

Setia
City Mall



Great times
inside and out

WHEN IS A MALL
NOT JUST A MALL?



WHEN IT IS SETIA CITY MALL. MALAYSIA'S FIRST ACCREDITED GREEN MALL WAS DESIGNED AND BUILT TO OFFER A LIFESTYLE EXPERIENCE LIKE NO OTHER. A MALL IN A PARK. A SLICE OF THE CITY IN THE SUBURBS. A PLACE OF FAMILY, FRIENDS AND NEIGHBOURS. THE GREEN HEART OF THE COMMUNITY.



Setia City Mall is the world gold winner at the FIABCI Prix d'Excellence Awards 2014 in the Retail Category. It is an honour we share with our tenants, customers and the community that we are very proud of being a part of.



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Setia City Mall wins Fiacbi Prix d'Excellence gold award

BY RACHEAL LEE

Setia City Mall's decision to build a green retail mall, Setia City Mall, in the early 2000s had been a bold one as "green retail developments" were still uncommon then. Despite that, the property developer went ahead with its plans as it firmly believes that sustainability is the way forward in the industry, says executive vice-president Datuk Khor Chai Jen.

Going green is a long-term strategy. The construction cost is higher, but it will help reduce the operating cost," he says. "We believe that this is the way forward as sustainable developments are gaining momentum. We even conducted surveys and engagement activities with the residents to find out what they wanted from the mall."

The lower operational expenses would improve capital asset value and subsequently, help protect business operations from rising energy costs, he adds.

S P Setia's efforts and belief in sustainable retail development have also been recognised internationally — Setia City Mall was named the best retail development and awarded the Fiacbi Prix d'Excellence gold award in Luxembourg recently. The award was evaluated by a panel of 43 judges from 28 countries over a three-month period.

Setia City Mall was also the winner of last year's The Edge-PMI Green Excellence Award 2012.

The mall is a 50-50 joint venture between S P Setia and Aeon Retail Investment Fund 2, a Lend Lease-managed investment fund. Lend Lease currently manages more than 20 shopping centres globally — including Setia City Mall — many on behalf of its investment management funds and partners.

Setia City Mall is part of the pedestrian friendly 300-acre commercial precinct in the 2,500-acre Setia Alam township. Once completed, the commercial precinct will have components such as medical and education, health and wellness, and entertainment as well as a corporate row, a business park, a mixed-use commercial area, a performing arts and culture centre, hotels and a convention centre.

"Both Lend Lease and S P Setia have the same vision — we had thought through the process from the beginning. The construction cost of the shopping mall back then was RM300 million," says Khor.

According to Setia City Mall general manager Tim Hill, the mall achieves savings of up to 20% through its various energy and water-efficient features. "Green facilities help reduce the operating cost and subsequently the rental cost. The community, in turn, gets the benefits."

The monthly traffic in the shopping mall is between 1 million and 1.2 million, and more than half (54%) of the shoppers come from beyond the tertiary areas or more than a 20-minute drive away.

Setia City Mall has received Malaysia's Green Building Index (GBI) silver award and Singapore-based Building and Construction Authority's Green Mark Gold award, making it the first retail mall in Malaysia to obtain awards from both authorities.

Among the green features in the mall are low-emissivity glazing with tinted windows, energy-saving ceiling fans, travellers and lift thermal comfort meters, and low window to wall ratio. During its construction, sustainable building materials such as pre-cast beams and hollow core slabs were used, and CSR autoclaved lightweight concrete blocks were used for faster installation, resulting in less pollution and wastage on site.

The mall has a net leasable area of 760,000 sq ft with 2,000 parking bays, and houses more than 230 retailers, including H&M, Zara, Uniqlo, Parkson, Fitness First, MPH and Golden Screen Cinemas.

Apart from the green features, S P Setia and Lend Lease introduced Green Lease in Setia City Mall. Green Lease provides guidelines and resources to encourage tenants to adopt energy-efficient equipment and materials. Tenants are also asked to minimise environmental impact in areas such as energy, water and waste management.



Above: Setia City Mall achieves savings of up to 20% through its various energy and water-efficient features

Right: The mall has a net leasable area of 760,000 sq ft with 2,000 parking bays, and houses more than 230 retailers



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Spearheading green malls

In 2010, S P Setia and Lend Lease worked with GBI to spearhead an initiative to develop a rating tool for retail developments. S P Setia and Lend Lease provided seed funding to Malaysia Shopping Malls Association and GBI's pilot programme, particularly for shopping malls.

Setia City Mall's Hill says there is a parcel next to the mall reserved for the development of a retail component to cater for the anticipated growth in demand there. The planning for Phase 2 of the development is underway and will comprise an extension wing that will be connected to the mall and commercial buildings.

"The combined net leasable area of the mall and extension will reach 1.5 million sq ft, covering 30.5 acres. INTH, the consolidated National Institute of Health, will take up an adjacent parcel in the commercial precinct. It is scheduled to begin operations in 2016. SIGI International School is located near INTH and will commence operations this year.

Khor says it is mandatory for all office developments within the commercial precinct to be GBI-certified and for all buildings to be connected via an integrated pedestrian system comprising walkways and escalators.

"It is written on the sale and purchase agreement that the buyers must comply with the green rating. Among the purchasers are Khind, Top Glove, Brick Dotcom and Century Logistics," he says.

The new S P Setia corporate headquarters is located on the corporate row. The three-acre development consists of two blocks — a 9-storey main tower, a 4-storey annex and one level of basement car park — with a total gross built-up of 360,000 sq ft.

S P Setia was also a gold award winner at the Fiacbi Prix d'Excellence Awards last year in the master

plan category for Setia Alam. The whole development will have 30,000 homes upon completion. Currently, 22,000 homes have been completed.

The township features a 30-acre Setia City Central Park — a multipurpose urban park with retail, food and beverage outlets, and spaces for entertainment, community and arts programmes. The landscape was designed to accommodate various kinds of users, from large crowds for cultural events and celebrations to small family outings.

S P Setia will implement a similar development concept in Setia Ecohill, a 1,000-acre development in Semenyih, which is located opposite the Semenyih Tesco Hypermarket. Residential projects have been launched in Ecohill, but the shopping mall will be built at a later stage.

"The lessons learnt in Setia Alam will be applied there (in Semenyih)," Khor says. "As usual, we started (the development) with the houses and shoppohouses. Plans to build the shopping mall will depend on the population and the number of houses built. In Setia Alam, the mall was built only four to five years after the development was first launched."

The mixed-use township development has a gross development value of five billion. Its current launches are bungalow plots, row-hut bungalow units, semi-detached and terraced homes.

As the name suggests, Ecohill will be eco-friendly and sustainable, and is targeted at residents living in the congested area of Cheras. More than 30% of the township has been reserved as green zones such as parks and gardens.

Other features include a network of cycling and walking paths (parks) and a club house. The low-density township will have only 10 units per acre. It is targeting a population of 30,000 upon its full completion in eight years.

