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PROPERTY SECTOR: SOFT OUTLOOK PERSISTS

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PROPERTY

BY AISYAH RAZAK



Newpark - The Future of Kluang

The sleepy Johor town is poised for upgrade with Majupadu's latest project.

In recent years, property development in Johor has mainly been centred in and around Iskandar Malaysia, one of the state's most highly visible growth corridors.

Whilst most of the developers have mainly been investing heavily in the property hotspot, Tey Fui Kien, a local Kluang girl who is leading Majupadu Development Sdn Bhd, is setting her eyes on developing her hometown further and to subsequently lift the image of the Johor's district heartland.

The executive director of Majupadu sees a huge potential for Kluang, with right development strategy, to become a growth centre in the near future.

Majupadu is already a reputed developer in Kluang with track record over 25 years and is also the leading commercial developer in the district with its more than 24 projects.

Recent notable projects completed by the

company include infrastructure works for Kluang Mall, the largest leading shopping centre in central Johor. The mall, currently serves the population of 314,000 offering a wide portfolio of local, national and international brands.

NEWPARK

Moving forward, the company has recently unveiled its plans named Newpark.

Newpark will be Majupadu's first development project beyond their usual projects as it is created as the first eco-friendly real estate development in central Johor to represent the next phase to modernise Kluang's economy.

"Newpark represents an opportunity to upgrade Kluang. Newpark will be the largest master-planned commercial project in Kluang," says Tey.

Located at what is believed to be the



Tey: Newpark represents an opportunity to upgrade Kluang.

last piece of major development land situated along Jalan Batu Pahat, which is the main artery road for the town, the land besides the Federal building in Kluang will

be transformed into modern lifestyle enclave with properties hitherto not available or even heard of outside Iskandar Malaysia, Penang and Klang Valley or other big cities.

The 100-hectare project, comprising over 36.4 hectares of commercial zone and 63.13 hectares of residential zone, which is directly accessible by the main road of Jalan Batu Pahat and approximately 10 minute-drive from the North-South Expressway.

The first phase of the development will

and apartments with a concept that balances contemporary living with resort-like recreational amenities, leveraging green technologies.

According to Tey, the company is also discussing with an international education institution to provide a high-class education in Newpark - ranging from primary, secondary and also tertiary education that is designed along the 'Building Schools for the Future' (BSF) standard.



likely be comprising of hotel and convention centre, residences, city commercial boulevard, education hub, supermarket and drive-thru commercial boulevard.

It is understood that the proposed hotel and convention centre will offer 250 business-class rooms and suites that will serve as the premier choice of hospitality for Kluang's business and social circles.

Inspired by the Gunung Lambak hills that form the town's backdrop, the hotel's rooftop skybar offers unprecedented views of the lush Kluang greenery.

"We have conducted a detailed research and based our findings, there's the need of a new hotel in Kluang and Newpark Hotel is a great marketing strategy for us," says Tey.

The residences, meanwhile, will feature Kluang's first high-rise condominiums

POMEROY STUDIO

According to Tey, the company is also collaborating with Pomeroy Studio, an award-winning Singapore based designer, on the mega multi-development project.

"The collaboration is key to the success of Newpark as we are aiming for a different approach in our design where the element of sustainability is the key point."

Founding principle of Pomeroy Studio Prof Jason Pomeroy says Newpark is an investment in sustainable design and eco-friendly technologies which will benefit both residents and businesses.

Pomeroy, the recipient of the BCA-SGBC (Building and Construction Authority-Singapore Green Building Council) 2014 Green Building Individual's Award and Young Green Advocate Award, recently



Pomeroy: Sustainable design and eco-friendly technologies will benefit both residents and businesses

designed a large mixed-use development in Jakarta, One Mackenzie Park.

"Optimisation of light, ventilation, grey and rainwater harvesting methodologies and exploration of solar energy will be among some of the features designed to optimise energy and water consumption in Newpark," he explains.

Tey reiterates that what's unique about Newpark is that everything in the development is accessible within walking-distance.

It is also a great place for a nuclear family to raise their kids as it offers good sustainable environment as well as a secured and safe atmosphere.

"Our potential target market is locals age from 20-29 which carries the highest percentage of population (17.8%) in Kluang. Already, they are of the local citizens migrating to big cities to seek jobs and comfortable lifestyle. With Newpark, we are trying to lure them back to live in Kluang and serve the town to improve its economy," says Tey.

She, however, does not reveal Newpark's GDV and the exact date when the first phase will be launched as the details are yet to be finalised.

She adds a mega project such as Newpark will take a couple of years to complete and the first phase should be launched by this year.

Until then, the people of Kluang will be waiting in anticipation for a lush green park and skygarden of Newpark, set to be a flagship for sustainable estate. **mb**