

# TheEdgeProperty.com

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S P Setia - THEEDGEPROPERTY.COM

WORLD ENVIRONMENT DAY 2016

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#setiaedgepropwed2016

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# Sunsuria City, Ever Rich Land in JV to develop Korean-themed development

BY NATALIE KHOO

PETALING JAYA: Property developer Sunsuria Bhd is in a 60:40 JV (joint venture) with Welcome Global Co Ltd, a wholly-owned subsidiary of Ever Rich Land Co Ltd to develop an 8.48-acre Korean-themed development in Sunsuria City located in Putrajaya South, Salak Tinggi, founder and executive chairman of Sunsuria Bhd, Datuk Ter Leong Yap announced in a media briefing on May 31.

The development will constitute a boutique hotel, wedding house, serviced apartments, cultural heritage retail shops, and a themed garden.

"South Korea has played a big role as an international beauty influencer in many parts of the world over the last decade. It has dominated the Asian market largely because of the increasing popularity of Korean dramas and K-pop culture," said Ter.

"We are very pleased to bring in the Korean Beauty Mall, a one-stop array of fashion and beauty care boutique mall with Korean beauty care products and services. We also have a plastic sur-



SAM FONG / TheEdgeProperty.com

(From left) Yuan, Ter and Everrich Group director John Yuan looking at plans for the Korean-themed development

gery consultation service, where instead of going all the way to Korea to get a consultation, we make it easier for our customers by allowing them to communicate with the beauty experts in Korea virtually to advise them on the matter," he added.

According to Ter, the mall will have a built-up of 60,000 to 70,000 sq ft with the cost of investment of the mall at around RM35 million. The whole development is expected to be completed over the next five years.

The chairman of Everrich Group, Yuan Kuo Tong, who was

also at the event, commented that they are confident the development will not only draw the attention of those living in the Klang Valley, but also tourists who plan to visit both the Xiamen University Malaysia and the upcoming International Outlet Mall in Sunsuria City.

"We believe this JV will be the foundation of our sustainable partnership," Yuan added.

One of the interesting compo-

nents that will be brought into Sunsuria City is Hotel Everrich, a boutique hotel from Gwanghwa Island, Incheon, South Korea.

Sunsuria City is a 525-acre freehold integrated township with an estimated gross development value (GDV) of RM10 billion.

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## LAUNCHES + EVENTS



If you have any real estate-related events, email us at [propertyeditor@bizedge.com](mailto:propertyeditor@bizedge.com).  
Events listed here will also appear on **TheEdgeProperty.com**.



### Launch of Tower B, PJ Midtown, and 'sustainable living for the future' sharing sessions

**Date:** June 4 and 5 (Sat and Sun)

**Time:** 11am to 5pm

**Venue:** Oasis Gallery, 3A, Jalan PJU 1A/2, Oasis Damansara, Ara Damansara

**Contact:** (03) 7843 9898  
In conjunction with World Environment Day, Brunfield International Group has partnered health and wellness centre Purely B, Terrarium vendor Tiny Forest by Yuna and green architecture firm B Green to hold activities related to green living. The company will also launch Tower B of the PJ Midtown project located in Section 13, Petaling Jaya this weekend.

### Race For A Better Planet 2016 – Discovery Walk 2.0 by Sunway Property

**Date:** June 4 (Sat)

**Time:** 7am to 2pm



**Venue:** Lakeside Promenade @ Sunway South Quay, Bandar Sunway, 3, Jalan PJS 11/11, Petaling Jaya

**Contact:** 1800 18 0505

In conjunction with this year's World Environment Day, Sunway Property is organising an environment-themed run and activities to raise awareness about the importance of sustainability.

### Eco Festival 2016 – Light Up the World

**Date:** June 4 and 5 (Sat and Sun)

**Time:** 5pm to 9pm

**Venue:** Eco Sanctuary, Lot 41296, Persiaran Eco Sanctuary, Telok Panglima Garang, Selangor  
Bukit Bintang City Centre, No 2, Jalan Hang Tuah, Kuala Lumpur  
EcoWorld Gallery @ Eco Meadows, PT740, Jalan Paboi, Mukim 14, Daerah Seberang Perai Selatan, Simpang Ampat, Penang  
EcoWorld Gallery @ Eco Tropics, No 1, Jalan Kota Masai, Kota

Masai, 81700 Pasir Gudang, Johor

**Contact:** (03) 3344 2552

Eco World Development Group Bhd invites the public to celebrate World Environment Day at various sales galleries including in Penang and Johor. Interesting activities will be held to encourage the public to take positive environmental action to care and protect planet Earth.

### 'The Art of Living Perfected' by Beverly Group and Pink Guy Art Gallery & Framing Services

**Date:** June 18 (Sat)

**Time:** 10am to 6pm (Cantonese sharing session at 3pm)

**Venue:** 28 BLVD Sales Gallery, 28, Jalan Perdana 3/10, Pandan Perdana, Kuala Lumpur

**Contact:** (03) 2161 2345

Organised by Beverly Group and Pink Guy Art Gallery & Framing Services, the sharing session will feature Winson Loh, the



curator of Pink Guy Malaysia Art & Frame, who will talk about art investment. There will also be a showcase of 28 Boulevard – a landmark residence located in Pandan Perdana.

