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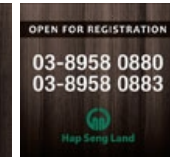
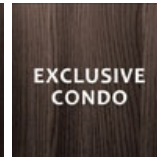
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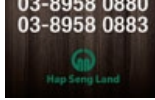
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90% of Urbana Residences in Ara Damansara taken up

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Urbana Residences

Located in the up-and-coming township of Ara Damansara, Selangor, the Urbana Residences project offers flexible layouts to cater to different lifestyles.

Developed by Weida (M) Bhd, 90% of the 356 service apartments on offer have been sold. These leasehold apartments are due to be completed by late 2016.

"The response has been overwhelming. Currently, we have very limited Bumi units left. It is pleasing to know that the purchasers are very confident with our project. The take-up rate is a testament to this," says Weida Properties Sdn Bhd executive director Victor Lee.

Lee adds, "Being in a competitive market, we really need to stand out. Therefore we place great emphasis on delivering quality, value-for-money and innovative homes for the people."

Mature location

When asked about the location of Urbana Residences, Lee replies, "We like to focus on mature locations in the Klang Valley as we feel that this is the most important region in Malaysia. A large population is living here. It is a big market and there's a lot of potential that we can tap into."

Located near the RapidKL depot, and opposite the Dana 1 commercial centre, Urbana Residences, will be easily accessible via major highways such as the Damansara-Puchong Highway (LDP) and the Federal Highway.

Lee shares that Urbana's purchasers are not just investors and speculators but include many looking to upgrade their homes, empty nesters and young working professionals who want to live in a condominium while being close to their parents in the surrounding mature neighbourhoods.



Artist's impression of pavilions which would be a great place for relaxing after a long day at work.

Lee said, "Our purchasers are locals with a very healthy mix of investors and owner-occupiers. I believe this is because of the location and the way our product is designed."

Flexible layouts

Urbana Residences offer nine different layouts with built-up areas ranging from 807 to 1,280 sq ft. According to the developer, the units are priced at an average RM700 per sq ft while the maintenance fee is RM0.35 per sq ft including sinking fund. Buyers have received 5% rebates as well as a developer interest bearing scheme (DIBS).

"We have designed the whole development with an emphasis on flexibility. We are aware that purchasers now are more discerning in their taste and they like to choose the way they live. Therefore, at Urbana, we want to meet those demands," comments Lee.

An interesting feature of Urbana Residences is that most of their units have the potential to be dual-key units.



The pool deck on the fifth floor.

"It's really to give the purchasers flexibility. Some owners think it's easier to rent out a two-bedroom unit but some might think differently. We want to give them the choice on how they want to configure the units; they can add another door at the foyer and rent out that room as a studio unit as it comes with an en-suite bathroom," shares Lee.

The 1,280 sq ft units which have three bedrooms and three bathrooms come with two main doors. There are only four of these units per floor and they are located at the ends of the hallway to give the owners more privacy.



According to Lee, the 807 sq ft units come with two bedrooms and two bathrooms and target young professionals and starter families. The units come with two car parks – while the bigger units come with three or four.

All units come with Signature kitchen cabinets, hob & hood, washer-dryer, air-conditioners in bedrooms and living rooms and engineered timber flooring in all bedrooms. The bathrooms come with Johnson Suisse sanitary ware.

“The engineered timber flooring is more durable and a lot more luxurious compared to tiles,” points out Lee.

Comprehensive facilities and amenities

Urbana Residences comes with an array of facilities and amenities such as a linear garden, swimming pool, poolside pavilion, jacuzzi, BBQ area, as well as a gymnasium which overlooks the indoor children’s playground. There’s also a sculptural tree house which is an artistic yet functional centrepiece.



The uniquely designed viewing deck.

All these facilities are located on the fifth floor. “We also have units located at this floor. These are special units which we call garden terraces – it gives the occupants a landed sort of feel,” says Lee, adding that Urbana also comes with a rooftop garden and sky lounge on the 16th floor which can be rented for parties and private functions.

The development which has four different wings comes with tight security. “There will be security guards patrolling and the lifts are access card-controlled, so you will only be able to access your floor. You will not be able to go to other floors or other wings,” says Lee.

Urbana Residences is located close to educational institutions such as Japanese School of Kuala Lumpur, Inti College, Taylor’s College, Sunway University and Monash University.

It is also located approximately 400 metres away from Citta Mall and only 500 metres away from one of the LRT stations which will be completed by next year as part of the Kelana Jaya LRT extension project.

Mont’Kiara apartments from 900 sq ft next year

Weida plans to next year embark on its second residential project in Mont’Kiara, Kuala Lumpur. “We are targeting to launch it within the second and third quarter of next year,” points out Lee.



The sky garden on the 16th floor.

He adds: “The project is located on Jalan Kiara 3 – the same road as Garden International School. The target market would be slightly different because of the location and surrounding facilities. There are three international schools nearby, therefore we are targeting families.”

According to Lee, affordability will still be a key concern. Therefore, the units they plan will be medium-sized with built-ups of between 900 to 1,900 sq ft.

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