

# SET TO BE AN URBAN ICON

## Penang Times Square aiming to be a pulsating hub of activity

In its illustrious history of property development, Ivory Properties Group has won many prestigious awards that include the Golden Bull, SME Business Award of the Year, Keris Award, 4th Asia Pacific/Malaysia e-Entrepreneur Excellence Award, Enterprise 50 Award and Business Superbrands.

Offering city convenience, luxury living and immense business opportunities is Ivory Properties Group's most ambitious and significant project, Penang Times Square, Penang's first urban village.

Located at Jalan Dato Keramat in Georgetown, Penang Times Square is an iconic RMI billion integrated development and is a self-contained urban village covering 13 acres.

Divided into four phases, the entire project will encompass condominiums, retail outlets, a Cineplex, an 80,000 sq ft exhibition and convention centre as well as a proposed hotel. It is expected to be completed by the year 2011.

Currently, the development focuses on the first two phases, namely Birch The Plaza and Birch Regency.

Birch The Plaza comprises a 20-storey condominium with 394 typical units and 22 duplex units from 1050 sq ft of built-up area perched above four floors of 179 retail outlets. It offers a host of amenities and conveniences designed for living, working and playing all under one roof and is expected to be completed by the end of 2008.

Phase 2 is adjacent to this and standing above the commercial podium of 125 retail lots is Birch Regency.

It is a 21-storey condominium comprising 340 units and 18 penthouses.

Birch Regency is expected to be completed in 2009. Three apartment types and four penthouse designs are available for selection. All units carry freehold titles.

In Phase 3 of the project, a spacious luxury condominium will be built together with a four-level shopping mall offering a mix of dining, retail and service establishments. Also on the drawing board are a Cineplex and an 80,000 sq ft exhibition and convention centre.

Designed for easy access, comfort and convenience, the buildings will be inter-linked by covered bridges, extra wide corridors and beautifully landscaped



**Enchanting:** The exterior of a Moonlight Bay villa.

scaped walkways with water features.

The bridges and walkways are all under 24-hour surveillance.

A proposed five-star international hotel with 400 rooms has been planned to the right of Birch House fronting Jalan Dato Keramat.

This hotel is intended to house resort spa facilities and services. Also in the pipeline is a six-storey heritage and cultural centre showcasing the history of the tin smelting factory that was sited in the area for nearly 100 years until 1998.

In addition, there will be an integrated tourist information centre to promote tourism in Penang and anchor Penang Times Square's goal of becoming Penang's tourist hub.

The throbbing heart of Penang Times Square is Urban Square which will be a

sprawling hub of activity. Ivory Properties Group will invest over RM30 million on the installation of a state-of-the-art ice thermal cooling system that will make use of lower rate night electricity supply.

Ivory's other premier development project is Moonlight Bay. This is a gated community residential development perched on a scenic hill in Batu Ferringhi overlooking the sea and the bay of its namesake.

The architecture of the development was inspired by the charm of southern European and Mediterranean towns where the houses are built at different terraces to allow residents an unobstructed view of the sea.

Created for exclusivity and a sophisticated resort lifestyle, Moonlight Bay's 15

acres will comprise only 70 units of four-storey villas and 20 condominium units with state-of-the-art security and landscaped greenery, stonework retaining walls and cascading water features.

The five types of villas with land areas ranging from 2,350 to 6,550 sq ft and built-up areas from 3,800 to 5,500 sq ft are the Adas, Basil, Cassia, Dafina and Eli.

An arched stepped retaining wall that will be nocturnally lit with dramatic effect welcomes you at the main entrance. As you drive up the curve, you will be greeted by cascading waterfalls dropping down between tiers of wild flowers.

Access lanes snaking through the project will be lined with varying tree species. There will be pocket parks with

children's playground equipment and seating areas for studying, socializing and relaxation. Zig-zagging through the trees to the hilltop are the proposed multi-purpose pavilion and extensive timber deck complete with swimming pool and jacuzzi.

Trees will be carefully planted so as not to obstruct the spectacular views. Tree houses and a canopy walk complete this hilltop retreat. With this natural environment and hideaway concept, Moonlight Bay will serve as the perfect getaway from the hustle and bustle of the city.

For enquiries, visit Ivory Properties Group at 73, Birch House, Jalan Dato Keramat, telephone 04-210 8000, e-mail ivorypg@po.jaring.my or visit the website www.ivory.com.my.



**Place to unwind:** The spacious living room of the villa.



**Spacious:** Lots of room in the dining and kitchen area.