

COVERSTORY

The Atmosphere's green specifications:

(A) HIGH-EFFICIENCY WINDOWS
High-performance glass reduces heat penetration through windows while maintaining the same opening surface.

- Benefits:**
- Superior thermal comfort with reduced heat penetration
 - Superior day lighting quality with same window opening surface and reduced glare
 - Lower air-conditioning costs

(B) HIGH-EFFICIENCY AIR-CONDITIONING

- Benefits:**
- Promotes hybrid solutions
 - Mechanical ventilation combined with air-conditioning
 - Savings of up to 30% on electricity bills
 - Reduced acquisition cost
 - Lower number of air-conditioning units required
 - Minimised impact on the environment

(C) WATER-EFFICIENT FITTINGS
Ninety-eight per cent of water fittings installed in units and common areas are water-efficient.

- Benefits:**
- Savings of up to RM33,000 per year in water through passive reductions in consumption
 - Better active water control and monitoring
 - Early detection of leaks prevent damages and unnecessary water consumption
 - Minimised impact on the environment

(D) CAR PARK IMPROVEMENTS
Well-lit basement car parks with

energy-efficient lighting as well as CCTV, CO monitors and high-tech ductless jet fans.

- Benefits:**
- Safety, comfort and air quality for residents and visitors alike
 - Reduced energy consumption and electricity bill
 - Minimised impact on the environment

(E) AWARD-WINNING GREENERY
The development has achieved the highest score in greenery for the Accreditation Greenery Design by an award-winning landscape designer, incorporating:

- Green maze
 - Eco pond
 - Selected horticulture; learning with green
 - Ambience lighting
- Benefits:**
- Green attraction provides a place to go, increasing passage and sales
 - Feel-good factor related to contact with nature and reduced heat island effect

(F) ENERGY-EFFICIENT LIGHTING
Development is lit by energy-efficient T5 and LED lights.

- Benefits:**
- Lower electricity bill
 - Reduced disruption and maintenance cost due to longer life span
 - Minimised impact on environment

(G) GREEN CAMPAIGN AND EDUCATION

- Benefits:**
- Increased public awareness and development profile
 - Higher passage and sales
 - Resale value for owners

(H) LIFTS AND ESCALATORS
Development is fitted with superior lift and escalators incorporating:

- Sleep mode
- Energy-saving function

(I) PUBLIC TRANSPORT ACCESSIBILITY

- Preferential car parks for electric/hybrid cars
- Ample bicycle stands
- Ramps and rails for the disabled

(J) SUSTAINABLE CONSTRUCTION
Usage of green materials for construction:

- Use of composite timber bench
 - Engro eco cement
 - Recycled rubber hump
- Benefits:**
- Healthier indoor environment
 - High quality standards
 - Minimised impact on the environment
 - All contractors evaluated by Qlassic by the Construction Industry Development Board to ensure quality and standards

(K) ENVIRONMENTAL MANAGEMENT

- Prominent, eye-catching recycling bins to promote their use
- Zenith waste management; compact waste management for effective waste disposal

- Benefits:**
- Well-managed waste disposal equates to a clean, healthy environment for the public, tenants and visitors

A valuable learning experience

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perience. We actually helped some of the suppliers send their products for testing and certification. Now, the certified products can be a new source of business for them," says Khoo.

Selling green to buyers

Creating a clearer understanding of green is crucial to buyers as without demand, there will be no supply.

"You can't sell the Green Mark or GBI logo to buyers, it will mean little to them. You have to sell the benefits such as low overheads, continuous rental and capital appreciation, and how they can help buyers," says Farizan.

She adds that it is also important to explain the functions of the green features, otherwise an owner may decide to replace the double-glazed glass with something else without consideration.

The developer organised briefing sessions so that the architect and Farizan could explain the whys and hows to the buyers.

The first question the buyers asked was expected: "Do we have to pay extra?"

"The answer is no. The units are already theirs, and we don't expect them to pay extra. What we want is in the long term, once the owners and tenants start to see the benefits for themselves, they will consider buying or renting only green developments in the future," says Khoo.

Farizan was pleased with the response, especially since it was obvious that the buyers were truly interested to understand more about green developments.

Their work even captured the attention of the Subang Jaya Municipal Council (MPSJ), which extended an invitation to the team for a discussion.

"They had a lot of questions for us. They were baffled as to how we managed to obtain the Green Mark certification without the common features such as solar panels. It was an interesting session and, again, very encouraging to see interest from the authorities," says Farizan, adding that this was more proof that education is important.

PATRICK GOH/THE EDGE



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— Farizan

the upper floors," he explains. Tang Seng Fatt, executive director of Eksons, adds that there is also "an acre piazza which serves two functions: it creates human traffic and gives inner shops more visibility. This ensures that there are no dead spaces and every row and shop will have its own value."

The developer is striving to create a shopping mall experience. To achieve that, the developer has put in a ground, public washrooms, nurseries, ramps and rails for the disabled, and public phones.

Farizan is particularly impressed by one feature. "It has a maze! And a nice one at that," she says.

She praises the landscape architect and horticulturist for not just their work with the greenery in the development.

"Green can create brand recognition and with such wonderful green can see people coming in, creating enjoyable activities in The Atmosphere," says Farizan.

Increasing value

To control the tenant mix, the developer has signed agreements that give it developer exclusivity for a certain period of time to lease out their units.

"Our newly set-up leasing team has its work cut out for it. We don't just sell and leave. We want to place to thrive and become a vibrant hub for this part of the Klang Valley," says Khoo.

He stresses that this is not a liability back option but rather a service for buyers. Based on market research with the added green certification, Khoo estimates an 8% rental yield for the units.

"When we first launched, the rental yields were about 6%. So once we are in place, 8% should not be a problem."

However, the developer is looking at a lower yield for its own units. "We need to get the units occupied first in order to draw in the crowd," explains Khoo.

Even though the first handover of Phase 2 is only scheduled for 2011, capital appreciation of the unit has already gone up by about 15%.

"We have owners saying they are ready buyers willing to pay such a premium, which is heartening. But we are controlling the situation and asked them to wait until the handover," says Khoo.

The indicative price for the upcoming launch of Phase 2E will be RM450 psf, a jump from the RM200 psf at its first launch two years ago.

Tempo Properties, which has a portfolio of residential projects in Teluk Cengal Utama, Taman Prima and Seremban, will focus mainly on Phase 3 of The Atmosphere for which Phase 3 is still in the planning stage.

"There are already several residential shopping malls in the area such as The Mines Mall and The Mines. So it is important for us to know how to position ourselves," says Khoo, adding that Phase 3 will include a hotel, serviced apartments and office blocks.

He believes that by going green, the developer has addressed the needs of three main stakeholders — the investors, the tenants and the customers.

"Investors can be assured of rental returns and capital appreciation while tenants will enjoy brisk business. And customers will have a place to shop, eat and play," he says.

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