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RM35m road at JB's Southkey

By AHMAD FARUZ OTHMAN
JOHOR BARU
johor@nst.com.my

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Dual carriageway will provide better traffic network in the state capital's new mixed development area



Quek Cham Hong (right), accompanied by Southkey Properties chairman Datuk Abdul Karim Ahmad Tarmizi, briefing Datuk Abdul Ghani Othman on the SouthKey development project. Pic by Roslan Khamis

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A RM35 million new dual carriageway at the SouthKey integrated mixed development estate here will add value to this large-scale project located on prime real estate in the state capital.

The 1.8km stretch will upgrade the existing Jalan Bakar Batu.

The upgrading works, beginning in September or October and scheduled for completion in 2014, is made possible through a facilitation fund from the federal government.

Southkey Properties Sdn Bhd chairman, Datuk Abdul Karim Ahmad Tarmizi said the upgraded stretch, coupled with SouthKey's easy access to the new Eastern Dispersal Link (EDL), city centre and Causeway would attract more property buyers.

"The EDL, Tebrau highway and Jalan Bakar Batu, which would be expanded to four lanes will provide a better traffic network and make for easier access to SouthKey," Abdul Karim said at the launching ceremony for Southkey recently.

Johor Menteri Besar Datuk Abdul Ghani Othman officiated the ceremony which coincided with the opening of a 9,030 sq ft Sales Gallery and an agreement signing for high speed broadband infrastructure by Optical Communication Engineering Sdn Bhd.

Southkey is Selia Pantai Sdn Bhd's maiden project in Johor Baru. Selia Pantai is a joint-venture company between Teluk Zamrud Sdn Bhd and Kumpulan Prasarana Rakyat Johor (KPRJ). Southkey Properties is a member of the Selia Group.

Southkey, which spans 133ha on the Majidee army camp area, is within the Johor Baru city flagship Zone "A" of Iskandar Malaysia.

The federal government is relocating the army's Infantry Battalion Camp in Majidee to a 120-ha site in Banang, Batu Pahat at a cost of RM96.7 million.

SouthKey is surrounded by several large matured housing estates with a ready catchment population of 150,000 within a 3km radius of the roject.

Southkey's "The Lakefront" shop offices, with a gross development value (GDV) of RM227 million is more than 97 per cent sold out.

It is part of the project's first phase due for completion in 2018. SouthKey will be fully developed in 15 years.

Other features are a business park, shopping mall, hypermarket, hotels, medical centre, colleges and services apartments and niche residential properties.

Selia Pantai Sdn Bhd managing director, Datuk Mohamed Zaini Amran said Southkey would have a total GDV of RM13 billion over a span of 15 years.

Also present at the event were Southkey Properties executive director, Quek Cham Hong, Selia Pantai Sdn Bhd managing director Datuk Mohamed Zaini Amran and Kumpulan Prasarana Rakyat Johor (KPRJ) chief executive officer Johar Salim Yahaya.

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