

YTL LANDMARKS

ISSUE—07

MAY—AUG 2021





Designed by masters,
Built as masterpieces.

GREENING OUR URBAN FUTURE



Somewhere in the rush to modernise and urbanise our landscape, people began to convince themselves that the best of city-living comes at the price of sacrificing the beauty and tranquility of natural surroundings. Yet, if we are solely responsible for shaping our own urban environments, then is this not a misconception of our own devise?

In YTL Land's pursuit of ideal living ecosystems, we have always challenged the notion of limiting greenery in the urban context. We understand the inherent human desire to be close to greenery, the positive impact nature has on our physical and mental well-being, and the power it has to elevate our living experience.

From our earliest endeavours, the provision of verdant surroundings has never been an after-thought, but a vital part of how we conceptualise, design and deliver a lifestyle experience for every development project.

As we have grown and evolved, so too has our commitment to enhance nature's influence on the urban landscape. Where we see opportunity to create a green environment, we innovatively integrate it into our design; where there is opportunity to add, we take inspiration from an existing environment; where there is opportunity to preserve, we simply embrace and build around (not on) the beauty of a natural ecosystem.

Currently, our conservation of the precious natural landscape in Sentul, Kuala Lumpur, is one example of how we continue this tradition. Beyond this, we are also pushing new boundaries with ongoing gated-and-guarded developments as well as creatively introducing a biophilic environment into other aspects of our lives, such as the workplace, with benchmark commercial developments.

The future will only see YTL Land stepping up our efforts in this direction, and we cannot wait to share with you exciting new projects in the pipeline that will fulfill our promise of more to come. Watch this space!

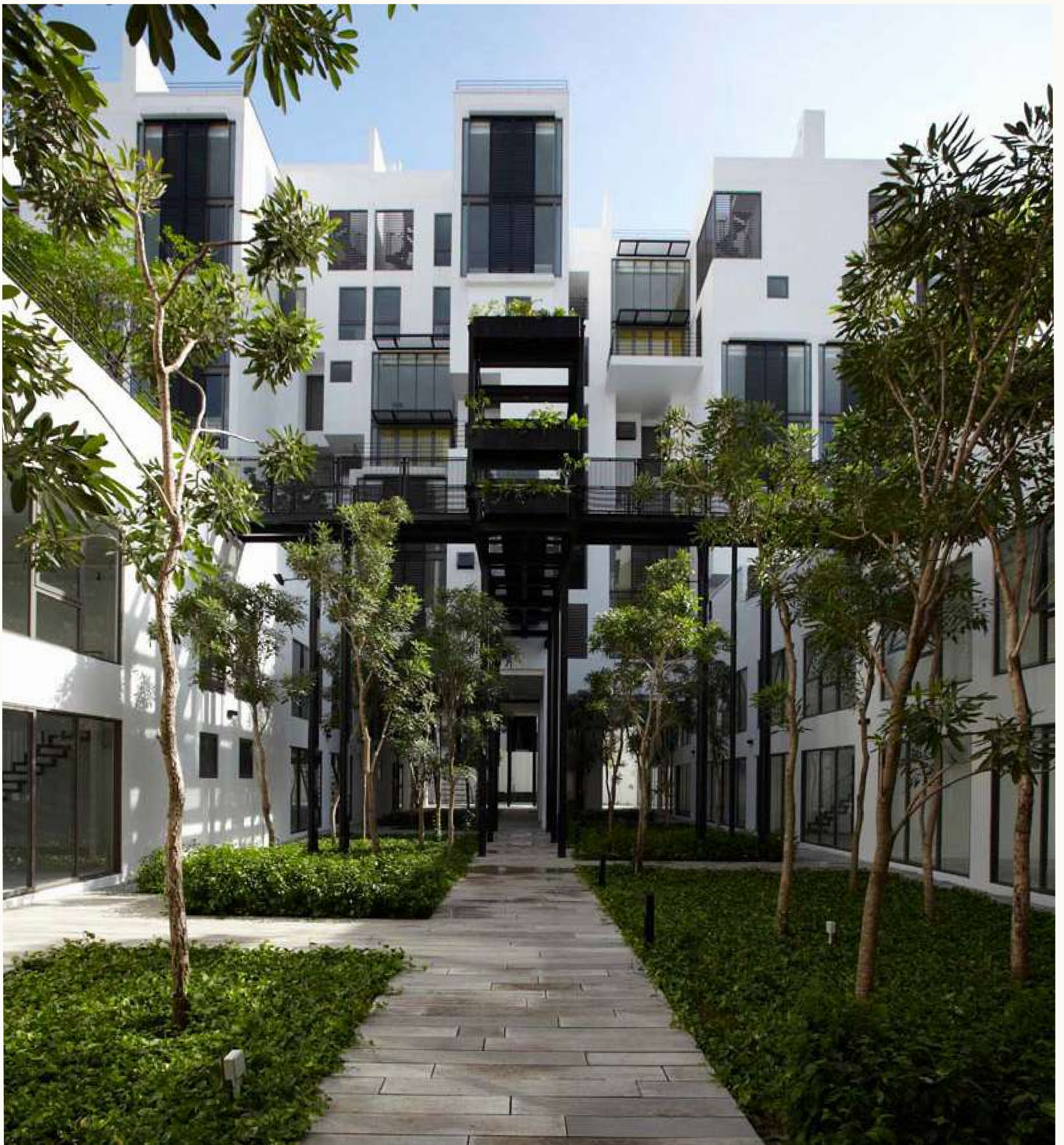
Dato' (Dr) Yeoh Seok Kian
Managing Director
YTL Land & Development Berhad

