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Nadayu offers commercial component in Melawati

BY RACHEAL LEE

Nadayu Properties Bhd's latest offering in Taman Nadayu — the mixed-use development Nadayu63 — is seen as a catalyst for the township, with the commercial component set to bring dynamic lifestyle and retail activities to residents.

The RM250-million Nadayu63, which was opened for sale last year, will offer 296 serviced apartment and 60,000 sq ft of retail space on a two-acre site, executive chairman Hamidon Abdullah tells *City & Country*.

The built-ups of the units range from 557 to 1,126 sq ft, with selling prices starting at RM790 psf. They come semi-furnished with air-conditioning units, built-in wardrobe, water heater, kitchen with cabinets, oven and refrigerator.

The facilities provided include a sky lounge, swimming pool, cabana, playground, garden and gym room.

The project has since chalked up 60% sales, says Hamidon, with 20% of the buyers being repeat customers.

Nadayu63

Hamidon says the retail component will be the first in Taman Nadayu and is set to reinvent the township and help create an integrated community.

"We call the commercial component an urban centre and we are going to keep and manage the commercial portion for now to control the tenant mix," he explains. "We have been talking to some potential tenants that will serve to support the community. There will be a medical centre and we are also looking at bringing in a supermarket or lifestyle shops."

He adds that the commercial component may be sold en bloc to investors after the right mix of tenants has been achieved.

For the residential component of Nadayu63, the developer hopes to get a good balance of owner-occupiers and investors. For owner-occupiers, the main target market are the young people who have stayed and grown up in the Melawati area and their parents. For the investors, Nadayu Properties will have a dedicated leasing team to assist them in finding tenants for their units before the project is completed.

"The property industry this year will be more challenging but we remain optimistic as people see value in Nadayu63 and the living environment it offers," Hamidon says. "Also, our price point — starting from RM480,000 — makes owning a new home or investment asset very 'reachable'. We will offer more products below RM1 million so that they will be reachable for more people."

Nadayu63 is the third phase of Taman Nadayu in Melawati, which spans 80 acres. The first phase on 9 acres comprised 21 bungalows, with built-ups of 8,274 to 8,911 sq ft. Launched in 2010 and priced from RM740 to RM850 psf, this phase was completed in 2012.

The second phase, Nadayu62, is scheduled for completion early next year. Facilities offered include a swimming pool, barbecue area, gym, wading pool, playground and multi-purpose hall.

Nadayu62, which has a gross development value of RM91 million, represents the developer's first high-rise project in Taman Nadayu. Launched in 2014, the two-acre riverfront development has 182 semi-furnished condominiums measuring 950 to 2,015 sq ft. Priced at RM570 psf, the project is fully sold.

Metro City property negotiator's Erwin Soon notes that the Melawati area traditionally caters for families as it mostly comprises large landed properties. "For young people to move in, their main concerns would be price and lifestyle. The emergence of new



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"We are going to keep and manage the commercial portion for now to control the tenant mix" — Hamidon

shopping malls and smaller, more affordable, serviced apartments might be attractive to them," he says.

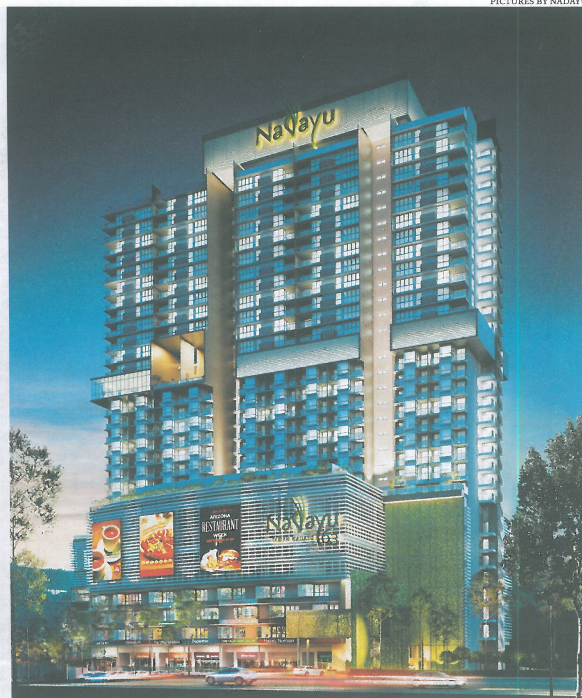
Taman Nadayu

Taman Nadayu is surrounded by Klang Gates Quartz Ridge and Kemensah Forest Reserve.

To be developed over four to five years, a total of over 1,500 new homes will be built there.

"We will continue to create reachable products, which people can afford to buy, in Taman Nadayu. Most developments here, going forward, will be apartments priced below RM1 million," Hamidon says. "We are looking at building more apartments there, which will complement each other. It is a progressive process to build a community."

Formerly known as Mutiara Goodyear Development Bhd, the company was established in 1976 as a



PICTURES BY NADAYU



Clockwise from top left: The retail component at Nadayu63 and artist's impression of Nadayu63 and the garden and cabana area

partnership between Goodyear Management Group and Harun Faudzar Group. In 2011, the group changed its name to Nadayu, combining two Malay words, nada and bayu, meaning "rhythm of the breeze".

Before the name change, the group had completed several developments, including high-end residential projects Mutiara Upper East on Jalan Ampang, Dataran Prima Condominium in Kelana Jaya and Villa Lagenda in Selayang, all in the Klang Valley.

Under its new name, the group has several developments under its belt, such as Nadayu28 in Bandar Sunway and gated and guarded Nadayu92 in Kajang. Completed last year, Nadayu28 was awarded a Green Building Index certificate of completion and compliance. The project is a five to 10-minute walk to Sunway University, Sunway Lagoon and Monash University.

This year, Nadayu Properties is working with sister company Areca Holdings on a project in Ara Damansara, Hamidon says. "We have just got approval for the project, so we have yet to confirm the name. It will be a mixed-used development with high-rise apartment and commercial units. We are looking to launch it in the fourth quarter."

Nadayu Properties also started the construction of a 300-bed hospital, KPJ Damansara Specialist Hospital II, on a 2.8-acre parcel in Sungai Penchala Damansara in April for KPJ Healthcare Bhd. Scheduled for completion in three years, the hospital will serve the growing population in Sungai Penchala, Damansara, Bandar Utama, Mont Kiara, Sri Hartamas and Kepong.

Nadayu Properties still has a total undeveloped landbank of about 100 acres in Melawati, Cyberjaya and Penang.