

Waterfront project set to redefine KK coastal living

KOTA KINABALU: A RM1.5 billion mixed-use development designed around nature, climate and community is set to redefine waterfront living in Sabah with the launch of The V by Jesselton.

Spanning 10 acres along one of Kota Kinabalu's most iconic coastal stretches, the bioclimatic development by Jesselton International — undertaken in collaboration with Yayasan Sabah — integrates commercial suites, lifestyle retail and corporate offices within a masterplan that responds to the region's natural climate.

Designed to maximise natural ventilation, daylighting and coastal airflow, the project adopts a bioclimatic approach that reduces reliance on mechanical cooling.

Building orientation captures prevailing sea breezes, while open corridors, shaded walkways and landscaped terraces enhance comfort and liveability.

"Sabah's greatest luxury is its natural landscape — the sea, the light, the air," said Jesselton International Group managing director Nick Chu.

"Our goal was to create a place

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Kevin Thong

where people feel connected to that every day, whether they are at work, meeting friends or spending time by the sea," Chu said.

At the heart of the development is a strong emphasis on sustainable architecture. The V will feature Borneo's tallest atrium, supported by integrated natural ventilation systems aimed at lowering energy consumption and supporting Malaysia's growing focus on ESG-led development.

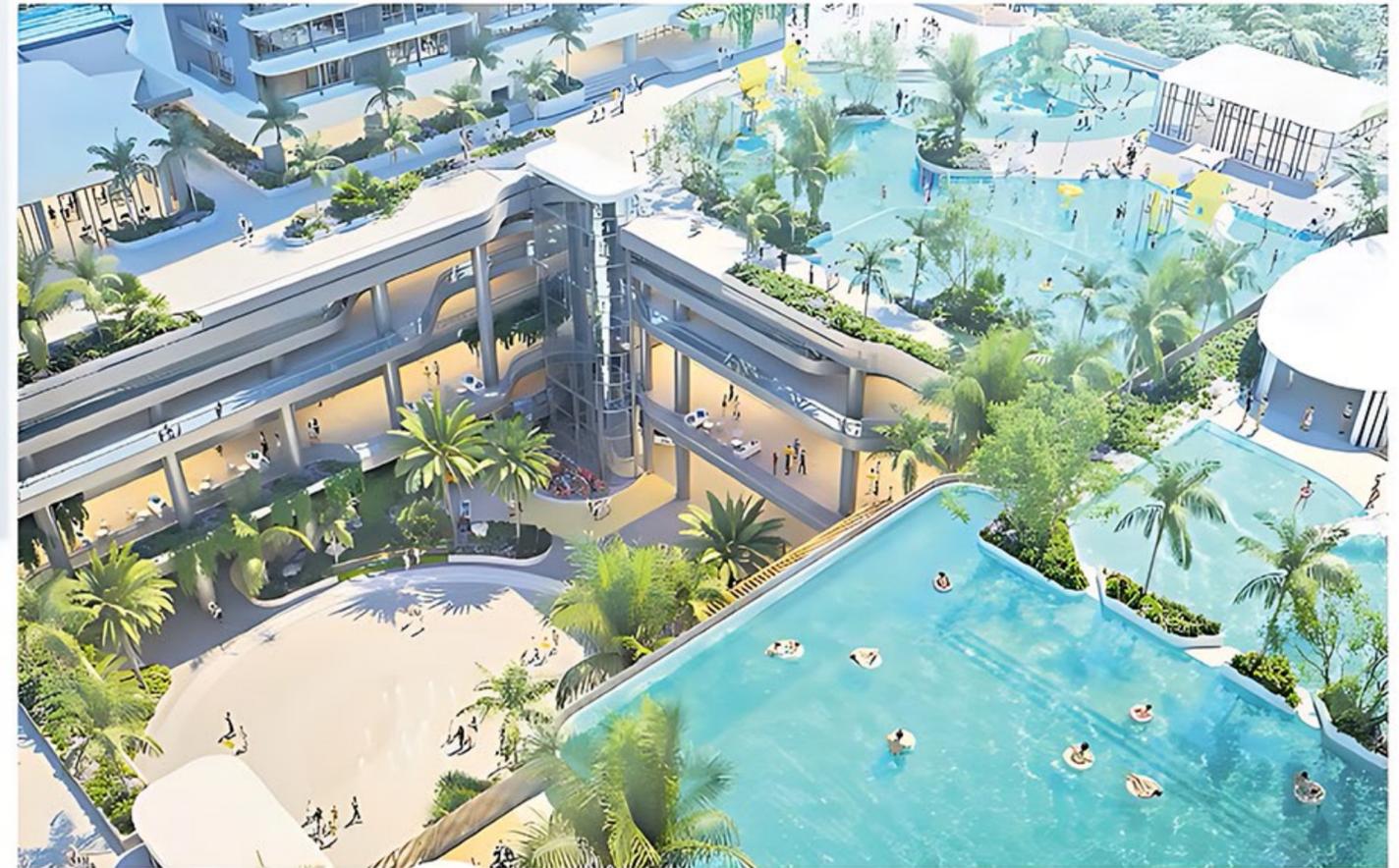
According to PropertyGuru's 2024 Sustainability Report, 83 per cent of Malaysians are willing to pay more for homes with sustainable features, while 77 per cent place high value on climate-resilient design — a trend The V seeks to address.

The long-term vision of The V is anchored on five guiding pillars — nature, wellness, connectivity, design and ambition — reflecting its aim to shape a future-ready waterfront destination while enhancing Sabah's evolving coastal skyline.

Tower A and Tower B will house more than 30 resort-inspired amenities, including Borneo's first 100-metre infinity pool, wellness trail, children's club, pickleball courts, rooftop bars and zen gardens.

These features underscore Jesselton International's focus on inclusive, community-driven and sustainable urban spaces.

Construction of the development is led by China State Construction Engineering



Artist's impression of The V by Jesselton.

Corporation (CSCEC), one of the world's largest builders and the contractor behind Malaysia's second-tallest skyscraper, The Exchange 106.

CSCEC had previously partnered with Jesselton International on the Jesselton Twin Towers project.

One of The V's defining features is its protected seafront location. The development fronts an unblocked coastal stretch gazetted under Lands No. S5-2012, safeguarding the frontage from future reclamation and ensuring uninterrupted sea views.

Fronting Kota Kinabalu's seven-kilometre scenic promenade, the site offers direct access to walking and cycling paths, public beach parks, playgrounds and nearby dining outlets, all just minutes

from the city centre.

"Developments like The V represent the evolution of Malaysia's property landscape, where ESG compliance and liveability are no longer optional but essential," said Jesselton International Group chief executive officer Kevin Thong.

"Our focus is on creating lasting value for both people and place," he added.

The development also features The Shoppes at The V, an open-air retail park with double-volume shoplots, landscaped courtyards and alfresco terraces, seamlessly connected to The RiverWalk — a waterfront leisure zone designed to activate the precinct with dining, wellness and recreational offerings.

Meanwhile, the Corporate Tower is positioned as Kota Kinabalu's first wellness-driven office concept, incorporating a fitness studio, garden terrace and rooftop zen garden to promote a healthier and more balanced work environment.

Following its recent groundbreaking, The V by Jesselton marks another milestone in Jesselton International's commitment to shaping Sabah's urban landscape through sustainable design and long-term development value.

Units at The V by Jesselton are priced from RM300,000, with monthly instalments starting at RM1,180, offering an accessible entry point into a climate-responsive coastal development.