### Soft launch of The Park House (Melbourne)

**Date:** June 4 and 5 (Sat and Sun)

**Time:** 11am to 6pm

**Venue:** Salta Properties Show Gallery, A3-1-1 Solaris Dutamas, Publika, Kuala Lumpur  
**Contact:** (012) 779 2008 / (012) 208 1693

The soft launch of The Park House is organised by Jalin Realty. The project is located 4km away from Melbourne Central Business District, close to schools and a shopping mall.

### REX Renovation Expo

**Date:** June 3 to 5 (Fri to Sun)

**Time:** 11am to 9pm

**Venue:** Putra World Trade Centre, 41, Jalan Tun Ismail, Kuala Lumpur

**Contact:** (03) 9056 3323

REX Renovation Expo showcases the latest products in interior design, renovation, decoration, smart homes, refurbishing and landscaping. Free admission.



# S P Setia Bhd and TheEdgeProperty.com to launch World Environment Day photo contest

BY TAN AI LENG

PETALING JAYA: In conjunction with World Environment Day on June 5, S P Setia Bhd is teaming up with TheEdgeProperty.com to hold a photo contest for all readers and online users of TheEdgeProperty.com.

Participants are invited to send in original photos with captions based on the theme "A Better World That Is Close To Nature".

Through this simple photo contest, the organisers aspire to help drive home not only the beauty and importance of Mother Nature but more significantly, the message that all of us must never take the environment for granted.

S P Setia president and chief executive officer Datuk Khor Chap Jen said photos are a way to document what is happening around us particularly when change affects us, and they also help us remember that particular moment in our lives.

"Through this World Environment Day photo contest, we would like to encourage TheEdgeProperty.com readers to take a moment to think of what would make this world a better place for them in an environmental context," he added.

Khor noted that the photos would serve as reminders of how people can make a difference for the environment.

"If everyone does a simple act of kindness to Mother Nature, can you imagine the overall impact?"

Since 2008, S P Setia has launched various activities in conjunction with World Environment Day such as the Setia Planting Positivity Campaign, Eco Cyclothons, Green Walk and Eco-marathon to heighten the public's awareness of major environmental issues.

"This year, besides having our own activities, we decided to work with TheEdgeProperty.com. We would like to reach as many stakeholders as we can in the drive to increase awareness of the environmental challenges the world is currently facing," said Khor.

Meanwhile, The Edge Communications Sdn Bhd and The Edge Property Sdn Bhd managing director Au Foong Yee said "going green" has become a highly marketable concept for property developers in a climate of environmental challenges.

"The prospect of investing or staying in a home that is truly 'green' is indeed compelling," she added.

She noted that it is important for consumers to differentiate one green development from another and not be blinded by the "green" labelling of a project for mere commercial reasons.

"Making available a simplistic rain water harvesting gadget, for instance, does not make a home 'green'. Neither is the mere north-south orientation of a building," she emphasised.

The World Environment Day photo contest runs from June 5 to 30, and is open to all Malaysians, above 18 years old.

Participants can submit photos that best illustrate their feelings about na-

SAM FONG / TheEdgeProperty.com



Khor: I hope the contest would encourage the public to take a moment to think of what would make this world a better place for them

PATRICK GOH / TheEdgeProperty.com



Au: A better world is one that is close to nature. It's all about sustainability

ture and write a short caption of not more than 30 words to describe these touching moments.

The pictures must be hashtagged with #setiaedgepropwed2016.

Participants can submit the photos through Instagram, Facebook and TheEdgeProperty.com website.

The top 50 photos will be selected through an online voting system. The judges, who will include representatives from TheEdgeProperty.com and S P Setia, will choose the five best photos with captions matching the theme "A Better World That Is Close To Nature".

There are breathtaking moments that words alone cannot describe. Share with us those moments and stand a chance to win attractive prizes that include a foldable bike, motion camera and pedometer!

For more information, log on to <http://marketing.theedgeproperty.com.my/photocontest/>

THIS WORLD ENVIRONMENT DAY, S P Setia and TheEdgeProperty.com invite you to 'capture' your dream of 'A Better World That Is Close To Nature' - through photography.

FROM 5 TO 30 JUNE, snap a photo with a caption of under 30 words that best illustrates a better world that is close to nature for a chance to win attractive prizes\*!

Log on to <http://marketing.theedgeproperty.com.my/photocontest> to learn more. \*T&Cs apply



TAP HERE TO ENTER



## 1 INSTAGRAM

1. Set Instagram profile to public
2. Post photo + caption <30 words + #setiaedgepropwed2016



## 2 FACEBOOK

1. Post photo on The Edge Property Malaysia FB page + caption <30 words + #setiaedgepropwed2016



## 3 THEEDGEPROPERTY.COM

1. Go to <http://marketing.theedgeproperty.com.my/photocontest>
2. Complete form and follow instructions on the page

THEN WHAT?

COLLECT VOTES TO WIN

1. Get your friends to vote for your picture at <http://marketing.theedgeproperty.com.my/photocontest> or our Facebook page
2. Only 1 vote per Facebook account per photo is accepted per day
3. The top 50 submissions with the most votes will be shortlisted for decision by judges



FINAL DECISION + PRIZES

1. Judges to pick top 5 photos with captions based on uniqueness and relevance to "A Better World That Is Close To Nature" theme
2. Attractive prizes up for grabs include foldable bike, motion camera, pedometer and more, worth up to RM3,000

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MAKE BETTER DECISIONS

Setia



**D**o you often make plans to catch up with friends, but are ultimately repulsed by the mere thought of braving traffic and finding parking? Fancy having a wealth of dining experiences almost at your doorstep?

