

Hua Yang's largest yet

The RM750 million One South mixed-development in Seri Kembangan marks company's most ambitious project to date

By Nicholas Leong

Having carved a niche for itself in the affordable homes segment, public-listed Hua Yang Bhd is now making known its ambition to be among the top developers in the country by embarking on its biggest yet endeavour in the Klang Valley.

Valued at about RM750 million, One South is a mixed-development with retail, office and residential components which will be taking shape on 17.89 acres in Seri Kembangan, Selangor. The site is conveniently nestled between the Kuala Lumpur-Seremban Highway and the Besraya Highway, and the project will enjoy good visibility from both thoroughfares.

"We have always been searching for a substantial plot of land in the Klang Valley to develop a major project, since our projects in Johor and Perak have done well. Seri Kembangan is an ideal location, as it is a fast growing township," says Hua Yang chief operating officer Ho Wen Yan.

He said the company intends to capitalise on Seri Kembangan's growing potential as a property hotspot. The vicinity has an estimated population of 250,000 within a 10-minute radius that is predicted to grow in the next few years.

"It has been a while since the area has seen any major development. But we believe that people are starting to take note of Seri Kembangan of late," Ho added.

The project, to be completed over five phases in eight years, will comprise 384 units of shop-offices in a mix of six- and eight-storey blocks laid out in strip mall fashion, two office tower blocks, and 1,261 units of serviced apartments housed in 21- and 24-storey towers.

The first phase project will be the RM200 million shop-offices currently being built on 4.3 acres. The retail units will occupy the lower floors and are offered in built-up areas of between 800sq ft and 2,000sq ft, priced between RM550psf and RM750psf. Located on the higher floors will be office suites of between 479sq ft and 2,100sq ft. These will range from RM350psf to RM750psf.

Completion of the phase is

expected by 2013.

Ho said the response for One South has, so far, been promising. Since its soft launch in February, 30 per cent – or about 47 units – of the 155 offices offered have been sold. Additionally, though the retail lots have not been launched yet, they have been receiving strong interest. There are an average of eight serious suitors for each of the 73 units on offer.

Ho believes the quick take-up of office units and strong enthusiasm for One South's retail component has much to do with the project's location and accessibility to two major highways.

"Our designs are also appealing, featuring 3-D 'box-out' designer façades and patterned glass panels on the rooftop to maximise natural lighting."

Next, the company will focus on the residential component before moving on to the office towers. Eventually, pedestrian walkways will connect the serviced apartments, offices and shopping area.

According to Ho, the commercial area will be Wi-Fi ready, along with 24-hour security inclusive of CCTV. Hua Yang also intends to offer future residents, shoppers and office workers a shuttle bus service to the Serdang KTM train station, the Bukit Jalil and Sungai Besi LRT stations as well as the Mines Shopping Centre.

One South will also boast quick access to nearby amenities such as Giant Hypermarket, Mines Shopping Centre, SEGi College, Universiti Pertanian Malaysia, Selangor Turf Club, the Astro



One South is landscaped with walkways, tree-lined indoor piazzas, glass inlaid roofs and 'box-out' facades.

Building and Palace of the Golden Horses Hotel.

From the site, other major urban areas in the Klang Valley are also accessible via the Sungai Besi-Puchong Highway, SILK Highway, Damansara Puchong Expressway, South Klang Valley Expressway, KL Putrajaya Highway, Middle Ring Road 2, Shah Alam Expressway and the New Klang Valley Expressway.

Ho said One South will be its new flagship project in the Klang Valley and one of the main revenue drivers in 2010. Overall, the company is aiming for RM300 million in sales.

"This is in line with our aim to be the top five developer in five to seven years. To reach that goal, we need to progres-

sively achieve sales of RM500 million to RM600 million annually," added Ho.

Meanwhile, Hua Yang has reported a 25 per cent rise in group pre-tax profit to RM15.69 million for the financial year ended March 31, 2010 on a 3.5 per cent increase in revenue to RM103.54 million.



Ho says One South aims to be a one-stop business and leisure destination in the Seri Kembangan area.



Location Map



QuickTake – One South

Types	Retail and office suites (Phase 1)
Total no. of units	384
Availability	229 retail units, 108 office units
Built-up area	479sq ft to 2,100sq ft (office) / 800sq ft - 2,000sq ft (retail)
Price range	RM350psf - RM750psf (office) / RM550psf - RM750psf (retail)
Public Transport	Shuttle bus
Loan repayment	Based on 90% margin, 4% interest, repaid over 25 years = RM796 monthly (office) / RM2,090 monthly (retail)
Completion date	2013
Developer	Hua Yang Bhd
Contact	03-8945-8878 / www.huayang.com.my