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PROPERTY

Newpark: Kluang's Catalyst of Growth

Bandar Newpark, an ambitious mixed development project, promises to propel Kluang to greater heights. *By Ariel Chew*



Just two hours from Kuala Lumpur and Singapore, Kluang is one of the richest districts in Johor with an average household monthly income of RM5,006. The 'tile capital' of Malaysia is also home to the largest tissue paper factory in Malaysia and the biggest nitrate production facility in the world. Long eclipsed by the meteoric growth of Iskandar Malaysia, Kluang is now coming onto its own, thanks to the dedicated efforts of Majupadu Development Sdn Bhd, a leading commercial and residential developer in Kluang.

For over 25 years, Majupadu has been hard at work developing the district and surrounding areas. Its numerous success

stories include Kluang Mall, the largest modern shopping centre in town, Taman Majupadu, Taman Suria, and Taman Delima among others. Responsible for providing more than 6,000 residential homes in Kluang, over 24 of its projects were sold out on the first day of launch.

Majupadu is now embarking on its most ambitious project to date, Bandar Newpark, a sustainable master planned mixed development situated in Kluang's last major commercial land parcel. The 246.9-acre Newpark will comprise a hypermarket, residences, a commercial boulevard, a hotel and convention centre with a sky bar, a shop office area, an education hub, an eco-trade centre and a promenade that will lead to the future landed residential development.



Partnering with Pomeroy Studio, an award-winning Singapore-based green design firm, Newpark is designed to optimise energy and water usage by maximising natural light and ventilation, harnessing solar energy and incorporating grey and rainwater harvesting technologies. In the preview of Newpark held at Kluang Mall earlier this year, Majupadu's Executive Director Tey Fui Kien said, "Central to Newpark is the investment in sustainable design and eco-friendly technologies. Newpark will be Majupadu's flagship development for sustainable living in Kluang."

"Urban greenery and sky gardens are fundamental parts of the design, helping to reduce ambient temperatures and cooling costs. Intelligent positioning of the buildings helps increase natural ventilation while optimising natural light," explained Pomeroy Studio's Founding Principal, Professor Jason Pomeroy.

A Series of Firsts

Revolutionary in concept, the T-shaped Newpark will mark a series of firsts in the district. Its 156-acre Residential Zone will be the first high-rise residences in Kluang offering views of the verdant 1,673ft Gunung Lambak. The residences have three 12-storey towers comprising 318 units of 1, 2, 3 and 4 bedroom apartments with 854 car park bays. Its relaxing cruise liner-inspired design hints at green technology powering the development.

The business-class hotel with a rooftop bar will not only be the tallest building in Kluang but also hosts the largest convention centre in central Johor. The 90.9-acre commercial boulevard will contain modern shop offices including corner units with a ceiling height of 24 feet, which are good for banks, car show rooms and the like.

The state-of-the-art Expo Trade



Centre is a purpose-built trade zone that features flexi-warehouses for big ticket items such as tiles. The flexi-warehouse structures will be interconnected by a tree-lined Expo Walk that contains public spaces, entertainment and food and beverage outlets. The Promenade, which is a park featuring a plethora of social and recreational amenities for visitors will then connect the Expo Walk to the hotel, commercial boulevard and residences.

As a crucial piece of the mixed development offering, the education hub is a platform to integrate primary, secondary and tertiary schooling according to the British 'Building Schools for the Future' (BSF) standards. The hub is expected to cater to the needs of the 38,000 students in Kluang and surrounding areas.

Building for Tomorrow

To accommodate the needs of Newpark's future population, Majupadu has obtained approval for an 8-lane road expansion for Jalan Batu Pahat (from a 4-lane artery road in Kluang) and will build a 100-foot wide access road to Newpark.

According to Tey, the master plan is still being finalised and they are in talks with prospective partners for the hotel, hypermarket and education hub. As such, the launch date of the individual project components will be announced later with the first phase slated to start sometime this year. "Newpark is a long-term project. We believe a properly planned real estate can provide a better quality of life for residents and a better operating environment for businesses. Newpark is the future of Kluang," she said. ☺