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Integrated lifestyle development Danga Bay achieves RM100m sales

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JOHOR Baru's prime seafront development, Danga Bay, has chalked up sales of more than RM100 million for its apartment units, with 90 per cent of all available lots already sold out.

"Virtually all the purchasers were Malaysians from Johor. This is a tremendous endorsement of this project by the local people," said Danga Bay Sdn Bhd director Kamarul Ariffin Sulaiman.

He said the company's marketing strategy of targeting the units at locals rather than Singaporeans, which is usually the practice among Johor-based developers, had paid off handsomely.

"The response has been overwhelming. All our standard apartment units, priced between RM180,000 and RM230,000 each, have been taken up.

"Only a few penthouse and duplex units, priced in excess of RM500,000, are left. This is a remarkable achievement considering we started from scratch with no proven track record," he said.

The development is a Johor privatization project involving the State Government's development arm - Kumpulan Prasarana Rakyat Johor (KPRJ) - which is the landowner, and the developer Danga Bay Sdn Bhd.

It is jointly managed by Ekovest Bhd and Pembinaan Limbongan Setia (PLS)

Bhd. KPRJ has a 25.7 per cent equity in PLS.

To be developed in phases over 15 years, the massive project covers over

562ha of waterfront land at the estuary of three rivers - Sungai Danga, Sungai Skudai and Sungai Melayu.

It is an integrated lifestyle development encompassing residential, commercial, recreational and social amenities.

It is designed to become a city within a city, with an exclusive residential enclave, financial centre, shopping and commercial belt, and tourist attractions.

"The Danga Bay development concept is unique in that it is designed to transform Johor Baru's popular Lido Beach into a top-notch family holiday and tourist destination.

"It will make up for the dearth of social amenities and public facilities in the state capital," said Kamarul, adding that the developer

is offering a new resort lifestyle concept complete with residential, commercial and social attractions.

"More than half of the designated land area will comprise public areas and green zones. This is what makes the project so unique," he said.

Prime Minister Datuk Seri Dr Mahathir Mohamad yesterday officiated at the ground-breaking ceremony for the Festive Street Mall - one of the key components of the integrated development.

Kamarul said the Festive Street Mall, scheduled to open in 2006, will comprise a three-and-a-half-storey shopping mall offering some 1.2 million sq ft of retail space.

Also incorporated in this phase are serviced apartments, 200,000 sq ft

convention centre and 300-room hotel.

"All of these components, being developed at a cost of RM200 million, will be ready by 2007," Kamarul said.

Included in the master plan is a terminal for cruise ships and ferries with full Customs, immigration and quarantine facilities. This will complement the elevated new bridge to replace the existing Causeway being built under the Gerbang Perdana project.