

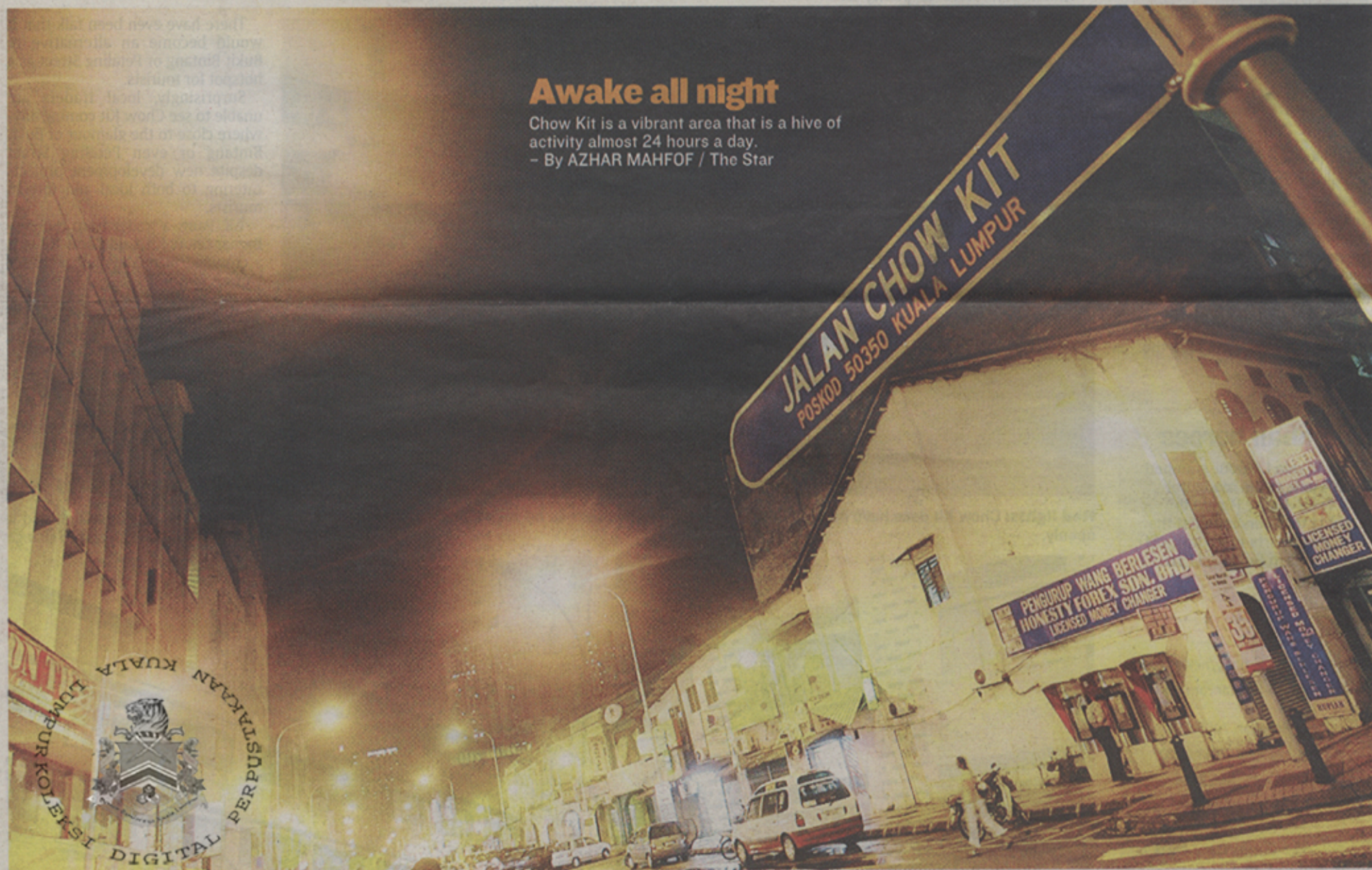
Hidden potential



Undeniably, there is plenty of colour and life to Chow Kit both day and night but, of late, the area has been the focus of attention of a different group of people - real estate practitioners. >M2&3

Awake all night

Chow Kit is a vibrant area that is a hive of activity almost 24 hours a day.
- By AZHAR MAHFOF / The Star



The changing

Area has found new potential

By JAYAGANDHI JAYARAJ

VERY aptly described in the late Sudirman's song as a place that sells everything cheaply, Chow Kit Road is a place at heart of Kuala Lumpur where one can find almost anything.

