

## SETIA ALAM

*Setia Alam is both a wholesome nature-inspired sanctuary and a lively urban hub that exemplifies the LiveLearnWorkPlay philosophy.*



Setia Alam, which spans over 2,500 acres, is located in Section U13 in Shah Alam. Under the jurisdiction of Majlis Bandaraya Shah Alam (MBSA), it was opened by SP Setia Berhad in 2003 with landed houses as the main element throughout the development. Currently, the township is undergoing many new residential and commercial developments where cleared land can be seen in many places, especially at the northern part of the township, inclusive of terraced houses, offices, and SEGi International School.

The main landmark within the township is Setia City Mall, a joint venture between SP Setia and the Asian Retail Investment Fund which provides the area with a platform for shopping, leisure, entertainment and work. Hypermarkets available in this locale include Tesco Setia Alam and Giant Hypermarket located at Klang Sentral across Jalan Meru.

Access to the township by road is possible via the Federal Highway and the Selat Klang Highway which lead to Jalan Meru as well as

the North Klang Valley Expressway (NKVE) which connects to Persiaran Setia Alam. The bus and taxi terminals located in Klang Sentral offer public transportation options to the north and south.

There is currently no rail service or any other sophisticated public transportation services available within the township; in future, the proposed LRT extension through Shah Alam towards Port Klang and the KTM stations located in Klang will be the closest rail-based public transportation systems benefiting residents of Setia Alam.

The recorded transaction prices of selected schemes within Setia Alam as of December 2013 are:-

### TERRACED HOUSES

TYPE	LAND AREA (SF)	ROAD	YEAR	MIN (RM)	MAX (RM)	COUNT
2-storey terraced house	1,170	Jalan U13/2	2010	200,000	305,000	11
			2011	265,000	355,000	14
			2012	360,000	425,000	10
			2013	388,000	530,000	7
		Jalan U13/3	2010	243,000	334,500	8
			2011	210,000	430,000	7
			2012	350,000	450,000	14
			2013	470,000	580,000	3

TYPE	LAND AREA (SF)	ROAD	YEAR	MIN (RM)	MAX (RM)	COUNT
2-storey terraced house	1,170	Jalan U13/11	2010	273,000	380,000	15
			2011	345,000	348,000	2
			2012	380,000	480,000	12
			2013	470,000	580,000	9
	1,300	Jalan U13/2	2010	240,000	325,000	10
			2011	308,000	450,000	12
			2012	348,000	580,000	9
			2013	450,000	585,000	11
		Jalan U13/3	2010	315,000	450,000	16
			2011	425,000	495,000	7
			2012	450,000	548,000	6
			2013	480,000	691,000	8
		Jalan U13/11	2010	274,350	460,000	13
			2011	370,000	558,500	64
			2012	488,000	565,000	18
			2013	535,000	660,000	14
	1,400	Jalan U13/4	2010	250,000	420,000	23
			2011	340,000	450,000	17
			2012	450,000	645,000	11
			2013	355,000	630,000	26
Jalan U13/8		2010	345,000	505,000	23	
		2011	440,000	553,000	9	
		2012	468,000	600,000	14	
		2013	535,000	680,000	15	
Jalan U13/12		2010	468,800	536,000	3	
		2011	498,000	620,000	34	
		2012	545,000	710,000	70	
		2013	590,000	770,000	34	

2-storey terraced house	1,400	Jalan U13/25	2010	274,350	460,000	13
			2011	330,000	510,000	55
			2012	395,000	600,000	55
			2013	512,960	680,000	25
		Jalan U13/27	2010	335,000	460,000	27
			2011	284,750	490,000	59
			2012	335,000	676,000	54
			2013	460,000	680,000	21
	1,650	Jalan U13/6	2010	237,000	543,000	15
			2011	500,000	700,000	10
			2012	580,000	655,000	7
			2013	610,000	758,000	7
		Jalan U13/9	2010	373,000	615,000	19
			2011	618,000	683,000	22
			2012	580,000	700,000	17
			2013	630,000	750,000	10
1,680	Jalan U13/15	2010	418,000	573,000	8	
		2011	540,000	700,000	3	
		2012	580,000	815,000	8	
		2013	760,000	808,000	2	
1,755	Jalan U13/27	2010	395,735	395,735	2	
		2011	336,069	520,000	6	
		2012	520,000	595,000	5	
		2013	565,000	570,000	2	
1,920	Jalan U13/15	2010	588,000	720,000	3	
		2011	760,000	890,000	15	
		2012	810,000	1,100,000	34	
		2013	930,000	1,150,000	6	
3-storey terraced house	1,755	Jalan U13/26	2010	548,888	548,888	1
			2011	500,000	750,000	4
			2012	745,000	770,000	3
			2013	448,000	805,000	22