CURATING A SENSE OF 'HOME' THROUGH IDYLIC ENVIRONMENTS



The presence of greenery in projects by YTL Land is an integral part of our design ideology from the point of conception. The inclusion of natural beauty in the spaces we create is a vital component to achieving our goal, which is to elevate the living experience by crafting extraordinary environments.

Our embrace of nature stems from a deep understanding of the positive impact it has on our physical and psychological well-being. Beyond well-documented environmental benefits, greenery has a calming effect on space, enticing us to engage with the tranquility it provides and heightening our sense of comfort when we find ourselves amidst it.



The geometry of the green landscape at Centrio in Pantai Hillpark complements the dynamism of its architecture and overall modern lifestyle proposition.

YTL Land's relationship with greenery has always been a special one, harnessed to bring specific lifestyle experiences to the projects we envision. We understand the comfort of 'home' is defined by more than the vastness of space and the appeal of luxury trimmings, it is also about a sense of sanctuary, serenity and belonging.

Our commitment to shape the ambience of living environments through engaging green spaces is not new, it can even be seen in early projects such as Pantai Hillpark in Kuala Lumpur. In the early 1990s, condominiums were mushrooming on the Klang Valley landscape, but with Pantai Hillpark, YTL Land sought to depart from the monotony of hard-concrete high-rises by introducing resort-like appeal to condominium living.

Breaking away from the prevailing trend, Pantai Hillpark with its verdant hillside backdrop offered a more laid-back environment, with meticulously landscaped surroundings that encourage residents to interact with nature in spacious common areas, engage with each other and promote a more fulfilling way of life.

Built in phases, each new component of the development featured a unique environment. From cascading foliage and palms found in the Mediterranean-inspired condominium units at Andalucia to the lush green nooks at the dynamically modern Centrio suites, nature's influence was not just harnessed to determine the look and feel of surroundings, but also to establish the pulse and tone of life within the urban living environment.

At Lake Edge in Puchong, greenery was generously featured to create a transformative effect. A crucial element behind the successful conversion of a former mining pool area into an idyllic lakeside residential haven, the creation of a verdant landscape combined the allure of an Antipodean lifestyle with tropical living.

Inspired by the Australian concept of 'green streets', the low-density project of just a collection of charming homes introduced the benchmark exclusivity of waterside living in the city. Strategically located in the bustling and well-connected Puchong urban centre, it also redefined our concept of an urban escape with a truly tranquil setting awaiting residents at home.



Lake Edge introduced the rarity of waterfront living to Klang Valley, featuring lush tropical foliage to enhance the sense of this idyllic lifestyle experience.

A picturesque setting, grassy lawns intersect homes, while lush trees line the broad and curved streets that weave through the enclave and promote a pedestrian-friendly environment for families who call Lake Edge home. In addition to linear parks, residents can enjoy the outdoors with a meandering forest footpath, pocket gardens and a reflexology trail.

A key goal behind YTL Land's many endeavours has been the rejuvenation of landscapes. Our successful creation of a desirable new residential enclave in the Pantai vicinity and the transformation of disused mining land into a luxury enclave in Puchong sets the tone for our mammoth urban regeneration undertaking in Sentul, Kuala Lumpur.