Why not live on top of a mall?

However, before you start salivating at the prospect, it pays to remember that all good things come at a price. TheEdgeProperty.com has identified and compared the average asking prices and asking rents of five high-rise homes above malls with five high-rise homes that are closest to these malls.

The data shows that the asking prices for homes on top of malls are generally higher than those of their surrounding counterparts.

For instance, The Tropics residences, which is perched atop Tropicana City Mall in Petaling Jaya, has an average asking price of RM971 psf while just 139m away, Casa Damansara 1 condominium has an average asking price of RM680 psf – 30% lower in price compared with The Tropics.

Similarly, Solaris Dutamas residences atop Publika in Kuala Lumpur has an average asking price of RM1,011 psf compared with Hartamas Regency 2 (RM548 psf) located 529m away; Main Place Residence on Main Place mall in USJ has an average asking price of RM610 psf compared with Tropika Paradise (RM390 psf); and Berjaya Times Square serviced apartments on Berjaya Times Square in Kuala Lumpur has an average asking price of RM1,287 psf compared with Taragon Puteri Bintang (RM631 psf) located 288m away.

“Properties such as these can command a higher price due to their added appeal and this price premium may range from 10% to as much as 30%, depending on the location, design and quality of the shopping mall,” said DTZ Nawawi Tie Leung Property Consultants Sdn Bhd managing director Eddy Wong.

According to Henry Butcher Retail managing director Tan Hai Hsin, mixed-use developments with residences above and retail below have been around for over 25 years in Malaysia. The rising cost of land – especially those closer to the Kuala Lumpur city centre – paved the way for more of such integrated developments.

Wong pointed out that one such pioneer was the former KL Plaza, which was refurbished and re-branded as Fahrenheit 88 in 2010.

“This type of residential product did not quite have a strong appeal in the market in the past. However, perceptions changed with the launch of Pavilion Residences in 2006, which offered high-quality residences on top of an up-market shopping mall bringing with it a new standard of lifestyle living. The success of Pavilion Residences paved the way for other developers to follow suit with similar product offerings at different price points in various locations,” he said.

Wong noted that when Pavilion Residences was launched in 2006, it was priced at around RM900 psf. Prices have risen by over 40% to between RM1,600 and RM1,800 psf since.

According to GMAC Realtor’s senior negotiator Lim Jin May, while these types of integrated developments typically come up in prime areas owing to land scarcity, prices of these homes are also highly dependent on the quality of finishes, sizes of the units, location and the success of the mall.

Meanwhile, based on listings on TheEdgeProperty.com, the Fahrenheit 88 residences have an average asking price of RM960 psf compared with Bintang Fairlane Residences (RM1,368 psf) located 234m away, which is lower by 30%.

# THE COST of convenience

BY NATALIE KHOO

Homes above malls are looking more attractive



Lim: You spend less time driving to reach all facilities and it is also an easy meeting point for gatherings



Tan: Mixed-use developments with residences above and retail below have been around for over 25 years in Malaysia



Wong: Properties such as these can command a higher price due to their added appeal and this price premium may range from 10% to as much as 30%, depending on the location, design and quality of the shopping mall

PICTURES BY TheEdgeProperty.com



1

## The Tropics, SS2, PJ

Average asking price psf: **RM971**  
Average asking price: **RM748,129**  
Average asking rental psf: **RM3.53**  
Average asking rental: **RM2,525**  
Built-up\*: **624 to 1,173** sq ft  
Tenure: **Freehold**

- Developed by Dijaya Corporation, now known as Tropicana Corporation Bhd
- Located above Tropicana City Mall which houses tenants such as GSC Cinema and AEON Big
- Accessible via the SPRINT highway and LDP

VS

## Casa Damansara 1

Distance: **139m**  
Average asking price psf: **RM680**  
Average asking price: **RM654,600**  
Average asking rental psf: **RM2.04**  
Average asking rental: **RM1,971**  
Built-up\*: **678 to 1,572** sq ft  
Tenure: **Freehold**

- Developed by Dijaya Corporation, now known as Tropicana Corporation Bhd



2

## Solaris Dutamas residences, Dutamas, KL

Average asking price psf: **RM1,011**  
Average asking price: **RM1.02 million**  
Average asking rental psf: **RM3.94**  
Average asking rental: **RM3,595**  
Built-up\*: **527 to 2,357** sq ft  
Tenure: **Freehold**

- Developed by UEM Sunrise Bhd
- Located above Publika Mall which houses tenants such as Ben’s Independent Grocer, and eateries such as Nathalie’s Gourmet Studio and The Bee
- Accessible via the SPRINT highway, NKVE, DUKE and Penchala Link

VS

## Hartamas Regency 2

Distance: **529m**  
Average asking price psf: **RM548**  
Average asking price: **RM1.31 million**  
Average asking rental psf: **RM2.80**  
Average asking rental: **RM4,633**  
Built-up\*: **1,313 to 3,380** sq ft  
Tenure: **Freehold**

