

Headline	PR1MA: T.O.D. PROJECTS TO START IN 4TH QUARTER		
MediaTitle	New Straits Times		
Date	02 Apr 2018	Color	Full Color
Section	Local News	Circulation	74,711
Page No	10	Readership	240,000
Language	English	ArticleSize	426 cm ²
Journalist	N/A	AdValue	RM 14,628
Frequency	Daily	PR Value	RM 43,884



TRANSIT-ORIENTED DEVELOPMENT

PR1MA: T.O.D. PROJECTS TO START IN 4TH QUARTER

Located along the LRT line, they will boost home owners' mobility, productivity

KUALA LUMPUR

THE proposed Transit-Oriented Development (TOD) projects will serve as a game-changer to transform urban housing development, said Perbadanan PR1MA Malaysia (PR1MA).

Its chief executive officer, Datuk Abdul Mutalib Alias, said the projects had an estimated gross development value (GDV) of RMI billion.

The first phase will start in the fourth quarter of this year. It involves two locations along the Light Rail Transit (LRT) line network, which are Cempaka and Pandan Jaya, to be followed by Pandan Indah.

Speaking at the closing of "Ekspo Jualan Perumahan — Ke Arah Sejuta Impian, Alami Gaya Hidup Sejahtera" national edition, he said PR1MA delivered more than just brick and mortar.

PR1MA aimed to develop integrated, vibrant and active communities that provided wealth-creation and socio-economic de-



Second Finance Minister Datuk Seri Johari Abdul Ghani (centre) looking at a model of a high-rise project at the home expo at the Putra World Trade Centre in Kuala Lumpur yesterday. With him is PR1MA chief executive officer Datuk Abdul Mutalib Alias (to Johari's right). PIC BY ASWDI ALIAS

velopment opportunities for the people, while promoting social cohesion and harmony among the community, he added.

The closing ceremony was officiated by Second Finance Minister Datuk Seri Johari Abdul Ghani.

The expo, which kicked off at the Putra World Trade Centre here on March 24, involved federal and state housing agencies.

It aimed to create awareness and encourage home ownership among the people from the M40 and lower-income (B40) groups.

PR1MA said it had been granted

land in eight locations along the LRT network to be developed using the TOD model. The other six locations are Pandan Indah, Titiwangsa, Sentul, New Town, Jelatek, Kinrara and Bandar Puteri.

TOD is an integrated residential concept located close to the workplace, school, healthcare, education, commercial centres, and integrated public transport networks such as the LRT and Mass Rapid Transit (MRT), which will increase the mobility and productivity of the community.

PR1MA said it was a popular residential and commercial prop-

erty development model, particularly in major cities in the world such as Hong Kong, Tokyo, Singapore and Washington.

It maximised land use in urban or sub-urban areas, as well as encouraged public transport.

TOD developments usually catered to the higher-income groups because of their locations. However, the new approach by PR1MA will help ensure the M40 group benefit from the shorter commute, lower personal transportation costs and easy access to daily needs, which will help reduce living costs. **Bernama**