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Putrajaya surpasses all expectations

The Edge, Malaysia

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PUTRAJAYA

THE JEWEL IN THE FEDERAL CROWN

On the cusp of its 25 th anniversary, the city of Putrajaya represents a glorious symphony of cutting edge technology, architectural splendour and luxuriant nature – a vision not only realised but surpassed ...

Symbolising strength, the magnificent cable-stayed Seri Wawasan Bridge drew its inspiration from the sleek lines of a sail boat

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PURPOSE-BUILT CITY TRIUMPHS IN AN IDEAL LOCATION



IN 1921, the government of the day bequeathed a group of British ex-servicemen who had fought in World War I, a grant of 900 acres of jungle land near Kajang for the cultivation of rubber.

To commemorate the Great War (as World War I was commonly referred to) and their survival, these men named their newly formed rubber company Prang Besar Estate Ltd.

Over the years, the estate grew in size and reputation as the dense jungle evolved into the agricultural district of Prang Besar which comprised primarily of rubber and palm oil plantations.

Decades later in 1993, Malaysia's fourth and current prime minister, Tun Dr Mahathir Mohamad mooted the idea of relocating the administrative functions of the federal government away from Kuala Lumpur to alleviate congestion and relieve pressure on the capital city's over-burdened infrastructure.

As it was strategically situated between Kuala Lumpur and the yet-to-be completed Kuala Lumpur International Airport (KLIA) at Sepang, the government concluded that Prang Besar would be an ideal location as the nation's new administrative centre.

BIRTH OF A CITY

Thus, Malaysia's largest real-estate project was launched in 1995 and named Putrajaya after the



While the first phase of development was to transform Putrajaya into a 'Green City', we are now embarking on a comprehensive initiative to reduce carbon emissions at the urban scale, and transform Putrajaya into a 'Smart City'.

- Hassan



Hassan Ramadi

country's first prime minister Tunku Abdul Rahman Putra al-Haj.

Putrajaya was touted as a truly home grown initiative which drew solely upon Malaysian expertise and employed mainly local materials. The city was built from the ground up and boasts a meticulously crafted topography that presents a radical trans-

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Above: The expansive boulevard is flanked at one end by the imposing Perdana Putra while the unique Putrajaya International Convention Centre stands guard at the other end

Right: Strategies are underway to inject more variety and vibrancy into Putrajaya

formation from its agricultural heritage.

"As the master developer of Putrajaya, we were initially tasked with the responsibility of designing and developing a strategic and comprehensive 20-year masterplan for the city," explains Hassan Ramadi, senior general manager of development at Putrajaya Holdings Sdn Bhd (PJH).

"We are now contracted by the government to maintain existing government buildings at the requisite optimum standards for a period of 25 years.

"In addition, we provide refurbishment and retrofitting services via build, lease and transfer, as well as, private finance initiative contracts," he adds.

Since its incorporation in 1995, PJH has steadfastly built upon its achievements by amassing a stellar portfolio of more than 1,800 projects in the sprawling satellite city including an extensive road network, bridges, promenades, iconic buildings and residential homes.

Conceived as an eco-friendly intelligent city, the master design embraces a holistic approach that marries innovative architecture with sustainable practices, earning it the moniker, "The Intelligent Garden City".

MAKING INROADS AS A MODEL SMART CITY

Putrajaya is supported by "smart infrastructure" that allows for better engagement with its residents and the versatility to respond to changing needs. Its location within the Multimedia Super Corridor ensures that the city enjoys a powerful fibre-optic network and in April this year, Putrajaya along with Cyberjaya were selected as the pioneer smart cities in Malaysia to trial 5G technology.

Meanwhile, Perbadanan Putrajaya - the local au-

thority that manages and administers the Federal Territory of Putrajaya - has devised a blueprint and commenced efforts to transform Putrajaya into a "Smart City" through the implementation of seven "smart city domains" that encompass transportation and mobility, homes and environment, government services, infrastructure and utilities, safety and security, economy, and lastly, community.