- Developed by PJ Development Holdings, now under OSK Group

\* All built-up sizes are from transacted data

SOURCES: DTZ NAWAWI TIE LEUNG PROPERTY CONSULTANTS SDN BHD, GMAC REALTORS, HENRY BUTCHER RETAIL

## PROS of living above shopping malls

Daily conveniences such as groceries, salons and banks at your doorstep

Saves time on travelling to get daily needs



Easy meeting point for gatherings or meetings



3

### Main Place Residence, Subang

Average asking price psf: **RM610**  
 Average asking price: **RM466,056**  
 Average asking rental psf: **RM2.63**  
 Average asking rental: **RM1,611**  
 Built-up\*: **420 to 1,012** sq ft  
 Tenure: **Freehold**

- Developed by Bina Puri Properties Sdn Bhd
- Located above the Main Place Mall which houses tenants such as Jaya Grocer, Daiso Japan and eateries such as Nandos and Absolute Thai
- Accessible via KESAS, ELITE, NPE and Federal Highway

**VS**

### Tropika Paradise

Distance: **337m**  
 Average asking price psf: **RM390**  
 Average asking price: **RM859,000**  
 Average asking rental psf: **RM1.30**  
 Average asking rental: **RM1,875**  
 Built-up\*: **1,163 to 2,928** sq ft  
 Tenure: **Freehold**

- Developed by Sime Darby Bhd

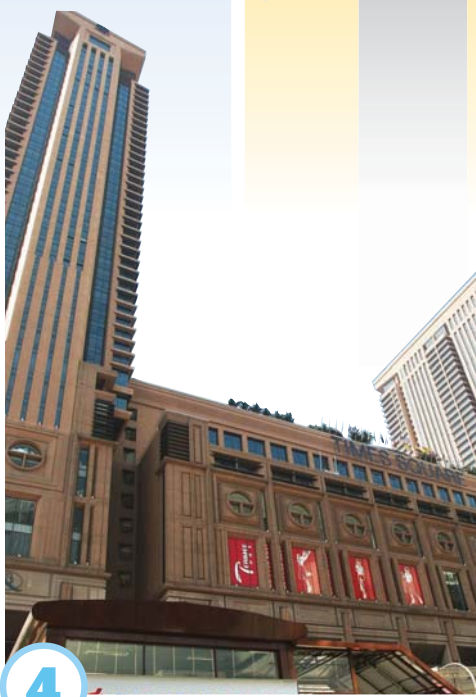
## CONS of living above shopping malls

Generally, utility bills have higher tariffs as the units are built on commercial land

Heavy traffic



No privacy as infrastructure and facilities are shared



4

### Berjaya Times Square serviced apartments, Jalan Imbi, KL

Average asking price psf: **RM1,287**  
 Average asking price: **RM923,947**  
 Average asking rental psf: **RM4.82**  
 Average asking rental: **RM3,267**  
 Built-up\*: **312 to 7,546** sq ft  
 Tenure: **Freehold**

- Developed by Berjaya Corporation Bhd
- Located above the Berjaya Times Square shopping mall which houses tenants such as Hero Market and eateries such as Kenny Rogers Roasters and Papa John's
- Accessible via SPRINT, Federal and Kerinchi highways

**VS**

### Taragon Puteri Bintang

Distance: **288m**  
 Average asking price psf: **RM631**  
 Average asking price: **RM1.74 million**  
 Average asking rental psf: **RM4.20**  
 Average asking rental: **RM2,927**  
 Built-up\*: **517 to 3,993** sq ft  
 Tenure: **Freehold**

- Developed by Allstones Asia Group and Allco Funds Management



5

### Fahrenheit 88 residences, Jalan Bukit Bintang, KL

Average asking price psf: **RM960**  
 Average asking price: **RM1.48 million**  
 Average asking rental psf: **RM3.50**  
 Average asking rental: **RM5,110**  
 Built up\*: **1,163 to 1,981** sq ft  
 Tenure: **Freehold**

- Developed by Pavilion Group
- Located above Fahrenheit 88 shopping mall which houses tenants such as Uniqlo, Grand Harbour Restaurant and BookXcess
- Accessible via the DUKE and LDP highways

**VS**

### Bintang Fairlane Residences

Distance: **234m**  
 Average asking price psf: **RM1,368**  
 Average asking price: **RM927,439**  
 Average asking rental psf: **RM4.90**  
 Average asking rental: **RM3,485**  
 Built-up\*: **495 to 1,873** sq ft  
 Tenure: **Freehold**

- Developed by Fairlane Hospitality Sdn Bhd, a subsidiary of Low Yat Group

Tap here for interactive infographic



Lim offered several reasons for the lower price. "The Fahrenheit 88 residences are slightly different compared with Bintang Fairlane Residences. The apartments in KL Plaza back then were old and run down so the cost psf when the old apartments were acquired may have been low," offered Lim.

"The positioning of Bintang Fairlane Residences is very different. It is very well-furnished with a hotel design and managed very well," she added.

Wong also noted that Fahrenheit 88 residences and Bintang Fairlane are not "an apple to apple" comparison.

"The residences on top of Fahrenheit 88 are not new and have been there when Fahrenheit 88 was still KL Plaza whereas Bintang Fairlane was a new build [a couple of years now]," said Wong.

