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Kajang's Country Heights to see its 'first high-rise development'

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📍 Sited on a 3.6-acre tract, The Louvre has a gross development value (GDV) of RM395 million a May. (Images by Paris Dynasty Land)

HANNAH RAFFEE (/NEWS/AUTHOR?NAME=HANNAH RAFFEE)

January 25, 2017 | Updated 5 years ago



EdgeProp

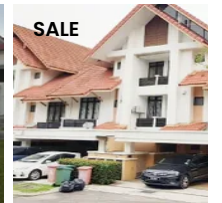
The Louvre has retail shops priced at RM499,000 to RM4 million (RM6...)

Klang Valley has seen a wave of new landmarks and hot spots such as the Empire Sh...
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The success of these landmarks stems from their winning formula. They are unique, identifia...
 food and beverage (F&B) outlets to attract the crowds.

Hoping to tap into this market, Selangor (<http://www.theedgeproperty.com/my/selangor>)-base...
 Dynasty Land Sdn Bhd, has come up with its latest project, called The Louvre, in Country Heig...
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RM 1,032,000
 5 beds | 6 bath | 2820 sqft

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 Putrajaya, Putrajaya
 by EFFENDY SHC

RM 1,030,000
 5 beds | 4 bat

“Every prime area in the Klang Valley has its respective landmarks, for example, Bangsar Shc...
 (<http://www.theedgeproperty.com/my/kuala-lumpur/bangsar>). Our dream is to establish The I...
 Kajang. We visualise The Louvre as a place that not only provides residences and convenienc...
 for locals and for those from nearby areas,” says Eugene Goh, managing director of Paris Dyn...

The Edge Prop

on a 2-acre tract, The Louvre has a gross development value (GDV) of RM395 million. The developer, one-to-one development offers 498 serviced apartments and 30 retail outlets.



"For The Louvre, we are targeting owner-occupiers, and middle to high-end tenants. I believe we are the first high-end development in this area," says Goh, who hails from Singapore.

"We have been talking to a few potential retailers, hypermarkets and restaurants, and are finalising the bulk of the retail component [of the development] will most definitely be F&B outlets," he adds.



i Goh: We visualise The Louvre as a place that not only provides residences and convenience for locals and for those from nearby areas. (Photo by The Edge)

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Semenyih Prime Industrial Park was launched in the first quarter of 2014, with a GDV of RM4.46 million. The development also consists of 12 units of double-storey, semi-detached factories, with built-up areas of 12,000 sq ft. Prices start from RM3.52 million to RM4.46 million (about RM397 psf). Both developments are fully taken up.

The Louvre is the group's first attempt at building a mixed-use development. "We wanted to create a new type of development for the group, and would like to pursue more of these types of developments in the future," says Goh.

He says The Louvre has gained positive response. "Although we plan to officially launch it in the next few months, it has already launched and small events that have recorded about a 50% take-up rate.

"Of course, one of the major challenges we face as a developer is the drop in bank loan approvals in today's market, we are confident that The Louvre will thrive and become a well-known development in the area."

The Louvre has a minimalist aesthetic, with sharp edges, tall glass windows and a long, narrow facade that reflect a contemporary lifestyle. "The units are carefully designed to suit our discerning purchasers. We have engaged a Singaporean designer to fit out the interiors of our units, and also the main areas such as the lobby and common areas."

Some of the proposed features are an infinity pool, gym, aqua gym, jacuzzi, private lounge, club house, landscaped garden, yoga deck, and reading and game rooms. "We also plan to have a number of units for long-term residents," adds Goh.



He says the group decided to name the project "The Louvre" because of his fondness for Europe. "I am a property investor and a property investment company. At the time, I travelled frequently to Europe, especially to France, and I have a deep appreciation for European culture and hence, my business partner and I decided to name our project after the Louvre Museum in Paris. We feel inspired by the European culture, and the museum is one of the most iconic buildings in France."

Asked about the similarity to The Louvre Museum in Paris, he says, "We are aware that our project is named after the Louvre Museum in Paris. We feel inspired by the European culture, and the museum is one of the most iconic buildings in France."

LedgeProp



admire The Louvre Museum's design. We would like to emulate it and The Louvre is b
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Goh highlights the prospering Country Heights as “one of the major selling points of The Louvre near all the major hotspots. It is five minutes from Kajang and the Kajang toll [exiting from the Highway]. Its nearby areas include Putrajaya [10 minutes], Cyberjaya [15], and Bangsar [18]”.

“The Louvre is located near universities such as the Infrastructure University Kuala Lumpur Nasional. It’s also close to other amenities such as Tanahrata International School, Hospital Sa Kajang, and golf courses [Bangi Golf Resort and Palm Garden],” says Goh.

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❗ *Some of the proposed features are an infinity pool, gym, aqua gym, jacuzzi an*

Stanley Toh, director of LaurelCap Sdn Bhd, says, “Country Heights is developed by the Count about 480 acres. A former rubber plantation, the development was launched in 1992 and cor titles.”

He adds that the best-selling properties in Kajang are the terraced houses. “However, Country mixed-used development [such as The Louvre] as the area is mature enough to sustain comm rises.”

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i The serviced apartments in the 34-storey tower have built-ups of 616 to 3,745 sq ft, and are priced at RM1.6 million or RM600 psf.

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📌 *The Louvre is set to attract owner-occupiers and middle to high-end*

This article first appeared in *City & Country*, a pullout of *The Edge Malaysia Weekly*, on for your personal copy. (<http://subscribe.theedgemalaysia.com/>)

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