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# BREATHING LIFE INTO URBAN LIVING

## Developer's latest flagship project in Kepong boasts today's essential facilities

WITH the shift towards urban living and a growing population in towns and cities, there is escalating demand for quality housing and amenities, alongside an urgent need to find ways to enrich the lives of the expanding urban population.

Kiara Bay, the latest flagship development of UEM Sunrise Bhd — one of Malaysia's leading property developers — responds to this need.

UEM Sunrise has unveiled the masterplan for Kiara Bay along with the newly opened Kiara Bay Sales Gallery for priority previews of Residensi AVA, which is strategically located in the heart of Kepong at The Walk, Kiara Bay's central business district.

Residensi AVA consists of 870 residential units with built-up areas ranging from 75.5sq m (813sq ft) to 119.3sq m (1,285sq ft) priced between RM500,000 and RM900,000. Included in this phase are other amenities and facilities such as swimming pools, gym and sky deck.

The estimated completion date of Residensi AVA is targeted for the fourth quarter of 2023, with the township to be completed in its entirety in 2039.

The many conveniences and amenities that will be made available at Residensi AVA include auxil-

iary police, natural ventilation and cooling, an urban farm, 5G infrastructure, cashless environment, a wellness centre, assisted living, as well as bicycle and pedestrian lanes.

In terms of accessibility, Residensi AVA Bay will be accessible via several highways and main roads, such as the Middle Ring Road 2 (MRR2), Lebuhraya Damansara-Puchong (LDP), Duta Ulu Klang Expressway, Jalan Kuching and Jalan Kepong. There will be two new interchanges providing direct access from MRR2 into Kiara Bay.

Two MRT 2 stations — Kepong Baru and Jinjang — are scheduled to be operational by 2021 and will be the closest MRT points to Kiara Bay.

Built together in joint-venture partnership with Melati Ehsan Group, Kiara Bay is an integrated township that leverages the lake, nature and active lifestyle with the convenience and connectivity of a vibrant urban environment to create enjoyable and effortless living.

The breakdown of the components is built upon the lifestyle concept of "live, work and play". There is emphasis on diversity in the complementary use of space to create a vibrant atmosphere in this self-sustaining township.

The epitome of urban living, Kiara Bay offers elevated living by



Anwar Syahrin says the company's focus is to create active urban living for everyone.

the lake given its proximity to Kepong Metropolitan Park, where residents can enjoy leisurely activities and picnics against the backdrop of the tranquil lake. To enrich the living experience further, a series of waterfront retail outlets will be built around the lake.

Another unique feature of Kiara Bay is its connectivity to nature with FRIM located only 15 minutes away — truly a treat for nature lovers.



Residensi AVA is strategically located in the heart of Kepong at The Walk, Kiara Bay's central business district.

In line with the growing consciousness of eco-living, Kiara Bay, guided by the EIU Global Liveability Index, Mercer Quality of Living factors and the UN Sustainable Cities and Communities, has incorporated features to create a sustainable compact city designed to bring liveability to the fore.

These are primarily divided into liveable neighbourhoods and inclusive communities, accessibility and sustainable mobility, diverse and sustainable local economy, culture and environment, technology and education and wellness.

A big part of what makes UEM Sunrise's projects unique is the developer's expertise in master town planning and Kiara Bay is no exception.

UEM Sunrise managing director and chief executive officer Anwar Syahrin Abdul Ajib said, "In designing these three districts, our focus is to create active urban living that has something to offer everyone from multi-generational communities.

"Mont Kiara serves as our proven track record and we want to replicate that success with Kiara Bay as the new heartbeat of Kuala Lumpur.

"As a whole, in comparison to pocket-sized developments, Kiara Bay's master plan is all encompassing to ensure we bring out the best experience for homeowners and visitors, as well as maximise the economic and social benefits for the local community," he added.