There are pros and cons to living atop a mall. According to Wong, some of the upsides include easy access to facilities and amenities in the mall, including dining, shopping, entertainment, health and wellness facilities.

Lim concurred. "You spend less time driving to reach all the facilities and it is also an easy meeting point for gatherings. You do not need to worry about driving out and getting caught in the jam, so a lot of time is saved," she said.

On the downside, residents will have to cope with noise pollution and traffic congestion. "Living on top of a mall means more cars will be going in and out of the building," said Tan.

This is especially true for popular and successful shopping malls.

He also noted that there is a lack of privacy as a lot of infrastructure and facilities are shared which may lead to security being compromised. "It may not be attractive for families with young children," he said.

Generally, utility bills will also have higher rates because the units are built on commercial-titled lands. "The maintenance fee would be higher as well, as it encompasses other areas of the development like the commercial part," said Lim.

Moving forward, all three experts agree that the outlook for this type of home is positive. In fact, integrated developments are likely to become the norm as urban areas become further developed.

"It doesn't only appeal to the 'younger generation' but also to the baby boomers as they can have everything within walking distance. There are also those who may want to use these residences as holiday homes or have home-run businesses," Lim said.

The challenge in making these developments successful lies in ensuring the success of the malls over the long term.

"When a mall is successful [with a high occupancy rate and large amount of visitors], then the prices of the residential units will appreciate because of the mall," Tan noted. But will a soft retail market affect prices?

"A soft retail market is a short-term event and will not affect prices of the property overall," said Tan.

Lim agreed. "If the mall is successful, prices of the units will go up and be maintained at profitable levels, drawing high demand. I personally think they will do well if they are in good locations. The entire development must also be well maintained and run well as a whole."



# Sustainability wins it for S P Setia

**W**hen S P Setia Bhd drew up the plans for its corporate headquarters at Setia City commercial centre at its flagship township Setia Alam in Shah Alam, the developer knew it wanted an icon that signified its commitment to sustainable development.

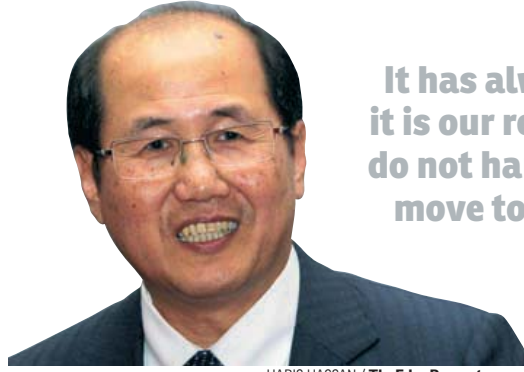
“As the core of everything that represents S P Setia, our corporate headquarters should represent the peak of our commitment to building a sustainable community for all. What’s more, it is where Team Setia is being housed,” says president and CEO Datuk Khor Chap Jen.

The headquarters was conceptualised based on a need — the need to provide a better and more sustainable work environment for Team Setia that stays true to its DNA of building sustainable communities for all based on its development philosophy of live, learn, work and play, he adds.

With a design that boasts a sense of grandeur, the building’s main facade stands out with its domineering giant columns. The building has a gross floor area of 33,798 sq m and is built on a 3.04-acre site in Setia City – the master-planned integrated green commercial hub of Setia Alam.

“As a developer that practises what we preach, we want to set the benchmark for other green developments within Setia City with the highest Platinum rating for our corporate headquarters to ensure that other developments within Setia City will follow in our footsteps in creating a sustainable environment for the community,” says Khor.

Since its completion, the Malaysian Green Building Index Platinum-rated building has received numerous awards. At the recent international Fiabci Prix d’Excellence Awards held in Panama City, Panama on May 25, it emerged the Gold winner in the Sustainable Development category. The building had previously received the QCLASSIC Excellence Award 2014 from the Construction Industry Development Board Malaysia as well as The Edge-PAM Green Excellence Award 2015. It had also won the Best Sustainable Development title at Fiabci Malaysia Property Award 2015. Fiabci is the french acronym for The



HARIS HASSAN / TheEdgeProperty.com

**It has always been our belief that it is our responsibility to ensure we do not harm the environment as we move towards development and growth — Khor**

International Real Estate Federation.

Also present at the Fiabci Prix d’Excellence Awards gala night was Dr Tan Loke Mun from Archicentre, the architect of the Setia Corp Headquarters.

Some of the building’s key green features include the use of green certified architectural products and construction materials, high performance double-glazed windows and louvres to reduce heat gain, an energy measurement system to gauge and manage energy and water usage, energy-efficient lighting, solar panels, rainwater harvesting for landscape irrigation and a roof garden.

For Khor, winning the Fiabci Prix d’Excellence award proves that the developer’s commitment towards sustainable developments is being recognised at the global level as well.

“We embarked on building green townships as far back as 2005 with Setia Eco Park in Setia Alam. From there, we took bigger and bolder steps in embracing eco concepts and sustainability with Setia Eco Glades and the recent Setia Eco Templer,” Khor adds.

Setia Eco Park was recognised by the Fiabci Prix d’Excellence for Best Masterplan Development in 2007 and Best Residential (Low Rise) Development in 2011.

