

A large version of the Haus On Handy logo. It features a stylized 'H' with a pink-to-orange gradient bar across it, followed by the text 'HAUS ON HANDY' in a bold, sans-serif font. 'HAUS' is in pink, 'ON' is in black, and 'HANDY' is in black.

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# PRIME DISTRICTS

## Two weekend property launches see keen take-up rates

**By Lynette Khoo**  
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@LynetteKhooBT

### Singapore

STRONG buying momentum continued in last weekend's property launches, for which robust take-up rates bode well for upcoming launches this year.

Australian developer Lendlease sold another 149 units in the Phase 2 launch of Park Place Residences in Paya Lebar, while homegrown developer Oxley Holdings sold 129 units or 76 per cent of the 170-unit The Verandah Residences in Pasir Panjang at an average S\$1,815 per square foot (psf) over the two days.

Including the 210 units sold by Lendlease in a day in Phase 1 last year before it closed the show suite, the Australian developer has sold 84 per cent of the entire 429-unit residential component, sited at the mixed-use project Paya Lebar Quarter (PLQ) as of Sunday.

Sources note that the S\$2,000 per sq ft (psf) average pricing for units sold in the Phase 2 launch of Park Place Residences reflects an 11 per cent rise from the average S\$1,800 psf for units sold in Phase 1.

Lendlease said prices for Phase 2 of



The crowd at the launch of Phase 2 of Park Place Residences. The development is in the Paya Lebar Quarter. Following the sale of 210 units under Phase 1 last year, another 149 were moved last weekend; 84 per cent of the 429-unit residential component in this mixed-use project has been sold.

Park Place Residences, which comprises one- to three-bedroom units, range from S\$900,000 to S\$2.2 million.

The strong showing at the two launches comes on the heels of the strong take-up at City Developments Ltd's The Tapestry in Tampines, where buyers snapped up 315 of the units released at the 861-unit project during the launch weekend in March. To date, 338 units (or more than three-quarters of the 450 units released) have been sold at an average S\$1,310 psf.

Savills Singapore research head Alan Cheong noted that the sales

take-up in these projects is underpinned by strong home-buying demand.

"There's a big pot of wealth waiting to be invested in real estate. Developers who have bought sites at higher land prices can take heart from this encouraging performance; they may be able to sell their units at expected selling prices," he said.

JPMorgan property analyst Brandon Lee said he believes the prices achieved in these new launches "will further exert upside pressure on the official property price index, which could result in a high single-digit to a low double-digit jump in prop-

erty prices in 2018 and heighten policy risks".

The 3.1 per cent quarter-on-quarter increase in the Urban Redevelopment Authority's private home price index, based on its first-quarter flash estimate, was the steepest quarter-on-quarter rise since Q2 2010, when the index rose 5.3 per cent.

This has prompted property consultants to raise their forecasts for the whole of this year from 3-8 per cent in the benchmark property price index to a rise of between 7 and 15 per cent.

At Oxley Holding's The Verandah Residences, located at the junction of Pasir Panjang Road and South Buona

Vista Road, smaller units proved to be more popular.

Oxley said balloting was carried out for the one- and two-bedroom units. All one-bedroom, one-bedroom with study, two-bedroom and two-bedroom premium units have been sold.

The freehold development – with a design inspired by black-and-white colonial bungalows – comprises 167 apartments in four blocks of five-storey buildings, and three strata houses.

Oxley disclosed that the strong demand came from both homebuyers and investors, including overseas investors. Some 85 per cent of the buyers are Singaporeans, with the remainder being permanent residents and foreigners.

"There were a lot of enquiries for the project before the launch and the sales progress proved that the pent-up demand was real," said Oxley Holdings executive chairman and chief executive Ching Chiat Kwong.

UOL Group is slated to open the showflat of Amber 45 for preview before starting sales in early May. It is believed to be looking at an average price of above S\$2,300 psf for the 139-unit freehold project, which sits on a former nursery site that UOL bought from Sin Lian Huat Co.



# WOODLEIGH RESIDENCES: ACHIEVED \$2,331 PSF



## 70 units at The Woodleigh Residences sold to date

**By Leila Lai**  
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**Singapore**

THE Woodleigh Residences has sold a total of 70 units following its launch weekend, said co-developers Japan-based Kajima Development and Singapore Press Holdings (SPH) on Sunday.

Many of the condominium units sold were two- and three-bedroom

units, with prices starting at S\$1,733 per square foot (psf). Three of the units were four-bedroom residences, which achieved a high of S\$2,331 psf.

“We are very pleased with the enthusiastic response received,” said Kazunori Ichihashi, project director of Kajima. “The sales gallery opened to an invite-only event on the evenings of Wednesday and Thursday, an industry first, and saw many guests vying for their preferred units in the

ballot held on Saturday morning.”

The majority of the buyers are Singaporeans, which Kajima and SPH said attested to the draw of the Bid-adari Estate Master Plan in attracting astute buyers who recognised the district’s potential.

Many of the two-bedroom residences were bought by young couples and smaller families, and the larger units were purchased by multi-generational families. The developers did

not say how many units were released for sale during the launch.

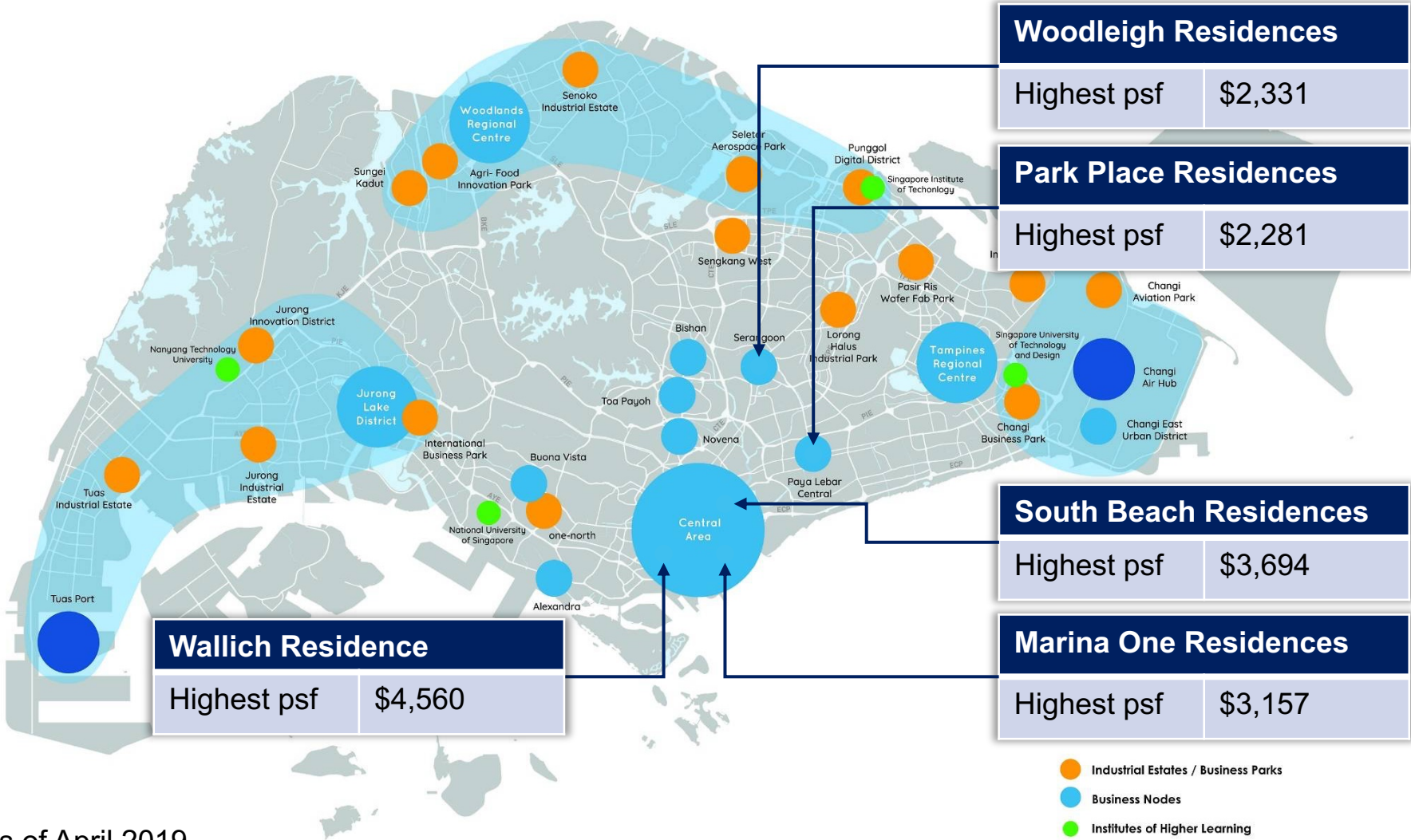
In November last year, 50 units of The Woodleigh Residences were released for sale during a soft launch, of which around 30 were sold, achieving an average price of above S\$2,000 psf.

