

# *the Straits*

The Straits Residence @ Jln Abdul Samad



Project Information &  
Company Profile



*We Enhance Meaningful Connection Between People & Places*

## 1. BACKGROUND INFORMATION

Sonata Resources Sdn Bhd (“Sonata”) is a special purpose vehicle set up to undertake the development of a 25-storey service apartment project at Jalan Abdul Samad, Johor Bahru by the name of “*The Straits*”. The main person behind this company is Albert Lim Meng Hong.

Albert was born in Johor who is involved in a few property development projects in Sarawak and Sabah. He has been keenly eyeing to undertake a development in his home state Johor. With the current property boom in Johor due to the development of the Iskandar Region, the current timing is most appropriate.

### Project Summary

“*The Straits*” is a development of a 25-storey apartment building comprising 128 units of service apartments.



*The Straits* is fronting Jalan Abdul Samad, which is one of the earliest development areas in Johor Bahru city. The project is located within a highly established and popular development area in Johor Bahru. The surrounding environment is generally green with mature trees and serene environment with many well-designed and maintained bungalows.

Notable developments/establishments within 1 km radius of The Straits include :

- Thistle Hotel,
- Sultanah Aminah Hospital,
- KPJ Johor Specialist Hospital,
- Maktab Sultan Abu Bakar (English College),
- Taman Nong Chik mid-high end residential area;
- Straits View Hotel and M-Suite Hotel.

1 to 1.5 km away from the Project site

- Danga Bay
- Johor-Singapore Causeway
- Johor Bahru City centre main commercial center.

Google Earth Location Map



## 2. PROJECT INFORMATION

Project Land Status	Freehold Land zoned for Commercial		
Development Type	<p>A 25-storey block of service apartments comprising 128 units of service apartments as follow :</p> <ul style="list-style-type: none"> <li>- 18-storey of service Apartment (6<sup>th</sup> to 23<sup>th</sup> Floor)</li> <li>- 1-storey of penthouses (24<sup>th</sup> Floor)</li> <li>- 1 facilities floor (5<sup>th</sup> floor) comprising swimming pool, wading pool, aqua gym, Jacuzzi, BBQ area, reflective pool, cabana and pavilion.</li> <li>- 1 mezzanine floor (upper 5<sup>th</sup> floor) houses the gym.</li> <li>- 3 levels of podium and 2 basements car park.</li> </ul>		
Unit Types	Type	Units	Average Size (sq ft)
	A / A1	54	861
	B	18	1,537
	B1	18	1,426
	C	18	1,542
	C1	18	1,367
	Penthouse	2	5,859
	Total	128	
Approvals	<p>Layout Plan – Approved.          Development Order – Approved.          Building Plan – Submitted April 2013.</p>		
Average Selling Price	RM850 p.s.f.		
Bridging Financier	UOB Bank		





*Type B Living & Dining Area*

## Unique Selling Features

- a) Good Location  
The project is located at the green lung of the Johor Bahru City.  
An old charm colonial living environment characterized by the serene surrounding, matured trees and the nostalgic old but well maintained bungalows and rest houses in the neighborhood.
- b) Resort Living Lifestyle with Beautiful Design  
Large and spacious interior design, high ceiling of 3.3 meter tall (normal ceiling ranges from 2.9 to 3 meter) and wide corridor walkway of 2.8 meter (normal corridor width is 2.1 meter).  
Large usable balcony / verandah for all unit types.  
Unique building façade design with different features on the 4 faced of the building.
- c) Modern Living / Design Features with Comprehensive Security System.  
All units come with kitchen island.  
Large walk-in wardrobe / wardrobe area for all unit.  
Solid timber flooring with tongue and groove joint for all living rooms.  
Automated waste disposal system to provide a clean and odorless garbage collection and disposal.  
Comprehensive security system with video intercom.