“We have never looked back since, and across six countries where S P Setia has a presence, our developments are synonymous with sustainability which also incorporate our development philosophy of creating meaningful spaces for the community to live, learn, work and play,” Khor tells TheEdgeProperty.com.

Besides Malaysia, S P Setia also has a

presence in the UK with the iconic Battersea Power Station development, Australia, Vietnam, Singapore and China.

“It has always been our belief that it is our responsibility to ensure we do not harm the environment as we move towards development and growth.

“The key word here is ‘sustainability’ and that is a big word. Oftentimes, when we discuss sustainability, we refer to renewable energy sources, reducing our carbon footprints, environmental protection, ecological health, and promoting innovative solutions to drive sustainability without having to compromise our lifestyles.

“We have always strived to achieve that equilibrium,” says Khor.

The green efforts seen at its projects include the transplantation of trees and cultivation of flora and fauna at Setia Eco Park, Setia Eco Glades (Cyberjaya) and Setia EcoHill (Semenyih). For instance, at Setia Eco Glades, a total of 2,000 grown trees and 3,000 saplings have been transplanted.

Indeed, landscaping is a key feature in its developments and its home buyers have come to expect at least the presence of pocket parks where they live.

The company worked with experts from the Penang Butterfly Farm, the KL Bird Park and the Malaysian Nature Society to cultivate the flora and fauna within its townships.

“At our upcoming Setia EcoHill 2 township in Semenyih, we will be planting more than 10,000 trees around the development,” says Khor.

“About 160 tonnes of CO<sub>2</sub> is reduced annually due to these efforts. And we will

continue to cultivate this eco culture.”

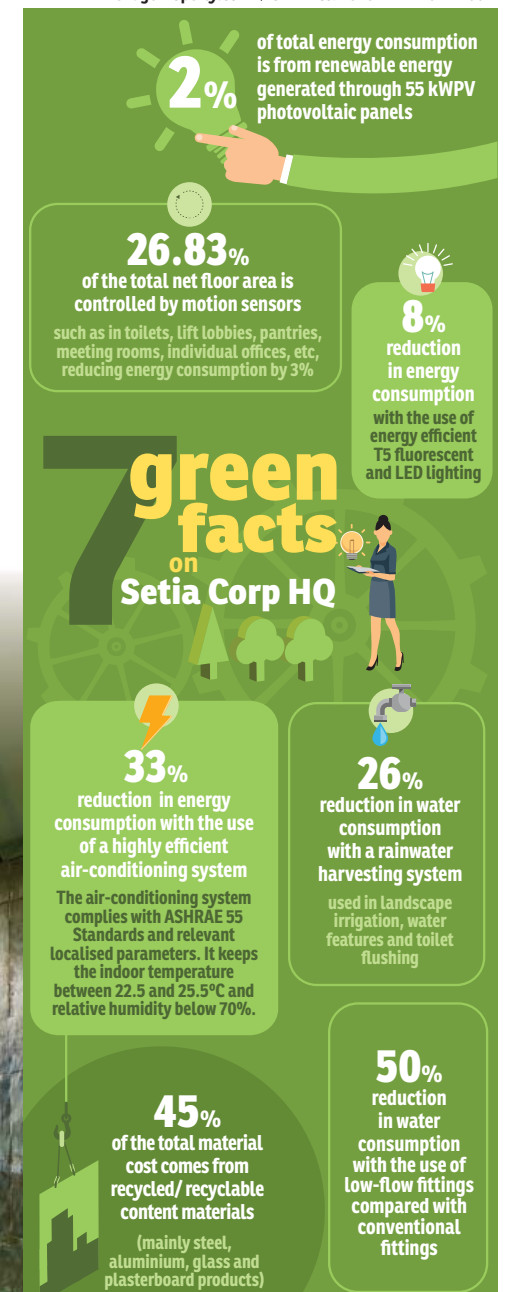
Innovation, he adds, plays a crucial part in efforts to find new and imaginative ways to create sustainability. He cites, for example, a RM4 million solar photovoltaic system which can generate up to 980 megawatt hour (MWh) per year on the roof of both Setia SPICE Aquatic Centre and the Setia SPICE Canopy in Penang.

“It is the biggest commercial solar PV farm in Penang and will help to supplement SPICE’s electricity consumption,” he offers. The Setia SPICE (Subterranean Penang International Convention and Exhibition Centre) project is a redevelopment of the former Penang International Sports Arena featuring a hotel, indoor stadium, convention centre, aquatic club, retail shops and F&B centre.

Moving forward, the developer aims to continue to develop projects with sustainability in mind and incorporate green features as part of its design and planning.

“Rest assured we will not rest on our laurels and will continue to innovate to reduce our carbon footprint,” says a determined Khor.

