(Top, from left) LGB Group director Lim Chin Sean and Bellworth Developments Sdn Bhd chief executive officer Kevin Kuok are committed to creating developments that add real value to communities. (Left pic) The low-density The Greens designed to appeal to residents used to staying in landed homes but want to stay in their beloved locale of TTDI.

Enhancing true essence of township

IT is not often that a property development company can transform and elevate a mature township with not one but two iconic landmarks without sacrificing the very heartbeat and character of the place. That company is none other than Bellworth Developments Sdn Bhd, the property development arm of the LGB Group.

The firm has proven that the old and the new can be seamlessly integrated, first with Menara LGB, which won the FIABCI-Malaysia Property Awards 2016 in the Office category) and later, The Greens condominium which won the FIABCI-Malaysia Property Awards 2018 in the Residential High-Rise category.

This year, The Greens grabbed the Silver spot for the Residential High-rise Category in the coveted FIABCI World Prix d'Excellence award.

"This is a tremendous achievement," said Lim Chin Sean, LGB Group director.

"The prestigious award is a testament to the quality of Malaysian developments and our commitment in adhering to global standards."

With just 163 units, 60% between 2,400 to 3,823sq feet, The Greens was designed to be low-density and appealing to locals who were used to staying at landed properties in TTDI, and yet wouldn't mind a brand new way of living vertically in their cherished neighbourhood.

In line with Bellworth's values of preserving and expanding on the elements that make TTDI unique, the development of The Greens did not disturb the existing foliage in any way but rather, enhanced it with the planting of more trees that act as shade for walkways.

"We wanted to protect the very essence of TTDI, especially the natural greenery from the surrounding parks and forest reserve as well as the neighbourhood's cultural significance," said Kevin Kuok, chief executive officer of Bellworth Developments Sdn Bhd.

Facilities deck at The Greens with kitchen and dining area.

True to their word, The Greens has improved the matured township of TTDI, making it one of the most sustainable and liveable enclaves in the Klang Valley.

Exuding subtle luxury, The Greens enjoys a commanding 270° view of verdant greens — TPC (Tournament Player Club), KGPA (Kelab Golf Perkhidmatan Awam) and Bukit Kiara Forest Reserve.

Its 120 parking bays provide convenient access to those working in the vicinity who would like to dine at their specially curated eateries such as French restaurant Cocott', Melbourne inspired The Other Half café and traditional Thai La Moon.

To date, The Greens has seen the average transacted price doubling from the original launch price of about RM720 psf.

"Back then the average price for a new high-rise condominium within the same vicinity was around RM380 psf.

"But we had every confidence that our target market, the TTDI folk who want a real alternative for their needs that did not require them to uproot themselves from their beloved locale, will see value in our best-in-class residence," Kuok remarked.

Lancer Square, Kensington W8, London.

The strategy paid off handsomely and The Greens was launched to an exceptionally positive reception.

The FIABCI World Prix d'Excellence win, continued Kuok, affirmed that the firm is doing the right thing.

"We shall continue to apply the same stringent processes and parameters as well as replicate our preservation mindset and respect for the community to our current and future projects including The Hexagon, Tokyo; Lancer Square Kensington W8, London, and the Section 19 Redevelopment in Petaling Jaya.

"The latter is currently in the preliminary and planning stages while piling works have begun at Lancer Square."

Earmarked to be an elegant addition to the Kensington Palace conservation area and one of the most desirable addresses in London , the super luxurious 36-residence Lancer Square is designed by award-winning architects Squire and Partners.

"We have worked to retain the neighbourhood's village heritage while enriching its connections to iconic spaces such as Kensington Palace Gardens, Kensington Gardens and Hyde Park; the chic boutiques of Kensington High Street; the splendour of the Royal Albert Hall, and the vibrancy of Knightsbridge," said Lim.

Through The Greens, Bellworth has made an indelible imprint on the real estate landscape, with a unique brand of eco-centric and heritage-friendly vibe.

Kuok mentioned that the firm is not interested to build just another condominium or office block or retail tower.

If anything, the development has to offer real value to the communities who make their home there.

"We have to ensure that we are on par with the leading players around the globe," said Lim.

"This, we believe, has helped us achieve worldwide recognition, proving that local insight, combined with an international vision, is a recipe for success."