Part of an integrated development that leverages on Japanese design, The Woodleigh Residences is being built above a shopping mall. It is

linked to Woodleigh MRT Station and an air-conditioned underground bus interchange.

The 99-year leasehold, 667-unit property in District 13 comprises two-, three- and four-bedroom units, ranging in size from 570 square feet for a two-bedroom unit to 1,475 sq ft for a four-bedroom unit.

The project’s sales gallery is adjacent to NEX Shopping Mall (Serangoon Link) and is open from 10am to 7pm.



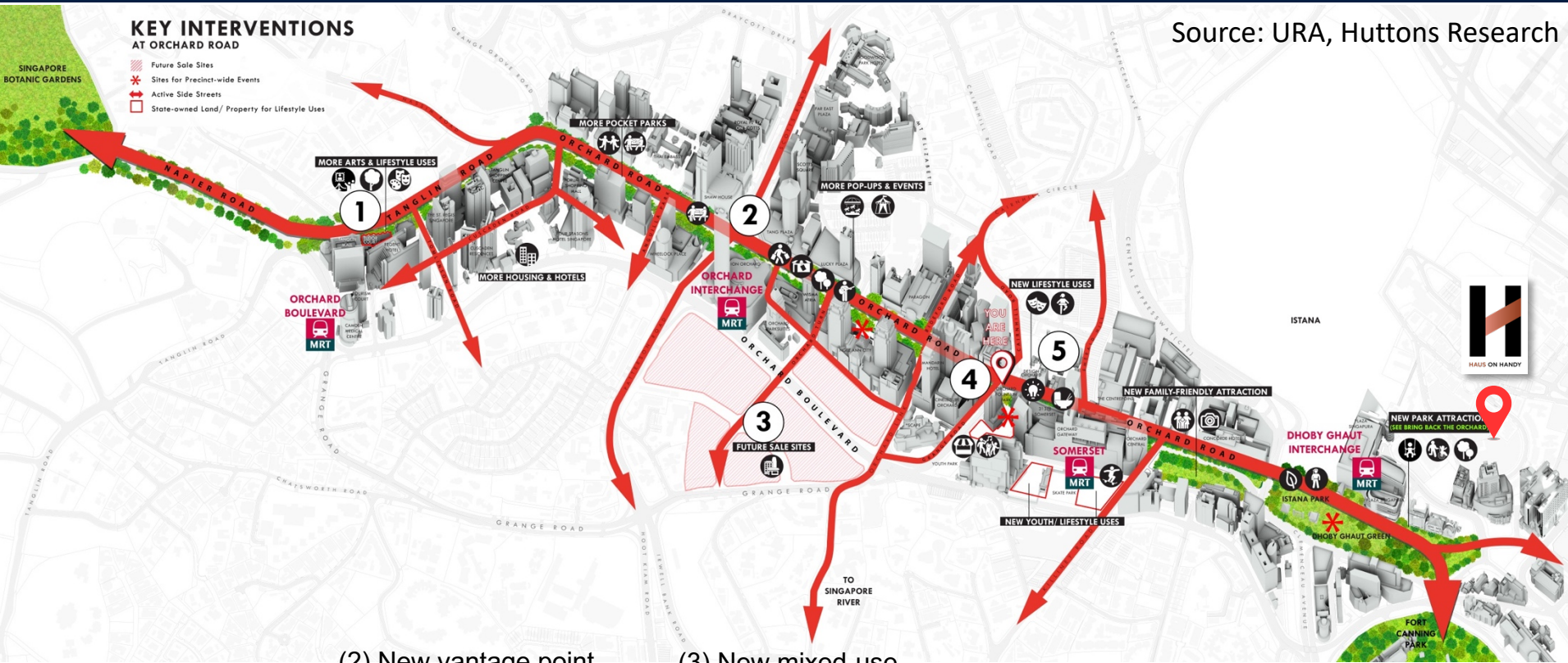
PSF as of April 2019  
Source: URA, Huttons Research, Straits Times