TheEdgeProperty.com | GRAPHICS: NURUL AIDA MOHD NOOR



# SIERRA 6

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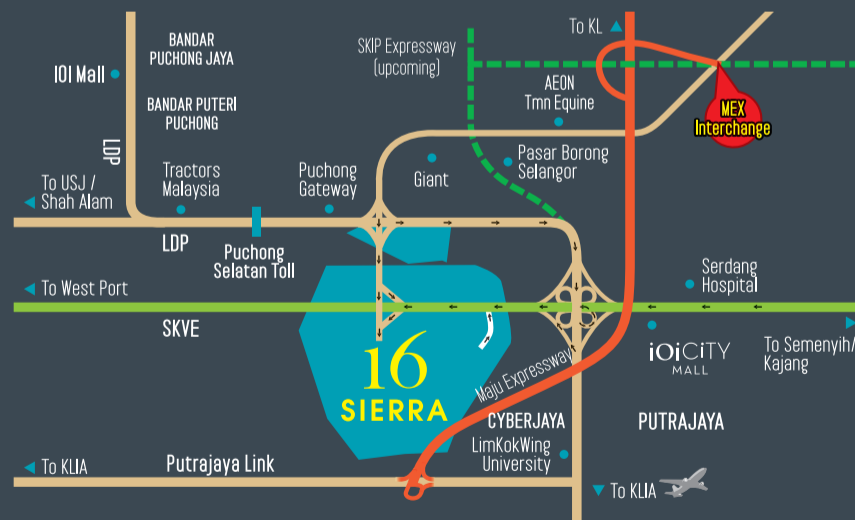


## Terrace house with Semi-D design and finishes

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SIERRA 6 (PHASE 1) • Type of Property: 3-Storey Terrace House • Developer License No. & Advertising Sales Permit: 11100-7/06-2016/0547 • Validity Period: 06/06/2014 - 05/06/2016 • Authority Approving Building Plan: Majlis Perbandaran Sepang • Building Plan No.: MPSPG.9/D/429/11 • Expected Date of Completion: Dec 2016 • Land Tenure: Leasehold 99 Years (Expiring On: 16/05/2109) • Land Encumbrances: Nil • Total units: 113 • Price: RM1,612,800 (Min) - RM3,047,800 (Max) • 7% Discount For Bumiputera • SIERRA 6 (PHASE 2) • Type of Property: 2-Storey Superlink • Developer License No. & Advertising Sales Permit: 11100-10/05-2017/0424 • Validity Period: 19.05.2015-18.05.2017 • Authority Approving Building Plan: Majlis Perbandaran Sepang • Building Plan No.: MPSPG.9/D/429/11 • Expected Date of Completion: August 2018 • Land Tenure: Leasehold 99 Years (Expiring On: 16.05.2109) • Land Encumbrances: Nil • Total units: 104 • Price: RM1,225,800 (Min) - RM2,255,800 (Max) • 7% Discount For Bumiputera • Restriction of Interest: Tanah ini tak boleh dipindah milik, dipajak atau digadai melainkan dengan kebenaran Pihak Berkuasa Negeri. • All information contained herein including the measurements and illustrations are subject to amendments without notification as may be required by the authorities or the developer's consultants and are not intended to form and cannot form part of an offer or contract. All measurements are approximate. All illustrations are artist's impression only. \*Terms & conditions apply.

## PROPERTY CHAT



**A**nyoung Haseyo! South Korea – read Korean dramas, K-pop and of course PSY's galloping Gangnam Style – have undoubtedly touched the lives of many a Malaysian.

If you do not know already, a little Korean Town has been thriving in Ampang, tucked away in the heart of Kuala Lumpur city, for the last two decades or so.

Here, one would be greeted by what used to be an exclusive enclave of Korean eateries and groceries, catering to the taste buds of those yearning for the then remotely-available Korean cuisines.

Over time, the draw of this so-called Little Korea has waned, what with the sprouting up of many things Korean both in the Klang Valley and elsewhere in the country – thanks to a steadily growing demand.

So big is the Korean pull that a developer, Sunsuria Bhd, has decided to, interestingly, make a bold bid to build what will be called the Korean Beauty Mall.

Coming up in Putrajaya South, Salak Tinggi, the built-up of the mall of 60,000 to 70,000 sq ft will house an array of Korean fashion and beauty care boutiques and services. Virtual plastic surgery consultations will also be made available to facilitate procedures to be conducted in Korea.

The mall is a feature of a Korean-themed development to be built on a 8.48-acre tract that Sunsuria and partner Welcome Global Co Ltd, a wholly-owned subsidiary of Ever Rich Land Co Ltd, are developing. Do expect a boutique hotel, wedding house, serviced apartments, cultural heritage retail shops and a themed garden here.

**Konnichiwa!**

At the Bukit Bintang City Centre (BBCC), a 19.4-acre joint development with a gross development value of RM8.7 billion by Eco World Development Group, Uda Holdings Bhd and the Employees Provident Fund

# MALLS MUST STAY relevant to THRIVE

BY AU FOONG YEE



(EPF), an agreement has been inked with Mitsui Fudosan Group subsidiary Mitsui Fudosan (Asia) Pte Ltd and Sony Music subsidiary Zepp Hall Network Inc to build a 1.4 million sq ft lifestyle mall and a concert hall with over 2,000 in capacity.

The plan is to bring in Japanese brands that will complement the Japanese experience in mall design, management and operation skills besides leveraging on Mitsui Fudosan's relationship with a large network of Japanese and international retailers. The estimated gross development cost of the mall and concert hall has been put at RM1.6 billion and RM400 million, respectively.

Mitsui and BBCC Development intend to build the retail mall under the Mitsui Shopping Park LaLaport brand – a regional mall concept first conceived by Mitsui Fudosan some 35 years ago, which evolved from “a place where people gather” to “a place where people interact”. Work on this mall is expected to start in the third quarter of this year, with completion targeted for 2021.

