



WESTERN ZONE OF BANGKOK A HOT SPOT FOR DETACHED HOUSES



The low-rise residential market continues to grow in the second quarter as the western zone becomes a booming location behind the northern zone.

Anukul Ratpitaksanti, deputy managing director of Plus Property revealed that as a result of its recent market survey, new housing projects launched this year will shift to the western zone of Bangkok, covering Bang Khae, Ratchaphruk, Phetchakasem-Kalapaphruk, Bang Yai-Rattanaibet, Bang Bua Thong-Sai Noi and Borom Ratchonni-Buddha Mondhol.

Housing projects in this zone have been expanding, following the extension routes of the mass transit system network, plus a rising demand for low-rise housing projects. The

high-end housing market, with prices between Bt10-20 million will be popular in the Phetchakasem-Kalapaphruk zone, while a medium-price market will be developed in Bang Yai-Rattanaibet and Borom Ratchonni-Buddha Mondhol zones. Meanwhile, the townhouse market of between Bt1-3 million is also expected to grow in the western zone, while expanding into the southern side of Bangkok especially in locations accessible to the Outer Ring Road and Ekkachai-Rama 2.

Anukul said that in the second half of this year, new housing prices were expected to rise by between 7-10 per cent, due to higher construction materials cost, flood prevention systems, and higher labour wages.

There is also a potential that devel-



opers may return to developing high-end detached housing projects with prices between Bt10-20 million and Bt7-10 million. The townhouse market is expected to reflect prices between Bt3-5 million, in order to prevent the risk of a low-price market, which was a reflection on the economic situation.

Casa Ville is one of the big players in the western zone with many project developments. The company earlier this year developed Grand Casa Ville and Casa Elgend Rama 2 projects. In its latest development, the company has launched Casa Grand Chaiyaphruk, with prices ranging between Bt6-12 million. Located on a 50-rai land plot, near Central Chengwattana, it houses 147 completed detached houses. The project has gained strong response with more than 70 per cent sales.

Prukpa Real Estate has introduced its Prukpa Ville 42 Therdthai-Kalapaphruk project, as its new townhome collection in Bali-style "Balina". The project was launched for sale late last month, with prices starting from Bt1.89 million.

Land and Houses, Quality House, Sansiri, SC Asset, and Nusasiri are also big players with a continuous expansion of new projects.

Last weekend, Quality House

launched its Neo Spanish-style luxury homes Phrukpirom Regent Ratchaphruk-Rattanathibet, with prices at Bt30 million.

SC Asset will be launching a new detached house project "Life Bangkok Boulevard Rama 2" with prices starting at Bt7 million. It is located near Central Rama 2 and the expressway gateway.

Previously, SC Asset has developed many projects in the western zone, including "Life Bangkok Boulevard Pinklao-Phetchakasem", "Grand Bangkok Boulevard Ratchaphruk-Rattanathibet", and "Life Bangkok Ratchaphruk-Charansanitwong".

NC Housing has developed its NC Royal Pinklao project on Kanchanaphisek Road in Bang Khae district, with unit prices starting from Bt12-18 million. MK Real Estate has also launched new detached houses in its "Chuan Chuen Rama 2" project, with prices from Bt4.5 million.

Supalai has also created a new detached house & townhome project "Supalai Ville Ratchaphruk-Phetchakasem 48". It is accessible for The Mall Bang Khae and MRT Phetchakasem 48 Station. In addition, Supalai has also developed "Supalai Garden Ville Chaengwattana-Lak Si" detached housing project.