# DISTRICT 9 MASTER PLAN



# ORCHARD ROAD: LIFESTYLE DESTINATION

Source: URA, Huttons Research



(1) New lifestyle experience at Tanglin



(2) New vantage point at Orchard/Paterson Road Junction



(3) New mixed-use developments at Orchard Interchange



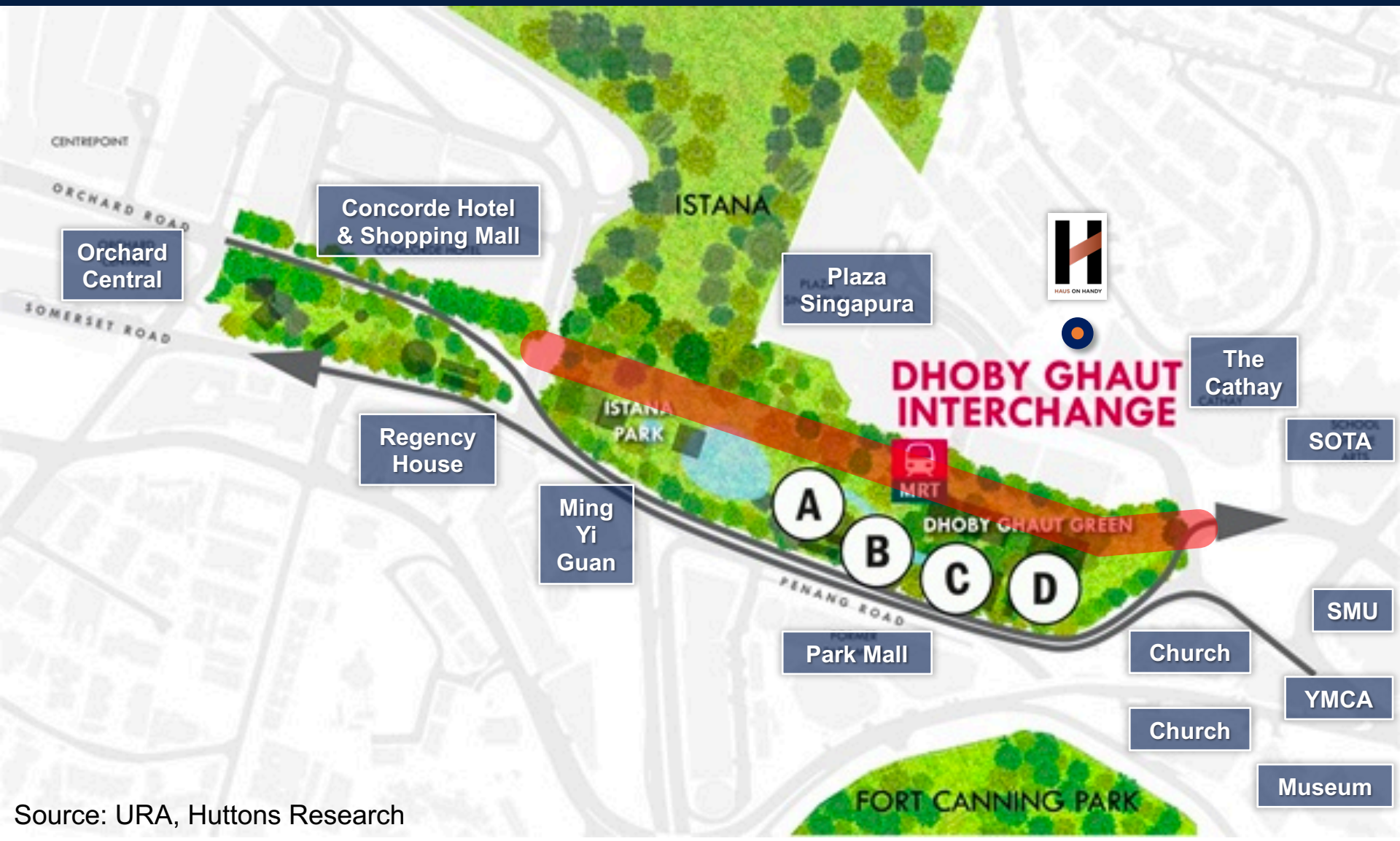
(4) New event space at Somerset



(5) New Lifestyle Uses @ Somerset



# DHOBY GHAUT: A GREEN OASIS IN THE CITY



Source: URA, Huttons Research



# DHOBY GHAUT GREEN: NEW POSSIBILITIES

**(A) Inclusive Playground: explore & learn about nature**



**(D) New Park Entrance @ Dhoby Ghaut Green**



Source: URA, Huttons Research

**(C) Sheltered Events Space at Dhoby Ghaut Green**



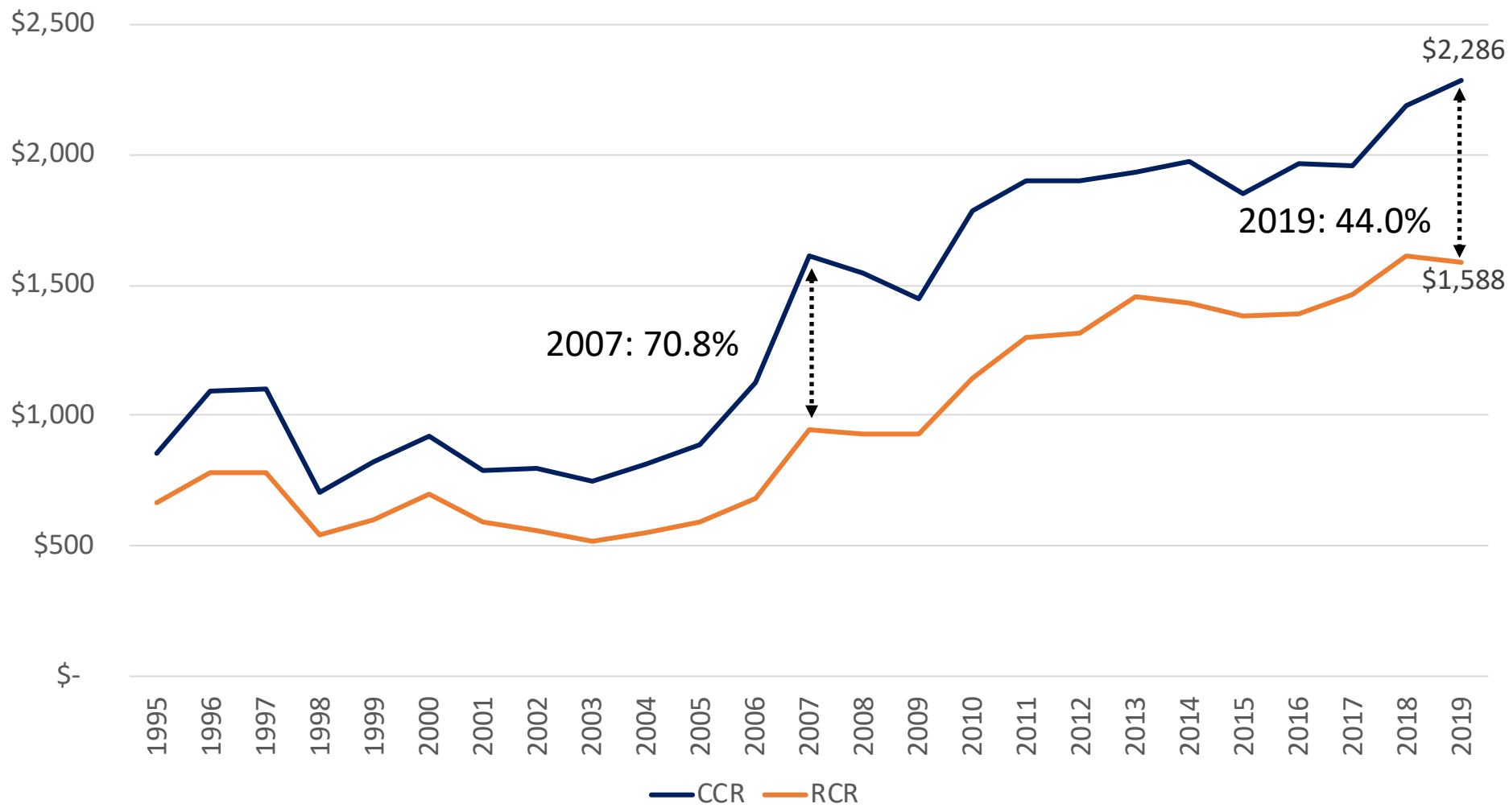
**(B) Water-Play Features: interact with water elements**





# DISTRICT 9 PERFORMANCE

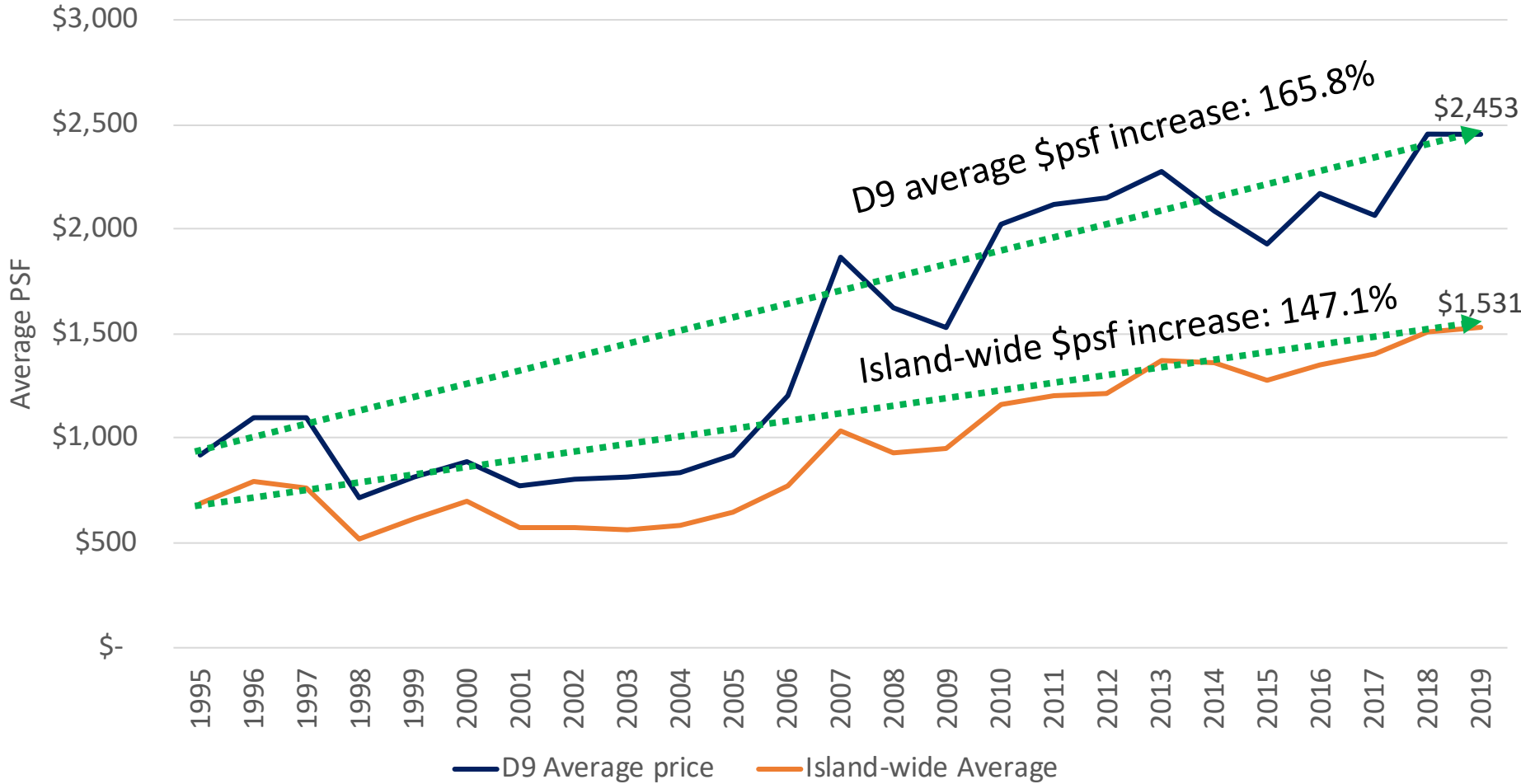
# CCR PREMIUM OVER RCR:



2019 figures up to Mar  
Source: URA, Huttons Research

# D9 VS ISLAND-WIDE

Average D9 pricing and URA PPI



Source: URA, Huttons Research

# D9 CURRENT PROJECTS PSF ACHIEVED

The Scotts Tower	
PSF PPR	\$1,530
PSF ACHIEVED	\$4,059 (Sep-2013)

8 Hullet (FH)	
PSF PPR	\$1,271
PSF ACHIEVED	\$3,676 (Oct-2018)

8 Saint Thomas (FH)	
PSF PPR	\$880
PSF ACHIEVED	\$3,630 (Apr-2019)

New Futura (FH)	
PSF PPR	\$1,461
PSF ACHIEVED	\$3,905 (Oct-2018)

