



Bukit D.O. Recreational Park

Seberang Perai:



**Discovering the Hidden
Pearl of Penang**

VISION OF MPSP

Seberang Perai is envisioned to be a beautiful, comfortable and cleaner place to live, work and attract both investors and tourists.



Taman Jajar Town Park

MISSION OF MPSP

To provide safer, cleaner, greener and healthier urban management services that are responsive towards the needs of the community in Seberang Perai.



PERUTUSAN YANG DIPERTUA, MAJLIS PERBANDARAN SEBERANG PERAI

"Seberang Perai: Discovering The Hidden Pearl Of Penang" senaskah buku yang amat dinantikan oleh seluruh warga Seberang Perai. Saya sebagai Tuan Yang Dipertua Majlis Perbandaran Seberang Perai berasa amat bangga dan bersyukur kerana *Seberang Perai Coffee Table Book* ini berjaya dihasilkan dan dibukukan. Ia adalah hasil usaha bersama MPSP (Majlis Perbandaran Seberang Perai) dan pasukan ilmiah dari USM (Universiti Sains Malaysia), tahniah saya ucapkan.



Bermula Januari sehingga Disember 2013, pelaksanaan *Seberang Perai Coffee Table Book* ini berlangsung dengan jayanya dengan bantuan pelbagai pihak. Saya berharap dengan penghasilan buku ini, ia menjadi satu penanda aras bagi pihak MPSP untuk maju ke hadapan selaras dengan usaha MPSP untuk menjadikan Seberang Perai bersih, indah dan selesa didiami, bekerja serta tarikan pelaburan. Buku ini merupakan satu anugerah yang berharga kepada Seberang Perai di mana segala keunikan dan keistimewaan yang tersembunyi telah pun diterokai dan ianya perlu dikongsi bersama.

Adalah diharapkan buku ini dapat menjadi bahan bacaan pelbagai pihak bukan sahaja diperingkat jabatan kerajaan tetapi juga bermanfaat untuk rujukan orang awam, pelabur, pelancong serta menjadi rujukan ilmiah sama ada di dalam atau diluar negara. Penghasilan *Seberang Perai Coffee Table Book* ini melalui pelbagai fasa yang mencabar. Kejayaan menghasilkan *Coffee Table Book* ini melambangkan kegigihan dan komitmen MPSP untuk melonjak nama Seberang Perai ke mata dunia.

Akhir kata, saya sekali lagi ingin mengucapkan jutaan terima kasih kepada semua pihak yang terbabit atas dedikasi dan kesungguhan dalam menghasilkan *Seberang Perai Coffee Table Book* yang pertama ini.

Sekian, terima kasih.



PN. MAIMUNAH MOHD SHARIF
Yang Dipertua
Majlis Perbandaran Seberang Perai

MESSAGE FROM THE PRESIDENT OF SEBERANG PERAI MUNICIPAL COUNCIL

"Seberang Perai: Discovering The Hidden Pearl Of Penang" is probably one of the most anticipated books by the residents of Seberang Perai. This book, being the result of collaboration between the Seberang Perai Municipal Council (MPSP) and USM (University of Science Malaysia) is something I am very proud of and these efforts deserve my heartiest congratulations.

The production of this book throughout the year 2013 was managed very well with the help of many. It is hoped that it will be a benchmark in line with the Seberang Perai Municipal Council's effort of making Seberang Perai a clean, beautiful and comfortable living and working environment, as well as a hotspot for future investors. This book is an asset to the Seberang Perai because it showcases the uniqueness that lies in the Seberang Perai; hence there is the need to share it.

Not only will this book benefit the government sector, it will also bring advantages to investors, the private sector and the general public. The book functions as a valuable reference for anything related to Seberang Perai. Although the efforts in producing the Seberang Perai Coffee Table Book is no walk in the park, the perseverance and commitment put in by everyone involved is mirrored in the success of launching this book.

Once again, I would like to profess my sincere gratitude to all parties involved in producing this first coffee table book which will help boost the image of the Seberang Perai and help it gain the recognition it deserves.

Thank you.



