

KUALA LUMPUR

Petaling Street to offer boutique hospitality

Masteron to build niche commercial project on one of the last remaining plots in historic locale

By **VIKNESH ASHLEY CLARENCE**
getreal@mmail.com.my

NICHE developer Masteron Sdn Bhd will be looking to leverage on Petaling Street's unique historical and retail appeal when it introduces a commercial development on 0.43 acres of leasehold land on the periphery of the heritage zone, on the corner of Jalan Balai Polis and Jalan Petaling.

According to Masteron, the 20-storey project, which will offer boutique hotel suites, business office suites and retail units, will not disrupt the historical significance of the locale and will not involve the demolition of any of the heritage buildings.

Dubbed First Mansion, the project will have a distinct oriental theme to complement the "China Town" surrounding ambience and will offer a two-level hotel facility on the 19th and 20th floors, boutique suites from level 16 to 18, a meeting room on level 15, and business office suites from level 8 to 14. All of which sit above a seven-storey car-park podium.

The hotel will be managed and operated by the Far East Hospitality of the Far East Organization Group, Singapore.

Additionally, the ground floor as well as basement level will house retail units.

"As of now we are only selling the boutique suite units. These units range from 280sq ft up to 592sq ft," the developer said.

Given the significance of the

address, the boutique suites are being tagged at a benchmark RM2,600psf, but the developer is offering guaranteed rental returns of about 7% based on the tourism appeal of the area. The expected monthly maintenance fee is RM1psf.

"We guarantee a 10 year lease back agreement and 6% nett annual returns. This percentage of returns is expected to increase to 8% after the fifth year," Masteron said, adding that the project will also target international buyers.

The developer forecasts that units here will likely see 30% capital appreciation by the time it is fully completed in 2018.

The project site is conveniently located close to a monorail station 200m away, an MRT station 300m away and an LRT station 400m away.



GUARANTEED RETURNS: Location, niche property type and limited units are some factors promising investor gains

KUALA LUMPUR

PAM goes Platinum and Gold with sponsorship

By **AIEMAX MADEHI**
getreal@mmail.com.my

PERTUBUHAN Arkitek Malaysia (PAM) has locked in some of its key Platinum and Gold sponsors for significant events in 2014 as well as for the 16th Asian Congress of Architects (ACA16) taking place in June next year.

The ACA16 will be hosted on Malaysian soil for the first time in over a decade, the last being held in the year 2000.

The event will coincide with the ARCASIA Congress comprising of multi events including the DATUM: KL International Architectural Design Conference, the 35th General Meeting of the Architects Regional Council of Asia (ARCASIA), with a variety of events, talks, workshops including a student jamboree, forums and conferences over seven days.

"ARCASIA is a regional institution that combines architects from 18 countries in Asia, the ARCASIA congress is organised bi-annually and PAM won the bid to host the event in Kuala Lumpur in 2014," said PAM president Chan Seong Aun, who was pres-

ent at the signing ceremony.

"We look forward to more than 1,000 architects from abroad who will attend the congress next year in 2014, out of a total of about 5,000 participants of the congress," he said.

ACA16, which will run from June 23-29, has garnered strong support from government ministries, the Malaysian Convention and Exhibition Bureau and Malaysia Airlines. The Asian congress will be officiated by the Malaysian Prime Minister Datuk Seri Najib Tun Razak.

PAM has also honoured corporate sponsors who have been strong partners of PAM's programmes and objective with Gold and Platinum rankings. Among the Platinum Sponsor are Akzo Nobel Paints (Malaysia) Sdn Bhd, Roca Malaysia Sdn Bhd, Feruni Ceramiche Sdn Bhd, NS Blue-scope Sdn Bhd, Sika Kimia Sdn Bhd and Grohe Sdn Bhd.

In line with PAM's mission statement, "To promote the advancement of architecture, and the architectural profession for the betterment of society", some of its up-coming main events include KLAFF (Kuala Lumpur Architecture Festival), DATUM: KL 2014 (PAM's Annual International

Architectural Design Conference), KLDF 2014 (Kuala Lumpur Design Forum 2014), PF 2014 (Professional Practise Forum 2014), BIG 2014 (Building Industry Gala Night 2014), 15th ARCHIDEX 14 (15th International Architecture, Interior Design & Building Exhibition, Malaysia) and Architectural Site Visit. These will receive sponsorship from PAM's Gold Sponsors.

"With their support, our members are relieved from burden of high cost seminar registration fees. I would say Gold Sponsors are indirectly supporting PAM for the advancement of architecture knowledge," stressed Chan.

The Gold Sponsors are White Horse Marketing Sdn Bhd, Inovar Contracts Sdn Bhd, Rockwool Malaysia Sdn Bhd, Pentent - Dong Ji (M) Sdn Bhd, Monier Sdn Bhd, Lybase Sdn Bhd, Nippon Paint (M) Sdn Bhd and Becker Industrial Coatings (M) Sdn Bhd.

"In conjunction with the official signing ceremony of eight gold sponsors and six platinum sponsors, December 13th 2013 also marked the launch of ICOMOS (International Council Monuments and Sites) Malaysia," added Chan.

ICOMOS Malaysia is a National Committee created at National lev-

el in UNESCO member countries as an independent, non-profit organisation seeking active membership of individuals and institutions from a wide range of background including Architecture, Engineering, Urban Design, Planning, Landscape, Museum, Social Sciences, Anthropology, Archaeology,

Heritage and Conservation.

ICOMOS' network of experts contribute to improving global awareness on the preservation of Heritage, the standards and techniques for restoration and sustaining all types of historic buildings and cities, cultural practices and archaeological sites.



LOOKING AHEAD: Chan, the new president of PAM will introduce fresh ideas to improve and promote new architectural frontiers in Malaysia

EDITORIAL

Chris Prasad
getreal@mmail.com.my

Roznah Abdul Jabbar
getreal@mmail.com.my

Kent Tan
getreal@mmail.com.my

Prica Teh
getreal@mmail.com.my

Pavithar Sidhu
pavithar@mmail.com.my

Viknesh Ashley
getreal@mmail.com.my

ADVERTISING & MARKETING

Gunaprasath Bupalan
017.212.3544

Shaun Murugaiyah
014.934.1020

Kayden Lee
012.375.7057

Aiemax Madehi
019.395.4386

PRODUCTION

BC Tiang
016.333.1288

Sanuri Mohan
014.626.7169

Get Real

For inquiries, Get Real, c/o Property Media Hub,
33-5-6, Jaya One, No.72A, Jalan Universiti,
46200 Petaling Jaya, Selangor, Malaysia
E-mail: getreal@mmail.com.my