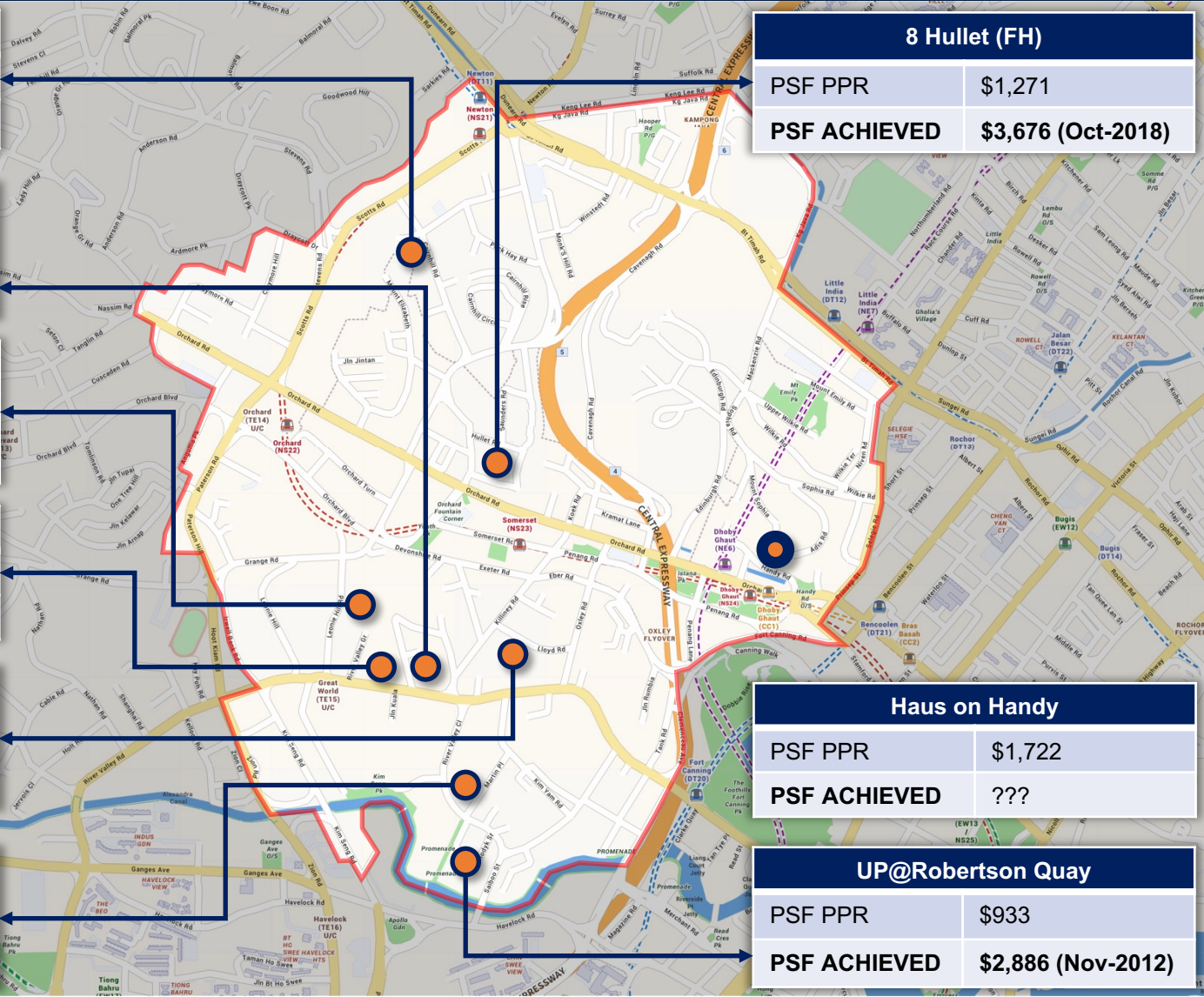
RV Altitude (FH)	
PSF PPR	\$1,364
PSF ACHIEVED	\$3,168 (May-2019)

Lloyd Sixtyfive (FH)	
PSF PPR	\$1,380
PSF ACHIEVED	\$3,868 (May-2018)

Haus on Handy	
PSF PPR	\$1,722
PSF ACHIEVED	???

Martin Modern	
PSF PPR	\$1,239
PSF ACHIEVED	\$3,208 (Dec-2018)

UP@Robertson Quay	
PSF PPR	\$933
PSF ACHIEVED	\$2,886 (Nov-2012)





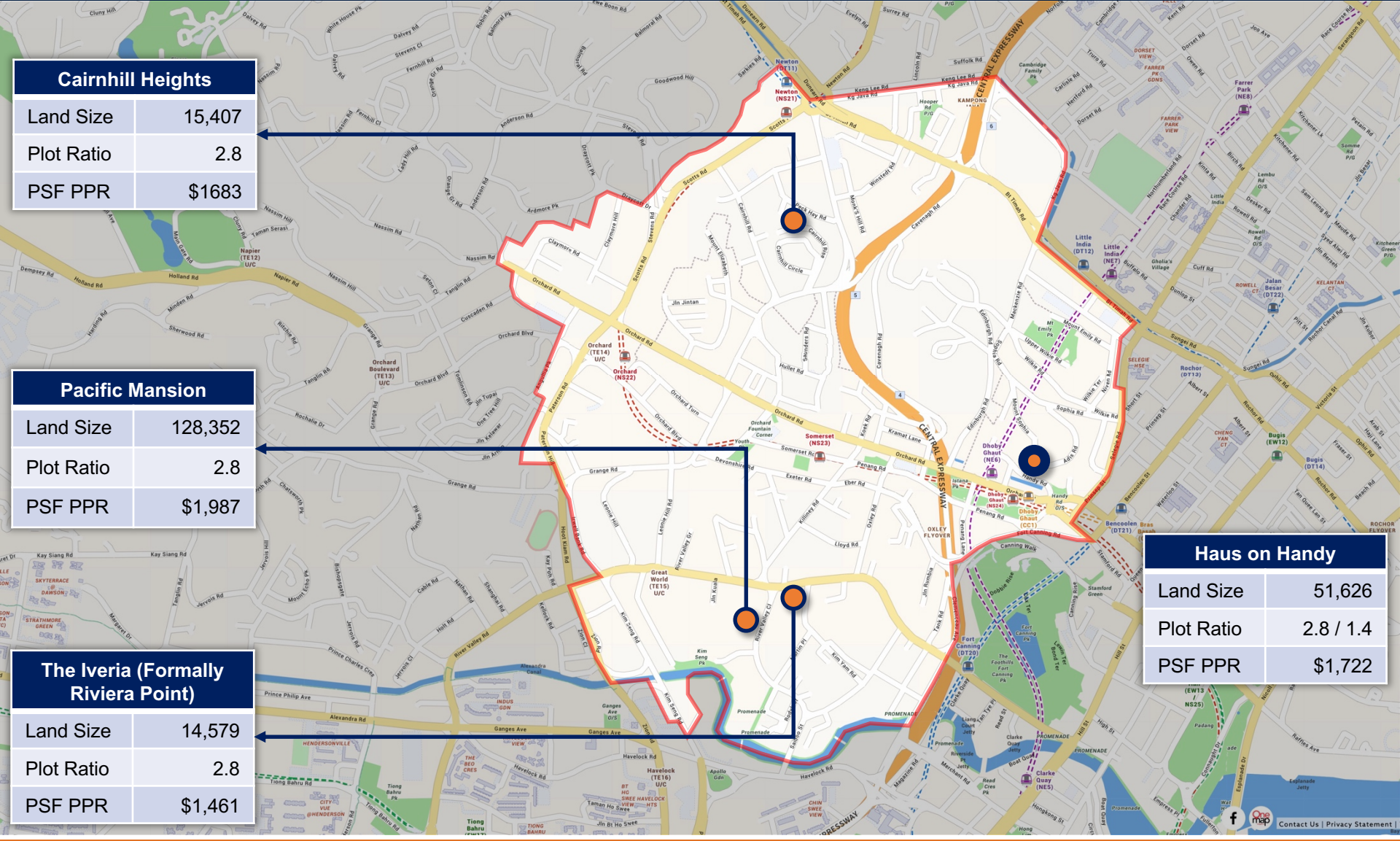
# D9 PROMINENT UPCOMING NEW LAUNCHES

Cairnhill Heights	
Land Size	15,407
Plot Ratio	2.8
PSF PPR	\$1683

Pacific Mansion	
Land Size	128,352
Plot Ratio	2.8
PSF PPR	\$1,987

The Iveria (Formerly Riviera Point)	
Land Size	14,579
Plot Ratio	2.8
PSF PPR	\$1,461

Haus on Handy	
Land Size	51,626
Plot Ratio	2.8 / 1.4
PSF PPR	\$1,722



# HAUS ON HANDY PROJECT INFORMATION





Artist's impression



**Rationale:**

As part of the land tender, the heritage house on the top of Mount Sophia is to be preserved.

This will co-exist with the new residential towers on the slope of land whose ingress and egress is on Handy Road.

In keeping with this land tender objective, we are calling it Haus on Handy.

A humble and authentic name that celebrates heritage, location and modernity.

