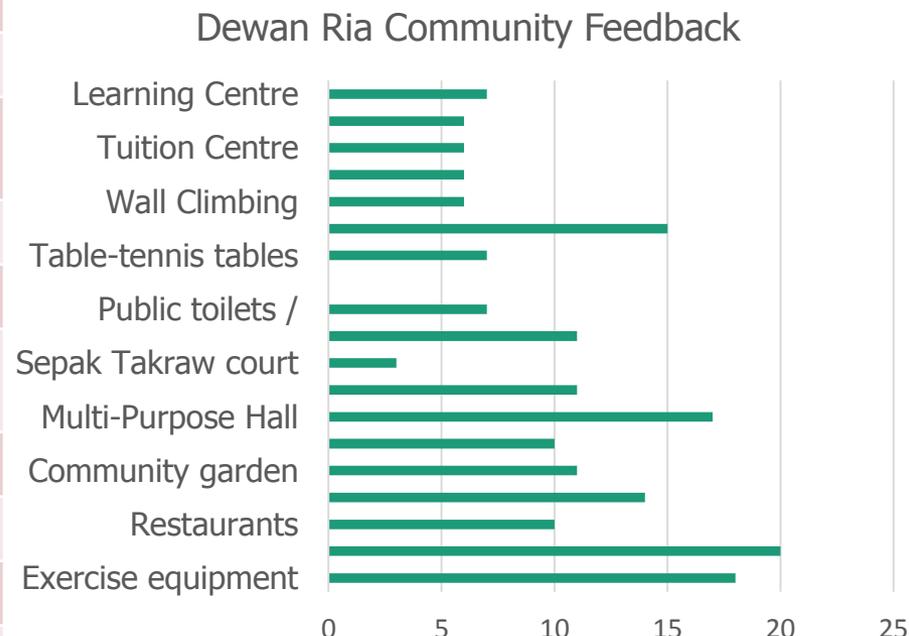


DEWAN RIA PRECINCT : PROPOSAL OF IMPROVEMENT FOR PUBLIC SPACES

DEWAN RIA CATCHMENT ANALYSIS

	200m	400m	Butterworth Baseline
Total area (Ha)	6.0	23.1	267
Total building footprint sqm	24,312	83,891	824,400
Percentage of Total Downtown Butterworth Study	2.2%	8.6%	100%
Household	1,039	1,473	5,891
Population	4,245	6,058	23,747
Percentage of Total Downtown Butterworth Population	17.9%	25.5%	100%
Males%	51.0%	51.5%	51.0%
Females%	49.0%	48.5%	49.0%
Average Household size	4.1	4.1	4.0
Chinese Household	463	683	2,081
Malay Household	259	365	1,386
Indian Household	213	294	910
Children less than 15 years	641	950	3,812
Adults 60 years and Above	117	251	1,118
Percentage Home Ownership	34%	51%	52%

Results from Dewan Ria Precinct Improvement Survey
What facility(ies) do you think is/are needed in this precinct?