PN. MAIMUNAH MOHD SHARIF
President
Seberang Perai Municipal Council

PERUTUSAN KETUA MENTERI PULAU PINANG Y.A.B. LIM GUAN ENG

Salam Sejahtera.

Pertama sekali saya ingin mengucapkan tahniah kepada Yang Dipertua MPSP dan juga semua Ahli Pasukan Kerja *Coffee Table Book* Seberang Perai kerana berjaya menghasilkan sebuah buku yang dapat merekodkan keindahan dan tarikan Seberang Perai.



Saya amat gembira dan berbangga dengan penerbitan buku ini yang juga merupakan *Coffee Table Book* yang pertama bagi Seberang Perai.

Penerbitan buku ini selain bertujuan merekodkan kawasan-kawasan yang terdapat di Seberang Perai, ia juga boleh dijadikan rujukan serta maklumat kepada para pelancong.

Kombinasi desa dan bandar membentuk Seberang Perai menjadi satu kawasan yang unik. Seberang Perai juga 'kaya' dengan rumah-rumah warisan seperti Rumah Tok Ayah, 99 Doors Mansion, Gereja St. Anne's dan banyak lagi akan dapat menggamit pelancong dari dalam dan luar negara ke Seberang Perai. Lebih-lebih lagi pembangunan infrastruktur yang rancak juga pasti dapat memangkin industri pembuatan dan pelancongan.

Besar harapan saya dan Kerajaan Negeri Pulau Pinang untuk menjadikan Seberang Perai sebuah kawasan pelancongan tambahan kepada yang telah sedia ada di Pulau Pinang. Produk dan kemudahan pelancongan harus bertaraf antarabangsa barulah dapat menarik minat pelancong. Justeru, diharapkan dengan penerbitan buku ini, lebih banyak lokasi yang menarik akan diperkenalkan dan meningkatkan lebih pengunjung ke negeri Pulau Pinang.

Sekian, terima kasih.



(LIM GUAN ENG)
Ketua Menteri Pulau Pinang


MESSAGE FROM THE RIGHT HONOURABLE CHIEF MINISTER OF PENANG

First of all, I would like to congratulate the President of Seberang Perai Municipal Council and all the team members of the Seberang Perai Coffee Table Book in producing this book to record the beauty and attractions of Seberang Perai. I commend with pride the efforts put into the production of this book for it is the first of its kind for the Municipal. It serves as a valuable reference for tourists as well as a record for all the locations that can be found in Seberang Perai.

Seberang Perai is a place made unique by the blend of rural and urban areas as well as being home to rich heritage sites like Rumah Tok Ayah, the 99-Door Mansion, the Church of St. Anne's and many others. I am confident this will attract more local and foreign tourists to visit Seberang Perai. With major infrastructural development in place, this will certainly assist in catalyzing growth in the manufacturing and tourism sectors.

It is the Penang State Government's wish to make Seberang Perai an additional tourist attraction in Penang. However, the product and facilities must be of top quality as nothing less than a world-class site can attract tourists. I hope that with the publication of this book, more locations in Seberang Perai will be introduced to the visitors of Penang.

Thank you.

A handwritten signature in black ink, appearing to read 'Lim Guan Eng', with a stylized flourish at the end.

(LIM GUAN ENG)
Chief Minister of Penang



Air Hitam Dalam Educational Forest, Sungai Dua

Preface

Coffee Table Book - *Seberang Perai: Discovering the Hidden Pearl* conceptualizes the vision of Seberang Perai Municipal Council as mentioned by the President Madam Maimunah Mohd Sharif. The vision encapsulates the inter-relationship between the role and the function of the Local Government in promoting sustainability and its engagement with the public in achieving a clean, beautiful and comfortable place to stay, work and invest. This is in accordance with the mission of Seberang Perai to provide efficient and effective urban services which includes development and infrastructure planning as well as being responsive towards the needs of the communities. In achieving this vision, Seberang Perai is now transforming from a sleepy rural area into a vibrant economic region.