**A bold and fresh concept in City Living, in the heart of Orchard Road.**



<b>Project Name</b>	<b>Haus on Handy</b>
Developer	CDL Regulus Pte. Ltd. (A Wholly-owned subsidiary of City Developments Limited)
Location / Address	28 & 30 Handy Road (Residential) 18 Mount Sophia (Club Haus)
District	09
Description of Property	2 blocks of 9 and 12 storey condominium development
No. of Units	188 residential units
Tenure of Land	99-year leasehold commencing from 7 May 2018
Expected Vacant Possession	31 July 2023
Site Area	Approx. 4,796.2 sq m / 51,626 sq ft
Carpark Lots	Estimated 113 (including 3 handicap lots)

Architect	Architects61 Pte Ltd
Landscape Consultant	Coen Design International Pte Ltd
Main Contractor	TBA
M&E Engineer	Rankine and Hill (Singapore) Pte Ltd
C&S Engineer	LSW Consulting Engineers Pte Ltd
Project Interior Designer	2 <sup>nd</sup> Edition Pte Ltd

**For payment made by way of Cheque should crossed “Account payee only” and drawn in favour of**

United Overseas Bank Limited for Project Account No. 451-311-951-2 of CDL Regulus Pte. Ltd.

**Payment made by way of Telegraphic Transfer**

Bank : United Overseas Bank Limited

SWIFT code : UOVBSGSG

For account of : CDL Regulus Pte. Ltd.

Account No. : 451-311-951-2

Message : Block, unit number and name of purchase

Note: Please inform purchaser to add an additional SGD \$50 to the 5% booking fee for local bank charges, if any.

Booking Fee can be accepted through Local Funds  
Transfer via internet banking

(FAST – Fast and Secure Transfer) for HAUS ON HANDY

**Please Note:**

Fast transfers have a max limit of \$200,000 per transaction.

Fast is only available for participating banks\*.

Project Account for Haus On Handy:

United Overseas Bank Limited for **Project Account No. 451-311-951-2 of CDL Regulus Pte. Ltd.**

Include message on the blk, unit no. and name of purchaser and send a screen shot of payment to your agent.

Type	Est. Area (sq ft)	Total Units
1-Bedroom	420 – 570	36
1-Bedroom + Study	517 – 624	36
2-Bedroom	592 – 764	58
2-Bedroom + Study	678 – 926	32
3-Bedroom	947 – 1141	20
3-Bedroom DK	980	6
	<b>Total</b>	<b>188</b>

Unit Mix	Unit Type	Share Value	Estimated Maintenance Fee* (Est \$123 psvpm before GST)
1-Bedroom	A1, A2a, A2b, A2b(d), A3, A3(d), A3(p)	5	\$615
1-Bedroom + Study	A4Sa/b/c/d, A4Sb,c,d(d), A4Sb,c,d(p)	5	\$615
2-Bedroom	B1, B2, B2(p), B3, B3(d), B3(p), B4, B4(d), B4(p), B5, B5(d), B5(p), B6, B6(d), B6(p), B7	6	\$738
2-Bedroom + Study	B8S, B8S(d), B8S(p), B9S, B10S, B10S(p), B11S, B11S(d), B11S(p)	6	\$738
3-Bedroom	C1, C1(d), C1(p), C2, C2(d), C2(p)	6	\$738
3-Bedroom DK	C3DK	6	\$738

✓ **Branded Fittings and Furnishings**

- Kitchen Appliances (Vzug) and (Bosch)
- Sanitary Fittings (Hansgrohe) and (Axor)
- Sanitary Wares (V&B)
- Floor Tiles (Marble or engineered wood)

✓ **Smart Home Provision**

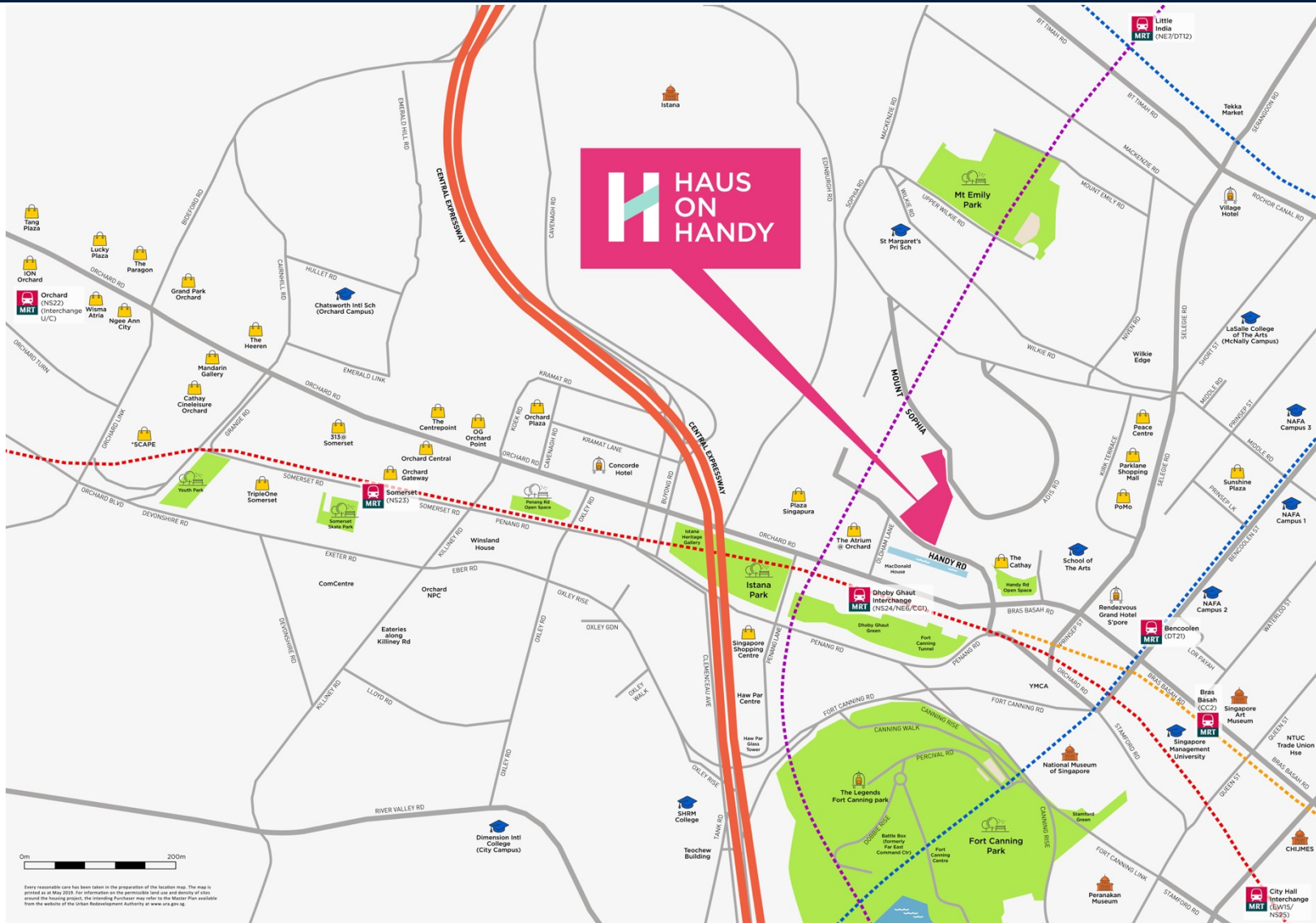
✓ **Premier Residential Services**

- Welcome & Assistance, receiving guests
- Managed by Residential Hosts who are hospitality trained
- Reception Services, receiving of parcels and items
- Assistance with sourcing and booking of housekeeping, laundry and domestic services
- Assistance with sourcing of maintenance services
- Assistance with sourcing of lifestyle services such as private chefs, catering for parties
- Towel service for gym

# LOCATION & AMENITIES



# LOCATION MAP



Every reasonable care has been taken in the preparation of the location map. The map is provided as at May 2018. No information on the proposed land use and density of areas around the housing project, the intending purchaser may refer to the Master Plan available from the website of the Urban Redevelopment Authority at www.ura.gov.sg

# CONVENIENCE & AMENITIES



- 2 minute walk to Plaza Singapura and The Cathay
- 3 - 5 minute drive to Orchard Central and 313 Somerset
- 15 minute drive to Tanglin Mall and Bugis Junction



