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Bina Puri Holdings Bhd

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# The Main Place to be

New mall in USJ 21 opens after 15-year construction delay



**M**AIN Place in USJ 21 is set to be a significant new landmark in the township.

The four-storey mid-size neighbourhood mall recently opened its doors.

Speaking at the grand opening, Bina Puri Properties Sdn Bhd chairman Tan Sri James Foong Cheng Yuen said that Main Place was aptly named.

"It is the main place for true family shopping experiences, where daily lifestyle needs will be met," he remarked.

The mall has 130 shoplots, about 85% of which are filled, with tenants providing fashion, food and beverage as well as health and beauty options. Its occupancy rate is expected to reach 95% by year-end.

The mall has a gross built-up of 600,000sq ft and a nett lettable area of 250,000sq ft priced at RM5.80 per

sq ft.

The project was deserted for many years before being revived.

Bina Puri Holdings' subsidiary, Sumbangan Lagenda Sdn Bhd managing director Jason Yam, said the project came to a standstill 15 years ago, and went through two different developers before being brought to the company's attention.

"There were several interested parties but many did not know how to revive the project. Others were wary of taking on an abandoned project.

"We realised that the project had potential and decided it could be revived," said Yam, adding that prime locations such as Main Place were hard to come by.

Sumbangan Lagenda, a 55% subsidiary of Bina Puri Holdings Bhd, successfully revived the abandoned mixed development in USJ Subang after investing almost RM200mil over

the past five years.

The revival of the entire project took three and a half years, and in addition to the retail platform, the development also has four towers of apartments, totalling 1,211 units.

Buyers of the apartments received the keys to their units in March.

Foong was glad the buyers' wait was worth it as the units have greatly appreciated in value.

"The price is about RM600 per sq ft and they paid RM148 per sq ft at the time of purchase."

Also present were Tourism and Culture Minister Datuk Seri Nazri Aziz, Subang Jaya assemblyman Hannah Yeoh, Bina Puri Holdings Bhd founder director Dr Tony Tan Cheng Kiat, group managing director Tan Sri Tee Hock Seng, executive director Matthew Tee, Main Place mall management director Woo May Foong and singer Shila Amzah.



1 (From left) Woo, Yam, Foong, Nazri, Yeoh, Tan, Shila, Tee and Matthew at the grand opening ceremony of Main Place at USJ 21, Subang Jaya.

2 Nazri signing a plaque to mark the official opening of Main Place.