

A large background image featuring the Malaysian flag waving in the upper half and an aerial view of a cityscape with numerous skyscrapers in the lower half. The text is overlaid on the flag and cityscape.

Carrying forward  
legacies in  
**Malaysia's  
property  
arena**

As Malaysia commemorates its 66th anniversary, StarProperty embarks on a nostalgic journey through the property industry's evolution, mapping its course from the bygone days to its current state and future prospects.

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By **JOSEPH WONG**  
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**I**N the pursuit of commemorating Malaysia's journey to independence, the housing landscape stands as a testament to the nation's progress.

By empowering local communities with Merdeka-driven initiatives, especially in affordable housing areas, this nation can strengthen its cohesiveness further. StarProperty sheds light on an array of innovative strategies devised by both developers and community organisations. These initiatives pave the way for affordable housing solutions, igniting the flame of homeownership within local communities.

The Spirit of Merdeka, deeply ingrained in the nation's ethos, inspires the quest for inclusivity and social advancement. Just as the nation stood united to secure its sovereignty, these initiatives reflect a similar unity towards achieving a fundamental human need – shelter.

These groundbreaking undertakings demonstrate the potential of collaborative partnerships between developers and community organisations. By melding resources, expertise, and visions, they are birthing affordable housing options that transcend financial boundaries.

A good example is the partnership between township developer Lagenda Properties Bhd (Lagenda) and Escape brand creators Sim Leisure Group Ltd (SLG). Over the course of a decade, they aim to design, construct, and operate recreational parks in Lagenda's existing and future developments. This collaboration seeks to elevate leisure areas with exciting and family-friendly attractions, optimising green spaces within townships beyond standard facilities.

### A sense of pride

This approach instils a sense of pride and vibrancy amongst homeowners, aligning with Lagenda's core objective of building affordable housing townships that provide maximum value through well-planned and distinctive homes, combined with a strong focus on sustainable, unique, and family-oriented facilities. According to Lagenda managing director Datuk Jimmy Doh, while Lagenda follows a commercial approach to development planning and delivery, community needs are always kept at the forefront.

In a symphony of purpose, such initiatives align harmoniously with the spirit of Merdeka. Not confined to bricks and mortar, they manifest as pathways

towards socio-economic liberation. Through various models of ownership, they empower locals with the tools to establish roots in the soil they call home.

For instance, Penang boasts a range of community-centric activities that have been successfully conducted, benefiting individuals of all ages. From in-person tutoring sessions and digital clinics to cooking, drawing, yoga, balancing classes, badminton training, and heritage tour outreach programs, the activities have received an enthusiastic response from local residents. This collaborative endeavour was established through the combined efforts of the

Empowering communities will remind us that the spirit of Merdeka lives on.

Penang government, Penang Island City Council (MBPP), and non-governmental organisations. Similar collaborations are sprouting across Malaysia.

### Rejuvenating the city

In Kuala Lumpur, Think City, an impact organisation aiming to create more livable, resilient, and sustainable places, has an ongoing Creative KL Urban Challenge as part of the Budget 2023 initiative. Implemented in collaboration with Proficeo and OpenAcademy, the Creative KL Urban Challenge aims to foster collaborations among diverse stakeholders such as citizens, universities, creative practitioners, urban planners, designers, innovators and experts.

The primary goal is to design innovative urban solutions that enhance Downtown KL and improve the quality of life for its residents. Focusing on three key themes — A Better Environment for All, Enhancing Urban Accessibility, and Reimagining Urban Housing — the initiative aims to transform Downtown KL into a thriving creative and cultural district.

This exciting challenge not only seeks to address the persistent issues faced by Kuala Lumpur but also aims to showcase Malaysia's finest urban solutions. Downtown KL will serve as a regional stage for culture-based urban rejuvenation, further positioning Malaysia as a leader in the cultural

and creative economy. Moreover, this initiative aligns with the Kuala Lumpur Creative and Cultural District Strategic Master Plan (KLCCD), developed in partnership with Think City, the Ministry of Tourism, Arts, and Culture (MOTAC), the Department of National Heritage (JWN) and Yayasan Hasanah.

The essence of inclusivity beats at the heart of these initiatives. It resonates with the diversity of the communities they serve, recognising the unique challenges each faces. Whether it is urban redevelopment, innovative land use, or communal cooperatives, these solutions affirm that the right to a home transcends income levels.

As Malaysia strides forward, these initiatives spark a ripple effect, forging stronger communities rooted in ownership and pride. By marrying the principles of Merdeka with visionary housing strategies, they become the catalysts of socio-economic change. Just as the nation's independence was shaped by unity and shared purpose, these initiatives exemplify how collective endeavours can redefine the meaning of homeownership.

Empowering local communities is not just a showcase of solutions: It is a tapestry woven with the threads of progress, empowerment, and unity. As Malaysia continues to flourish, let these initiatives remind us that the spirit of Merdeka lives on in the pursuit of a home for all. 🏡



Sports Team All Hands Together. Happy Teammates Standing Together in Circle With All Hands on Deck. Teamwork in Sports Team. Group of Young Players in Colourful Shirts Showing Team Power

# Fostering homeownership and inclusivity the Malaysian way

Empowering local communities with Merdeka-driven initiatives



# Exploring the possibilities of mixed-income housing

Can Malaysia move forward with more socially sustainable developments?

By **LIEW JIA YI (YANIKA)**  
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**I**n Malaysia, property developers are obligated to dedicate a portion of their development land to affordable housing initiatives, with varying differences in the regulations among different states. As an example, Selangor's provision ranges from 20% to 40% of the development while in Johor, developers are only obliged to provide a range of 5% to 10%.

However, instead of allowing a diverse range of income levels to occupy the same space together, developers will often dedicate an area of housing to build low-income units, resulting in zones where low-income residents cluster, creating a greater divide among the people.

Countries have begun looking into sustainable solutions that encourage greater cohesion in the form of mixed-income housing, allowing a range of units for those in diverse income levels.

While the practice is a strong one in Singapore, when it comes to Malaysia, the topic of mixed-income housing is not so common. In 2022, Iskandar Capital announced the first mixed-income housing initiative in Johor. But as of now, no further news has been forthcoming about the project.

"Mixed-income housing is broadly defined as mixed housing development, either in micro or macro levels that includes all housing units with multi-range of income level spectrums," Veritas director and principal Syah Kamaruddin said.

"The vast context also needs to address more accurately the integration and inclusivity of mixed-income housing between the middle-class and upper-class community, or the impoverished community at the end of the spectrum with the upper-class community – all of which would require different housing development formula," he pointed out.

However, Syah noted that the benefits of mixed-income housing cannot be generalised but at least be looked at from a social and commercial standpoint. The goal of a mixed-income housing development goes beyond the physical act of existing amongst each other.

"Socially, the benefits would be to eliminate the social gaps attributed to income levels where shared access to an elevated quality of facilities, address and quality of life, which may then lead to improved overall environment and opportunities for low-income residents,"

"In addition to that, this integration would promote social interaction between individuals and families from diverse backgrounds through shared resources and may improve social cohesion and community bonds.

