

With the city of Johor Bahru now economically turbo-charging ahead thanks to the Johor-Singapore Special Economic Zone (JS-SEZ), demand for properties in strategic locations, such as near the upcoming RTS Bukit Chagar station, has skyrocketed. Whether for own use or investment purposes, homebuyers recognise the tremendous possibility of increased mobility for goods, people and services across borders. While much of the new property supply competes on which has the shorter distance to Singapore, few developments offer the complete package of cross-border proximity and the unique Johor way of living.

Enter Maxim Global Bhd, the developer of The Address. With a gross development value (GDV) of RM1.7bil, the freehold serviced apartment development comprising three blocks, offers city convenience steeped in local charm. At the same time, it boasts modern features such as skyline serenity and panoramic views stretching from Johor to Singapore.

Connectivity meets heritage

Located in Taman Pelangi, one of Johor Bahru's most well-known residential neighbourhoods, residents of The Address enjoy a short commute of just 3km to the RTS Bukit Chagar station and only 3.2km to the CIQ and Causeway. The location also provides residents with easy access to key highways such as Tebrau Highway, Jalan Tun Razak and Skudai Highway. It also stands to benefit from a proposed Elevated Autonomous Rapid Transit (E-ART) station, planned to be integrated with the RTS.

While enhanced ease to the border checkpoints is guaranteed, few can rival The Address in the charm of its location. Taman Pelangi, as one of the most mature neighbourhoods in Johor Bahru, offers a living environment with true multi-racial diversity that is, at the same time, uniquely Johor.

The neighbourhood is lined

THE ADDRESS IS JOHOR'S NEW URBAN SIGNATURE

Serviced residence combines cross-border proximity with local charm



The Address is a freehold serviced apartment located at Taman Pelangi, Johor Bahru.

with eateries, from shops to street delights offering all types of Malaysian flavours as well as cafes, bakeries and restaurants with modern fares that suit the palate of regular visitors from Singapore and domestic travellers. The neighbourhood is complete with amenities that define the city-living

experience, with nine shopping malls within a 2km radius, including household names such as KSL City Mall, Plaza Pelangi and City Square. The latest shopping and leisure hotspot, Mid Valley Southkey, is just a short 6.5km drive away.

For families, there are seven educational institutions for different



An artist's impression of the aerial view of the sizable facility podium at The Address.

ages within a slightly over 1km radius. Pre-schoolers can attend AZ Preschool Taman Sentosa or Rainbowkidz while primary and secondary students can attend the Cornerstone International School, SMK Dato Jaafar, SMK Taman Pelangi and SMK Sri Tebrau. Other private schools such as the Foon Yew High School are just a 4km drive away.

The area is also not short of reputable medical institutions. Columbia Asia Hospital is just 1.8km from The Address, KPJ Puteri Specialist Hospital is 2.9km away and Sultanah Aminah Hospital is situated 3.5km away. The variety of medical and healthcare facilities gives residents ample choices for the most appropriate care and treatment, providing residents with peace of mind.

Iconic design

The Address's tropical-inspired architecture is a statement of both prosperity and heritage value that stands out in the skyline. Offering 2,743 units on a 6.5-acre plot, units come in the layouts of one-bedroom and one-bathroom, two bedrooms and two bathrooms, and two-plus-one bedrooms and two bathrooms. A dual-key configuration is also available for the two-bedroom, two-bathroom

unit type. Catering to singles, couples and families, The Address opens up the opportunity for a wide range of homebuyers to enjoy a prime lifestyle in a well-planned development.

An array of facilities designed to evoke a sense of tranquillity awaits residents, including a sky lounge and infinity sky pool set against the backdrop of a panoramic vista, a gym, sauna, outdoor fitness area, jogging path and pickleball courts.

Adding to this is a work and study lounge, communal kitchen, multipurpose hall and children's playground—each offers a sense of true relaxation and bonding moments with loved ones without having to go far. With a GreenRE Bronze certification, residents can rest assured that their abode adheres to the principles of environmental sustainability.

A development not to be missed, The Address has raised the bar to meet the renewed demand of property seekers. Combining a prime location, functional unit layouts and iconic facilities, The Address is the new urban signature for a new era in Johor. Prices start from RM426,000 and completion is targeted for July 2030. For more information, visit <https://maximglobal.com.my>



Facilities at The Address are designed to invoke a sense of tranquility.