

# THE GREENER PASTURES

FOR BUSINESS & LIVING





**DAMANSARA AVENUE**  
A BRAND NEW  
COMMUNITY WITH A  
7-ACRE URBAN PARK

# A UNITY OF ARCHITECTURE AND LANDSCAPE

Leading the charge of a new developmental philosophy, Damansara Avenue is characterised by holistic thoughtfulness in planning for all aspects of life within the township.

With a depth of thought that goes beyond the conventional parameters of building commercial and residential components, Damansara Avenue delves deeper into the fabric of what is a desirable lifestyle for the urbanites. That philosophy drove the creation of a revolutionary development for a sustainable lifestyle, anchored by a 7-acre Urban Park that flows energy and weaves harmony across the community.



# THE OUTLINE OF A COHESIVE MASTER PLAN

Conceived as a long-term metamorphosis for the area, Damansara Avenue is a 10-year master planned development sprawled across 48 acres of prime freehold land in Bandar Sri Damansara, one of Kuala Lumpur's premier urban neighbourhoods.

## PARCEL 1 COMPONENTS:







- lifestyle retail and signature office suites
- high and low rise residences
- SOHO\*
- corporate office towers\*

## PARCEL 2 COMPONENTS\*:

- lifestyle retail mall with courtyard and streetscape themes
- lifestyle retail and signature office suites
- corporate office towers
- business class hotels

\* FUTURE LAUNCH. SUBJECT TO CHANGE.



- |   |  |  |   |
|---|--|--|---|
|  | ATIVO PLAZA -<br>LIFESTYLE RETAIL & OFFICE SUITES      |  | PROPOSED FUTURE DEVELOPMENTS<br>(SUBJECT TO CHANGE) |
|  | HIGH & LOW RISE RESIDENCES 1A<br>(LAUNCHING SOON)      |  | PRIVATE GARDEN                                      |
|  | HIGH & LOW RISE RESIDENCES 1B TO 1E<br>(FUTURE LAUNCH) |  | URBAN PARK  |



## LANDSCAPED SERENITY DESIGNED TO ENTHRALL

When the blueprints were drawn for this master planned community, the 7-acre urban park formed the backbone of this development, while the placement of residential and commercial components were positioned around this green belt.

Trees and plantings were chosen for their beauty as well as their easy maintenance for sustainability, and with a community centre in the middle, it is envisioned as the centre of activity not only for the residents of Damansara Avenue, but also the adjacent neighbourhoods.

Park features:

- Central Plaza with community amphitheatre
- Dancing fountain and water features
- Children's play area
- Green shelters
- Lifestyle pavilions
- Landscaped boulevards

# TRANSFORMING WORK SPACES TO SOMETHING EXTRAORDINARY

Traditional commercial layouts are bland and predictable, with blocks of structures in an insecure area, and no proper planning of waste management and parking. Green space is merely an afterthought; severely compromised by grade level car parks.

The design philosophy as espoused by the creators of Damansara Avenue aims not just to break away from conventions, but to improve it to make the whole concept of work an enjoyable experience. To start, all activity is focused in the park level, creating a whole new business environment in shades of green. The well-lit and secured basement car park is positioned directly below the grade level so that space is optimised, providing ample parking bays.





## CREATING A WHOLESOME PLACE TO LIVE

In an urban setting, green areas are usually compromised for more concrete blocks to maximise returns. Damansara Avenue inverts that tired concept by placing parks first, then positioning residential components around this green focal point for residents to relax amidst the beauty of nature.

The resulting population density from residential components will be serviced by commercial elements within the same zone for the convenience of residents. At all times of the day, residents can live with all the comforts of urban life within reach. This harmonious mixture of parklands, residential and commercial forms the bedrock of design in Damansara Avenue, and will be the ideal working and living model for the future.

# THE CORE OF THE CITY

The mark of a well-planned development is effortless accessibility not just in terms of location but also commute time. In this, Damansara Avenue is exemplary as it is located against the peak-hour traffic flow, thus minimising congestion and allowing commuters to breeze through to and from work as the jams stretch on in the opposite direction.

## ACCESSIBILITY

• LDP • MRR2 • SPRINT • NKVE • PENCHALA LINK

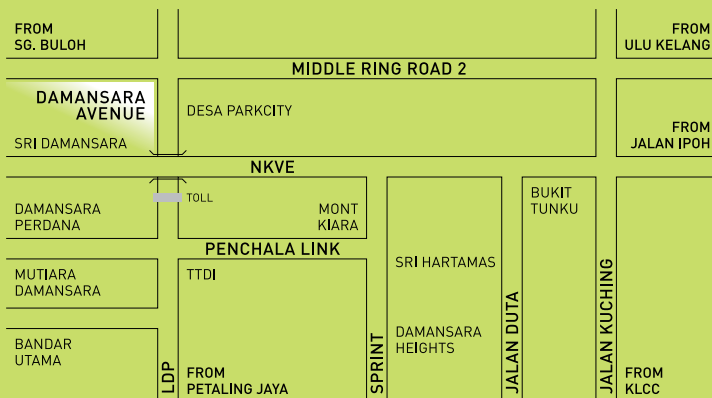
## DISTANCE TO OTHER PRIME DESTINATIONS

- 13km to KL city centre • 10km to Damansara Heights
- 7.5km to Mont' Kiara • 10km to SS2, Damansara Jaya
- 5km to Mutiara Damansara, Damansara Perdana, Bandar Utama, TTDI

## TA GLOBAL, THE STERLING STANDARD

A leading player in the local and international real estate market, through its wholly-owned subsidiary, TA Properties Sdn Bhd, TA Global Berhad has 15 years of experience in a wide range of property services including property investment, property development, property management, hospitality operations and construction.

Focused on establishing itself as an award-winning premier lifestyle developer with a niche in residential and commercial developments, the promise of TA Global is to deliver more than just homes, but an entire wholesome lifestyle choice as evidenced in the pioneering concept of Damansara Avenue.



FOR ENQUIRIES

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