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New flagship development in Puchong for Hua Yang

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Hua Yang Bhd has unveiled its new Klang Valley flagship development in Puchong — Puchong Horizon.

"The developments in the surrounding area are old. We are giving life and bringing back modern and contemporary living [to the area with Puchong Horizon]. I believe this will be the tallest residential tower in Puchong," chief financial officer Joe Tan told *City & Country* after the exclusive media preview on Feb 27. Its tagline for the project is "Shaping a new vista".

The developer ensures it will have at least one flagship project in every region it operates in. "In the Klang Valley, One South in Seri Kembangan used to be our flagship project but it is almost completed. Puchong Horizon will be our next flagship." He said it is a bigger project than One South and will drive revenue for the company.

Occupying a 29.21-acre leasehold parcel, Puchong Horizon is a mixed-use development with residential and commercial components, with an estimated gross development value of RM2.2 billion.

It is accessible via the Damansara-Puchong Expressway, Jalan Puchong Intan and Persiaran Puchong Permai as well as highways such as the Shah Alam Expressway, South Klang Valley Expressway and Bukit Jalil Highway.

The development is a short drive from the Puchong Perdana and Puchong Prima light rail transit stations. Nearby amenities include malls, healthcare facilities, educational institutions and sports and leisure centres.

The development is divided into two portions. The first will have three phases — Phase 1A, 1B and 1C. Phase 1A, a serviced apartment development named Aviary Residence, was introduced at the preview. Phase 1B will also be serviced apartments while Phase 1C will comprise small office/home office units.

Residential and commercial



PICTURES BY HUA YANG

Top: Assistant general manager Ong Lek Shoen (left) and Tan at the exclusive media preview of Puchong Horizon



Left: Aviary Residence is the first phase of Puchong Horizon

developments are planned for the second portion.

Aviary Residence will occupy 6.14 acres and have an estimated GDV of RM505.2 million. It will have two towers, five levels of parking and more than 20 facilities on the sixth floor.

The 36-storey Tower 1 will offer 565 units while the 37-storey Tower 2 will have 337 units.

Three layouts will be available, with built-ups of 753.5 sq ft (with two bedrooms and two bathrooms), 1,054.9 sq ft and 1,076.4 sq ft (both with three bedrooms and two bathrooms).

Selling prices start from RM450,800 and the maintenance fee is set at 35 sen psf.

The facilities include a yoga

area, jogging track, swimming pool and gymnasium. Each unit will be allocated two parking bays.

According to Tan, Hua Yang will be launching the two towers separately, with the first on April 7. "Once we have achieved a certain sales target, we will launch Tower 2," he said.

Despite the current slowdown in the property market, Tan is confident Aviary Residence will do well as Hua Yang has always focused on the affordable segment.

"We think this segment can generate revenue for us because the growth is there. Our data profile shows that most of our buyers are upgraders, first-time homebuyers and professionals, and it is these groups that look for affordable homes," he said. **E**



An aerial view of the area surrounding the Puchong Horizon site