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| Headline | SP Setia's new link brings cheer to Semenyih folk |
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SP Setia's new link brings cheer to Semenyih folk

Developer constructing the Lekas-EcoHill Link to connect the Kajang-Seremban Highway to its projects



by Nicole Tan

THE successful growth of new townships, especially those far from Kuala Lumpur, depends on improving road connectivity within the development as

well as with other urban centres. Property developers realise this and some have done their bit to improve transport infrastructure in the vicinity of their projects.

SP Setia Bhd, one of the biggest property developers, will invest about RM160 mil to improve accessibility for its two townships in Semenyih, Selangor.

As road connectivity is essential to the liveability of a township, SP Setia is constructing the Lekas-EcoHill Link to connect the Kajang-Seremban Highway to its developments. Setia EcoHill will have an estimated gross development value (GDV) of RM4 bil and Setia EcoHill 2 RM5 bil.

The link is expected to benefit all parties as it will not only enhance accessibility to major highways but will also bring together people in Semenyih.

The former sleepy hollow of Semenyih, about 8km southeast of Kajang, has become a residential hotspot in the last decade. Its comparatively low land prices, proximity to Kajang and improving road connectivity have attracted developers.

Semenyih has a host of amenities including primary and secondary schools, an international school, the

Nottingham University campus, the Semenyih Tesco and the Semenyih Bus Terminal.

Apart from SP Setia's EcoHill projects, recent township developments there are Diamond City (developed by Country Garden Properties Sdn Bhd), Bandar Sunway Semenyih (Sunway City Sdn Bhd), Pelangi Semenyih 2 (MKH Bhd) and Eco Majestic (EcoWorld Development Group Bhd).

The Sungai Buloh-Kajang MRT line, scheduled for completion in 2017, will bring more traffic to the area and township developments, as developers tend to follow infrastructure.

Improving connectivity

The Lekas-Ecohill Link will comprise three sections; between Setia EcoHill to the north and Setia EcoHill 2 to the south is Eco World's Eco Majestic residential development, which spans 400ha (1,000 acres).

The first section is a 2.7km stretch across Setia EcoHill, which will open next month. The second will pass through the Eco Majestic development and the third section will run through Setia EcoHill 2.

SP Setia deputy general manager Koh Sooi Meng tells *FocusM* the first section costing

RM80 mil will benefit some 50,000 residents in the area as the link will cut commuting time to Kuala Lumpur by 15 to 30 minutes. This represents about half of Semenyih's population, based on the 2010 population and housing census figure of 92,491.

Number of road users halved

He says the link will also halve the 75,000 daily road users on the Semenyih road.

Given the 2.3km second stretch will run through Eco Majestic, Koh says, EcoWorld will have to do its part by constructing it to connect the first stretch to the last.

Koh adds the construction cost for the final 3km stretch running through Setia EcoHill 2 will be about RM80 mil.

The completed 8km link will serve as an alternative route for those heading south to Beranang and north to Semenyih, Kajang and Kuala Lumpur. The southbound flow of traffic could spur Beranang's economy.

Koh says the company does not factor into its products the cost of link construction.

He adds it is the company's practice to build infrastructure to complement its townships and complete construction

before handing over keys.

Hence, the construction of the final link stretch will begin by the end of this year so it can be completed by the end of 2017.

With the enhanced connectivity, Koh says the value of property in the development will appreciate.

He says terraced houses in Setia EcoHill's first phase were sold for RM408,000 and before the key handover, some purchasers were said to have sold their units for RM520,000-RM530,000 each.

Bringing residents together

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For SP Setia, another way to integrate communities is to build communal facilities and organise open participation events.

Setia EcoHill has themed parks and gardens totalling over 32ha and as some are open to the public, nearby residents can cycle, jog or walk there. Koh notes residents nearby frequent Setia EcoHill's public parks and gardens.

He adds on weekends and school holidays, children from neighbouring residential areas spend time at the playground and have taken an instant liking to the equipment. The company spent RM500,000 on two types of playground equipment from the Netherlands.

SP Setia has also sought to meet the educational needs of residents. There will be a Tenby International School

branch, currently under construction, in the township. The international school, scheduled to start in September next year, will take preschool as well as primary and secondary school children.

Koh reveals the company has convinced the international school to reduce its fees. As a result, compared with its branch in Setia Eco Park, Shah Alam, the fees at Setia EcoHill will be 30% lower.

The developer also welcomes neighbours to township events. For

► Continues on next page

► From previous page example, the township holds an Organic Farmers Market on the first Sunday of each month, for residents to sell a variety of products ranging from skincare to organic fruits.

It recently held an outdoor night film screening at its Starlight Cinema, which attracted about 600 residents. During festive seasons, open houses are held and about 1,000 turned out for the recent Hari Raya open house. Most of those attending are from Semenyih and Kajang.

It appears the developer is nurturing community living among Setia EcoHill residents and those in the vicinity. **FocusM**

Community living



Some of Setia EcoHill's themed parks and gardens are open to the public

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