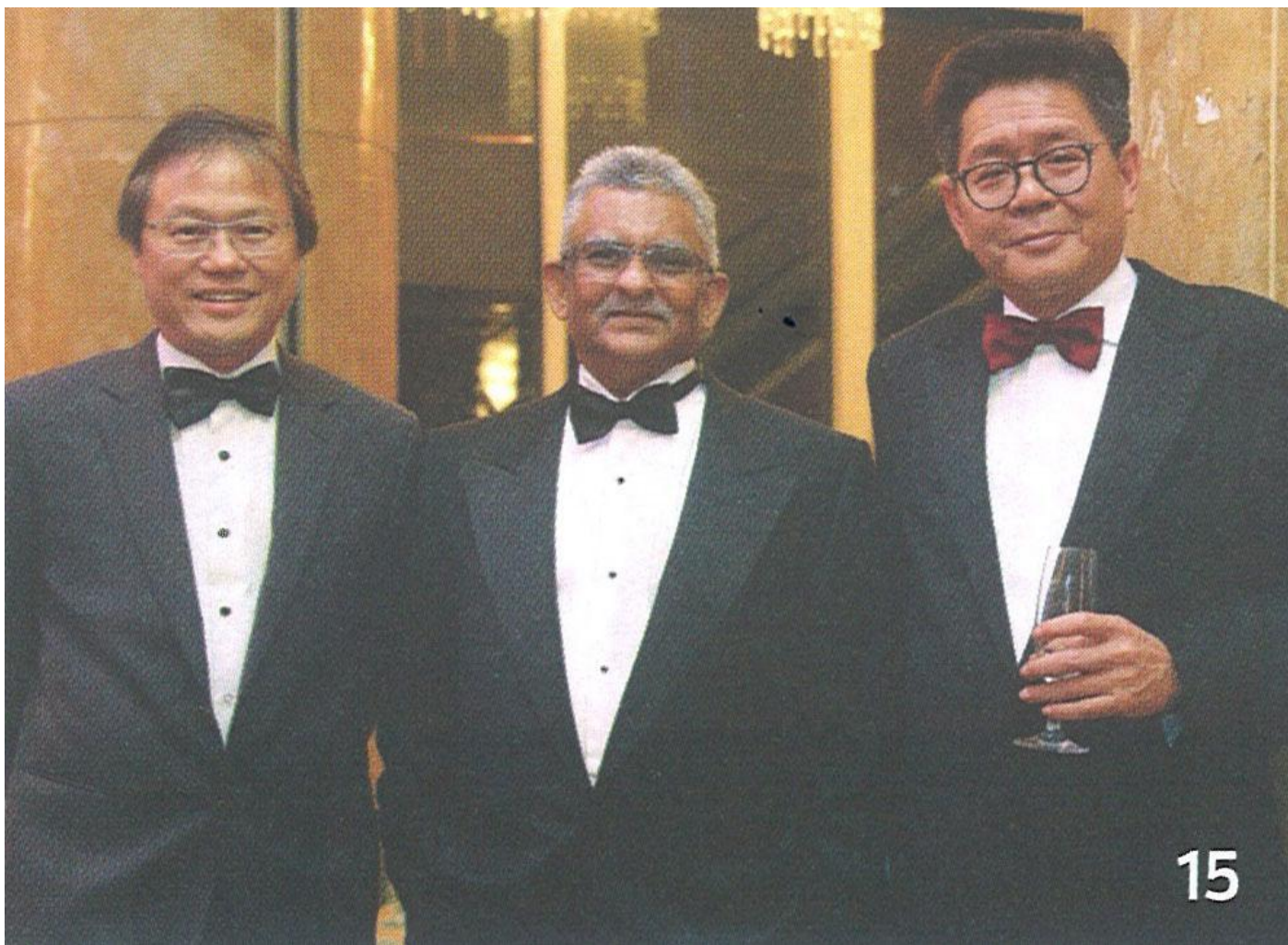


THE EDGE

MALAYSIA

Property Excellence

Awards 2015





WINNER
CORPORATE HEADQUARTERS IN SETIA ALAM
BY BANDAR SETIA ALAM SDN BHD (S.P. SETIA BHD)

A leading example of sustainability

BY CHAI YEE HOONG

These are the days when S Setia Bhd's offices were located in skyscrapers. Today, the company has its very own shade. A corporate headquarters, centrally located in the 140-acre Setia City commercial centre of Setia Alam in Shah Alam. The 2.325-acre Setia Alam township was launched in 2004 with a gross development value of RM2.6 billion.