Bazaar Baru Chow Kit, the famous daily wet market centred around Jalan Chow Kit has also grown over the years and does spill over to other roads like Jalan Raja Laut and Jalan Tunku Abdul Rahman.

In the evening, the night market along Lorong Haji Taib, known as Bundle Chow Kit, offers every imaginable second hand item while in the background, the area's red light district comes to life quite openly.

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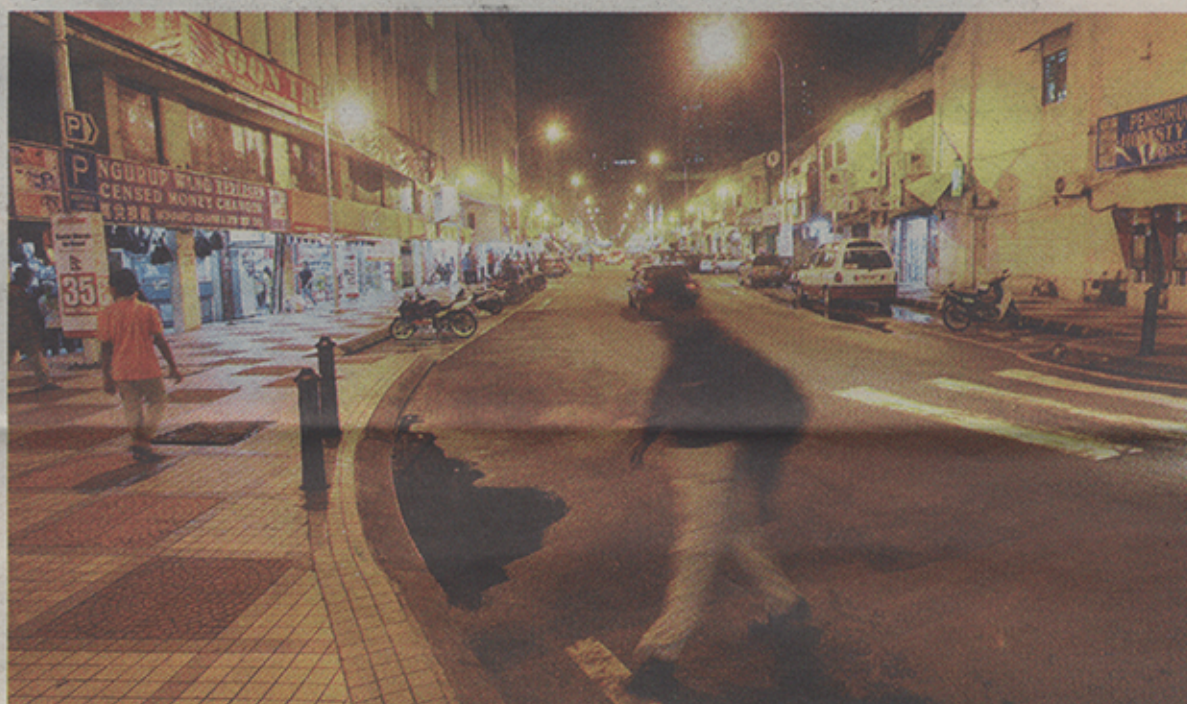
colour and life to Chow Kit both day and night but, of late, the area has been the focus of attention of a different group of people - real estate practitioners.

Recently, reports emerged that investors and developers have been eyeing properties in the area in hopes of striking it big. One such project is The Regency Kuala Lumpur, which is located at Jalan Raja Alang, directly opposite the Chow Kit wet market and scheduled to open for business at the end of April.

The swanky 330-room hotel, which cost some RM100mil, will certainly change the face of the area and the developers feel that in will be a draw for foreign tourists, especially since Chow Kit never sleeps.



Take your pick: Everything from clothes to second-hand goods is available at the night market.



Red lights: Chow Kit does have its seedier side where vice activities can be seen being carried out quite openly.

There have even been talk that it would become an alternative to Bukit Bintang or Petaling Street as a hotspot for tourists.

Surprisingly, local traders are unable to see Chow Kit coming anywhere close to the glamour of Bukit Bintang or even Petaling Street despite new development projects catering to both local and foreign tourists.

T.K. Pang, a trader from the new Bazaar Chow Kit, said Chow Kit was a crowded place day and night for various reasons.

