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RM1.6bil
integrated
project
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Radia on the horizon

Sime Darby Sunrise to launch RM1.6bil development in Bukit Jelutong

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KUALA LUMPUR: A RM1.6bil integrated property development, Radia, is coming up in Bukit Jelutong, Shah Alam.

To be developed by Sime Darby Sunrise Development Sdn Bhd, the freehold development on 8.48ha will have a gross floor area of 2.7 million sq ft, comprising 640 serviced apartments, 400,000 sq ft of office space and 880,000 sq ft of retail space.

The project is expected to be launched in the fourth quarter of this year and completed in 2018.

Sime Darby Sunrise Development is a 50:50 joint venture between Sime Darby Property and Sunrise Bhd, a wholly-owned subsidiary of UEM Sunrise.

Designed by French architecture firm, J+H Boiffils, Radia is modelled after a Mediterranean pedestrian promenade.

It will also employ UK landscape designers Grant Associates, which worked on Gardens by the Bay in Singapore and the Wimbledon tennis club.

The serviced apartments will be launched

towards the end of the year and will measure between 700 and 2,000 sq ft.

The minimum price of these units would be around RM500,000, said Sime Darby Bhd group chief operating officer Datuk Abd Wahab Maskan when unveiling the project at the media preview here yesterday.

When completed in 2018, Radia will also enhance the value of properties in Bukit Jelutong, added UEM Sunrise managing director/CEO, Datuk Wan Abdullah Wan Ibrahim, himself a resident in the neighbourhood.

The joint venture company was formed in early 2010.

Sime Darby intended to leverage on Sunrise's experience in high-rise commercial developments, such as Solaris Mont'Kiara and Solaris Dutamas, as well as its significant database of local and international customers, said Wahab.

In early 2011, Sunrise was acquired by UEM Land Holdings Bhd and renamed as UEM Sunrise.



Wan Abdullah says Radia will enhance the value of Bukit Jelutong properties.