COURTING SUSTAINABILITY

Additionally, Putrajaya's commitment towards growing into a "green city" has seen the implementation of many laudable policies. To begin with, a whopping 39.4% of the development has been allocated to nature.

While the principal objective of blue-green infrastructure is to solve urban and climatic challenges, the strategic introduction of a sizeable man-made lake and abundant verdant greenspaces has also ensured a harmonious interruption of built-up spaces. This gives the impression of a city sprouting out of a living garden.

"The design layout of Putrajaya includes vast open spaces and many green areas. We have twelve public parks with their own themes and identities spread across the city. But aside from these, all developments are designed and built in accordance to stringent sustainability standards that include energy efficiency measures, rainwater harvesting and universal design standards.

"We are pleased to acknowledge that all our recently completed commercial buildings have achieved the Green Building Index certification ranging from certified to gold ratings," says Hassan.

Other initiatives to reduce the overall carbon footprint of the city include providing commercial offices with chilled water supply for air-conditioning from gas district cooling plants, maintaining the quality of water in Putrajaya Lake as Class 2B (suitable for body contact) through PJH's environmental management system, as well as, employing public buses that run on natural gas for vehicles to preserve better air quality.

"Furthermore, besides adopting design friendly models for less-abled persons, our residential projects also incorporate passive design features.

"In addition, all homes are supplied with a two-bin system to promote waste recycling with the aim of reducing landfill waste by up to 40%," continues Hassan.

A WELL CONNECTED CITY

Any flourishing city needs to be strategically located and well connected. Putrajaya is no exception and is serviced by many expressways including North South Expressway Central Link, Federal Highway, North Klang Valley Expressway, South Klang Valley Expressway, Kajang Dispersal Link Expressway and Kajang Seremban Highway. It is conveniently sited 25km south of Kuala Lumpur, the commercial capital of Malaysia, which is about a 20 minute drive away via the Maju Expressway. KLIA is located 20km north of Putrajaya and is also accessible by the Express Rail Link (ERL) which connects Kuala Lumpur to KLIA. Closer to home, Cyberjaya, Malaysia's

information technology hub (5km away), and, other surrounding urban centres like Kajang, Bangi and Semenyih, are all accessible via a network of highways.

Says Hassan, "We are introducing other links to Putrajaya too. For instance, the MRT Line 2 will connect to Putrajaya Sentral station in 2022 with an additional 1,000 parking bays in the pipeline to accommodate the elevated ridership.

"We are also in talks with the MRL East Coast Rail Link (ECRL) to include Putrajaya as an interchange station in its Kota Baru to Port Klang railway connection. Likewise, we are just as invested in improving connectivity within the city itself and are currently in discussions to revive the suspended monorail project."

A BIGGER IMPACT

For all its achievements, there is no prospect of PJH resting on its laurels. The company is not only acutely aware of its role in addressing the present needs of Putrajaya but also the importance of developing a clear and progressive vision for the future.

To this end, PJH set into motion a dynamic initiative with its corporate tagline - "Oxygenation: Breathing Life into the Nation"

"Creating a sustainable and complete township in Putrajaya has always been our core objective.

"Our 'oxygenation' movement seeks to create exciting environments by focusing on the following five elements - breathing life into ideas, breathing life into living, breathing life into vibrancy, breathing life into community, and lastly, breathing life into the environment.

"The aim is to build on what we have already



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Exceptional lifestyle, City of Opportunity

BOASTING top notch infrastructure, pleasing design aesthetics, well developed amenities and facilities, vast open spaces and parks, a stunning lake, a stability that comes from controlled development, low crime rates and a high standard of maintenance, Putrajaya is an incredibly well planned city.

All these attributes as well as other key factors like its strategic location and easy accessibility have seen Putrajaya properties enjoying a significant price appreciation, especially its landed units.