# PROXIMITY TO PRESTIGIOUS SCHOOLS

**St. Margaret's Primary School (<1km)**



**School of the Arts (<1km)**



**Chatsworth International School (Orchard) (<1km)**



**Singapore Management University (<1km)**



**St Joseph's Institution (Junior) (<2km)**



**Anglo-Chinese School (Junior) (<1km)**



# PROXIMITY TO PRESTIGIOUS SCHOOLS





# APPROXIMATE DISTANCE WITH NEIGHBOURS



# PERSPECTIVES





Artist's impression

STRICTLY PRIVATE AND CONFIDENTIAL  
NOT FOR CIRCULATION  
INFORMATION IS SUBJECT TO CHANGE WITHOUT PRIOR NOTICE



# 13. LAP POOL



Artist's impression



# 17. VIVARIUM DECK



Artist's impression



# SKY GARDEN



Artist's impression





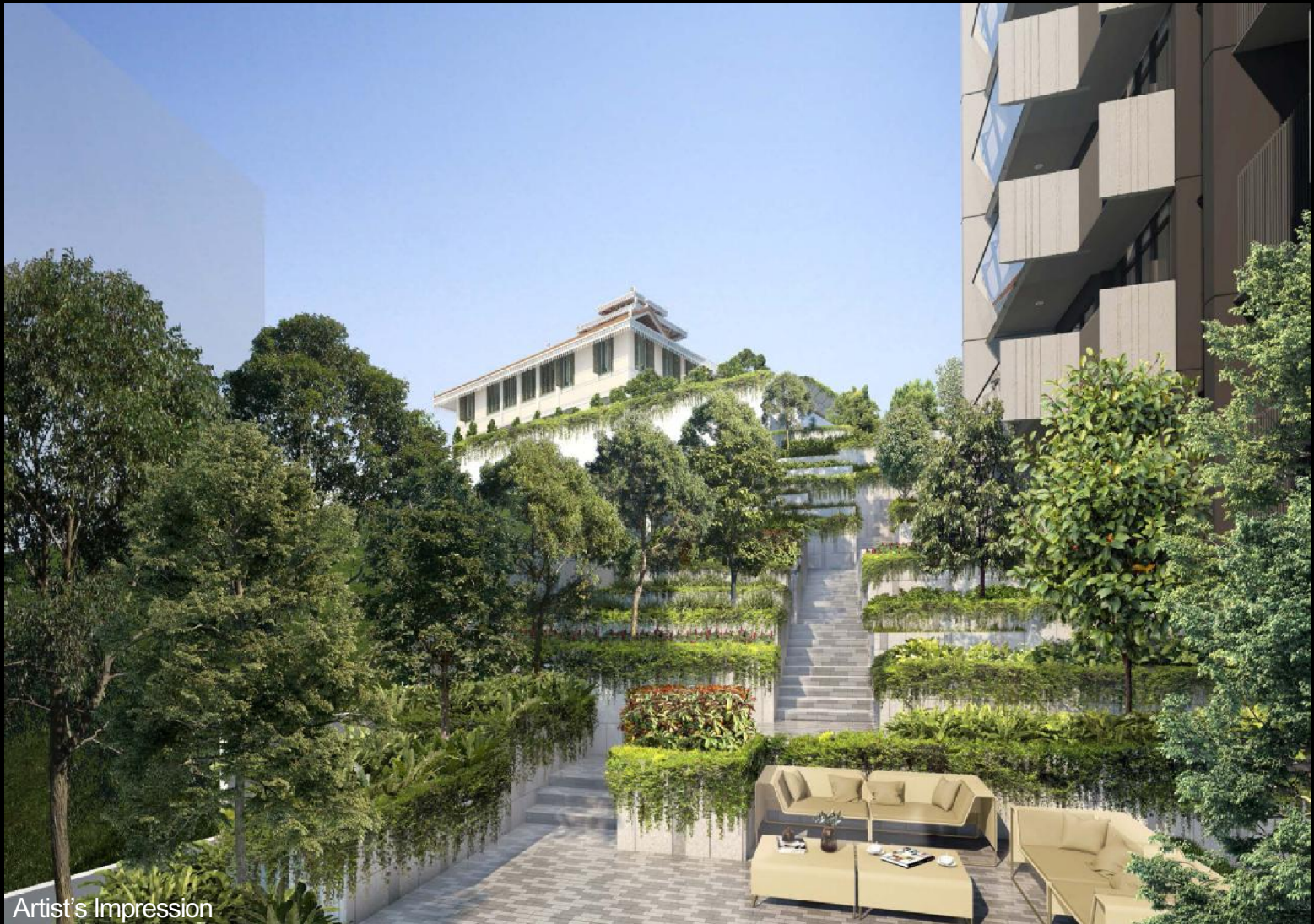
Artist's Impression





Artist's Impression





Artist's Impression

# LANDSCAPE DESIGN & FACILITIES

## NATURAL FORM

The botanical origin of the estate first starts at the plant *Uncaria gambir* (Gambier) which was used as a precious dye for expensive materials such as silk.





The Gambier floral motif found carved into the decorative balustrades of the conservation house is the thread that the landscape used to weave the past and the present to it's modern future.



# BOTANICAL TIMELINE OF THE GARDENS



Gambier  
Lawn



Nutmeg  
Terrace



Coffee  
Avenue



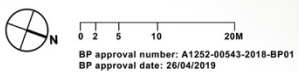
Clove  
Alcove



Areca  
Alcove



## SITE PLAN



### LEGEND

#### ARRIVAL

- 1 Arrival on Handy
- 2 Club Haus Arrival

#### SOCIAL

- 3 BBQ Pavilion
- 4 Club Haus
- 5 Garden Swing
- 6 Lawn
- 7 Amphitheatre

#### NATURE

- 8 Nutmeg Terrace
- 9 Coffee Avenue
- 10 Clove Alcove
- 11 Areca Alcove
- 12 Garden Link

#### LEISURE

- 13 Lap Pool
- 14 Pool Deck
- 15 In-Pool Chaise
- 16 Spa Retreat
- 17 Vivarium Deck
- 18 Kids Pool
- 19 Kids Playground
- 20 Outdoor Rain Shower

#### SKY GARDEN

- 21 Yoga Lawn
- 22 Sky Fitness
- 23 Rooftop Lounge
- 24 Clove Deck
- 25 Nutmeg Garden
- 26 Garden Seats

#### ANCILLARY

- A Side Gate
- B Guardhouse\*\*
- C Bin Centre\*\*
- D Substation\*\*
- E Genset\*\*\*
- F Fire Engine Access

- Water Tank Locations
- Outline of Block 30

- \*\* Below Podium
- \*\*\*Above Block 30

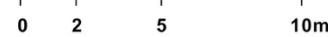
Please note that the renderings of the units as shown are for illustrative purposes only and are not drawn to scale. Position of fixtures, equipment and loose furniture are illustrative and subject to change. The shading and outline of the unit type only applies to typical units. The boundary lines of the units set out here are not to be taken as a factual representation of the actual units. Kindly refer to the approved BP plans for the actual unit outline/boundary lines.





## CLUB HAUS - LEVEL 1

- 27 Premier Residential Services
- 28 Management Office
- 29 Heritage Alley
- 30 Freeform Studio
- 31 Power Studio
- 32 Gym Studio



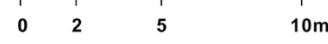
BP approval number: A1252-00543-2018-BP01  
BP approval date: 26/04/2019





## CLUB HAUS - LEVEL 2

- 33 Club Lounge
- 34 Club Visual
- 35 Club Gourmet
- 36 Club Suite
- 37 Pantry
- 38 Attic



BP approval number: A1252-00543-2018-BP01  
BP approval date: 26/04/2019





Artist's impression





Artist's Impression

# CONCIERGE & CORRIDOR (CLUB HAUS LEVEL 1)



Artist's Impression



# CLUB SUITE (CLUB HAUS LEVEL 2)



Artist's Impression



# CLUB GOURMET (CLUB HAUS LEVEL 2)



Artist's Impression

# CLUB LOUNGE (CLUB HAUS LEVEL 2)



Artist's Impression

# INTERIOR DESIGN



## TARGET AUDIENCE



### The Nostalgic Conservator

A NOSTALGIA INDIVIDUAL  
WHO IS YEARNING FOR THE PAST,  
LOVE A HOME WITH  
SENTIMENTAL CULTURE.



### The Practical Individual

OPPORTUNIST WHO SEEK FOR  
AMENITIES BEYOND  
LAVISHNESS.



### The Millennials

WHO PLACE EMPHASIS ON  
CURATED CITY LIVING LIFESTYLE.  
DESIRE AN INTELLIGENT HOME  
TO LIVE, WORK AND BE  
ENTERTAINED.

INTERIOR DESIGN CONCEPT, HANDY ROAD .

15.08.18

## KITCHEN DESIGN

1 & 2 BEDROOM - 700MM DEPTH BASE CABINET CARCASS

- HOUSING WASHER CUM DRYER WITH DOOR, SUFFICIENT ROOM FOR DISCHARGE PIPE & WATER INLET FOR FLUSHED LOOK
- BACKSPLASH SHELF UNIT OF 100MM DEPTH FOR EASY ACCESS TO DAILY NEEDS



RESIDENTIAL UNIT . PROJECT ID

*DE*

INTERIOR DESIGN CONCEPT, HANDY ROAD .