The S Setia corporate headquarters is set on three acres and has a timeless design. It can be seen from Persiaran Setia Alam. It is the first privately owned office and the third building in Malaysia to be certified Green Building Index (GBI) Platinum, as well as GreenMark Platinum.

This year, the S Setia Corporate HQ won the Edge Malaysia-PAM Green Excellence Award at the Edge Malaysia Property Excellence Awards 2015. S Setia executive vice president Tan Hon Lim says, "This project is unique as it is the culmination of all the things we do, it represents who we are, what we do, why, and how we do things. This building is what S Setia stands for – creating a sustainable future for all – and we felt the need to have a corporate HQ that steps up to the challenge to be the best in all we do" that incorporates our Learn/Work/Play philosophy.

"An extremely dated and proud after all the hard work we have put in to make sure the building is not only sustainable, but offers living, learning, working and playing spaces for Team Setia to grow in."

The award was judged by a five-member panel comprising representatives from the Edge and the Malaysian Institute of Architects (PIAM). Also amongst high value, vibrant and international modern commercial town centres, Setia City also creates a benchmark for new urban developments locally, regionally and globally, and the developer's concept HQ stand at the pinnacle of this by ensuring that all developments within the commercial centre meet the minimum standards of sustainability.

The building's concept is derived from the collective vision of S Setia to build a headquarters with an environment that encourages a balanced and green lifestyle in every aspect of the company's philosophy.

"We need an iconic landmark that defines our position as a builder of distinction. This building has demonstrated our highest commitment to sustainability agenda, therefore we need for GBI and GreenMark Platinum ratings. We also have to set important benchmarks for other corporate HQs of international organisations that have chosen Setia City as their home, such as Top Glove (Corp Bhd) through Moors says," says S Setia deputy general manager Tan Hong Ching.

The architect for the corporate HQ is DTZ. Like Lim says, "We wanted a



We need an iconic landmark that defines our position as a builder of distinction, says Tan.



See with An Pong (left), managing director of The Edge Green Excellence and The Edge Property.com, and Ho Kyi Tin, publisher and CEO of The Edge Media Group.

building that looks like a municipal building, that looks grand from the highway but at the same time is not afraid of climate change. That's why it has those columns and the spiral circle where you can see the sky".

Like Lim says the building's facade was inspired by mangrove trees, as they are without fringing trees and their roots as a testament to that fact. "That's where the columns were in, sitting on a reservoir where rain water is collected from the big roof. So here, we have a big canopy tree with strong roots sitting in water. It celebrates climate change."

"The Setia corporate HQ promotes a holistic and well-balanced lifestyle for us, as we have amenities such as a fully-equipped gym, auditorium, cafeteria, training rooms, computer lab, library, green spaces, and rooftop relaxation area," Tan says.

The rooftop has a photovoltaic panel that generates 80kW of energy, making up 1% of the building's total energy consumption. Green turf is



PHOTO BY S.P. SETIA

Green features and initiatives

- ENERGY EFFICIENCY**
 - High-performance double-glazed windows and low-emissivity coatings to reduce heat gain and encourage the use of natural light.
 - Roof photovoltaic panels to harvest renewable energy.
 - Real-time energy measurement system used for monitoring and management of energy and water usage.
 - Energy-efficient lighting, for example T5 fluorescent lighting with high frequency ballast.
 - Mobile lighting controls, such as lighting zoning and individual lighting switches.
 - Auto sensor-controlled lighting strategy, such as photo sensor, occupancy sensor and motion sensors in common areas.
- WATER EFFICIENCY**
 - Rainwater harvesting for non-potable applications.
 - Using GBI-certified architectural products and construction materials.
 - Planning recycling by providing recycling bins in common areas.
 - Using GBI-certified water saving sanitary ware.
 - Sustainable construction, for example system framework, storage and construction waste management.
- INDOOR ENVIRONMENTAL QUALITY**
 - Efficient air-conditioning system design, for example, raised floor for under-floor air-conditioning distribution system, CO2 sensor, auto-balancing filter cleaning system, heat recovery wheel, non-chemical water treatment system for cooling tower.
 - Pre-filtration and sensors to reduce dust level.
 - Pre-filtration for car park and green features.
 - Developed pedestrian connectivity to surrounding buildings and amenities.
 - Bicycle parking.
- ENVIRONMENTAL PROTECTION**
 - Using GBI-certified architectural products and construction materials.
 - Planning recycling by providing recycling bins in common areas.
 - Using GBI-certified water saving sanitary ware.
 - Sustainable construction, for example system framework, storage and construction waste management.