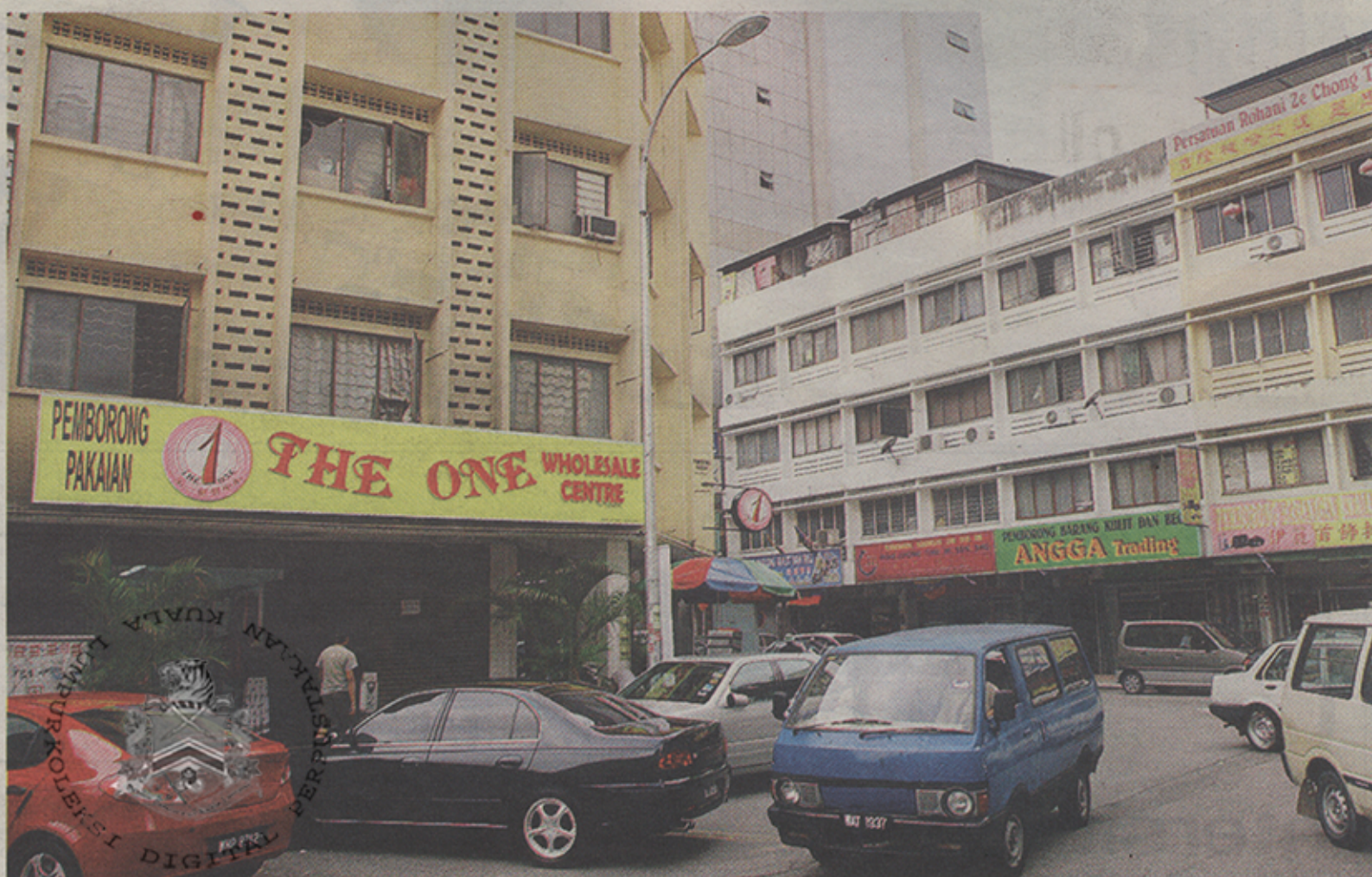
The place offered goods like clothes, food and market products at an affordable price compared to other parts of the city.

Pang added that most of the people who flock to the area are not locals but Indonesians.

"Only about 30% of the customers here are locals. The others are mostly Indonesians."

"You do not get a very Malaysian feel here," he said.

Another trader Chris Chen said it would be a Herculean task to change



Busy by day: Even during the day, the areas where there are many wholesale centres are a draw for traders.