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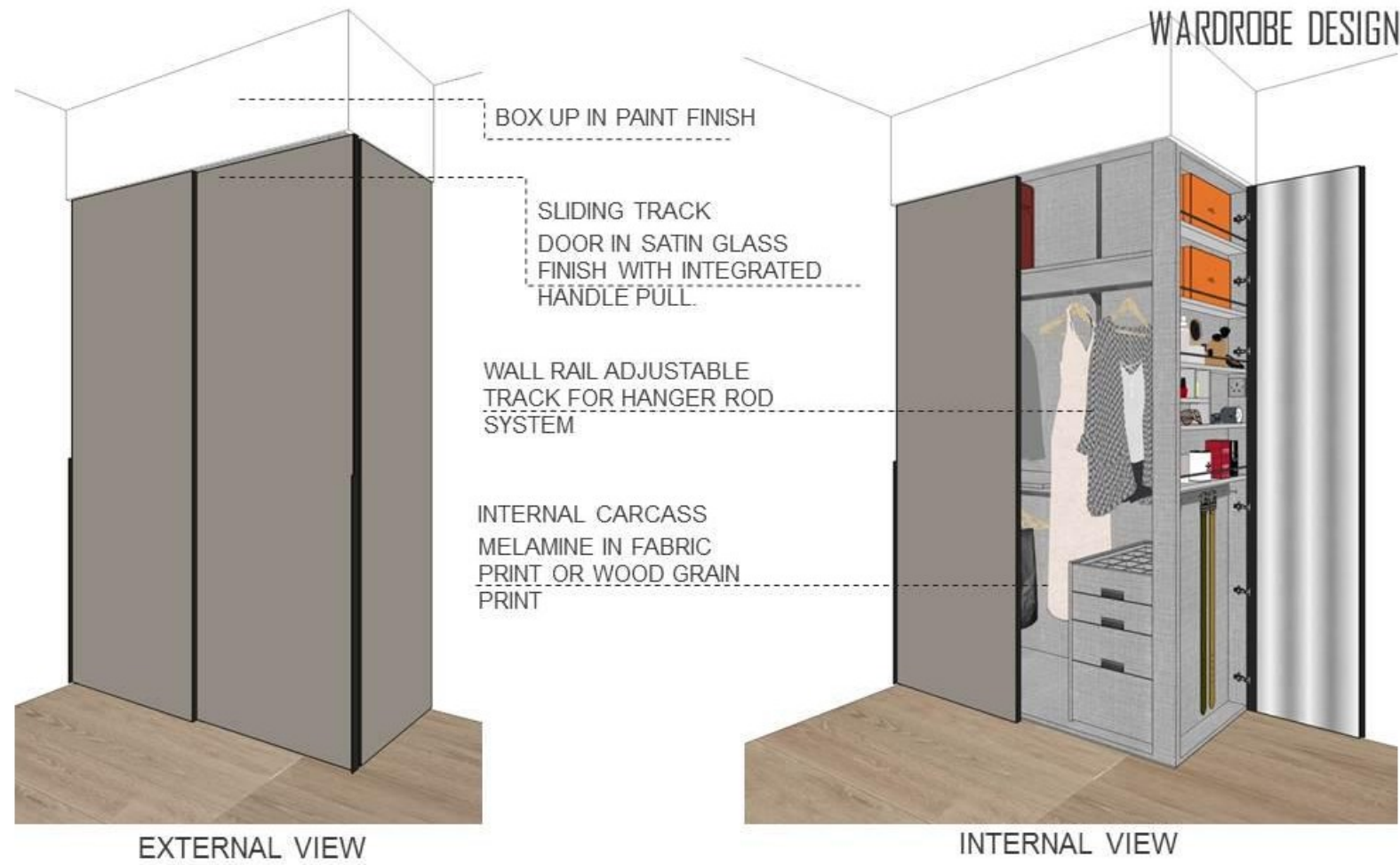


## HOME COMMAND CENTER

*Kitchen shelves with  
integrated charging  
station ,  
storage for keys, magazine,  
leaflet, notes*







INTERIOR DESIGN CONCEPT, HANDY ROAD .

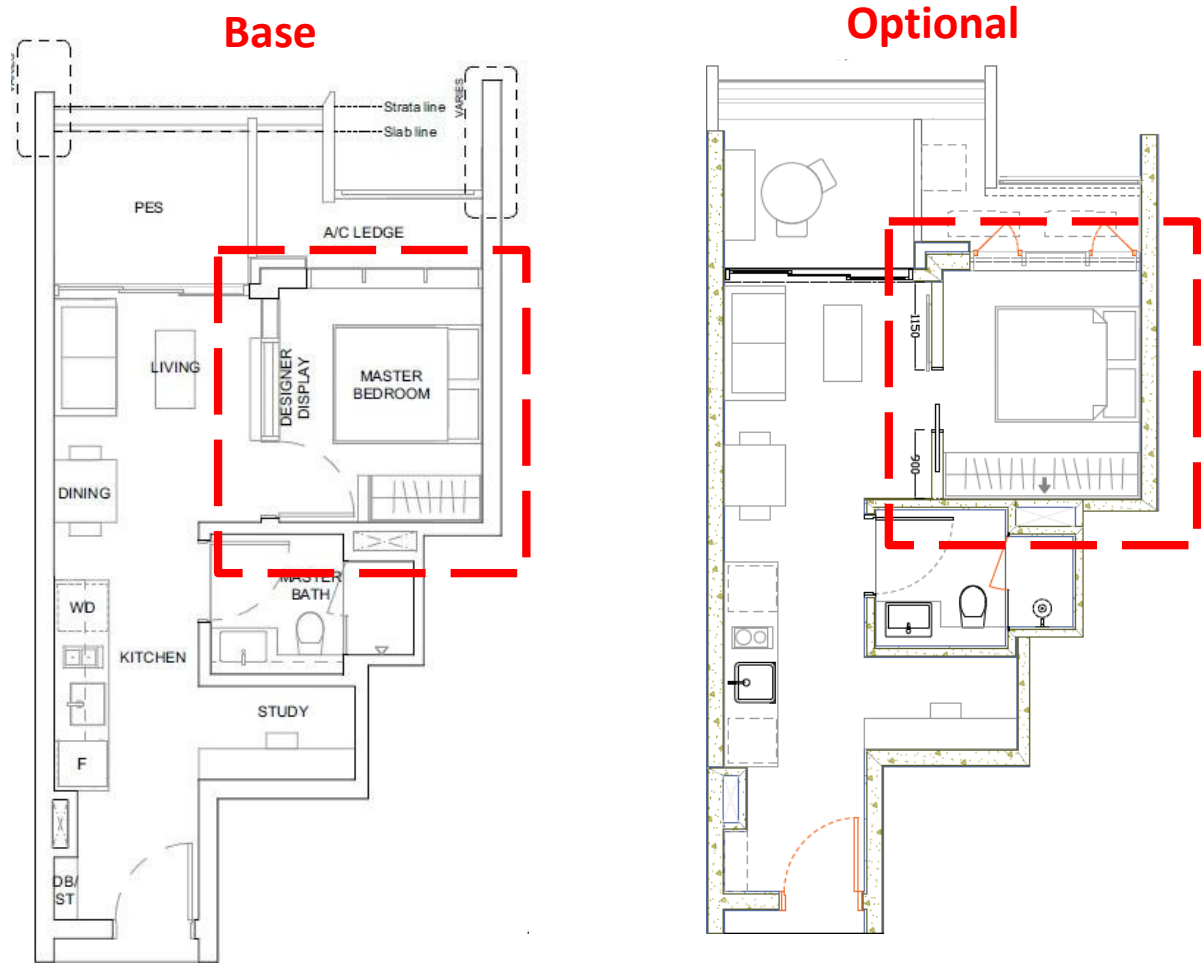
RESIDENTIAL UNIT . PROJECT ID

*DE*  
15.08.18





**Applicable to 1-Bedroom and  
1-Bedroom + Study only**



**Applicable to all 1 Bedroom and 1 Bedroom + Study except A2a, A2b, and A2b(d)**

**Designer Display' to be replaced with partition wall with sliding door, and wardrobe to be from wall to wall without accessory cabinet.**

**Base**



**Optional**



**Applicable to all 1 Bedroom and 1 Bedroom + Study**  
**Optional Finishes to Kitchen, Living, and Dining between Marble or Engineered Wood.**  
**No change in finishes of carpentry.**



# SMART HOME & ECO FEATURES

## SMART HOME



### SMART HOME GATEWAY WITH IP CAMERA

Connects all smart appliances, allowing you to remotely control them via the Smart Home app on your mobile device. Built-in IP Camera also allows remote monitoring of home.



### SMART VOICE ASSISTANT

Handsfree control of your smart home devices. Built-in Smart Voice Assistant means you can also ask about the news, weather, traffic; set reminders; play music; and more.



### SMART LIGHTING CONTROL

Schedule the lights to be switched on/off automatically or remotely check if you have forgotten to turn them off.



### SMART DIGITAL LOCKSET

Lock and unlock the door via card, pin, key or via mobile app remotely.



### SMART AIR-CONDITIONER CONTROL

Turn on the air conditioning remotely and have the home cooled in preparation for your return.



### SMART DOOR BELL WITH BUILT-IN CAMERA

See and communicate with your guests via mobile app with push notifications.

