

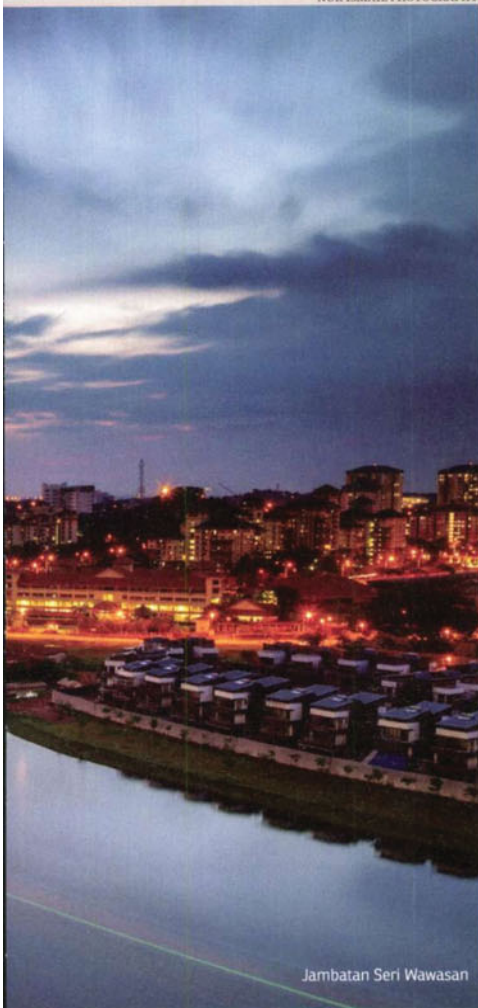


“Oxygenation is the pursuit of sustainability, to see possibilities and innovate solutions because property development is not just about the look and feel but also about how we breathe life into the home, community and environment.”
-Mohaine Tahir



City of iconic landmarks

MOHD SHAHRIN YAHYA/THE EDGE



Jambatan Seri Wawasan



A community-centric place

Putrajaya Holdings ventures into the heart of KL

Putrajaya Holdings (PJH) was incorporated as a private entity some 23 years ago specifically to undertake the development of Putrajaya. The brainchild of Tun Dr Mahathir Mohamad, who was prime minister at the time, the city was primarily developed to replace Kuala Lumpur as the country's administrative capital.

It may be an award-winning township today but Putrajaya was nowhere near its current form before PJH stepped in, says Mohaine Tahir, who is general manager at Putrajaya Ventures Division.

"When we first came to Putrajaya, the area was filled with oil palm plantations. There was a river flowing through it that was so tiny that you could just step across it. The river was later flooded and is now known as the Putrajaya Lake," she recalls.

This man-made lake has been recognised by UNESCO as an eco-hydrology demonstration site and as an example of integrated lake basin management under its International Hydrological Programme.

PJH, as the concession holder, landowner and master developer, built the city with initial funding from its main shareholder, Petrolia Nasional Bhd (Petronas). Construction officially commenced in 1996, and three years later, PJH delivered the office of the prime minister, also known as Perdana Putra. In February 2001, the city was officially declared the third federal territory.

"In exchange for building the necessary infrastructure — the buildings, the roads, and the bridges — PJH was given the concession to develop Putrajaya's commercial and public paid-entity components," says Mohaine.

Contrary to popular belief, Putrajaya is not just for those working for the government, she stresses. "The civil servants are just the base population. Even when building the government quarters, we did not create enclaves between the government and the public. Both components were interspersed between one another. So, when we were building the government quarters, we made sure that there were

residential units available for the public there too."

Putrajaya is a very liveable city, Mohaine adds. About 40% of the area is reserved for green spaces and all infrastructure is properly maintained. For example, Putrajaya Lake is maintained at a water quality level of Class 2B satisfactory for body-contact activities such as swimming.

"Sustainable development was unheard-of in the country when we implemented the concept in Putrajaya. Developers typically want to dedicate as many square footage of land to revenue generation to maximise their profit. Provision of green spaces and facilities such as schools are typically in compliance with planning approvals only.

"In Putrajaya, about 40% of the city is for the provision of facilities, parks and open spaces. This was not common at that point in time. For example, we invested in Putrajaya Wetlands so that it could act as an efficient filtering system that would prevent the lake from becoming polluted and stagnant. That was something we invested in even though we knew it was not profit-making," says Mohaine.

Today, PJH is taking its expertise outside Putrajaya's borders. The company is venturing out to Kuala Lumpur and Sepang with a new corporate slogan: "Oxygenation: Breathing Life into the Nation".