Syah pointed out that from a commercial standpoint, mixed-income housing could also contribute



to the revitalisation of less-favoured neighbourhoods where the presence of higher-income groups could attract future commercial investment and indirectly improve the overall value and general aesthetics of the development.

At the same time, studies have shown the possible downsides to mixed-income housing initiatives. Rising prices in the neighbourhood may push out the existing residents, creating a hostile environment between income levels.

Designing for mixed-income housing requires multiple considerations in community, commercial and social areas.

"[You have to] create accessible community spaces that eliminate physical barriers across the development area to inculcate seamless social integration through public parks, childcare centres and amenities," Syah said.

"As such, increased communal areas to facilitate for different target groups and activities is vital to provide opportunities for social and economic mobility, and to create a harmonious living environment for residents across different backgrounds,"

He added that there needed to be affordable construction and infrastructures to allow greater

Countries have begun looking into sustainable solutions that encourage greater cohesion in the form of mixed-income housing.

Communities that partake in making collective decisions in the evolution of cities and townships foster their sense of ownership and unity, Syah said.



purchasing affordability from all income groups.

"Architects could infuse clever and effective spatial, aesthetics and types of construction to mitigate these issues. This also trickles down to overall sustainability of reasonable building maintenance with long-term and economically viable supportive services that include affordable technologies, such as photovoltaic panels to subsidise costs for general lighting and rainwater harvesting for landscape irrigation," he said.

"Spatial unit arrangement to segregate unit types in specific areas, zones and levels could help to compartmentalise selective access without physical barrier which could

still be accessed from communal areas, such as lobbies and corridors,"

"Increasingly, designing for family units that are capable of adapting to changing family needs, such as dual-key units for multi-generation homes is crucial to allow flexibility and help development sustainability," he added.

At the same time, developers have pointed

to the problem of having low-income residents sharing amenities with higher-income residents in the form of maintenance fees.

"This is a valid and realistic commercial issue where affordability for long-term maintenance costs are shared mutually across the board which needs governance and sustainable management," Syah noted.

"But moving forward, the developer would need to find the strategic economic balance in this economic disparity while maintaining an acceptable level of aesthetics," he said.

For instance, the law already allowed for economic factors' distribution within such development with sliding scale share units. Syah hoped that this would continue to be explored in the future to help reduce this multi-income gap, at least for government-led housing projects.

"Management Committees and Housing Associations could also extend their role to regulate reasonable and equitable maintenance fees, with policies to address immediate economic affordability issues and prevent social exclusions," he said.

## Inclusive cities

Designing cities at a macro level does not differ much from micro multi-income housing, which stresses social and communal integration within the planned cityscape.

"However, such broad strategies would require in-depth knowledge and data to adapt to the specific local context of the city and townships that requires collective community voices among all to formulate successful and sustainable city planning," Syah said.

In general, he pointed to inclusive access to public and pocket amenities, such as urban parks, communal herb gardens, marketplace, community centres, public schools, healthcare and religious centres accessible to the general public will promote communal integration and shared experiences.

"Socially, hard community participation programs involving all income levels in the urban planning process, that invites collaborative effort to improve and beautify the city, and improve social policing and public surveillance," Syah said.

"Public engagement programs through cultural and recreational efforts would offer a unique culmination of enhanced inclusivity and sense of mutual placemaking in incorporating public arts and other forms of communal landscape enhancement projects, periodic CSR projects within the township adds vibrancy and identity among residents," he added.

Syah concluded by noting that communities that partake in making collective decisions in the evolution of cities and townships foster their sense of ownership and unity. 🏡

# Empowering home ownership to the M40

PR1MA focuses on creating homes that are comfortable, conducive and accessible

**S**INCE its inception in 2012, PR1MA has been a catalyst for fulfilling the dreams of Malaysian families to own their own homes. Dedicated to providing quality homes at affordable prices, one of PR1MA's core functions is to create homes that are not only comfortable and conducive but within reach for middle-income Malaysians (M40).

To date, PR1MA has 76 projects spread across the nation despite the challenges faced particularly in offering pocket-friendly properties at strategic locations.

These developments are carefully planned to ensure connectivity, convenience and access to essential amenities. Through these projects, PR1MA is contributing to the creation of vibrant and sustainable communities.

## Quality assurance via QCLASSIC

Committed to delivering homes of exceptional quality, PR1MA ensures that its projects are subjected to rigorous QCLASSIC certification with an emphasis on stringent quality standards. Impressively, multiple PR1MA projects have achieved QCLASSIC scores of up to 80%, a testament to its commitment to excellence.

Among the residences under its belt is Residensi Bandar Bukit Mahkota in Selangor, a high-rise condominium that is ready for immediate occupancy. With a starting price of RM259,200, this completed development offers up to four bedrooms and two bathrooms with built-up areas ranging from 859 sq ft to 1,107 sq ft.

With its freehold tenure, Residensi Bandar Bukit Mahkota gives its residents the added advantage of living in a serene green environment. It is also well-equipped with facilities such as a badminton court, playground, kindergarten, multipurpose hall, surau, recreational area, nursery and futsal court. Such facilities are not common in the older affordable homes of the past as PR1MA is also focused on community building to enliven the living atmosphere at Residensi Bandar Bukit Mahkota.

Moreover, residents can take advantage of the development's strategic location near the key mass transportation mode via the Bangi KTM station, enhancing accessibility significantly. This is complemented by the convenience of effortless shopping at the nearby Tesco Bandar Puteri and Bangi Gateway. The provision of healthcare services is also ensured through Klinik Kesihatan Bandar Seri Putra. Moreover, residents have the opportunity to traverse multiple areas of Greater Kuala Lumpur seamlessly by utilising the LEKAS highway, Lebuhraya Utara - Selatan, and Jalan



Putra Mahkota. More information on Residensi Bandar Bukit Mahkota is available at [www.pr1ma.my](http://www.pr1ma.my).

In Perak, home buyers have two choices of high-rise developments, Residensi Falim and Residensi Kampung Paloh. Both developments offer incredible starting prices and are ready to move in.

Residensi Falim has a starting price of RM162,000 and provides up to three bedrooms and two bathrooms. The unit sizes span from 785 sq ft to 1,065 sq ft, suitable for young and growing families.

Among its facilities are a kindergarten, multipurpose hall, nursery, recreational area, surau and playground. Located nearby are Hospital Raja Permaisuri Bainun, Ibu Pejabat Polis Kontinjen Perak, Pejabat POS Besar Ipoh, AEON BIG Falim and Kolej Poly-Tech MARA.

It also has excellent accessibility via Jalan Lahat, Jalan Kledang Utama and Jalan Pusat Perniagaan Falim, giving it connectivity to Menglembu and Ipoh. Interested buyers can view this project at [www.pr1ma.my](http://www.pr1ma.my).

Residensi Kampung Paloh, on the other hand, is priced from RM153,264. With built-up areas of 784 sq ft to 1,236 sq ft, the units easily accommodate up to four bedrooms and up to three bathrooms. Coupled with a modern design, residents will be pleased to know that they can enjoy facilities like a community hall, surau,

playground, nursery, recreational area and kindergarten.

