



Heights build on Arcadia success

Units in the first of Heights Holdings' Arcadia brand have just "flown off the shelves" according to a spokesman for the company. Indeed, such has been its success that the company have brought forward the launch of the third project under the brand.

The third development will be marketed under the Arcadia Beach Imperial name and, as that hints, there will be strong Chinese influences in the look and feel of it.

"We have sold more than 80 per cent of the first project – Arcadia Beach Resort Pattaya – in less than nine months which is incredible given there are well in excess of 1,000 units planned there," said the spokesman.

Add to that the fact that among other HH projects the Maldives is more than 75 per cent sold, Laguna Beach 1 is over 95 per cent sold and Laguna Beach 2 is 85 per cent-plus and you can deduce that the company is fast running out of units to offer.

"So, to satisfy demand and to co-incide with high season, we have brought forward the launch of Arcadia Beach Imperial," said the spokesman.

He added: "Sales in the second Arcadia project – Arcadia Naklua – are starting to pick up nicely. It's in Soi 12 less than 50 metres from the beach. But it's a completely different proposition to numbers one and three with just less than 150 units on offer."

Arcadia Beach Imperial will comprise five, eight-storey buildings incorporating up to 1,150 apartments. Current plans are for studios and one- and two-bed units in a modular design which makes it easy to combine units.

Complimentary furniture

Prices, which will include a complimentary furniture package, start at Bt1.149m for a 23 sqm studio (there are also studios of 24.5 sqm); one-beds of 30-37.5sqm start at Bt1.499sqm. And two- and three-bedroom combinations can be created and priced individually.

"Imperial will be in a great location off Thepprasit Soi 17 not far from our Laguna Beach Resort 2 and Maldives developments," said the spokesman. "We anticipate great things from this our 18th project – only three of which (including Imperial) are yet to start construction."

● For more information about Arcadia Beach Imperial or any of the numerous HH projects visit www.heights-holdings.com or ring 085 282 6454.

Arcadia Beach Imperial was due to officially launch as this magazine went to press. "It will be a nicely themed project with tranquillity and nature at its core. It will have a bold, classical Chinese design with amenities such as Zen relaxation pavilions and Orchid gardens," added the spokesman. "The plot is nine rai and more than 50 per cent will be devoted to the large, meandering pool and recreation facilities.

"Imperial will have some awesome features for example there will be a finger-scanning entry system on the steel-core security doors on each apartment," added the spokesman.

There will be an Asian fusion restaurant in the middle of the complex close to a fully-equipped gym. Construction is expected to start in Q1 2016 and complete at the end of 2017.

If you don't wish to wait quite that long there is still limited availability in the first Arcadia.

"Prices there are about to go up so those interested in the last 20 per cent of units in Arcadia Beach Resort Pattaya would be advised to act soon," the spokesman concluded. |