

LUSH LANDSCAPING FOR DISCERNING BUYERS

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Living in congested apartments with little greenery or sense of openness is a common experience, especially in a big city.

There is, however, good news for potential homebuyers in the NCR with a growing number of developers, including Tata Housing, Lodha Group, DLF, Vatika Group, Sobha Developers, Ashiana Housing, M3M Group, and Homestead, now laying special emphasis on spacious and lush landscaping in their projects.

Check out green architecture from Tata Housing

"There is an increasing pressure on urban population in terms of their work culture and lifestyle. The mechanised city life leaves them yearning for a home in a peaceful, vigorous, and healthy environment. Also, the residential units these days are expensive and very anthropometrically designed. They don't provide the luxury of extra space for other playful or gathering activities. The open green spaces provide a solution to this problem, and a buyer is equally interested in the quality of landscape around," Ajay Khetarpal, CMD of Sunhill Homes Pvt Ltd, says.

According to experts, the idea of landscaping is not new, but the surge in demand is indeed a new thing.

"With the growing congestion and haphazard planning of cities, people want their residencies to be free from clogging. They want the residency to have proper flora, water bodies, elevation, lighting condition, etc. Looking at this emerging demand, some builders are laying special focus on landscaping. We, for instance, have focused on landscaping in our projects. An intelligent example of the impact of landscaping can be seen at the 9-hole golf course in our Golf Estate project, which has a green safety buffer zone between the apartments and the golf course," an M3M Group spokesperson says.

Vatika Group is also known for its special emphasis on beautiful landscaping in their projects. One of the most striking features about their projects is the abundance of greenery, which also provides a healthy environment.

"There are numerous parks planned by us in our projects, designed around the needs of different age groups. Children, for example, will find plenty of play areas with soft surfaces to protect them from injuries; there are also a number of parks and tracks for adults. With broad, tree shaded walkways, interesting green patches and conveniently-spaced benches, our projects are a delight to live in," Anupam Varshney, head of sales and marketing at Vatika Group, said.

Landscaping is also a significant tool for creating an effective balance between the new development which is happening at a very high pace and the green environment. Moreover, well-designed landscape complements and enhances the aesthetic and functional requirement of outdoors.

Naveen Goel, MD of Casa Greens, says: "Landscaping to a building or housing project is like a picture frame around a beautiful photograph. It is an area of construction that tends to be overlooked or somewhat under-appreciated by builders, as it always comes at the end of the construction process and isn't attached to the building or structure itself. But every housing project needs perfect planning for landscaping to provide ample greenery to the residents and ensure lively as well as healthy surroundings for each and every one. In this scenario, landscaping becomes more important in terms of providing a greener and health oriented environment."

Laying emphasis on stunning landscapes also helps developers differentiate their offerings as well as add value to their projects. Sometimes, landscaping may also be requirement of urban development norms.

As per the urban development norms for group-housing projects across the NCR, for example, 65-70% of the area is required to be left as open spaces and 30-35% area is allowed for coverage for managing the density. Generally, good developers construct a project on 25-30% of the project area by utilizing the floor space index (FSI) available, and within the applicable height restrictions, thus leaving 70-75% of the area for landscaping. But that is not the case always.

Whatever be the case, experts say that cleaner, greener, and healthier homes are generally most sought after by discerning customers and, therefore, appreciated the most.

Beautiful landscaping, however, comes at a price. In big cities, where there is acute scarcity of land, the cost of land alone is a major component of the project cost; in such a scenario, providing spacious and beautiful landscaping can increase a project's cost substantially. However, experts say that the value addition that landscaping brings to the project is enormous and offsets the cost easily.

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