"We offer reasonably priced apartments up to high-end properties. We have introduced residential projects in the surrounding precincts to attract a wider demographic of purchasers," says Sabariah Ramli, Putrajaya Holdings' general manager of marketing and commercial.

"We would like to attract homeowners who can appreciate the bounty that Putrajaya has to offer and we are positive that once they live here, they simply would not want to move out

"We are also hoping to capture a more multicultural market by offering commercial and retail options with higher appeal that will accommodate the demands of businesses ranging from small to large," says Sabariah.

"Suasana PJH, for example, is an exclusive integrated development featuring two 14-storey towers which front the core island's boulevard on one side and overlook the lake on the other. It offers both office and retail spaces for rent.

"The built-up areas for retail space range from about 372 sq ft to 1,596 sq ft at a monthly rental rate of RM3.50 to RM4.00 per sq ft. The office spaces, meanwhile, have an approximate built-up area

from 3,458 sq ft to 17,951 sq ft at a rental rate of RM5 per sq ft per month for bare office unit and from RM6.50 per sq ft per month for complete office with interior design fit out," she adds.

Inspired by motifs from "kain songket" and conceived to resemble a diamond, the building glitters like a jewel as it proudly stakes its claim as a premium address within the Central District in Precinct 2. Thanks to its green design features, Suasana PJH has garnered a silver rating in the Green Building Index.

Another interesting commercial development would be the Nadi 15 Shop Offices, a lifestyle commercial development found at the Diplomatic Enclave in Precinct 15 and Ochre Business Suites in Precinct 1 adjacent to Alamanda Shopping Mall and Everly Hotel Putrajaya.

Nadi15's selling price is from RM 2.3 million. It has F&B establishments, banks, hotels, car showrooms and event hall.

Ochre Putrajaya is a combination of Business Suites and Retail units that offers a built up area of 592sqft to 1,432 sqft with selling price from RM 462,000. Ochre is suitable for those who are seeking for a business address in Putrajaya.

Majority of the units at Nadi15 and Ochre have been sold but there are still limited units available for potential buyers.

"Simply put, Putrajaya offers holistic living for young families, up-graders and retirees. Attractive retail, commercial and recreational options, an expected increase in the city's population plus additional transportation links will make Putrajaya a great hotspot for property investment," says Sabariah.



The exclusive Suasana PJH is an integrated development with a silver rating in the Green Building Index



Putrajaya is a stimulating living city that is continuously evolving, as seen in the exciting upcoming waterfront mixed development and the Transit Oriented development adjacent to Putrajaya Sentral.

Sabariah



Sabariah Ramli

Why choose Putrajaya?

DWELL IN A GREEN CITY

39.4 %

dedicated to green and blue spaces

13

thematic parks to explore



Putrajaya Lake, at 650 ha, is a natural cooling system, one of seven Unesco-IHP operation sites in the world



Sustainable living is advocated through numerous sustainable strategies and community projects



Green vehicles (EV [electric vehicles] buses, EV stations, electric bicycles)

MODEL SMART CITY

- Multimedia Super Corridor status
- Integrated environment monitoring system
- Hotbed for 5G trials
- Putrajaya command centre
- Putrajaya mobile apps and free Wifi
- Smart e-government services

EXCELLENT CONNECTIVITY

25 km

south of Kuala Lumpur, the commercial capital of Malaysia

5 km

north of Cyberjaya, Malaysia's IT hub

20 km

north of Kuala Lumpur International Airport



PLUS, SKVE, NKVE, SILK, LEKAS, MEX, ELITE Highways



ERL, upcoming MRT II and ECRL

ADDITIONAL PLUS POINTS

- World class infrastructure
- Top notch amenities and facilities
- Hotspot for sports and recreational events
- Iconic bridges and landmarks
- Room for growth, with a residential population of only 150,000
- Safe environment
- Multiple award winner including Asean Clean Tourist City Standard 2018-2020