At Sentul East and Sentul West, our desire to update and refresh the landscape came with an equal desire to preserve the legacy of historic structures and conserve the splendour of its natural greenery. We understand the unique appeal of the community and the existing lure of its verdant surroundings, and saw an opportunity draw on its influence to inject fresh appeal to the lifestyle draw of this long-overlooked (but strategically positioned) neighbourhood.

Our philosophy was never to remake or reinvent Sentul, but to rejuvenate and redefine it with modern appeal by adding new icons to its skyline and breathing new life into the iconic



By preserving the splendour of its natural beauty, Sentul retains its green charm while it is simultaneously propelled into the future with modern landmarks that have taken shape in its surroundings.

structures of its storied past. From modern architectural landmarks to the rustic allure of colonial buildings, a common element shared by all YTL Land initiatives in the vicinity is a lifestyle experience that is influenced and intrinsically connected to the surrounding greenery.

The careful preservation of Sentul Park is key to a unique living, working and leisure ecosystem that can be experienced in Sentul West today. A rare green lung in the heart of the city, the 35-acre private park offers an exclusive escape to serene untouched surroundings and a central lake, where both flora and fauna thrive in harmony with the community.

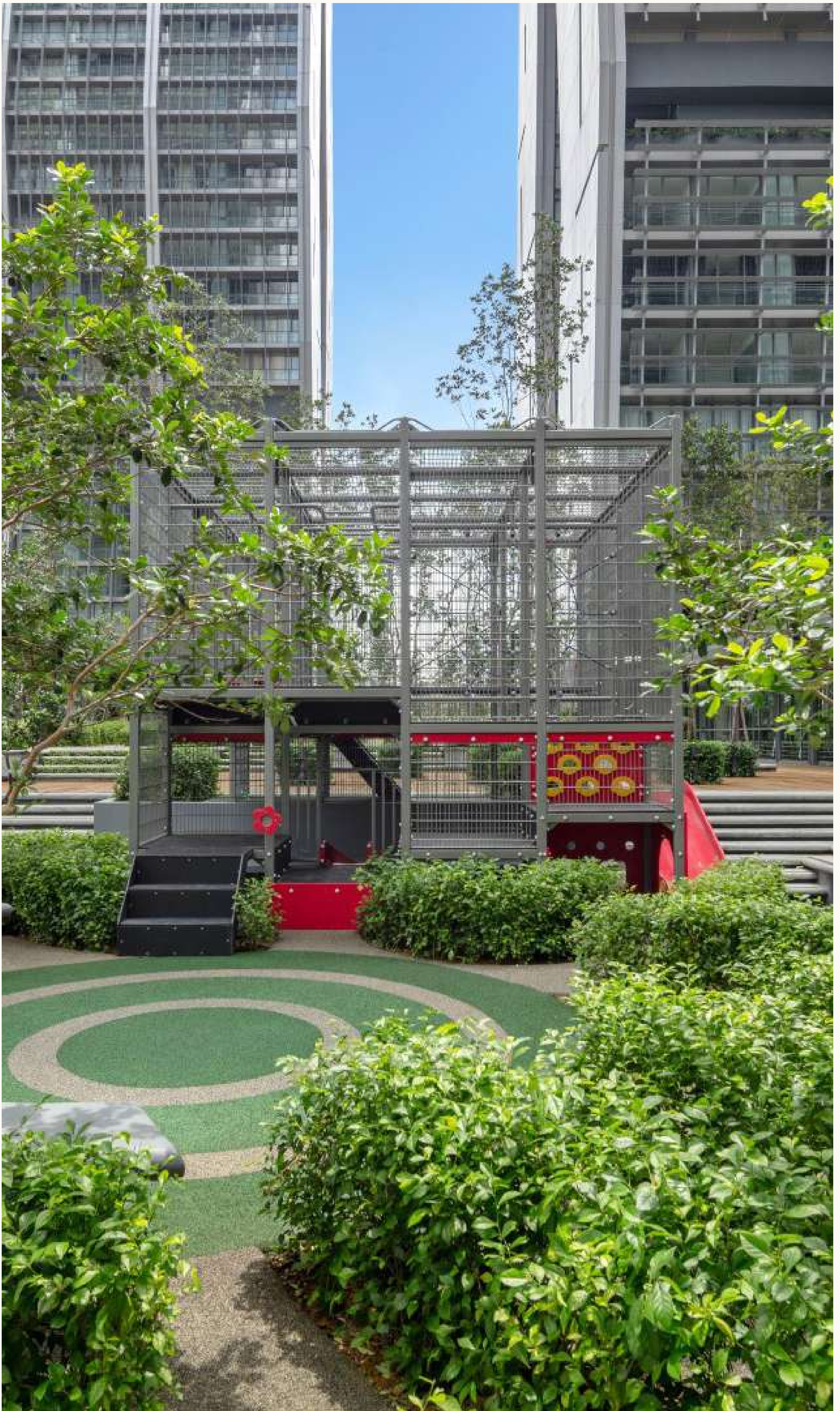
A sizeable portion of Sentul West is shared with the Greater KL community who can enjoy time under the lush canopy of trees surrounding The KL Performing Arts Centre, the Koi Centre and the soon-to-be-completed F&B attraction at Sentul Depot.