It is hoped that this publication will be able to showcase the progress and development of Seberang Perai. At the same instance, it is important to create the awareness that Seberang Perai, being part of Penang State, ought to be developed in tandem and aligned with the over-arching developmental goals of the State as a whole. This publication will also highlight and promote the significance of Seberang Perai's many hidden historical gems and bountiful nature treasures which can be marketed as tourism products.

Seberang Perai: Discovering the Hidden Pearl is a product of research undertaken by a group of voluntary researchers with the aim to reveal the captivating beauty and promote the significant roles of Seberang Perai in the development of Penang as a whole. The team comprised of academicians from Universiti Sains Malaysia and employees from the Seberang Perai Municipal Council. Whilst preparing this publication, the input and ideas derived from team members coming from diverse disciplines have provided insightful, rich and multi-perspective understanding with regards to Seberang Perai's development.

Last but not least, this Coffee Table book illuminates the essence of Seberang Perai captured and organized under the sub-headings of history, people, places, economy and the emerging pearl.



Contents



Introduction

1



History

16



People & Culture

44



Places

64



Food

88



Economy

102



The Emerging Pearl

122



INTRODUCTION



The chief function of the city is to convert power into form, energy into culture, dead matter into the living symbols of art, biological reproduction into social creativity.

- Lewis Mumford -



Seberang Perai, which was formerly known as Province Wellesley, is a narrow hinterland located opposite of Penang Island. There are currently three Administrative Districts in Seberang Perai and all fall under the jurisdiction of the Municipal Council of Seberang Perai. These three Administrative Districts are Seberang Perai Utara (SPU) located in the north, Seberang Perai Tengah (SPT) in the middle and Seberang Perai Selatan (SPS) towards the south. According to the 2010 National Census, Seberang Perai is the second most populous local government area in Malaysia with a population of 815,767. The whole of Seberang Perai covers an area of 738.41 sq. km. The community of Seberang Perai is varied with people from different faith and diverse ethnic backgrounds.





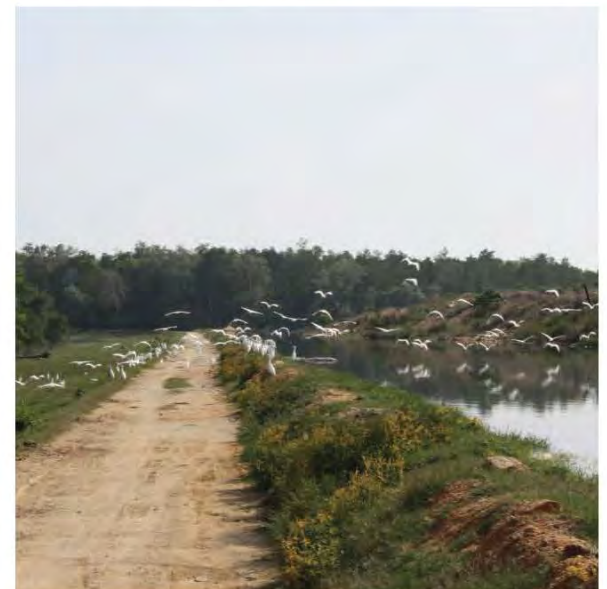
"A place is not a place until people have been born in it, have grown up in it, died in it. ... Some are born in their place, some find it, some realize after long searching that the place they left is the one they have been searching for."

- Wallace Stegner -



“It is place, permanent position in both the social and topographical sense, that gives us our identity.”

- J.B. Jackson -





MPSP

MAJLIS PERBANDARAN SEBERANG PERAI

MPSP CORPORATE GOVERNANCE

As provided in Section 13 of the Local Government Act, 1976, (Act 171), MPSP is a corporate body bestowed with the power to devise policies aimed at facilitating administrative processes and to perform the primary functions provided under Section 101 (ff), of the same Act. Policies formulated by MPSP include administrative, planning, building, engineering, assessment, health, finance and legal matters. They also include the power of attorney invested in the President, Municipal Secretary and relevant senior officers.

The management team is headed by the President and the Municipal Secretary. MPSP has 16 Heads of Departments/Units. The duties of the Municipal Secretary are to execute rules, regulations and policies decided by the Council. Municipal Councillors are appointed by the State Government to fulfill the terms and conditions set by the Local Government Act 1976 (Act 171). The roles of Municipal Councillors are divided and delegated according to membership in several committees. Committee members are appointed by the President.

