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Century Properties Group announces 142-hectare destination development in Batulao, Batangas

[Makati, Philippines] Listed property developer Century Properties Group, Inc. (CPG:PM) announced that it will transform 142 hectares of its land bank in Batulao, Batangas into a fully-integrated leisure, recreational, retail and residential destination in Southern Luzon.

The property is situated in a cool and hilly section of Batulao, located southwest of Metro Manila right after Tagaytay City and on the way to the beaches of Nasugbu, Batangas.

Century Properties said it plans to maximize the natural beauty of the Batulao property by embracing the concept of New Urbanism into the project’s design and community lifestyle. The development will bring the best of both nature and city conveniences, promote a pedestrian culture through bicycle and walking paths, and cultivate an eco-conscious, sustainable, suburban way of life.

“Our Batulao project will become a new destination that will give you reasons to stay for a meal, a weekend, or permanently as a resident. The boundaries of Mega Manila are now expanding to include transformative suburban communities that promote a progressive way of life in harmony with nature. This development will further expand our offering to the market and will give immense value to our shareholders,” said Tim Hallett, Chief Operating Officer of Century Properties for Hospitality and Project Head of the Batulao development.

As it has successfully done in the past, Century Properties will bring its brand of exciting innovations to the Batulao project, but will be careful to build around its natural terrain to maintain its lush surroundings.

The development will be completed in phases. Phase 1 will cover 36 hectares and will require a capital expenditure of Php200 million. This phase of the project will include an open-to-the-public section that covers a retail village, a market square and a commercial center with shop houses, or structures with merchandise on the ground level and residential spaces on the upper floors.

The exclusive areas within the property include a premiere country club with crystal lagoons, a man-made beach cove and a lake that traverses the entire private residential section of the property. The club will make available for its members the use of its indoor and outdoor facilities,
including a spa, a specialty restaurant, a chapel, banquet hall and pavilion, swimming pools, sports courts and water sports amenities.

The quiet, serene charm of the Batulao property, coupled with a mountainous terrain and lakes serve as the perfect backdrop for one’s personal piece of paradise, Hallett said.

The private residences in the Batulao property will comprise low-rise condominiums and premiere villas. These will cater to second-home seekers and those who prefer to settle in a suburban setting with modern sensibilities.

The masterplanned development is part of the company’s strategic expansion in key growth regions outside of Metro Manila, as well as its move to diversify its portfolio into recurring income revenue sources. In early 2014, Century Properties successfully launched the 8-hectare Azure North community in San Fernando, Pampanga, its first integrated mixed-use development outside of Metro Manila with residential towers, retail and a planned office complex.

From its public listing in 2012 up to the year 2019, Century targets the completion of a total of 31 buildings.

“We look forward to announcing more details of our Batulao project soon and our new and exciting developments in 2015,” Hallett said.