New Urban landmark in the making

The 20-storey 231 TR Serviced Suites, Urban Delta's first venture, will offer 195 units at some of the most competitive prices in the KLCC area.

First impressions are important, and in order for fledgeling developer Urban Delta Sdn Bhd, a subsidiary of YWC Engineers & Constructors Sdn Bhd, to make a strong positive impact, it is sparing no effort to create its first venture - a RM90 million serviced apartment project within Kuala Lumpur's diplomatic enclave.

Dubbed 231 TR Service Suites, the 20-storey block will take shape on a 34,630sq ft freehold plot along Jalan Tun Razak, a location that allows it to boast views of the nearby Petronas Twin Towers and the lush greenery of the neighbouring Royal Selangor Golf Club.

Urban Delta's assistant general manager Alex Lee said the project will also feature fine finishings, functional layouts, a low density of 195 units and the kind of facilities buyers expect from an elite address.

Despite current soft market conditions, he is confident 231 TR will taste success, with the project's concept and pricing being its key driving points.

Amidst heady property prices breaching the million ringgit mark, 231 TR's apartment prices starting from RM262,888 is like a breath of fresh air.

"We're bringing prices down to earth in this prestigious area, allowing more people to share in the prospects it promises," said Lee.

"Since October last year, we have sold over 40 per cent of the units by private invitation alone."

Although the project is competitively priced, he said, there will be no compromise on quality.

The units on offer, ranging from a 498sq ft studio to a 1,114sq ft two-plus-one bedroom unit, will come in 11 different layouts.

All will be fully air-conditioned and partially furnished with ready-fitted wardrobes and designer kitchens.

In addition, they will feature broadband Internet access and centralised Astro cabling.

In terms of recreational facilities and services, 231 TR will have an indoor pool and jacuzzi, a fully equipped gym, a laundrette and housekeeping services.

Security will come in the form of CCTV camera monitoring, smart card access and an intercom system.

"I believe buyers will appreciate the fact that the location is close to lush greenery and yet within walking distance of the shopping, dining and entertainment hubs of KLCC and Bintang Walk," Lee said.

As an added incentive, he said, purchasers can look forward to an interest free period on their loans until vacant possession is given.

The project, being officially launched today, is due for completion by 2009.

The show unit at the site, located between the Kuwaiti and Indonesian embassies, is ready for viewing.

YWC Engineers & Constructors was established in the 1950s and has been involved in a number of multi-million ringgit projects throughout Malaysia.

The Jalan Tun Razak project land was acquired from Malton Group Bhd, which had previously planned to develop a serviced apartment, tentatively named Royal Golf Service Suites, at the site.

Next week: A glimpse of the lifestyle awaiting buyers at 231 TR.