Type A Kitchen & Dining Area

## Market Study by JS Valuers Research & Consultancy Sdn Bhd

Prepared by JS Valuers Research & Consultancy Sdn Bhd, the report dated 27 February 2013 highlights the following points: -

- Key strengths of the project were attributed to its location, which is close to the city centre, easily accessible to a number of highways and main roads and is supported by good public amenities and infrastructures.
- The proposed average selling price of about RM800 per square foot is in line with the prevailing market trend. JS Valuers is of the opinion that the proposed selling price is fair and reasonable.
- The proposed selling price is 31.3% lower than the selling price of the serviced apartments within Setia Sky 88 (Phase I), which started from RM1,050 per square foot in middle of year 2012. To date, all the serviced apartment units were reported to be fully sold.
- The proposed selling price is 6.2% higher than Summerscape Condominium, which is, located less than 1 km away. Summerscape comprises 70 units of large condominium of 2,713 sq. ft. in size.
- A large number of new condominium and serviced apartment projects are being launched in Johor Bahru District, the number of condominiums and serviced apartments are expected to increase by 127.4% from 23,297 to 59,759 units when all the in-coming and planned projects have been completed. The large increase is attributed to the Iskandar Malaysia Development. New projects are to cater for the increasing population in Johor Bahru.
- The site inspection conducted by JS Valuer revealed that most of the existing apartments, condominiums and serviced apartments located around the subject property recorded high occupancy rates. Generally there were no signs of oversupply of apartments, condominiums and serviced apartments around that locality.
- The proposed development is well positioned to cater for the medium to high-income population in Johor Bahru that prefers to stay near the city centre, including Singaporeans and Malaysians working in Singapore. Foreign buyers are qualified to purchase the proposed service apartment units within *The Straits* as these units will be priced above RM500,000.
- The proposed development needs to capitalize on the prevailing strong economic growth in Johor Bahru resulting from the implementation of various economic transformation projects under the Iskandar Malaysia.
- With the right implementation strategies, JS Valuers is of the opinion that the development is viable.



*Type B Bedroom*



5<sup>th</sup> Floor Facilities Area

## **List of Consultants**

	<b>Consultant</b>
Architect – Design	Thinkscape Sdn Bhd <a href="http://www.thinkscapegroup.com">http://www.thinkscapegroup.com</a>
Architect – Submission	RDC Arkitek Sdn Bhd <a href="http://www.rdcarkitek.com">http://www.rdcarkitek.com</a>
Architect - Landscape	MLA Landscape Architect Sdn Bhd <a href="http://www.malikip.com.my">http://www.malikip.com.my</a>
Civil & Structural Engineer	Jurutera JRK Sdn Bhd
Mechanical & Electrical Engineer	Greatians Consulting Sdn Bhd
Quantity Surveyor	CT Project Management/ MQS Consult Sdn Bhd
Branding Consultant	Axis Communications Identity Sdn Bhd <a href="http://www.axisidentity.com">http://www.axisidentity.com</a>
Interior Design Consultant	Axis Interior Contracts Sdn Bhd <a href="http://www.axisidentity.com">http://www.axisidentity.com</a>
Sales & Marketing	AP Land Real Estate <a href="http://www.ap.net.my">www.ap.net.my</a>