According to Mohaine, oxygenation signifies PJH's ability to create exciting environments in five ways: breathing life into ideas, breathing life into living, breathing life into vibrancy, breathing life into the community and breathing life into the environment.

"Oxygenation is the pursuit of sustainability, to see possibilities and innovate solutions because property development is not just about the look and feel but also about how we breathe life into the home, community and environment. It's about creating a nice home for you to live in, entirely dedicated to your wellness and pleasure with facilities that you can easily access. This is something we try to embody in every project we undertake," she explains.

Ampang's hidden gem

Last year, PJH announced that it had acquired two pieces of land in the heart of KL. One of them is the previous site of the French embassy. The other fronts Jalan Ampang, adjacent to the Chinese embassy, and is currently the site for a new serviced apartment project with 429 units.

According to Mohaine, the project is located at the lower density of this stretch of Jalan Ampang, which gives it value distinction. Also, this stretch of Ampang has easy access to the KL city centre, which is perfect for those living an active lifestyle as they will be spoilt for choice when planning their activities from dawn to dusk.

The project is located close to endless gastronomic options, ranging from stalls offering authentic local food to internationally acclaimed Michelin-starred restaurants and award-winning bars and lounges. It is also in the proximity of a key retail therapy hub that comprises Suria KLCC, Robinson KL and Pavilion, to name but a few.

Apart from being near the party scenes in Bukit Bintang, residents are also within the vicinity of prominent night club Zouk at TREC KL.

During the weekends, residents can unwind by heading over to various parks nearby, such as the KLCC Park, KL Forest Eco Park and Titiwangsa Lake Park. Those looking for other sports and recreational activities can explore either the Royal Selangor Polo Club, Royal Selangor Golf Club or the Raintree Club of Kuala Lumpur, all of which are within a short driving distance.

The project boasts an unobstructed view of the Kuala Lumpur city skyline, golf course greenery and Ampang's high-end condominiums. On Level 26, residents can access The Cloud Nine, a unique space where residents can celebrate their special occasions without worrying about space constraints. Additionally, the place is equipped with living, dining and kitchen facilities.

The project also comes with a 50m saltwater pool, which is a good alternative to traditional chlorinated pools. As only a small amount of natural chlorine is used, irritation to swimmers' skin and eyes is greatly reduced. Such pools also do not have a strong chlorine smell and are thus better for those with asthma and allergies.

"A lot of thought has been given to how people would feel living here. The units are not necessarily huge but they are comfortable. The bedroom, for example, is bigger and luxurious because we know that's what residents want — a comfortable space to rest," says Mohaine.

The apartments are targeted at young working professionals. They could be working for the oil and gas



Level 45 — rendezvous @ Sky Lounge with the city as the backdrop

ARTIST'S IMPRESSION



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Splash around 'The Sea' with breathtaking aerial views

sector or they could be medical doctors or international school teachers who are members of the Malaysia My Second Home programme or financial institution professionals such as fund managers, financial analysts, financial brokers and investment bankers.

"These are the people who are required to work round the clock. For example, as there are a number of hospitals around the area, including Gleneagles and Prince Court, there might be a lot of on-call doctors who may want to have a temporary place where they can rest whenever they need," says Mohaine.

Additionally, the serviced apartments cater for parents living in the affluent neighbourhoods nearby.

While these parents may own luxury homes that can more than accommodate their families, their adult children may want more privacy and desire their own space. By buying a unit at the project, their children can enjoy their independence while still being fairly close to home.

Mohaine says she is looking forward to launching the project in the second quarter of next year. Moving forward, she says a project is also being planned on the other site.

According to her, PJH is considering developing "something special there as well". As this project will be right across the road from the Ampang project, the latter's residents will be able to enjoy the future facilities that will be developed on this site.

PJH is also working on several other projects. It has acquired a piece of land in Bagan Lalang, Sepang, which is intended to be developed into a resort and destination township.

The development will offer a mixture of leisure, commercial, institutional and residential elements. Currently, the first component of the project — a 27-hole eco-link golf course — is already in the early stage of design and planning.

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SUMMARIES

MOHD SHAHRIN YAHYA/THE EDGE E1)CNcui }ork(times TURNING P O I N ^ ^ ^ ^ B ^ E N D A 2019Oxygenation is the pursuit of sustainability, to see possibilities and innovate solutions because property development is not 1 just about the look and feel but also about how we breathe life into the home, community and environment.