

# All-in-one for the city

## Integrated development set to boost city living

By **FAZLEENA AZIZ**  
fazleena@thestar.com.my

**K**UALA Lumpur's latest integrated mixed development, Sunway Velocity, is all geared up to take city folks into the next phase of urban life.

The development by Sunway Property together with Fawanis Sdn Bhd sits on a 9.3ha site and will include a 1,000,000sq ft lifestyle shopping mall, retail shops, office suites and serviced apartments. It will be built in phases with the mall, expected to be opened in 2015, and the whole development slated for completion in 2018.

Jalan Cheras, Jalan Peel and Jalan Shelly create triangular boundary for the development.

With the planned MRT system coming into the picture (the Cochrane station will be 100m away and Maluri station 220m) as well as the existing Maluri LRT station, Sunway Velocity will be easily assessable to the public. Proposed covered walkways from the MRT stations are already being planned.

To add more convenience, proposed tunnels with direct links from Jalan Cheras to the shopping mall basement car park and an underpass from Jalan Cheras to Jalan Peel will be added into the development. There will be more than 6,500 parking bays for those who prefer to drive.

One of the unique features of the project is the incorporation of the lifestyle of health and sustainability (Lohas). Lohas includes health and fitness, personal devel-



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opment, the environment, sustainable living and social justice.

Ho Hon Sang, Sunway Group managing director for property development in Malaysia, said the area is currently occupied by old makeshift businesses, workshops and storage space.

According to Ho, once Sunway Velocity is completed, the urban renewal and regeneration will spur economic and social development in the area.

"An integrated development allows you to work, play and live there. With Bandar Sunway, we were the pioneers in bringing this concept to Malaysians by incorporating the Lohas principles.

"We have about 0.8ha green area with an environmental deck to allow people to walk around the mall. We are happy to start something new for this catchment and prospective buyers.

"Like KLCC, we will be have underpasses and tunnels leading people to parking bays. All our shops face the roads and the development will create economic



**Big plans:** Ho Hon Sang with a model of the Sunway Velocity development.



**Green area:** An artist's impression of the garden in Sunway Velocity.

opportunities as the older businesses will also start to redevelop as well.

"The projected gross domestic product that will be generated by the project is RM3.6bil and the returns based on rental yields should be about 6% to 7%. We believe the property will appreciate by about 20%. But, everything depends on the market. Take Dataran Sunway, for example, where prices have appreciated more than 100%," he said.

Ho added that Sunway Property hopes to repeat its suc-



**Zooming in:** An artist's impression of the location of Sunway Velocity.

cess based on its experience, knowledge and resources.

Sunway Velocity is earmarked to be a coordinated alternative development for the suburbs, which will help create job opportunities and promote the urban lifestyle.

"We have already launched our

first phase of shop-offices, and 90% have been sold. Our second launch was for the serviced apartments, and 60% of those units were sold.

"In the middle of this year, we will be launching our designer offices with modular and flexible layouts," Ho said.