Apart from that, residents also will be able to enjoy the tourist attractions located nearby this development which include the Lost World of Tambun Theme Park, Taman Rekreasi Sultan Abdul Aziz and Taman Rekreasi Gunung Lang.

Like many PR1MA homes, it is easily accessible as well. This project is reachable via Jalan Leong Boon Swee and Jalan Bendahara. More information on Residensi Kampung Paloh is obtainable at [www.pr1ma.my](http://www.pr1ma.my).

Residents in Seremban are not left out as Residensi Seremban Sentral offers an excellent choice for those seeking great connectivity. Also in its ready-to-move-in condition, the starting price is RM226,116 and the units offer up to three bedrooms plus one utility and up to two bathrooms. The built-up areas range from 839 sq ft to 1,237 sq ft.

The apartment gives a beautiful

### (ABOVE)

The modern design of Residensi Bandar Bukit Mahkota adopts an open layout concept to ensure spaciousness.

### (BELOW)

Home buyers can move in and build their dream homes at Residensi Seremban Sentral today.

panoramic view of Seremban City and is equipped with many facilities including a kindergarten, multi-purpose hall, nursery, gymnasium, library, sky garden and surau.

Among the nearby amenities include Seremban Prima Mall, Terminal One Shopping Centre, SMK King George V and Seremban Nursing College. The residents of this development can enjoy the benefits of its strategic proximity to key transportation hubs such as the KTM Seremban Station and Terminal One Seremban Bus Station. In addition, Residensi Seremban Sentral offers exceptional accessibility to major highways including the PLUS and LEKAS highways. More information is available at [www.pr1ma.my](http://www.pr1ma.my).

Across the South China Sea lies Residensi Selatan Kinarut in Sabah, a high-rise apartment complex, with a starting price of RM231,300. With up to three bedrooms plus one utility and up to two bathrooms, the build-ups range from 880 sq ft to 960 sq ft.

Located in a serene environment away from the hustle and bustle of city life, residents can also make full use of the facilities provided such as the community hall, kindergarten, nursery, playground and surau.

Among the nearby amenities include Stesen Keretapi Kinarut, Giant Hypermarket, SMK Kinarut, IKBN Kinarut and Klinik Kesihatan Kinarut. The project also has many route alternatives including the Pan Borneo Highway, Jalan Taman Limauan, Jalan Kinarut Spur, Jalan Lengkuas Segandai and Jalan Persisir Pantai Kota Kinabalu - Papar Lama.

More information on Residensi Selatan Kinarut is available at [www.pr1ma.my](http://www.pr1ma.my).

As security is a main concern with most home buyers, all PR1MA developments offer comprehensive security features such as a gated-and-guarded security system as well as closed-circuit cameras.

Other ready-to-move-in PR1MA projects include:

- Residensi Kepayang, Perak which achieved excellence for the Government-Assisted Homes Award - Best National Homeownership Initiative (Northern) category in the StarProperty Award 2023 Real Estate Developer Edition.
- Residensi Kajang Utama, Selangor.
- Residensi Rumpun Bahagia, Melaka.
- Residensi Pelangi Indah, Johor.
- Residensi Lubok Jong, Kelantan.
- Residensi Borneo Cove, Sabah.
- Residensi Runggu, Sabah.

By focusing on affordability, quality, and strategic locations, PR1MA aims to not only build homes but also emphasises on nurturing its community. As PR1MA continues to evolve, its commitment to empowering Malaysian families remains unwavering. For more information about PR1MA and its projects, visit their official website at [www.pr1ma.my](http://www.pr1ma.my).



A visualisation of living and dining areas at Residensi Falim, Perak.





PRIMA CORPORATION  
MALAYSIA

# RESIDENSI SEREMBAN SENTRAL

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Ready to  
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Price Starting From  
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Limited Units

\*Terms and Conditions apply



Units Up To  
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Floor Areas Ranging From  
**839 - 1,237 sq.ft**

PRIMA seeks to do more than simply creating living spaces but redefining the concept of liveable homes with a holistic approach across multiple aspects to provide for wholesome urban living by incorporating high quality, convenience, connectivity, safety, community inclusivity, practical space planning among other key attributes.

## Wholesome Lifestyle



Value for Money



Strategic Location



Good Accessibility



Security Features



Conducive Layout



Community Facilities

Elevating the standards  
of quality homes  
to a new height

Product quality has always been one of the top priorities for PRIMA, it is demonstrated in the adoption QCLASSIC (Quality Assessment System in Construction) by the Construction Industry Development Board (CIDB) and ISO 9001:2015 Quality Management System.



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# Low carbon buildings the way to go

Buildings constructed using low embodied carbon and sustainable materials are crucial for the environment



By YIP WAI FONG  
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HERE is more than meets the eyes when we gaze at the skyscrapers dotting the city's skylines. Each of them is a carbon funnel, releasing CO<sub>2</sub> to the atmosphere before and during construction, and during its operational lifespan. According to the International Energy Agency, buildings worldwide account for 39% of energy and process-related CO<sub>2</sub> emissions in 2018, with as much as 11% of it the results of building material manufacturing such as steel, cement and glass.

But as sinking coastlines threaten to bring buildings tumbling down with it, a wave of transformation has been sweeping over the building industry. Growing environmental awareness as well as the government's encouragement has spawned buildings constructed in part using low embodied-carbon (EC) materials and energy-efficient products. The inclusion of sustainable building materials also forms many Green Building rating tools, such as Malaysia's Green Building Index, GreenRE and MyCREST.

"Examples of environmentally friendly building materials which are available in the local market include bamboo, recycled metal, reclaimed wood, low VOC paints etc. These materials are considered green due to their sustainable sourcing, reduced carbon footprint, and minimal negative impact on the environment.

Bamboo grows quickly and requires minimal resources, while recycled metal and reclaimed wood decrease the demand for new resource extraction. Low VOC paints emit fewer harmful chemicals, improving indoor air quality. These materials conserve natural resources, promote responsible consumption, and contribute to a more sustainable construction industry in Malaysia," said Arkitek Leong PL principal and Malaysian Institute of Architects (PAM) past deputy president Alice Leong.

Royal Institution of Surveyors Malaysia immediate past president Dainna Baharuddin said green building materials can be identified by eco-label certifications. It includes major construction materials such as cement produced with recycled materials (green cement), Industrialised Building Systems (IBS), as well as non-major construction materials that are energy conserving such as lightbulbs and high-efficiency toilets (dual flush cistern), and durable, low maintenance and long-lasting building materials such as high-density polyethylene (HDPE) based materials in the form of tank, pipe, infrastructure and drainage system.

"Initiatives by the government as well as promotion by non-governmental organisations and education institutions have made people not only more responsible towards the environment but also conscious about building sustainable projects and developments

in Malaysia," said Dainna.

"Products such as high-density polyethylene for pipes, lightweight blocks, gypsum board, low VOC paint, energy saving lightbulbs and high-efficiency toilets are widely used (but) IBS, Low-Emissivity (Low-E) glass and other specialist systems would depend on the project owner's budget and the purpose of a particular building project," she added.