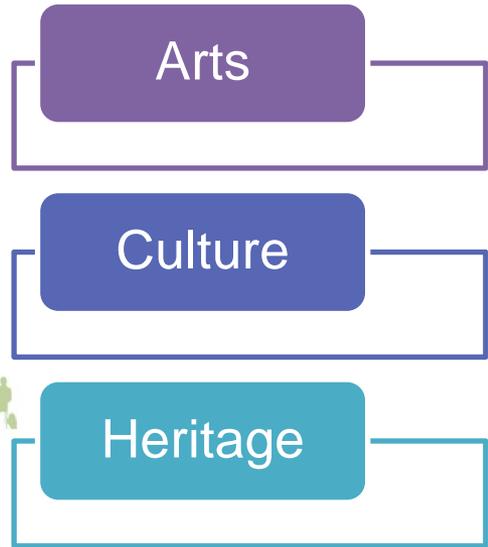
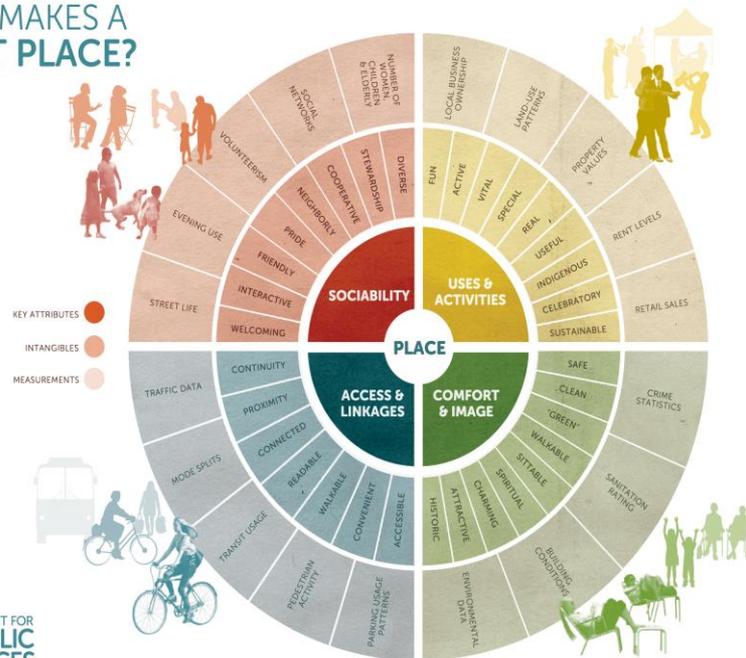


Engagement with community is key at every stage in order for the local council to provide amenities that will be acceptable to, and looked after by the traders. It is suggested that stakeholder engagements, such as surveys and consultations, be conducted to engage with traders prior to finalisation of content and design briefs for expert consultants

COMPONENT OF CREATIVE PLACE-MAKING IN URBAN FABRIC



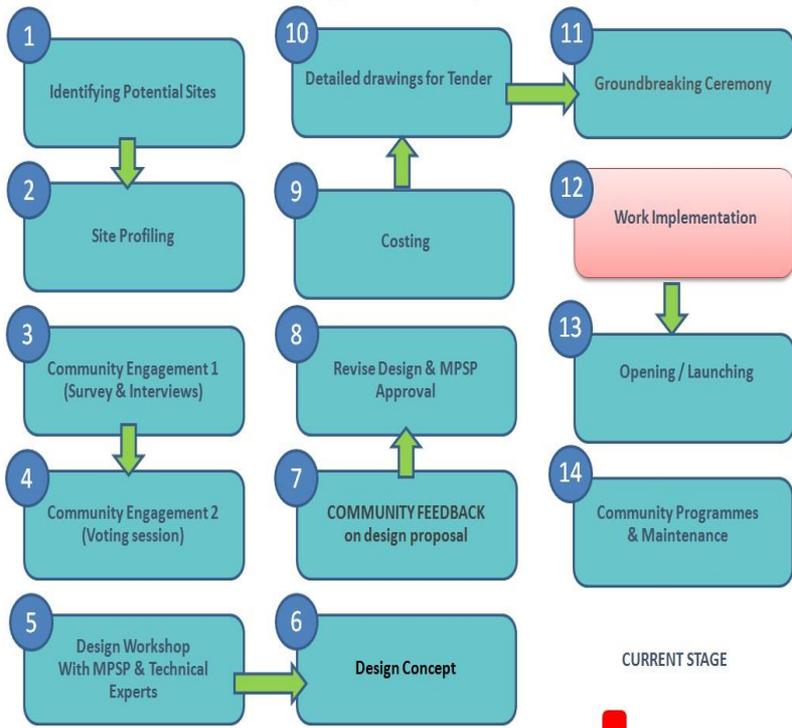
WHAT MAKES A GREAT PLACE?