Within Sentul East, new residential and commercial buildings added to the landscape are an extension of this green atmosphere. Residential high-rises such as The Tamarind, The Saffron, The Capers and The Fennel, as well as commercial buildings such as d6 and d7 were designed with a strong green language inspired by the natural surroundings in Sentul West.

Meanwhile, up-and-coming commercial projects in the area are raising the bar on this front to continue setting new benchmarks in bringing peace and calm greenery into the work environment. For example, d5 challenges the norms of stereotypical office towers, both in terms of design and usage of space as well as its embrace of natural greenery in interior, connecting and shared spaces.

Tapping into the 'biophilic' philosophy of allowing nature to thrive and seamlessly blend into your surroundings, d5 endeavours to deliver the same stress-free environment you've come to expect at a YTL Land home.

Green pockets throughout our developments offer escapes to de-stress and find inspiration, while rooftop gardens completely reinvent our concept of what a living or working environment should look and feel like.



The lushness of green surroundings inspires the design language and ambience of living environments within iconic residential addresses in Sentul, such as this vibrant playground area at The Fennel.

Achieving the same with an alternative approach is Sentul Works, which is a newly completed office building positioned in a park. Here, a rejuvenated colonial building has been repurposed as a unique office address, where modern facilities and cutting-edge interiors are made more appealing with instant access to Mother Nature, thanks to the surrounding Sentul Park.

As we continue to evolve as a property developer, so too will we expand our outlook on greening our future, always embracing new ideas and new opportunities to enhance the way we live through the beauty of nature's influence.

Already bigger and better things are on the horizon, and we cannot wait to share the ideas that will shape the future of YTL Land in the months to come.



Exemplifying our desire to enhance with greenery wherever the opportunity exists, this podium carpark rooftop at Midfields 2, Sungai Besi has been transformed into a stunning open garden space for residents to enjoy.

A LUSH QUALITY TO LIFE AT OLIVE GROVE, IPOH



The serenity of a lush atmosphere at home is indeed a luxury in today's urban landscape, but we believe it is a luxury that every homeowner deserves to enjoy.

This is one of the key reasons why Mother Nature's touch can be found in all of YTL Land's creations, great or small, regardless of location and price. Our goal is to elevate the quality of life with every endeavour we undertake, and a strong green philosophy is an important part of what we do, and how we do it. It is simply in our DNA.



One such commitment to share an enhanced living experience with a wider demographic of homebuyers is Olive Grove, a lush gated-and-guarded enclave in the Bercham district of Ipoh that offers benchmark living standards for young families and upgraders seeking a healthy, wholesome and secure setting to call home.

The first-of-its-kind in the vicinity, Olive Grove not only raises the bar with its offer of a secure enclave, but also proposes an enhanced lifestyle experience in the rapidly urbanising locale. Its appeal lies in its green surroundings, the freedom of open space and conducive environment to raise families; all of which is offered at an attractive price point for first-time homebuyers and young families.

At the heart of this community of modern double-storey link houses, lies a 2-acre central park, meticulously landscaped to draw residents outdoors to engage with the central green open space. Featuring jogging paths, a playground for children and basketball court, there is also plenty of opportunity for relaxing family time here, under the shade of tall trees.

The same verdant atmosphere envelops houses in the enclave, with linear parks and pocket parks situated at various points and treelined driveways throughout the vicinity.

A sizeable 30 per cent of the entire development is dedicated to green parks and landscaped areas, creating a calm and verdant atmosphere that can even be enjoyed from within private living spaces at home.

The influence of greenery also cascades into the clubhouse area, providing a tranquil ambience surrounding the swimming pool and a view to enjoy after an active session at the gymnasium or badminton court. With a multi-purpose hall as a potential venue for private gatherings and social events, the outdoor atmosphere also adds to the comfort of guests when they visit.