## Cost is a barrier

Perception about the high cost of low EC materials is one of the major barriers preventing more widespread usage in Malaysia. A study on greenhouse gas (GHG) emissions by the Construction Industry Development Board (CIDB) in 2020 found that low carbon materials tend not to be considered as consumers' first choice during the planning and preparation of project bill of quantities due to the perception of the materials' high cost.

"The range and variety of certified green building materials are still limited in the market which contributes to higher material cost (of) building sustainable projects and developments in Malaysia," said Dainna. "However, the higher initial investment would be saved by the running costs due to reduced energy consumption and lower maintenance. It would also assist in reducing carbon footprint in the environment."



Implementing green building materials and sustainable practices in the industry requires multi-party collaboration, said Khairoiden.



Receptiveness towards using green construction materials is steadily growing in the industry, said Leong.



The higher initial cost for using sustainable materials in developments is balanced out by saving in the long run due to lower maintenance and lower energy use, said Dainna.

Concurring with Dainna, Leong said that although using these materials incurs higher costs, the building industry's receptiveness to them is steadily growing.

"Some eco-friendly materials might have higher upfront costs, (but) they often yield long-term savings through reduced energy consumption and maintenance expenses. Many companies prioritise sustainable practices as part of their corporate policies or social responsibility efforts, (which) influence the adoption of green building materials, (and) more collaboration among the building industry associations, educational institutions, and advocacy groups to raise awareness about the benefits of environmentally friendly materials is fostering a culture of sustainability," she said.

"However, challenges remain, such as resistance to change, lack of awareness, and concerns about initial costs (so) the promotion, education, etc. must be carried on," she added.

On-going efforts to involve more stakeholders are being undertaken by the Construction Research Institute of Malaysia (Cream), a CIDB subsidiary. Recently, Cream and YTL Cement have signed an MOU for a collaboration. YTL Cement is one of the earliest local green cement manufacturers and has recently launched its ECO brand of green cement, green concrete, green mortars and engineered sand.

Cream Construction Industry Consultancy manager Mohd Khairoiden Ghani explains that the collaborations cover personnel development, research and development (R&D), and support for the transition to sustainable construction.

"CIDB and YTL Cement will be jointly designing training programs and training syllabi for accreditation programmes of qualified personnel in operations. It is hoped that this will assist in attracting, retaining, and growing skilled workers and experts in the construction industry.

(Secondly), YTL Cement is offering access to its laboratory and testing facilities. Cream will work with YTL Cement's team of experts to conduct R&D on lower embodied carbon alternatives in materials and construction methods.

(Also), YTL and Cream will be developing a Sustainable Construction Roadmap that outlines the steps, goals, and actions necessary to integrate environmentally, socially, and economically responsible practices into construction projects. We are predicting the Roadmap (to) be ready early next year," Khairoiden explains.

One of the major recommendations in the CIDB study in 2020 is to focus on reducing emissions by the five highest GHG contributors among construction materials namely ready mixed concrete, steel reinforcement, bricks, cement finishes and metal. While agreeing that it is high time for the construction industry to adopt green cement, Khairoiden said that it, as well as the broader sustainable practices, requires collaboration among government agencies, construction companies, researchers, and the wider construction industry.

"(Due to the) multifaceted nature of (sustainable practices), collaboration of various stakeholders is essential because sustainable construction practices are not isolated efforts, they require systemic changes across industries, technologies, regulations, and societal attitudes. The complexity of these changes necessitates a collective and coordinated approach to achieve meaningful and lasting results in the built environment," he said. 📌

# Keeping the lower-income groups in mind

Addressing the housing challenges in Malaysia

By SAMANTHA WONG  
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**T**HE rapid urbanisation and population growth in Malaysia has given rise to a housing imbalance crisis. The onset of the Covid-19 pandemic exacerbated this issue as rising prices and labour shortages amplified economic challenges, further aggravating the housing disparity.

Back in 2018, affordability emerged as a major housing concern as both the government and property developers struggled to meet the demands of the Bottom 40 (B40) income group. Scarce household resources and limited access to credit posed substantial barriers to achieving housing equity among marginalised communities. These socio-economic discrepancies not only intensified inequality but also had far-reaching implications for healthcare, education, and employment opportunities.

Lawyer Chris Tan from Chur Associates highlighted that the market's offerings failed to meet the diverse needs of the population. The available products in the market were insufficient, and the affordable range provided by private developers was not suitable, he emphasised. "Most of the B40 have no access to financing because conventional bank terms do not meet their needs," he said.

According to a paper authored by Muhammad Bilal from the General Council for Islamic Banks and Financial Institutions (CIBAFI), along with Ahamed Kameel Meera and Dzuljastri Abdul Razak from the International Islamic University Malaysia, existing home financing programs do not cater to individuals unable to secure long-term credit. This often forces them to seek loans from high interest rate lenders.

Their paper advocates for the use of the Islamic Public-Private Housing Co-operative Model (IPHCM), which focuses on the behavioural intentions of low and middle-income households. This model is posited as an alternative to address the challenges posed by affordable public housing initiatives.

CBRE WTW chairman Foo Gee Jen called upon the government to carefully assess wages, prices, and inflation to ensure affordable housing for all Malaysians. Amid global uncertainty and the mounting cost of living pressures, such efforts are crucial to prevent the deepening of societal inequalities. Households have experienced reduced disposable income while developers grapple with escalated material and labour expenses resulting from the pandemic.

"The issue of land bank depletion in KL, Selangor and Penang will force the public to pay more for landed



properties. Hence, landed real estate is expected to remain resilient this year," warned CBRE WTW managing director Tan Ka Leong. Consequently, the landed real estate market is projected to remain resilient this year.

Conversely, the high-rise housing sector faces challenges in 2023. An oversupply of high-rise developments, coupled with an average price decline of 19% in KL alone, has led to an imbalance in the demand-supply equation within this segment.

Stagnant wage growth has contributed to declining housing affordability, Foo noted. "There must be greater equality between the growth in income and prices. To become a high functioning society, the output of workers must be reflected in their wage growth," he said.

Malaysia's population has steadily increased, particularly in urban regions. The influx of rural-urban migration combined with post-Covid government stimulus-induced foreign investments has elevated the demand for city housing and urban expansion.

Cities like Johor have responded by expanding outward to accommodate the growing population, encroaching on agricultural lands and raising concerns about environmental degradation and traffic congestion.

To support private developers in fulfilling their 30% affordable housing quota, the government has introduced cement subsidies this year. However, Real Estate and Housing Developers'

Association (Rehda) president Datuk NK Tong called for the government to take full responsibility for providing affordable housing. Regardless of the approach, the welfare of the people must remain paramount.

Budget 2023's policies aimed at promoting home ownership among low and middle-income earners, including stamp-duty exemptions and allocations under the Housing Guarantee Credit Scheme, were lauded as positive steps.

The government has also been urged to reevaluate compliance costs to alleviate the financial burden on both developers and homeowners. Elevated compliance costs inevitably lead to higher development expenses, ultimately passed on to buyers. This increased pricing can disproportionately affect lower-income individuals.

Moreover, attention should be directed toward rent control policies, particularly in the context of exorbitant city property prices. Implementing such policies could alleviate the financial strain on low-wage earners.

