

WM Senibong to launch first mixed-use project in Crest @ Austin township in Johor

BY CHELSEA J LIM
city.country@bizedge.com

Johor-based WM Senibong Sdn Bhd, a member of Sydney-based property developer Walker Corp, is expected to launch Topaz by end-November.

Topaz, the first mixed-use development in the 371-acre Crest @ Austin township, will have a gross development value (GDV) of RM500 million and comprise 861 serviced apartments with built-ups of 495 sq ft to 871 sq ft. Selling prices will start from RM344,000. A single-level retail lot will carry lifestyle and convenience offerings.

"Topaz integrates residential, retail and lifestyle elements to create a vibrant live/work/play environment," WM Senibong Sdn Bhd CEO C K Quay tells *City & Country*.

The development, which is about 15km from Johor Bahru city centre, targets young professionals, small families and Singaporean investors seeking contemporary living in a well-connected part of Johor Bahru. It features functional layouts, smart space planning and modern amenities, with excellent accessibility being a key highlight.

Quay explains that the decision to pursue a mixed-use project was driven by evolving market demand, particularly among urban professionals and young families who value convenience, connectivity and community. He says the project adds a new dimension to Crest @ Austin by placing homes, amenities and lifestyle offerings under one address — an approach that not only optimises land use but also strengthens the township's long-term sustainability and value.

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Quay: With easy access to major highways and proximity to mature commercial areas, Topaz offers a strong combination of urban convenience, security and lifestyle appeal

security and lifestyle appeal," he adds. "For investors, it presents an attractive opportunity, given the area's growing demand for rental and mixed-use properties."

Sustainability is embedded in the design philosophy of Topaz. It received the GreenRE Provisional Gold Certification and features energy-efficient designs, natural ventilation, green landscaping and a rainwater harvesting system, EV charging infrastructure, and recycling facilities.

The developer has been working on the RM6 billion Crest @ Austin township since 2020. Quay explains that it was originally part of an abandoned 700-acre project, of which WM Senibong took over 371 acres. Since then, the company has completed 777 units, a business park and a 32-acre central park within the development. Only 35 acres remain undeveloped.

Other developments in the pipeline

WM Senibong is also developing Senibong Cove, Masai, and The Kews, Medini — both in Johor.

The 250-acre waterfront development Senibong Cove is its maiden development which it has been de-

veloping since 2010. *City & Country* recently visited Senibong Cove in a media familiarisation trip organised by the developer.

Quay recalls that the late Lang Walker, founder of Walker Corp, wanted to invest in Johor in the early 2000s. Walker had advised against "bread-and-butter housing", given the number of developers already in the market, noting that Walker Corp's strength lay in unique waterfront projects.

"When we found this area in Masai, we thought it was quite nice. Even though the infrastructure wasn't in place yet and there was no highway, we saw its potential," Quay adds, reflecting on the decision to pursue the development there instead of at Lido Beach, which it initially considered.

Quay notes that Walker was adamant about Johor because he saw its potential. "Lang didn't want to invest anywhere else in Malaysia. Whenever he came to Singapore, he always noticed Johor's pristine waterfront, but there was no development to be proud of. He said that if we were to do a waterfront project in Johor, it had to be world-class to attract buyers from around the globe."

That vision eventually led to the development of Senibong Cove. With an estimated GDV of RM14 billion, the 250-acre project now has more than 16,000 residences, including villas, terrace homes, condominiums, semi-detached homes, bungalows and bungalow plots. The township also boasts a marina with waterfront retail, a clubhouse and a 2km boardwalk.

To support further expansion of the township, WM Senibong has launched a land reclamation project to form four islets totalling 120 acres. The reclamation is expected to be completed in 2026, with new properties slated for launch in 2027.