One major element of the corporate governance process concerns the role of auditors (internal and external). The auditor's main role is to examine the account books and other financial reports involving profit and loss. These reports are related to other particulars such as assets and liabilities as well as other miscellaneous items contained in MPSP's annual prospectus. The auditor must identify any failures or discrepancies among the implemented programs and highlight the resulting financial implications.

Although the various community groups are not involved in the daily management of MPSP, they are regularly updated with the latest information about the organization. MPSP allows for feedbacks and communication to be circulated through effective channels to ensure that the role of corporate governance is performed satisfactorily from the community's point of view. In this regard, the community may trace actions on the part of the management or Municipal Councillors that challenge the established rules. Such transparency permits the staff to fulfill their duties to the fullest of responsibility and to be conscious of the fact that they are being scrutinized for any deviation.



MPSP building by night





On 13 April 2000, MPSP set up the Municipal Court with the blessings of the Chief Judge of Malaya. The court was established on Lot 852, Section 4, Kampung Jawa, Butterworth, Seberang Perai. It was gazetted in January 2002 and started its operation on 4 March 2002.

This Municipal Court was the first of its kind to be set up in the Northern States of Peninsular Malaysia. With the establishment of this Municipal Court, MPSP as a local authority was able to act more efficiently in dealing with the public and at the same time it acts as an instrument to educate the public on the rules and regulations of the local government.



Communities



“When we're connected to others, we become better people.”
- Randy Pausch -





HISTORY & HERITAGE



If you want to understand today, you have to search yesterday.