Source : Project for Public Spaces Website

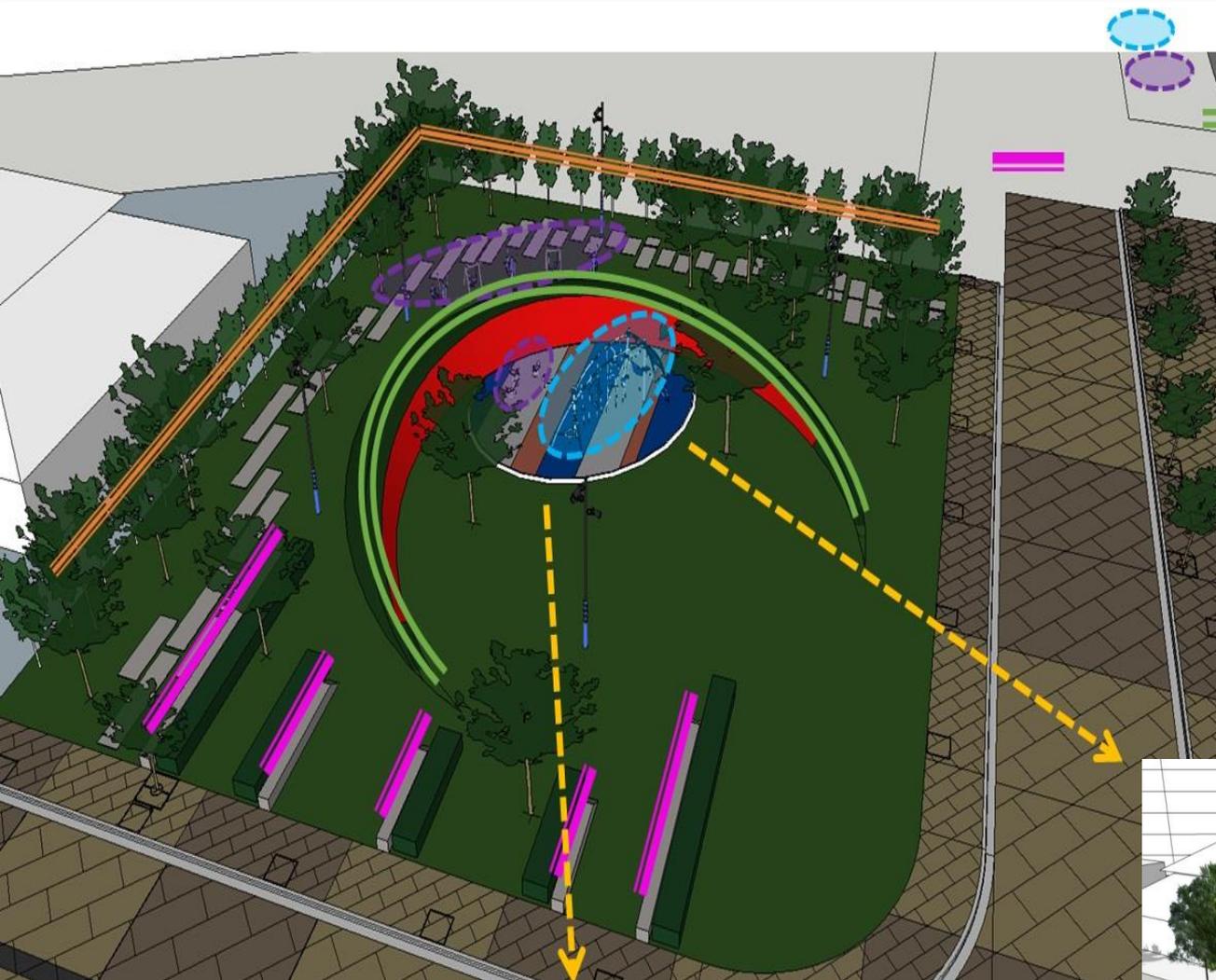
DEWAN RIA PRECINCT : POCKET PARK LEBUH BENGALI

Pocket Park Benggali Street Project Workflow



Upgrading project of Pocket Park Lebu Benggali is the first physical project in Pekan Lama Regeneration Plan. This pocket park located in Dewan Ria Precinct which an area of 1015 square feet. Work implementation will be complete by end of January 2017.