Enhancing urban planning methods to focus on mixed-use properties that reduce urban sprawl is also imperative. Alternative housing models like co-homes and Small Office, Home Office (SoHo) spaces encourage communal living, enabling cost-sharing and optimising limited land resources to enhance accessibility for various income segments.

In conclusion, the property market is anticipated to sustain its

recovery momentum. However, the pace of recovery hinges on gradual improvements in income, business conditions, and the implementation of suitable policy measures. As the population continues to grow alongside urbanisation, the housing supply-demand gap will persist. A collaborative effort between the government and the private sector is essential to drive significant recovery and ensure a balanced housing landscape. 🏠



Most of the B40 have no access to financing, said Tan.



The issue of land bank depletion will force the price up, warned Ka Leong.



Tong pointed out that the welfare of the people must remain paramount.



The government must carefully assess wages, prices and inflation, said Foo.

# 66 years on

## Continuing the legacies in Malaysia's property sector

By **JOSEPH WONG**  
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**A**S Malaysia commemorates its 66th anniversary since gaining independence from the British Empire on August 31, 1957, StarProperty embarks on a nostalgic journey through the evolution of the property industry, tracing its trajectory from the past to its present state.

Before Merdeka, Kuala Lumpur saw the emergence of a handful of property developers, a number that has significantly expanded as development spread across the entire nation. While some companies that existed prior to independence ventured into property development only post-Merdeka, a select few of these entities have not only stood the test of time but have also become formidable contenders in today's property landscape.

Interestingly, in the early days of Malaysia, few buildings exceed four storeys and property development was predominantly limited to commercial shop lots and residential landed property.

But in tandem with the growth of Malaysia, new property development firms emerged, and many of them have risen to prominence in recent years, driving the expansion of satellite townships across the country. And they pushed new development boundaries, venturing into high-rise condominiums, shopping centres and towering office blocks. Despite the architecture and engineering differences, they all share a common goal: Nation-building.

Although many property construction companies laid the groundwork for the nation's progress in the early years, only a handful have weathered the years, retaining their reputation and influence to this day. Esteemed developers such as Low Yat Group, Selangor Properties Bhd, See Hoy Chan Group and Boon Siew Group (BSG) fall into this category. While the torchbearers of these companies have passed away, their legacies endure through the property corporations now under the stewardship of their descendants.

Even more significant is that these legacies have been taken up by a new generation of property players - ranging from smaller entities to major players - all of whom contribute to the ongoing process of nation-building. Today, more than 100 companies that are listed on Bursa Malaysia are property developers. This is not counting those conglomerates that have property divisions in their core activities. Also not included are the listed non-property companies that have one or two property developments under their belts.

And if one also counts the non-listed property developers, then they number in the hundreds although some are affiliated to the bigger property boys one way or another. While collectively, every small property developer has contributed to nation-building, it is the bigger companies that make a more significant impact. The bigger property developers who have made significant strides in the last decade include the likes of (in alphabetical order) Eco World Development Group Bhd, Gamuda Land, IJM Land Bhd, IOI Properties Group Bhd, Legenda Properties Bhd, Mah Sing Group Bhd, Matrix Concepts Holdings Bhd, Malaysian Resources Corporation Bhd (MRCB), Sime



Malaysia now houses some of the world's tallest towers as compared to its early days of commercial shop lots.



An aerial view of Bukit Bintang and Pudu in the 1970s.

Darby Property Bhd, SP Setia and Sunway Property.

While it is easy to point fingers at these big boys earning a sizable slice of the economic pie, the other side of the story is seldom highlighted. These property developers contribute to the bigger picture.

Malaysia's real estate sector made a total economic contribution of RM42.5bil in 2022 or 2.7% of Malaysia's RM1.791 trillion gross domestic product (GDP), according to Juiwai IQI.

Its co-founder and group chief executive officer Kashif Ansari said the RM42.5bil in economic benefits only represents a portion of the full impact of the housing sector as a whole.

This is because it leaves out the tens of billions of ringgit generated by the production of building materials, property management, rental property, maintenance and renovation, and other real estate-related activities.

According to Bank Negara Malaysia, the

property sector is estimated to have a 3.5% stake in the GDP of the country, echoed property man Datuk Seri Koe Peng Kang.

"You have RM170bil of gross output and you have millions of people employed and pay a combined salary of RM33.4bil. This sector affects about 145 sub-sectors. It is so important," he said.

Moreover, the new pallbearers also play a role in the construction sector in that many state and local councils place the responsibility of building the infrastructure into the townships like roads, drainage, water and electric supply, among others. They are also charged with the task of building communities.

What differentiates the developers of the pre-Merdeka and immediate post-independence era is that the current developers have to deal with the complexities of the modern environmental, social and governance nuances. They have to take steps in the prevention of the further degradation of the environment through

the reduction of carbon footprint to slow down global warming. They have to take note of their corporate social responsibility by being more inclusive-oriented in their projects. And they have to comply with good governance.

But much like the pre-Merdeka companies that laid the foundation towards today's property developments, the successors have to help bear the weight of the country as nation builders. Admittedly, not all make good corporate citizens but those who do their parts tend to lead the way as they build up a following of past, present and future home buyers. Bad apples will eventually lose their followings as the new generation of buyers tend to be more savvy and discerning.

One common thing that the new bearers are noticing, the property sector has changed, along with the emergence of new demands and expectations but adapting to the new ways is all a part of the Merdeka fabric as the property sector forges ahead.

## What makes Malaysia a great home

In a nation marked by diversity and distinct identities, the strength of unity is an invaluable asset. In Malaysia, a country rich in cultural heritage and ethnic diversity, the notion of unity in diversity is not just a catchphrase but a way of life. The essence of this unity has been a driving force behind the nation's progress, propelling it forward on the path to development and harmony.

A tapestry of cultures and traditions Malaysia is a vibrant tapestry woven from the threads of various cultures, ethnicities and religions. Malays, Chinese, Indians and numerous indigenous groups call this nation home, each contributing their unique heritage to the country's cultural mosaic. The coexistence of these diverse backgrounds is a testament to the harmonious bond that unites Malaysians.

### Strength in diversity

The unity among Malaysians is not merely a superficial coexistence but a deeply ingrained value. It is a recognition of the strength that emerges from diversity. Different languages are spoken, various cuisines are savoured and a myriad of festivals are celebrated. This diversity, rather than being a source of division, has become a unifying force that enriches the nation's social fabric.

### Historical foundations

The roots of unity in Malaysia run deep, with the nation's history marked by collaboration and mutual respect among its communities. From the early trade interactions to the shared

struggles during the fight for independence, these historical milestones have contributed to the spirit of togetherness that defines the nation.

Shared visions for progress

The spirit of unity extends beyond cultural bonds. Malaysians have collectively worked towards shared visions of progress, driving the nation's growth in various sectors. From economic development to education and technological advancement, the collaborative efforts of Malaysians from all walks of life have paved the way for Malaysia to thrive on the global stage.