Designed to be a verdant sanctuary in an urban landscape, Olive Grove's strategic location, close to a host of amenities and directly linked to the North-South Highway, truly offers the best of both worlds. Modern homes in a serene setting, yet connected to the pulse of urban living.



A 2-acre central park at the heart of Olive Grove invites residents to constantly engage with their wonderfully landscaped outdoors and embrace a healthier quality of life.

Overall, Olive Grove exemplifies the influence nature can have in shaping a lifestyle experience that is pleasant, peaceful and fulfilling. Moreover, it is a quality of life that can be made accessible to more than just the affluent few.

If planned and built right, and crafted wherever the opportunity exists, a green habitat can be harnessed to enrich lives across a wide spectrum of home aspirants, seeking a more rewarding way of life.

At YTL Land, we simply view every endeavour as such an opportunity.

For more info, visit olivegrove.com.my or call **+605 536 2633**.

MRT ADDS VALUE TO THE LIVING EXPERIENCE



As Phase 1 of the MRT Putrajaya Line is poised to commence operations by November this year, anticipation is abuzz about the enhanced connectivity and the tremendous added value this will bring to our community at Sentul East and Sentul West, which is under the Phase 2 section.

When fully completed, the MRT Putrajaya Line will expand on the already convenient connectivity of Sentul and provide a new gateway to other key urban centres in the Klang Valley. Stretching from Sungai Buloh to Putrajaya, the line will intersect areas such as Sri Damansara, Kepong, Batu, Jalan Sultan Azlan Shah, Jalan Tun Razak, Kuala Lumpur City Centre, Tun Razak Exchange (TRX), Kuchai Lama, Seri Kembangan and Cyberjaya.

The first phase will connect Kwasa Damansara in the Kota Damansara vicinity to Kampung Batu station in KL, which is a short drive from Sentul West. This section of the line will provide a quick link to Sungai Buloh, Sri Damansara and Kepong.

By January 2023, Phase 2 of the project will offer rapid access to the city centre, TRX, Kuchai Lama, Serdang, Cyberjaya and Putrajaya, efficiently connecting established centres with emerging hubs in the Klang Valley and significantly boosting economic opportunity for impacted areas.

According to Knight Frank Malaysia's managing director Sarkunan Subramaniam, among the locales that stand to benefit considerably is Sentul, which will have two stations operating within the neighbourhood.

The Jalan Ipoh MRT station will be an elevated platform situated along Jalan Sultan Azlan Shah, directly fronting the Kompleks Mutiara building. This is just 450 meters away from The Maple in Sentul West. Meanwhile, the Sentul Barat (Sentul West) MRT Station located further down Jalan Sultan Azlan Shah and close to the Jalan Strachan entrance, will be the first underground station along the MRT Putrajaya Line.

Sarkunan pointed out that major gentrification and urban renewal efforts by YTL Land have already elevated the profile and appeal of Sentul as a whole. The addition of enhanced

connectivity via the MRT will further compound this appeal, raising lifestyle standards with greater mobility and greater access.