*(Please refer to Appendix II for more information on Project Consultants)*

**BRIEF OF CONTRACTORS & PROJECT CONSULTANTS**

	C&S Consultant	M&E Consultant	Quantity Surveyor	Architect
Firm	Jurutera JRK Sdn Bhd	Perunding ACE	MSQ Consult	RDA Arkitek Sdn Bhd
Established	1990	2003	1996	1971
Main Persons	1. Ir. Lim Soon Keng 2. Ir Mohd Noh bin Ibrahim	1. Ir. Ho Ju Nien 2. Ir. Teo Yuan Hwa	1. Chow Wai Keat	1. Siow Chien Fu 2. Tan Choon Kiat
Qualification	1. Bachelor of Engineering (Canterbury) New Zealand 2. BSc. Civil Engineering (Glasgow), UK	1. Bachelor of Engineering in Mechanical Engineering (Monash), Australia. 2. BSc. Electrical Engineering (Iowa), USA.	1. Bachelor in QS, (UTM) Malaysia	Not Provided
Past Projects	Apartments and Bungalows at Tanjung Kupang, Johor for Leisure Farm Corporation (RM80 mil)	16-storey apartment (188 units) with 4-storey car park at Jalan Sungai Chat, Johor.	5 blocks of 7/8-storey retail office at Jalan Sungai Besi (Southgate) for Mah Sing Group.	420 units 3 blocks of high rise - Sky Garden Residence for SP Setia in Johor
	7-Storey hotel suite for Pulau Springs Resort (RM75 mil)	21-storey apartment in Mukim Tebrau, Johor.	16-storey budget hotel with 5-storey basement car park in Brickfields for Yayasan Wilayah Persekutuan.	328 units of service apartments in Skudai Johor for IJM Land.
	4 blocks of 20-storey service apartments for Mah Sing Properties at Taman Mount Austin (RM200 mil)	Academic Service Suite Service Apartments for Austin Height at Taman Mount Austin, Johor.	35-storey office and hotel/service apartment at Brickfields, KL for Oilcorp Bhd.	4 blocks 1,210 units of high rise at Johor Bahru, Johor Austin Regency Residence.
	22-storey service apartment at Jalan Persiaran Bayu Puteri, Johor (RM36 mil)	Perkeso Negeri Johor at Jalan Susur 5, Johor.	3 blocks of 20-storey service apartment (1,102 units) in Johor for BSJ Properties	499 units of service apartments Sky Oasis II in Johor Bahru.
	2 blocks of 21 storey service apartment for IJM Properties at Bandar Baru Permas Jaya, Johor (RM800 mil)	Ibu Pejabat Polis Daerah dan 170 unit kuarters di Kulajaya, Johor.	50 units of condominium at Jalan Madge, KL for Prinaissance Dev/ Trans Penang Inn SB.	2,000 units service apartments Parc Residence for Mayland.
	2blocks 20-storey service apartment at Mukim Tebrau, Johor for Mestika Bistari (RM55 mil)	29-storey service apartment at Jalan Mahmoodiah, Johor.	208 units of low medium cost apartments at Pulau Johor for Mah Sing Group.	366 units service apartments Sky Executive Suite for SP Setia in Skudai, Johor.

	Design Architect	Interior Designer	Town Planner	Landscape
Firm	Thinkscape Sdn Bhd	Axis Identity Sdn Bhd	RA Planning and Management Services	MLA Landscape Architects
Established	2000	1991	2002	1987
Main Persons	1. John Jong	1. Foo Fatt Chuen	1. Ratnawati binti Aman	1. Nik Malik bin Nik Zainal Abidin 2. Michael Lip Yoke Cheong
Qualification	1. Masters in Digital Architecture (Middlesex), UK.	1. Architect	1. BSc Urban and Regional Planning (UTM), Malaysia	1. Bachelor in Architecture (Western Australia), Australia. 2. Degree in Architecture (South Australia), Australia.
Past Projects	Kia Peng Apartments for Tempo Group	Five Stones, SS2, Petaling Jaya.	Planning application for Taman Saujana, Kluang (500 acres).	Datai, Langkawi
	BRDB Condominium, Bangsar	Ameera Residence, SS2, Petaling Jaya	Planning application for Taman Bukit Perdana, Batu Pahat (2,000 acres).	Berjaya Times Square Hotel & Convention Centre, KL.
	Glenmarie Cove Club House, Klang.	Hotel Grand Maya, Kuala Lumpur.	Planning application and amendment of layout for Bandar Baru Kangkar Pulai (Pangkal Budiman) (560 acres).	Istana Hotel, KL.
	Clubhouse at Leisure Farm, Iskandar, Johor.		Planning application for Taman Setia Eco Garden, Johor (1,300 acres)	Sunway Resort Hotel & Spa, Selangor.
	Kuala Lumpur Exchange("KLX") for PHBB		Planning application for Taman Setia Tropika, Johor (700 acres)	Sunway South Quay, Selangor.
	Medini Iskandar in Iskandar, Johor for Kuwait Finance House.		Planning application for Taman Evergreen Heights, Batu Pahat (300 acres)	Tivoli Villas Condominium, KL.