Challenges and resilience

While unity is a cornerstone, challenges have not been absent. Malaysia has faced its share of tests, both internal and external. However, the nation's resilience shines through during these times, as Malaysians come together to overcome adversity, demonstrating the strength of solidarity in times of need.

### Harmony amid diversity

One of the most remarkable aspects of Malaysia's unity is the peaceful coexistence of its diverse religious and ethnic groups. This harmony is a testament to the respect Malaysians have for each other's beliefs and traditions. Mosques, temples and churches stand side by side, underscoring the nation's commitment to religious freedom and understanding.

### A united future

As Malaysia looks to the future, the foundation of unity remains unwavering. Malaysians from all backgrounds continue to work hand in hand, upholding the nation's values of mutual respect, tolerance and collaboration. In a world that sometimes emphasises differences, Malaysia serves as a shining example of how a united people can create a society that thrives on diversity, inclusivity and progress.

United Malaysians Stand is more than a statement; it is a declaration of a shared commitment to building a nation that thrives on unity and diversity. From cultural celebrations to joint endeavours, Malaysians continue to demonstrate that their strength lies in their unity. As the nation evolves and progresses, this unity will remain an integral part of Malaysia's identity, guiding its journey towards a brighter and more harmonious future. 🇲🇾

A nostalgic look at Jalan Bukit Bintang when buildings seldom venture higher than four storeys.



Bukit Bintang as it is now.



ADVERTORIAL

# LIVING THE ULTIMATE EXPERIENCE AT PUTRA HEIGHTS

Sime Darby Property's excellence is still evident in this modern township nearly 25 years later

## PUTRA HEIGHTS



**WORLD GOLD WINNER 2023**  
Master Plan Category

**WORLD SILVER WINNER 2023**  
Residential Mid Rise Category



Putra Heights is praised for its strong sense of community and resilience (Photo credit: Ong Hong Keat)



The Glades Plaza



The Glades (Photo credit: Kingsley Lee)



Artist's Impression of Serasi Residences

In an ever-evolving world, the quest for an ideal living space transcends mere shelter - it embodies a profound search for a community that not only caters to our present needs but also paves the way for generations to thrive.

The choices we make regarding our living environment resonate through time. The right township becomes more than just an address ... it transforms into a legacy.

From the moment we step foot into our chosen community, we set in motion a journey that shapes the narratives of our lives and those of our descendants. The amenities, green spaces, connectivity and sense of belonging that a township offers lay the foundation for a thriving and enduring existence.

One such township is Putra Heights - Sime Darby Property's success story in Subang Jaya. This comes as no surprise as the company was recently recognised as the world's best with Gold and Silver wins at the prestigious 2023 FIABCI World Prix d'Excellence Awards in the United States.

### NURTURED AND ELEVATED BY NATURE

It has been close to 25 years since Sime Darby Property established its Putra Heights township, transforming what was then an oil palm plantation into what it is today. Spanning 1,767 acres, Putra Heights offers its residents, more than 38,000 of them currently, well-detailed developments and the serene lifestyle they have always desired.

The answer to finding a nice property to invest in and turn it into your forever home is selecting the right township. For Putra Heights, its appeal centres on the conducive and family-oriented setting that is supported by lush greenery and recreational open spaces.

From green spaces such as parks to interior plants, private gardens and trees lined along the city streets - the task of building not only liveable spaces and residences but ensuring they are sustainable, is one that property developers including Sime Darby Property are rising to.

In a study by mental health charity Mind, 95% of individuals surveyed reported that their mood transformed from being depressed, stressed and nervous to being calmer and more balanced after spending time outside. A separate analysis by the University of New South Wales linked improved physical and mental health to contact with nature.

### PARTS AND PARCELS OF THIS MODERN TOWNSHIP

One of the key pillars of Putra Heights is The Glades, billed as the most prestigious gated development within the township. Spanning 56 acres, The Glades is one of Sime Darby Property's distinguished projects comprising luxurious low-rise condominiums, bungalows such as the three-storey The Residences, superlink homes, cluster villas and townhouses, collectively offering a new meaning to resort-style living away from the hustle and bustle of city life.

Here, residents have access to a myriad of premium facilities such as a resort-style

clubhouse, a 10m x 50m infinity pool, jacuzzi, wading pool, gym, sauna, tennis court and a yoga deck. An environmentally conscious development, The Glades is equipped with sustainable features such as the first horizontal Automated Waste Collection System in Malaysia, Centralised Water Filtration and Rainwater Harvesting.

Further contributing to the boom of Putra Heights is Sime Darby Property's Transit Oriented Development, Putra Heights Sentral (PHS). A key player in Putra Heights' socioeconomic growth, PHS harnesses the true sentiment of comfort entwined with elevated living. It offers an unparalleled lifestyle defined by natural green spaces, ample public facilities and amenities, as well as hassle-free connectivity via road and public transit such as the nearby Putra Heights LRT station.

At the centre of PHS' excitement is Serasi Residences, a collection of service apartments developed with first-time homeowners in the middle-income household group in mind. Introduced this

year in two variants, Serasi Residences satisfies the enormous demand for homes near major public transport hubs and addresses the common drawbacks of traditional affordable residences without sacrificing liveability, mobility and sustainability.

### A SHOWCASE OF VALUES

Sime Darby Property is moving from a pure-play property developer into a real estate company, with an emphasis on being a master developer, community builder, as well as an investment and asset manager. In pursuit of its Purpose to be a Value Multiplier for People, Businesses, Economies and the Planet, the Company strives to establish thriving and sustainable communities that enhance the quality of life for present and future generations.

Gearing up for Putra Heights' silver jubilee next year, Sime Darby Property has mapped out a variety of programmes focusing on the township's rich heritage, providing opportunities for residents to

embrace the community spirit and putting the township and its inhabitants on the map.

The company debuted its famous Buzzar Ria Weekends, a curated monthly community bazaar of local delights, crafts, music, workshops and more, at The Glades Plaza. It will host its fun run and ride event later this year in an effort to foster a more unified and healthier Malaysia. The opening of various food and beverage establishments including Jibby & Co and Starbucks, retail stores, new business offices and medical services will further energise the township.

Indeed, Putra Heights is a desirable place to live, away from urban stress and its residents blessed with high-quality facilities and amenities. Beyond that, the township is celebrated for its community's unity and resilience - values that have led Putra Heights to deliver liveability and sustainability for generations ahead.



Buzzar Ria Weekends at The Glades Plaza



Starbucks at The Glades Plaza



# Crafting a distinctive urban living lifestyle with Radium Adesa

Development to be a testament to creativity and comfort

**N**ESTLED within the vibrant heart of Sungai Besi, a distinctive development is poised to redefine urban living just on the fringe of bustling Kuala Lumpur city. Radium Adesa @ Desa East Residences, a venture by Fitrah Resources, stands as an embodiment of modernity, convenience and sustainable luxury.

With an estimated gross development value of RM675mil, this architectural marvel spans across 4.88 acres, offering a haven that encompasses 1,218 thoughtfully designed apartment suites.

Elevating urban living, Radium Adesa is not just a property - it is a testament to creativity and comfort. With a striking contemporary architectural concept, it embraces the essence of versatile urban living. The interior design concept harmoniously marries aesthetics with functionality, ensuring that every corner exudes an aura of sophistication.