BBCC comprises six blocks of serviced apartments, a retail and entertainment block, a 4-star hotel with branded residences, a strata office, and an 80-storey 3-in-1 signature

tower housing a 5-star hotel, luxury residences and corporate offices.

**Hits and misses**

Thematic malls are not new to Malaysia, with some hits and misses along the way. Top of the list would be the selective-popular IT malls while others focus on furniture, bridal gowns or wholesale fashion.

Unfortunately, there's not much to shout about for most of these one-stop centres. While these do provide convenience for those who are seeking the specific goods or services offered, the lure stops there for many.

The lesson learnt here would be that being a niche can be a boon or bane. A boutique status on its own is no passport to drawing in and, more importantly, sustaining the all-crucial footfall.

Variety and a sense of freshness are key drivers of any mall or even a retail outlet, as with an appropriate tenant mix for the former. Goods and services provided must not only be captivating and enduring but innovation and staying ahead of the curve are a must. It is about offering a total experience.

The role of food and beverage, no doubt, is huge. It would be difficult to envisage a well-patronised mall absent of F&B offerings.

While mall visiting is fast becoming a way of

life for Malaysians, malls are crying out loud for footfall.

Consider this – last year, the new malls completed in Greater KL included the Atria Shopping Gallery in Damansara Jaya, Sunway Putra Mall in KL, Ikea Cheras, Emerald Avenue in Selayang and Star Avenue Lifestyle Mall in Shah Alam. These add up to more than two million square feet of new retail space.

The already crowded field is expected to be expanded further this year with the completion of Sunway Velocity in Cheras, Empire City Mall in Damansara Perdana and MyTown Shopping Centre in Cheras.

According to Savills Malaysia Sdn Bhd managing director Allan Soo, total space in Greater Kuala Lumpur will reach 70 million sq ft by end-2018, exceeding the supply in Singapore and most cities in Southeast Asia.

Ballooning retail space aside, sales have been hit as the market struggles to shrug off the impact of the Goods and Services Tax introduced in April 2015.

Even popular neighbourhood malls with captive affluent catchment are lamenting over dipped receipts of up to 20% or more, especially for the non-essential items.

The onslaught is also coming from another front – online retailing is making significant inroads with especially the Internet savvy. Buying online (do you book your travel online?) is not quite a rarity among Malaysians these days.

So, the writing has been long on the wall.

Successful malls are those that stay relevant. It is hardly about pushing sales.

*Au Foong Yee is the managing director of The Edge Communications and The Edge Property. She was formerly the executive editor of Property and Retailing at The Edge Malaysia. She can be contacted at afyee@bizedge.com*

## GREEN



## Reducing electricity usage is not that difficult

**BY UNDP'S BUILDING SECTOR ENERGY EFFICIENCY PROJECT**

**T**he electricity bills are only going to go higher. Thus, we must be smart and adopt an energy-efficient lifestyle to reduce our energy consumption.

**Make a smart upgrade**

You must be aware of which appliances consume the most energy at home. Is the culprit your old refrigerator or your ancient air-conditioners? (old meaning more than 10 years).

One way to reduce energy consumption is to shift to 5-star energy appliances. In Malaysia, we have four types of appliances that are certified as 5-star by the Energy Commission of Malaysia – namely the refrigerator, air-conditioner, fan and television.

They might cost a bit more to buy, but they will save you a lot more money in the long run.

**Light up efficiently**

According to a survey by the Energy Commission of Malaysia, lighting consumes 13% of the energy at home, and it also consumes the

most electricity in the industrial sector.

Switching to efficient lighting will potentially reduce your electricity bill as it typically uses about 25% to 80% less energy than conventional lights. You will slash your maintenance costs as well as these lights last 3 to 25 times longer.

**Exorcise those phantom loads**

It is good to switch off appliances that you do not use but do you know that the electricity is still running even when the appliances are switched off?

This is due to the phantom load when electricity continues to be supplied to the appliance while it is still plugged into an outlet. The best way to banish the phantom load is to switch off at the wall socket. Cluster a group of appliances in one power strip to make it easier to switch off.

Even the chargers for phones, laptops and tablets drain energy while being plugged in to the wall socket – so unplug battery chargers when they are not in use.

Screen savers do not reduce energy use – auto switching to sleep mode or manually turning monitors off are better energy-saving measures. Turn

off your computer when not in use for 20 minutes or more and turn off both the computer and monitor if you are away for two hours or more. Buy equipment with standby power use which is lower than one watt.

You will see a huge difference in your electricity bills if you practice this.

**Chase that off-peak tariff**

If you are a business owner and your electricity bill stresses you out, you should know that you are entitled to the off-peak tariff. You are eligible for a 20% discount from 10pm to 8am.

Plan to perform activities that consume a lot of energy during these hours to cut your bills.

*The Building Sector Energy Efficiency Project (BSEEP) is a national project implemented by the Public Works Department (JKR), administrated by the United Nations Development Programme (UNDP) and funded by the Global Environment Facility (GEF). The big picture of the project is to fight climate change by reducing the annual growth rate of greenhouse gas (GHG) emissions from Malaysia's building sector.*

SOURCE: SEDA | GRAPHICS: NURUL AIDA MOHD NOOR/ TheEdgeProperty.com