DEWAN RIA PRECINCT : POCKET PARK LEBUH BENGALI



The Component Design for Pocket Park :

- Buffer Zone
- Kid's Playground
- Exercise Equipment
- Earth mound & open lawn
- Seating

Conceptual Design for Pocket Park Lebu Bengali



DEWAN RIA PRECINCT : POCKET PARK LEBUH BENGALI

BEFORE



AFTER

- Actual on the ground : 90%



DEWAN RIA PRECINCT : PROPOSAL OF IMPROVEMENT FOR PUBLIC SPACES

Precinct Improvement

Design Proposal

- Convert part of Lebuah Kampung Benggali to a one-way street
- Create a shared street on part of Lebuah Benggali 1



Swimming Pool Proposal
Design Element



Design Proposal For Dewan Ria Precinct – Element Upgrading

COMMUNITY PROGRAMME : BUTTERWORTH FRINGE FESTIVAL

The first Butterworth Fringe Festival ("BFF") held in August 2015 helped activate the Jeti Lama open space area and introduced local and international performing arts, culture and heritage to Butterworth. Butterworth Fringe Festival is the major event in Butterworth Baharu Programme. The event helped bring prominence to this old quarter of town.



15TH & 16TH
AUGUST 2015

BFF

BUTTERWORTH FRINGE FESTIVAL

13 & 14 AUG 2016

BUTTERWORTH FRINGE FESTIVAL

BFF
BUTTERWORTH FRINGE FESTIVAL

2017
12-13 AUG

JALAN JETI LAMA
5PM-11PM

#MYBFF17
@georgetownfestival.com/bff2017
@butterworthfringefestival
@butterworthfringefestival

Festival akan diadakan di:
Taman Muzik - Makam "Kraf" Dan
Dua kawasan lagi
M: 05-3381 888, 05-3381 888
F: 05-3381 888, 05-3381 888
A: 05-3381 888

Free & open
and family friendly
D: 05-3381 888, 05-3381 888
www.butterworthfringefestival.com



COMMUNITY PROGRAMME : BUTTERWORTH DISCOVERY WALK



An effort to introduce a walking/heritage trail in Butterworth, highlighting forgotten rich cultural assets.

PLACEMAKING EXERCISE : BACK LANE ART WORK PROJECT



Upgrading the back lane is one of the initiative to activate this area for community venue activity and more space in the city. Back lane Art Work Project is a placemaking exercise project with community near by Butterworth

COMMUNITY PROGRAMME : MYBUTTERWORTH – CHILDREN’S MAPPING PROJECT EXHIBITION



A project in collaboration with Arts-ED Penang to involve school children in a cultural asset mapping project. The two schools involved are SJK Chung Hwa Pusat and Maktab Wan Jah.



Urban Renewal
Bukit Mertajam

Introduction



URBAN RENEWAL
BUKIT MERTA JAM

Friendship City Programme - City of Yokohama, Yokohama City University,
JICA (Japan International Cooperation Agency), Universiti Sains Malaysia &
Municipal Council of Seberang Perai

*“Project to Create
Townscape
/ Communities for
the City of Seberang
Perai, Malaysia, that
Accents Its History
and Nature”*



MUNICIPAL COUNCIL OF
SEBERANG PERAI
PENANG, MALAYSIA



Vision

To revitalize BM Town into a livable town through creating a walkable, healthy, safe, economically diverse and culturally vibrant environment.



Infrastructure & Accessibility



Cleanliness & Beauty



Building & Design



Art & Culture



Trades & Commerce

COMMUNITY ENGAGEMENT IN BUKIT MERTAJAM



WE ARE

- **Pro- growth**

Enhance Economy Development

- **Pro- jobs**

Increase job opportunities

- **Pro- poor**

Ensure justice on social and economy

- **Pro- talent**

Strengthening education sector to ensure the future of young generation

- **Pro- green**

Preserve & conserve environment

CONCLUSION

11 SUSTAINABLE CITIES AND COMMUNITIES



GOALS 11:

Make cities and human settlements inclusive, safe, resilient and sustainable



Investment



Legal & Policies Framework



Community Engagement



Public Spaces

Majlis Perbandaran Seberang Perai (MPSP)



THANK YOU



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