Rainwater is collected at the roof, which goes down to a reservoir.

is collected, power and data cabling are distributed beneath the floor. This allows for fast and operative reconfiguration of office spaces and lower energy costs, replacing air-conditioned air directly to breathing areas.

Priority parking bays have been allocated for green vehicles (hybrid and electric), corporals, equestrian vehicles and disabled drivers.

In addition, a link bridge to Setia City Mall, situated opposite the HQ, has been built to encourage the staff to walk instead of drive. The link bridge sets an example for other neighbouring developments since the master plan of Setia City has a network of pedestrian paths and elevated walkways linking the various buildings within the commercial centre. The building allows Team Setia to experience and live a greener lifestyle. We constantly create awareness through our internal communications on how the team can play their part in reducing their carbon footprint such as car pooling, encouraging usage of green-vehicle cars with the allocation of green parking for such cars, walking access to Setia City Mall through the landscaped pedestrian walkway and using the stairs instead of lifts. Not many employees can picture a greener lifestyle at work, but at S Setia we practice what we preach," says Tan.

Green construction methods were used during the building, such as reusable metal system framework for wall construction, reusable and recyclable slab and column formwork. Energy-saving strategies included



Check-out from left: The S Setia Corporate HQ is located at the heart of the 240-acre Setia City commercial centre in Shah Alam. The link bridge connecting the corporate HQ to Setia City Mall Green has been used for the staff, which also serves as a functional space while retaining solar heat gain.



Investment in renewable energy was RM400,000, with savings of RM21,264 per year and return on investment in 16 years. Some RM300,000 was invested in rainwater harvesting resulting in annual savings of RM10,444 with return on investment in 24 years.

minimal night work and an on-site concrete batching plant, while rainwater was harvested for on-site use. Strict pollution control measures were taken, while strict health, safety and environment and green practices were used on-site. A quality assessment system in construction was implemented as well as a comprehensive waste management system – prevention, reduction, reuse, recycle.

Forty-five per cent of total materials used were recycled, such as steel, aluminium and glass plasterboard, while less than 20% came from the region and was manufactured within a 100km radius of the site. Green certified materials were used wherever possible.

"The construction of this corporate HQ has provided a golden opportunity for Team Setia to learn and gain experience in all aspects of green building, including construction management and efficient use of energy during the construction stage," Tan says.

Construction of the building took three years, from April 11, 2011, till 10, 2014. In March 2014, the company's staff moved in. The HQ now houses approximately 300 employees. The corporate HQ has a gross floor area of 20,702 sq m and a net floor area of 24,072 sq m with a plot ratio of 0.74.

Post construction, the building's facilities are managed by an in-house management team supported by a building management system and central energy management system. A building manual was drafted to document the green building design features and strategies for users and a guide to sustain its performance.

"Everything sustainable, maintenance is crucial. First, we ensure the building is well taken care of through constant engagement with Team Setia so everyone knows and understands their role in making the building more sustainable, such as switching off lights, recycling used paper, using the stairs instead of the lifts or sleeping planes in the office," says Tan.

"Learning is a continuous process as we strive to create effective and regular maintenance of the building to ensure that the green features, both active and passive, are not downgraded over time, that ensuring energy efficiency remains optimized. We are developing best practices that will benefit not just the group but also our customers in the long term."

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"While the payback period for green investment is not attractive, it did not deter us from pursuing the highest achievable GBI rating," Sior Ching says.

The HQ's total gross development cost amounted to RM100.28 million, or RM7,171.85 per sq m. The actual building cost, including the cost for GBI, was RM400 per sq m.

"We have opened up the building to students, academics and professionals so they can use it as a case study for their research on sustainability. We will continue to innovate and improve our management of the building design and green features will remain relevant for years to come," says Tan.

"We have never looked back. All over the world, S Setia's development is recognised as a benchmark of sustainability, which also incorporates our developmental philosophy of creating meaningful spaces for the community to live, learn, work and play. With that, our corporate HQ is the core of everything that represents Setia and our commitment to building sustainable communities," he says.

livelearnworkplay

Builder of Distinction
Setia
S P SETIA BHD GROUP

ANOTHER DEFINING MOMENT



Setia Corporate HQ

Setia Eco Park, Shah Alam

This time, not only were we named **The Edge Malaysia Top Property Developer**, we were also awarded **The Edge-PAM Green Excellence Award** for Setia Corporate HQ and **The Edge Malaysia Notable Property Achievement Award** for Setia Eco Park.

Thank you for this recognition.

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