## Meticulously crafted

This development prides itself on a meticulously crafted master plan, where every detail has been carefully considered to provide an exceptional living experience. One of its standout features is its strategic location, offering excellent accessibility to key destinations within the city. Beyond the enviable location, Radium Adesa boasts an array of 23 lifestyle recreation facilities, offering an unparalleled avenue for relaxation, wellness and leisure.

This includes the bicycle track, children's playground, basketball court, amphitheatre and maze garden on the lower ground floor as the bulk of the facilities are on level 7. Residents can expect to find relaxation areas like the hammock garden, reflexology path, herb garden and secret garden.

For the more active, there are the spa and leisure pools, club and gym areas. The chess corner will keep people entertained while the yoga deck will allow residents to reach their personal zen.

Radium Adesa @ Desa East Residences caters to a wide spectrum of preferences with apartment suites ranging from 850 sq ft to 2,560 sq ft. This versatile layout plan ensures that every resident finds a home that resonates with their unique lifestyle. The developer has also curated designs for an enhanced multi-generational living experience in unit Types F and G, where a larger built-up area of between 2,300 sq ft and 2,560 sq ft is offered. The type F unit is designed to mimic the layout of a semi-detached house and two dedicated elevators service these units for added security and privacy.

Sustainability naturally is built into the core of this project's masterplan as we now live in a world of increasing consciousness of environmental impact. Radium Adesa @ Desa East Residences leads the charge by embracing sustainability features. The development



**(ABOVE)**  
An artist impression of the overall view of Radium Adesa @ Desa East Residences.

**(LEFT)**  
The secret garden allows residents to enjoy a bit of nature away from nature.

**(BELOW)**  
An impression of the facilities podium at level 7.

is in the midst of pursuing the GREENRE Silver certification, underlining its commitment to responsible development practices.

## Convenience and connectivity

Complementing its exceptional features is the proximity to a wealth of nearby amenities. Shopping malls and hypermarkets are just a stone's throw away, catering to every desire and culinary craving. These include the CMC Centre (formerly known as Giant Taman Connaught), Sunway Velocity Mall, IKEA Cheras, Lotus's Cheras, Mid Valley Shopping Centre, EkoCheras and KLCC.

Medical centres like Universiti Kebangsaan Malaysia Medical Centre, Sunway Velocity Medical Centre, iHEAL and Prince Court are also within a short drive. Pantai Hospital Kuala Lumpur, Kuala Lumpur Hospital and Universiti Malaya Medical Centre are also minutes away.

There are multiple schools nearby for residents with children to tap into. These include SJKC Tai Thung, SJKC Sam Yoke, SK Salak South, SK Danau Perdana, SJKC Chung Hwo, SJKC La Salle, SK Taman Desa, SK Desa Tasik, SK Desa Petaling and SJKC Taman Connaught for primary school students.

The secondary schools include SMK Seri Mulia, SMK Bandar Tun Razak, SMK Taman Connaught, SMK Taman Desa, SMK Danau Perdana, SMK Seri Sentosa and SMK Seri Mutiara. For those seeking international schools for their children, the nearby ones are Sri Desa International Secondary School, UCSI International School, Campus Rangers International School and Cempaka International School.

Ease of transportation is a hallmark of Radium Adesa's allure. With the Salak Selatan LRT station and KTM station just across the tracks, residents are seamlessly connected to Kuala Lumpur's extensive public transportation network, ensuring effortless commutes and exploration.

## A glimpse into the future

Scheduled for completion in November 2027, Radium Adesa @ Desa East Residences beckons as a visionary testament to the future of urban living. The developer's commitment to quality and sustainability is poised to make Radium Adesa an iconic address in Kuala Lumpur.

In short, Radium Adesa @ Desa East Residences emerges as a beacon of excellence within the dynamic landscape of Sungai Besi. With its striking architecture, versatile layouts, commitment to sustainability and unbeatable location, it is poised to offer an unparalleled living experience that harmonises urbanity with a touch of nature. More information is obtainable at <https://www.radiumdevelopment.com/development/radium-adesa-desa-timur/>



# RADIUM ADESA

DESA EAST RESIDENCES

## SPACIOUS HOMES *for* MULTI-GEN LIVING



Home is where we love and laugh together, where we will always find a safe haven.  
Welcome home to Radium Adesa, where your heart always is.



**STRATEGIC LOCATION,  
EXCELLENT ACCESSIBILITY**



**MULTI-GEN  
HOMES**



**VERSATILE SPACES  
850-2,560 SQFT**



**23 LIFESTYLE  
RECREATIONAL FACILITIES**



**2 PRIVATE LIFTS SERVING  
2 EXCLUSIVE UNITS\***



**EV CHARGING  
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Actual Show Unit's Living Area

\*For Type F layout only

\*\*Terms & conditions apply

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Nama Pemaju: Fitrah Resources Sdn Bhd | Nama Projek: Residensi Desa Timur | Jenis Kediaman: Suite Pangsapuri | No. Lesen Pemaju: 30363/02-2028/0040(N) | Tempoh Sahlaku: 13/02/2023 - 12/02/2028 | No. Permit Iklan Dan Jualan: 30363-2/06-2026/0744(N)-IS | Tempoh Sahlaku: 23/06/2023 - 22/06/2026 | Pelan Bangunan Diluluskan Oleh: Dewan Bandaraya Kuala Lumpur | No. Rujukan: DBKL.JKB.BP S1 OSC 2022 2532 | Pegangan Tanah: Pajakan [99 Tahun Berakhir 13 November 2118] | Bebanan Tanah: Mortgage (Maybank Islamic Berhad) | Tarikh Pemajuan Perumahan Dijangka Siap: September 2027 | Bilangan Unit: Fasa 2; Block A: 215 unit; Block B: 616 unit; Block C: 387 unit; Parkir: 1/2/3 | Harga Jualan: RM498,000 (min) and RM1,562,000 (maks) | Diskaun Bumiputera: 5% (Untuk Suite Pangsapuri Sahaja)

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(i) Tanah ini tidak boleh dipindahmilik, dipajak atau digadai tanpa kebenaran Jawatankuasa Kerja Tanah Wilayah Persekutuan Kuala Lumpur. (ii) Sekatan pindahmilik dikenakan selama 10 tahun daripada tarikh perjanjian jual beli yang ditandatangani oleh pembeli pertama; (iii) Dalam tempoh 10 tahun daripada tarikh perjanjian jual beli diperenggan (ii) di atas, setiap permohonan kebenaran pindahmilik berikutnya hendaklah disertakan dengan surat persetujuan daripada Kerajaan Persekutuan. (iv) Bagi pindahmilik daripada Pesuruhjaya Tanah Persekutuan kepada penerima pindahmilik yang tidak tertakluk kepada perenggan (ii) di atas, permohonan kebenaran pindahmilik berikutnya hendaklah disertakan dengan surat pengesahan daripada Kerajaan Persekutuan.