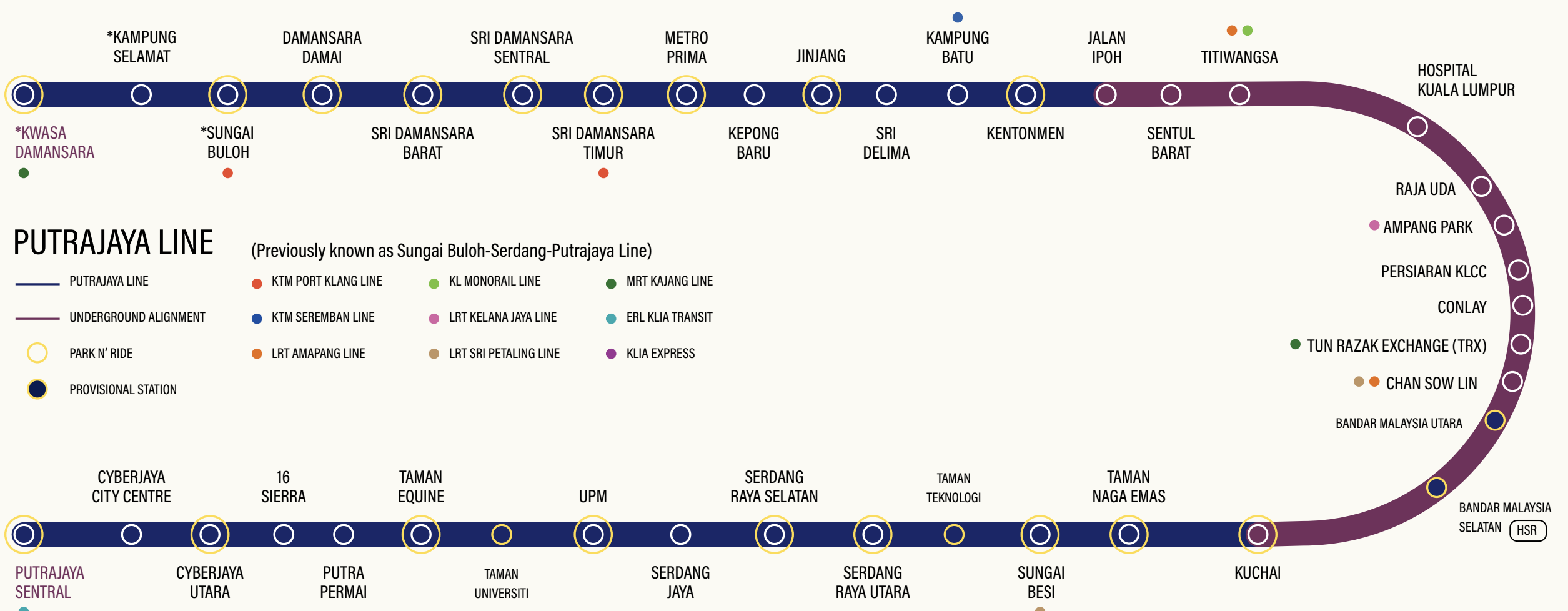
Laurelcap Sdn Bhd executive director Stanley Toh notes that areas impacted by the new MRT line will have more than an improved quality of life to look forward to. Factors such as proximity to the KL city centre, a good road network, and an established neighbourhood with good public amenities and facilities are key factors that attract owner-occupiers and investors.

As such, Toh said the MRT stations will have a positive impact on property values and investment return. Enhanced public transportation provides an additional gateway for travellers to commute within the city, creating a sense of convenience for residents in the neighbourhood.

Similarly, Henry Butcher Malaysia’s chief operating officer Tang Chee Meng points to the Singapore and Hong Kong experience, where developments close to MRT stations traditionally enjoy stronger demand from both buyers and tenants, as well as experience quicker capital appreciation.

The future looks promising for Sentul East and Sentul West, and even as we welcome the positive impact the MRT will bring to our community, we are equally appreciative of the positive change it will bring to the Greater KL community as a whole.

ALIGNMENT MAP



Together with the existing urban rail network, it will form the backbone of the public transport system in the region, promoting a greener and more sustainable way of life for millions. Improved rail connectivity brings less dependence on road vehicles, less pollution and a safer, stress-free mode of travel for urbanites.

This is an elevation of lifestyle quality that is very much in line with YTL Land's philosophy to promote sustainable urban mobility in Sentul centred on its enhanced rail infrastructure. We welcome this enhancement with great anticipation, and we are delighted that our Sentul community will play an important part in KL city's transformation into a premium global and liveable city.

Contact Us

Sentul Sales Gallery

Lot 268, Jalan Strachan

Off Jalan Sultan Azlan Shah (Jalan Ipoh)

51100 Kuala Lumpur, Malaysia

T +603 2143 3000 / +603 4041 0822

F +603 4041 7655

 [fb.com/ytlld](https://www.facebook.com/ytlld)

 [@ytlld](https://www.instagram.com/ytlld)

Published by

YTL Land & Development Berhad

193701000007 (1116-M)

Level 36, Menara YTL

205, Jalan Bukit Bintang

55100 Kuala Lumpur, Malaysia

T +603 2038 0888

F +603 2038 0692

www.ytlld.com



All rights reserved. For internal and private circulation only. All copyright materials remain the property of YTL Land & Development Berhad. No part of this publication may be reproduced in any form or by any means without prior written permission of the Company. The content of this newsletter is of a general nature and does not constitute statements or representations of fact in any form or manner, and shall not be relied upon as such. The opinions and views, if any, expressed in this newsletter, are solely the contributor's and not the Company's. All illustrations for prospective projects are artistic impressions and are not to be taken as representation of fact. The Company accepts no responsibility for any loss which may arise from reliance on the information contained in this newsletter.