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**SEMI-DETACHED HOUSES**

TYPE	LAND AREA (SF)	ROAD	YEAR	MIN (RM)	MAX (RM)	COUNT
2-storey semi-detached house	1,650 - 3,400	Jalan U13/5	2010	320,000	450,000	13
			2011	390,000	1,175,000	23
			2012	450,000	1,200,000	23
			2013	545,000	1,190,000	11
	1,650 - 2,640	Jalan U13/7	2010	450,000	475,000	2
			2011	475,000	716,800	31
			2012	485,000	790,000	46
			2013	610,000	930,000	43
	3,407 - 3,412	Jalan U13/14	2010	780,000	1,591,000	15
			2011	920,000	1,550,000	29
			2012	1,330,000	1,940,000	14
			2013	1,250,000	1,550,000	11
	2,720	Jalan U13/15	2010	1,003,000	1,003,000	1
			2011	1,050,000	1,198,000	2
			2012	1,040,000	1,220,000	30
			2013	1,000,000	1,340,000	32
	2,550 - 3,410	Jalan U13/16	2010	680,000	930,000	20
			2011	780,000	1,399,000	11
			2012	850,000	1,425,000	23
			2013	910,000	1,490,000	18
	3,500 - 3,920	Jalan U13/21	2010	1,100,000	1,480,000	3
			2011	1,680,000	1,850,000	3
			2012	1,620,000	1,865,000	12
			2013	1,600,000	1,930,000	17
	3,498	Jalan U13/23	2010	1,150,000	1,620,000	27
			2011	1,340,000	2,156,500	17
			2012	2,000,000	2,056,000	2
			2013	1,845,900	2,096,300	3

Generally, the recorded transaction prices in Setia Alam have maintained a steady growth in regards to both terraced and semi-detached houses. The highest recorded transaction prices for terraced houses and semi-detached houses in 2013 are RM1,150,000 and RM2,096,300 respectively.

Amongst the analysed schemes, terraced houses have recorded an average price growth of approximately 54% from 2010 to 2013 while semi-detached houses recorded an average price growth of approximately 47%. In terms of the amount of the analysed schemes' transacted units, semi-detached

houses' record stands at 482 units, approximately 28% in 2013 and 31% in 2012.

Transactions remained active in 2013 unlike many other developments where the amount of transactions experienced a tremendous drop in that year. On the other hand, the amount of transacted units for terraced houses underwent a slight drop in 2013 (20%) compared to 2012 (31%).

Many cleared lands can be seen in Setia Alam particularly in its northern area. Among the notable ongoing developments in the township are:-

PROJECTS	DEVELOPERS	TYPES
Anggun @ Alam Nusantara	PKNS	204 units of 2-storey linked house
Hijauan Enclave	PKNS	19 units Luxury 3-Storey Bungalow and Semi-Detached
Setia Alam	PKNS	81 units of semi-detached houses
Setia Alam	PKNS	44 units of bungalow
Setia Alam	PKNS	10 units semi-detached houses
Setia Alam	PKNS	73 units of detached house and 10 units of semi-detached house
Trefoil @ Setia City	Bandar Setia Alam Sdn Bhd	3-blocks of 28 to 29-storey office buildings (1,497 units)
Duta Villa	Bandar Setia Alam Sdn Bhd	103 units 3 to 3.5-storey villas
Seri Jati Apartment	Bandar Setia Alam Sdn Bhd	Approximately 948 units of apartment
Seri Baiduri Apartment	Bandar Setia Alam Sdn Bhd	676 units of apartment
Setia Taipan	Bandar Setia Alam Sdn Bhd	128 units of shop-offices
Setia Alam	Bandar Setia Alam Sdn Bhd	62 dwelling units inclusive of detached houses, zero-lot bungalows and semi-detached houses
Setia Alam	Bandar Setia Alam Sdn Bhd	352 room hotel
Suria Rafflesia	Equatorial Palms (a subsidiary of Sunsuria Group)	360 units medium cost apartment
Suria Ixora	Equatorial Palms (a subsidiary of Sunsuria Group)	460 units medium cost apartment
INIH Complex	Kementerian Kesihatan & SP Setia	Medical Research Complex inclusive of laboratory, offices, clinics and quarters
Top Glove Tower	Top Glove Properties Sdn Bhd	23-storey office complex

Casa Sutra	Mentari Group of Companies	33 Units of 3-storey zero lot bungalow & 11 units of 3-storey bungalow
Damansara 16	SDB Damansara Sdn Bhd	16 units of luxury bungalows
N/A	MTD Development Sdn Bhd	6 blocks of 3-storey luxury apartments (66 units)
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Apparently PKNS and Bandar Setia Alam Sdn Bhd (operating as subsidiary of SP Setia) are the most active players within the township, with residential and commercial projects. Unlike many other schemes, landed luxury properties seem to be a favourite with these developers. The only landed properties below the RM1 million mark are terraced houses, along with apartments such as Seri Jati and Seri Baidun apartments, which are currently at an estimate of RM350 per sq ft.

Other than dwelling units hotels, office buildings and a medical research complex are also under construction. Many of these new projects have enhanced security such as gates and guards, as well as single-entrance concept to ensure the residents' safety. Their peace of mind has become a priority.

The township is still quite a distance away from being mature, with many empty lands yet to be developed. It is, however, a strong belief that Setia Alam's facade will be totally transformed in years to come. The question is if the township will be able to draw occupants when the products are all completed.

Setia City Mall plays a very important role in drawing the crowd as it offers leisure, entertainment, job opportunities and easy access to the township via its adjacent highways. The mixed nature of the development will contribute to the success of the township. With the earlier phases already accessible, it will be an interesting discussion when later phases are realised. 📍



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