OTHER SIGNIFICANT INDUSTRIES



First rate hospitality industry
 (Double Tree by Hilton, The Everly, Pulse Grande, Dorsett, Zenith)



Sound medical services
 (Putrajaya Hospital, National Cancer Institute, Precinct 9 Health Clinic, Low Risk Delivery Centre in Precinct 8)



Comprehensive educational options
 (government smart schools, Nexus International School, Herriot-Watt University, National Defence Education Centre)

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Princely pursuits in Putrajaya

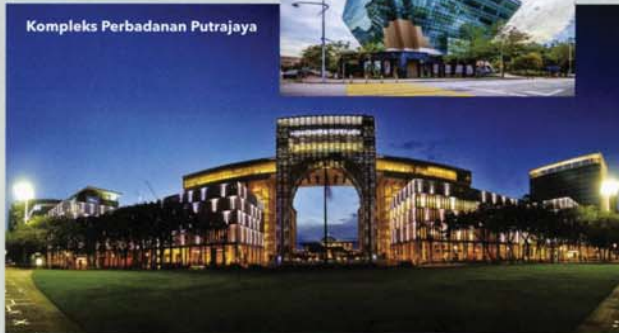
Much as Putrajaya discharges its primary role as the seat of our nation's government, the city has so much more to offer. From spectacular visual treats and nature inspired jaunts, to recreational ventures and adventure sports, Putrajaya is just itching to reveal the demonstrably lighter side of its personality with a range of activities that will captivate the old, the young and anyone in between.



Tuanku Mizan Zainal Abidin Mosque



Diamond Building



Kompleks Perbadanan Putrajaya

A FEAST FOR THE EYES

Even those without an interest in architecture will be hard pressed to not be enthralled by the city's portfolio of stunning buildings and its striking skyline.

Visitors are presented with rich pickings in the form of designs inspired by classical, colonial and modern contemporary influences and, above all, Islamic elements derived from Malay, Arab, Mughal and Moorish architecture.

At the heart of the city is the 4.2km long Persiaran Perdana inspired by the famous Avenue des Champs-Élysées in Paris.

At one end of the boulevard sits the imposing Perdana Putra - the Prime Minister's Office - while the unique Putrajaya International Convention Centre stands guard at the other end. Dotted around the vicinity are other not-to-be missed gems including:

Putra Mosque - also known as the Pink Mosque, this magnificent building presents an iconic vista against the backdrop of the Putrajaya Lake.

Istana Melawati - the resort concept palace functions as the King's second national palace.

Millennium Monument - constructed wholly

of metal, the monument records etchings of important historical milestones.

Putrajaya Landmark - shaped to resemble a time capsule, this symbolic and futuristic structure commemorates the beginnings of Putrajaya.

Palace of Justice - boasting intricate detailing, this mammoth structure houses the Federal Court and the Court of Appeal.

Kompleks Perbadanan Putrajaya - its remarkable entrance gateway proudly proclaims the important role Putrajaya Corporation plays in managing the administration of the Federal Territory of Putrajaya.

Diamond Building - headquarters of the Energy Commission, the passive-designed, energy efficient building favours a bold and distinctive shape.

Tuanku Mizan Zainal Abidin Mosque - unusual in that it bears no minarets, its modern and sleek use of steel has earned it the sobriquet "Steel Mosque".

Moroccan Pavilion - nestled in a quiet nook within the Putrajaya Botanical Gardens, this exquisite pavilion is well worth its entry fee of RM3.

MAKE THAT CONNECTION

There are nine functional bridges that traverse the scenic 650 ha Putrajaya Lake - Putra, Seri Wawasan, Seri Gemilang, Seri Saujana, Seri Perdana, Seri Bakti, Seri Bestari, Seri Setia and Seri Ehsan.

As each of these conduits sports individual design traits, pursuing the "bridge trail" has become a popular pastime in Putrajaya. Come nightfall, the illuminated bridges take on a distinctly ethereal personality casting a magical spell on their surroundings.