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# Talisa: An urban oasis of sustainable luxury

Redefining luxurious resort living with Phase 2 of Bangsar Hill Park

**I**N the dynamic heart of Kuala Lumpur's illustrious Bangsar district, a visionary project is swiftly taking form, seamlessly blending luxurious modern living with sustainability. Introducing Talisa, Phase 2 of the acclaimed Bangsar Hill Park, a testament to urban resort living, deeply intertwined with environmental conscientiousness.

Developed by Bangsar Hill Park Development, the elegant Talisa comprises two soaring towers, one standing 57 storeys in height and the other commanding 55 storeys. Nestled in the sought-after locale of Bangsar, Talisa is poised to redefine the condominium lifestyle.

Crafted to cater to the refined preferences of its residents, this development offers an array of spacious layouts, ranging from 917 sq ft for two-bedroom units to 1,478 sq ft for 3+1 bedroom abodes, which are also suitable for multi-generational living. Prices span from RM1.05mil to RM1.75mil.

The triumph of Phase 1, Verdura, has paved a path of resounding demand and anticipation for Talisa. This distinctive development encapsulates the seamless fusion of contemporary luxury and ecological stewardship.

Talisa's name, inspired by the Native American term for lovely and serene water, encapsulates its distinct architectural and master plan concept. The development ingeniously integrates water-themed amenities into its facilities, cultivating an atmosphere of serenity and calmness. Additionally, Talia, meaning to flourish in ancient Greek, resonates with the essence of growth and prosperity that this project embodies. From its water-themed features to its commitment to sustainability, Talisa marks an innovative benchmark for urban living.

## Foundations in sustainability

Among the standout attributes of Talisa is its steadfast dedication to sustainability and eco-friendliness. From energy-efficient systems to conscientious material choices, sustainability infuses every facet of this development. Noteworthy sustainability features include LED lighting in common areas, yielding at least 40% electricity cost savings for management.

The energy-efficient lifts, equipped with sleep mode, variable voltage variable frequency (VVVF) drives, and gearless systems, effectively conserve energy. Additionally, rainwater harvesting is harnessed for landscaping needs. Talisa further employs an advanced siphonic rainwater drainage system, optimising rainwater harvesting efficiency while minimising construction space.

On-site compost bins produce fertilisers from horticulture waste, satisfying 30% of landscape fertilisation

requirements. More than 80% of landscape plants are drought-tolerant, reducing water consumption.

In meticulous detail, the pet-friendly project is designed to benefit its residents through sustainable choices. The use of low VOC-certified paints and eco-friendly adhesives elevates indoor air quality and overall well-being. The developer's commitment extends to using green cement—a recycled material that enhances concrete strength while reducing environmental impact.

Additionally, eco-certified materials, including waterproofing membranes, ceiling panels, and exterior paint, reinforce the environmentally conscious approach. EV Enthusiasts Welcome Electric vehicle (EV) owners can delight in Talisa's provision of six EV chargers with priority parking spaces.

Each unit is equipped with energy-efficient air-conditioners, boasting a four-star rating from Suruhanjaya Tenaga. Talisa's allure is amplified by its proximity to a plethora of lifestyle amenities, establishing it as an interconnected urban sanctuary. Residents enjoy shopping escapades at Mid Valley Megamall, Bangsar Shopping Centre and Bangsar Village. The development is conveniently near Klang Valley's largest transportation hub KL Sentral, Pantai Medical Centre and the up-coming Pavilion Damansara Heights Mall.

Residents will also be able to take advantage of Sunsuria Care, a collaborative platform for Sunsuria's community driven initiatives and is aimed at providing basic medical services and support to the Sunsuria community.

With a gross development value (GDV) of RM3.01bil for the entire Bangsar Hill Park, Talisa alone contributes RM1.1bil to the collective GDV. As Malaysia steers towards a greener horizon, Talisa stands as an embodiment of harmonious coexistence between urban development and ecological responsibility. More information is available at <https://www.sunsuria.com/property/bangsar-hill-park/> 📍



(LEFT) Intricately designed to stand out in the illustrious Bangsar district.



The Olympic-length pool gives its users a spectacular view of the cityscape.



The floating platform adds a unique touch to the facilities provided.

# The Urban Resort Living Destination

HIGHLY COVETED ADDRESS | UNITS RANGING FROM 917 - 1,478 SQ.FT.

Welcome to Talisa, the epitome of luxury living within Bangsar Hill Park's masterplan. Situated along the esteemed Lorong Maarof, Talisa is the unrivalled sanctuary of sophistication in the heart of Bangsar – boasting urban opulence, green serenity, stunning vistas, impeccable design plans, and unparalleled facilities in every corner.

Your resort paradise awaits – visit our show unit today.



TALISA



Floating Platform & Kids' Pool

\*Artist's Impression Only

Bangsar Hill Park Development Sdn. Bhd.  
199901017855 (492755-M)  
Bangsar Hill Park Sales Gallery  
182, Jalan Maarof, Taman Bangsar, 59000 Kuala Lumpur, Malaysia.

+603 2281 1818  
[www.bangsarhillpark.com](http://www.bangsarhillpark.com)

BANGSAR HILL PARK

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Developer: Bangsar Hill Park Development Sdn. Bhd. 199901017855 (492755-M), L3.01 & L3.02, KL Gateway Mall, No. 2, Jalan Kerinchi, Gerbang Kerinchi Lestari, 59200 Kuala Lumpur, Malaysia | Contact No: +603-7941 1199 | Developer License No.: 7997/02-2026/0421(A) | Validity Period: 13/02/2023 – 12/02/2026 | Advertising & Sales Permit No.: 7997-4/07-2026/0768(A)-(S) | Validity Period: 04/07/2023 – 03/07/2026 | Building Plan No.: BP S1 OSC 2022 2431 (19) | Approving Authority: Dewan Bandaraya Kuala Lumpur | Expected Completion: Jan 2028 | Land Encumbrances: OCBC Bank Berhad (295400-W) | Land Tenure: Leasehold (99 years - expiring on 13/10/2119) | Type of Property: Condominium | Total Units: Block B – 410 unit; Block C – 392 unit | Built-up: Block B – 803 sq. ft. (Min) – 1,478 sq. ft. (Max); Block C – 803 sq. ft. (Min) – 1,478 sq. ft. (Max) | Selling Price: Block B – RM 934,000 (Min) – RM 1,807,000 (Max); Block C – RM 914,000 (Min) – RM 1,749,000 (Max) | Bumiputera Discount: 5% | Disclaimer: The information herein is subject to change and cannot form an offer or contract, and all illustrations/pictures are artist's impression only. The developer reserves the right to modify any part of the buildings, developments and/or units prior to completion and as directed and/or approved by the architects and/or the relevant authorities. While every reasonable care has been taken in preparing this advertisement, the developer cannot be held responsible for any inaccuracies.

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## 29 Sept - 1 Oct • 11AM - 9PM Hall 1, Level 3, Mid Valley Exhibition Centre, Kuala Lumpur

Planting a seed in a new home is akin to embarking on a journey of starting a fresh life. Through care and patience, both the growing seed and the new house evolve into sources of comfort and familiarity. The thriving plant reflects personal growth, while the house symbolises adaptability and a newfound sense of belonging in a new life chapter.

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