- Pearl Buck -





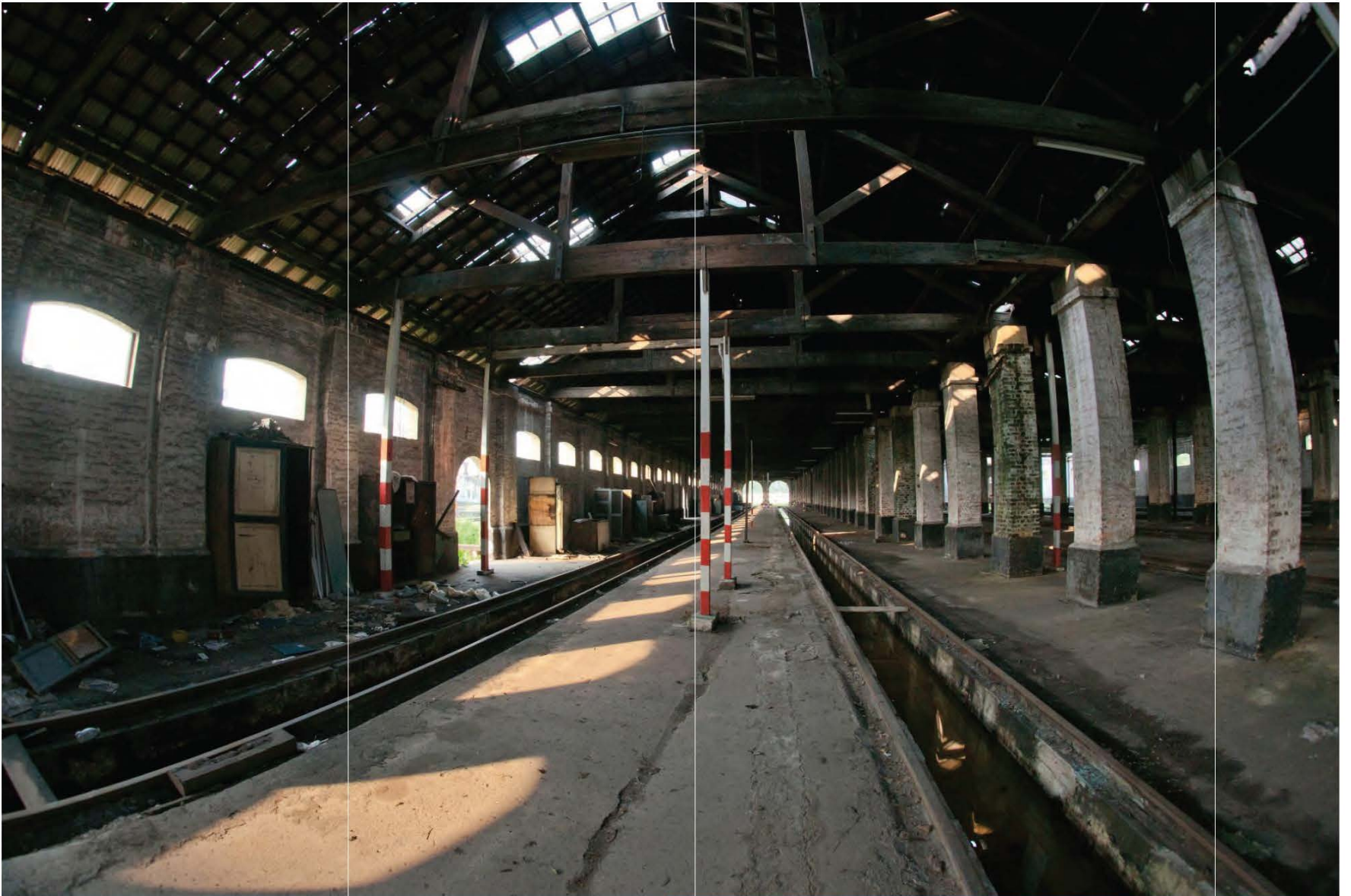


Dewan Dato' Haji Ahmad Badawi is a community hall that belongs to Majlis Perbandaran Seberang Perai (Seberang Perai Municipal Council). It was named after the late father of the then Prime Minister of Malaysia, Dato' Seri Abdullah Ahmad Badawi. The hall was declared open by Dato' Seri Abdullah Ahmad Badawi at a ceremony on 31 July, 2007 and it is located along Jalan Bagan Luar.



After conquering Kedah in 1821, the Siamese erected stone markers such as the British-Siamese Boundary Stone. One of these stone markers is found at Ekor Kuching located between Kedah and Penang.







This Ammunition Depot was built in 1901. Besides storing ammunition and explosives, the depot also serves as a center to monitor plying vessels during the British rule.



Old British Fortress



The British troops once used this hexagonal-shaped fortress as a place to oversee security along the border of the Muda River.

