

# Developers building community projects

**AIM TO PROVIDE HOMEBUYERS EASY ACCESS TO FACILITIES AND BOOST VALUE OF PROPERTY**

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LEADING PROPERTY firms are collaborating with other businesses to provide services to homebuyers as well as add more value to the residential projects under the community concept.

"We are developing more residential projects in Sukhumvit 77 under the idea of building a community," Sansiri Plc's president Srettha Thavisin said.

Sansiri is currently working on seven projects worth a total of Bt10.5 billion offering 3,500 units.

Apart from the residential projects covering 40 rai in Sukhumvit 77, Sansiri is also developing the community mall Habito and has invited Bangkok International Preparatory and Secondary School to open a campus nearby.

"We call this area 'T77'. This is the first time that we have applied the community concept to a residential project," he said.

Srettha added that initially the company was only developing two projects, Bloc 77 and The Base, at this location. Both projects won a positive feedback, so the firm decided to buy more land and develop another seven projects.

"We are developing our community based on the insights learned from research on what our customers want and we aim to serve their demands," Srettha said.

He added that developers should not just consider the fact that homebuyers will live at the project, but also ensure the value of the project rises in the future.

For instance, the Thonglor area is perhaps the best location for a residential project, not just for its location but also because it offers easy access to hotels, shopping centres, public transportation etc, which



A map of T77 by Sansiri Plc.



Too Fast To Sleep at ICondo Salaya is one of the business models being used by Property Perfect.

serve the needs of people at all ages.

"We want to develop communities that do not just meet consumers' demands but also add more value to the asset in the long term. This will be beneficial for our customers and key to developing residences under the community concept," Srettha said.

Property Perfect Plc's chief business development officer

Wongsakorn Prasitvipat agrees, saying, "our business strategy is to develop communities near our residential projects to serve our consumers' lifestyle".

As part of its community concept, Property Perfect has invited Too Fast To Sleep cafe to open a new branch at ICondo Salaya 2 the Campus, and is also developing the Metro West

Gate mall at Kallaprapruk-Sathorn close to its Metro Park Sathorn.

The company is also building a condominium in Sukhumvit 77 close to Stamford University, and also plans to build Metro East Gate mall in front of the project.

"Developing residential projects that serve consumers' lifestyle demands will offer satisfaction and boost the value of the property in the future," Wongsakorn said.

Similarly, LPN Development Plc is also applying the community concept to its Lumpini Condo Town Rangsit Klong 1 by developing 10,074 units on a plot of 87 rai. It is also developing a community mall called the Market Place, which will be managed by Siam Future Development Plc. The project will also include a medical clinic to provide immediate help in cases of emergency.

"This is a next generation concept when it comes to residential projects because customers need more facilities inside the complex. The more facilities a project has the more its value will rise in the long term," LPN Development Plc's managing director Opas Sripayak said.