Seri Saujana Bridge



Seri Gemilang Bridge

BASK IN THE GREEN

Dubbed a "Garden City", Putrajaya lives up to its moniker by presenting numerous options for interaction with nature, such as the acclaimed Putrajaya Botanical Garden and the Putrajaya Wetlands Park, both of which offer a variety of recreational and educational activities.

Spread out over 92 ha, the Botanical Garden comprises three sections - flowers, ornamental plants as well as a preservation and research centre. Home to more than 700 species of flowering plants from over 90 tropical countries, the garden is listed as one of the top 40 most beautiful parks in the world and features exciting trekking and biking trails.

But if observing fauna in their natural habitat is what calls out to you, then head over to the Wetlands Park and Rimba Alam Park to see hundreds of different animal species co-existing in a robust and diverse ecosystem. In 2018, Putrajaya recorded over 200 species of birds alone.

Another popular attraction is the China-Malaysia Friendship Garden which was set up to celebrate the strong bilateral relations between Malaysia and China. Quaint and picturesque, the serene garden is an Instagrammer's playground.



Bask in the serene Wetlands Park



Twilight at the Lake Recreation Centre at Wetland

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There are plentiful activities to suit all interests and ages



INDULGE IN WHOLESOME FUN

There are also many sporting temptations for an enjoyable time with family and friends including engaging in water activities at the Marina Putrajaya, horse riding at the Putrajaya Equestrian Park (riding experience is not a prerequisite).

For adrenaline junkies, you can soar like a seagull with Flyboard Malaysia at the Marina or take up the gauntlet at the Putrajaya Challenge Park.

Claiming to have some of the best extreme park facilities in Southeast Asia such as an indoor rock wall climbing complex, a skate and thrill park, as well as biking trails that navigate through a custom-built terrain, the facilities provide a range of options to cater to visitors of all ages and levels of ability to ensure greater inclusivity.



The picturesque China-Malaysia Friendship Garden

A MATTER OF PERSPECTIVE

Enjoy a different perspective of the city by taking the helium balloon ride at the Skyrides Festival Park. Tethered to the ground, the balloon climbs up to 500ft in the air and offers a spectacular panoramic view of Putrajaya.

Another way to take in the famous landmarks

is by going on a sightseeing cruise from Jeti Dataran Putra. Options include the contemporary cruise boat, the traditional Perahu Dondang Sayang or even, the self-operated Picnic Boat which allows you to enjoy al fresco meals (bring-your-own) as you gently drift along the lake.



Take a romantic spin around the lake in the Perahu Dondang Sayang

PLAYING HOST

Its world class infrastructure and public amenities have seen Putrajaya emerge as an ideal destination for sports and recreation events, attracting a growing portfolio of international organisers as well.

Some of the big ticket events that have taken place include the world-renowned Red Bull Air Race World Championship - an exhilarating air race between pilots pitting their reflexes and skills against each other to navigate a challenging obstacle course in the quickest time possible - as well as the IWWF World Waterski Championships.

Meanwhile, annual events such as the Putrajaya International Hot Air Balloon Fiesta, Putrajaya Oxygenation Boat Race and Royal Floria

Putrajaya, continue to draw in the crowds. The latter, Malaysia's leading flower and garden festival attracted more than 160,000 visitors during the 8-day event in September this year.

But the highlight of Putrajaya's annual events calendar must surely be the Light and Motion Putrajaya Festival which takes place from Dec 28 to Dec 31. One of its most remarkable features is a spectacular projection mapping show that transforms the building of the Palace of Justice with lively light imagery and sounds.

And if you time your visit correctly, visitors can ring in the New Year at the stroke of midnight with a dazzling digital lights and fireworks display.



Putrajaya is an ideal destination for sports and recreation events - come discover what's on offer!





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SUMMARIES

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