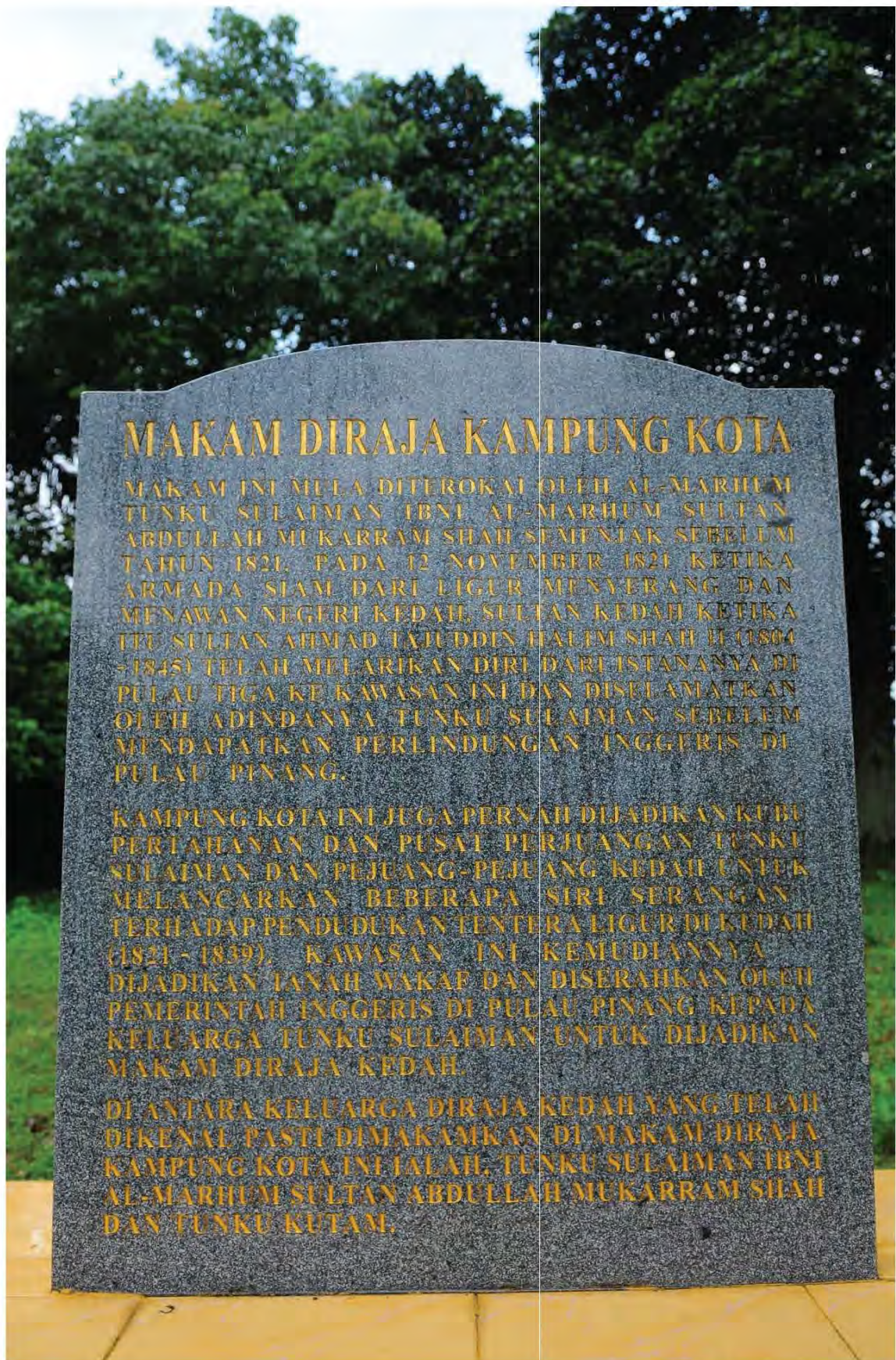


History of the Golden Well

Approximately in the year 1789, one of the villagers discovered the fountain that flows beside the well. Whilst the villager was digging, his hoe suddenly hit against a hard object which turned out to be a golden urn. He was shocked and afraid and went off to tell other villagers about his discovery. However, when the other villagers arrived at the place, the golden urn no longer existed. There was a golden stone instead.

Eventually, the British Government that ruled Penang learned about the discovery. They then engaged the villagers to excavate further in order to obtain the 'gold' based on the hearsay from the villagers. Some gold nuggets were discovered, extracted and sent back to Britain for analysis. Much to the disappointment of everyone, the nuggets that were perceived to be gold were only golden-hued pieces of worthless rocks!





Royal Tomb of Kampung Kota

This land was first discovered by Al-Marhum Tunku Sulaiman ibin Al-Marhum Sultan Abdullah Mukarram Shah since before 1821. On November 12, 1821, when the warships of Siam from Ligur attacked and conquered Kedah, the Sultan of Kedah of that time, Sultan Ahmad Tajuddin Halim Shah II (1804-1845) escaped from his palace at Pulau Tiga to this area and was saved by his brother Tunku Sulaiman before seeking refuge with the British in Penang.

This village called Kampung Kota, used to be the fort and the operations center for Tunku Sulaiman and the defenders of Kedah to launch a series of attacks against the military occupation of Ligur in Kedah (1821-1839). Subsequently, this land was designated as *tanah wakaf* (endowment land) and was given to Tunku Sulaiman's family by the British government in Penang to be the Royal Tomb of Kedah.

Among the Kedah Royal family that have been identified buried in this royal tomb is Tunku Sulaiman Sultan Abdullah Al-Mukarram Shah and Tunku Kutam.

(Translated from the information board on the site.)