## SMART COMMUNITY



### SMART BOOKING

Check if facilities are available and book them at your convenience. Allows you keyless access too.



### SMART PARCEL

Parcel station sized to accept packages as well as letters, and sends you an alert to retrieve them.



### SMART AUDIO VIDEO INTERCOM

Expecting guests? See who has arrived at the Lift Lobby and let them in with a simple tap.



### SMART INVITE

Allow your visitors entry to the development with a QR invite that the guards can scan and verify.





## ENERGY-EFFICIENT DESIGN

- Buildings oriented for good natural ventilation in the common areas and residential units
- Building facade designed with high-performance glazing to lower solar heat gain
- High solar reflectance index finishing to reduce the localized urban heat island effect



## ENERGY-EFFICIENT FEATURES

- Energy-efficient air conditioning system for all residential units
- Efficient lighting design by use of LED and provision of motion sensors
- Energy-efficient lifts with regenerative drive, VVVF (variable voltage variable frequency) drive and sleep function mode
- Mechanically ventilated car park with fume extraction system



## WATER-EFFICIENT FEATURES

- Automatic water-efficient irrigation system with rain sensor control at 50% of landscape area
- Water-efficient sanitary fittings in all residential units



## ENVIRONMENTAL QUALITY AND PROTECTION

- Extensive use of environmentally friendly and sustainable materials certified by Singapore Green Labelling Scheme
- Low volatile organic compounds paints for all internal walls to ensure healthy indoor air quality
- Use of plant species unique to the location's historical botanical timeline



## OTHER GREEN INITIATIVES

- Provision of sheltered bicycle parking lots to promote green transport and healthy lifestyle
- Recycling bins separating paper, glass and plastic
- Smart home with smart community system for residents' comfort and convenience
- Pneumatic waste system for waste disposal
- Roof ready to install solar panel
- Biophilic design with extensive greenery, natural daylighting and ventilation at common areas and residential units



# PREMIER RESIDENTIAL SERVICES

However big or small the task, our Residential Host team is here for you.

We can be your biggest asset, providing dependable support through an empathetic approach for every facet of your city living experience at Haus on Handy.

We understand that even the smallest details can affect overall outcomes in life. Creating time to live is key in delivering a premier lifestyle and our hosts are here to deliver on that promise.

We focus on people, not just things and on experiences, not just efficiencies.  
***You are our purpose.***

## At a Glance



### Welcome & Assistance

- Club Haus Welcome & Assistance
- Reception Service
- Wet Weather Assistance
- Transport Arrangements

### Estate & Living

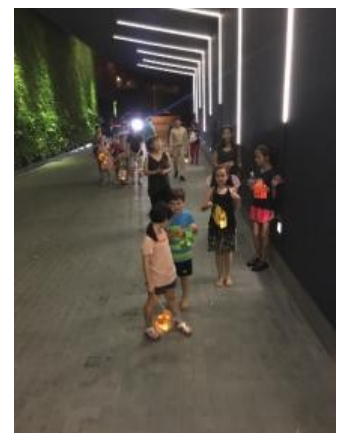
- Estate & Local Information
- Facility Reservations
- Gym towel Service
- Moving-in Assistance
- Delivery Acceptance
- Loan of Bicycles
- Loan of Wheelchairs

### Service Requests

- Restaurant Reservations
- Hotel Reservations
- Laundry & Housekeeping Services\*
- Private Chef/Caterer for Parties \*
- Pet Care/Grooming Services \*
- Auto Detailing Services \*
- Mail & Courier Services \*
- Handyman and Pest Control Services \*

\*Terms & Conditions apply









**NEW FUTURA**  
Paint, Draw, Color, & Play  
this Christmas time

Easy and Free Art Activities  
2:00 pm to 4:00 pm @ Club Futura

- Dec 8 and 9  
"Snowman Making"
- Dec 15 and 16  
"Christmas Hat"
- Dec 22 and 23  
"Christmas Mug"

Art materials are provided while stocks last and light snacks too



# UNIT LAYOUT PLANS



### BLK 28 HANDY ROAD SINGAPORE 229240

Unit Floor	1	2	3	4	5	6	7	8	9	10	11	12	13	14
12	B5(d)	B6(d)	A4Sd(d)	A3(d)	A3(d)	A4Sc(d)	A4Sb(d)	C2(d)	C1(d)	B8S(d)	B3(d)	B4(d)	B11S(d)	A2b(d)
11	B5	B6	A4Sd	A3	A3	A4Sc	A4Sb	C2	C1	B8S	B3	B4	B11S	A2b
10	B5	B6	A4Sd	A3	A3	A4Sc	A4Sb	C2	C1	B8S	B3	B4	B11S	A2b
9	B5	B6	A4Sd	A3	A3	A4Sc	A4Sb	C2	C1	B8S	B3	B4	B11S	A2b
8	B5	B6	A4Sd	A3	A3	A4Sc	A4Sb	C2	C1	B8S	B3	B4	B11S	A2b
7	B5	B6	A4Sd	A3	A3	A4Sc	A4Sb	C2	C1	B8S	B3	B4	B11S	A2b
6	B5	B6	A4Sd	A3	A3	A4Sc	A4Sb	C2	C1	B8S	B3	B4	B11S	A2b
5	B5	B6	A4Sd	A3	A3	A4Sc	A4Sb	C2	C1	B8S	B3	B4	B11S	A2a
4	B5	B6	A4Sd	A3	A3	A4Sc	A4Sb	C2	C1	B8S	B3	B4	B11S	A2a
3	B5(p)	B6(p)	A4Sd(p)	A3(p)	A3(p)	A4Sc(p)	A4Sb(p)	C2(p)	C1(p)	B8S(p)	B3(p)	B4(p)	B11S(p)	A2a
2	Carpark													
1	Carpark													

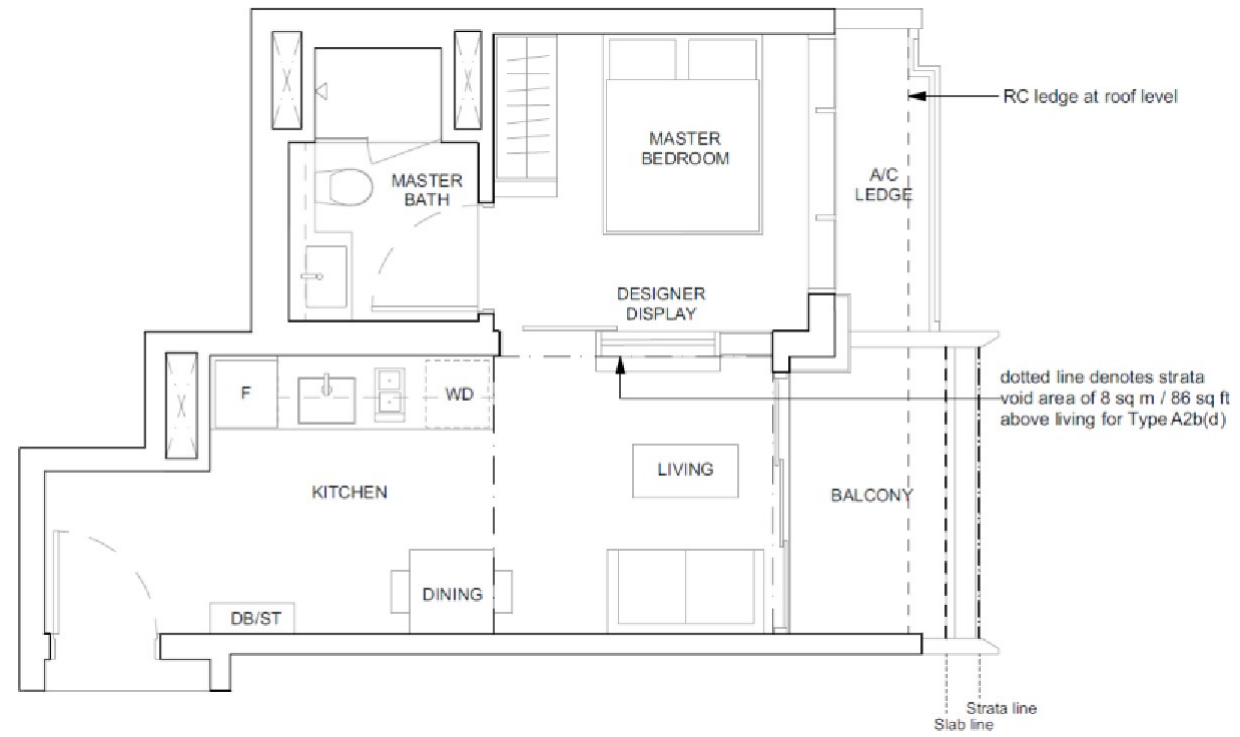
### BLK 30 HANDY ROAD SINGAPORE 229241

Unit Floor	15	16	17	18	19	20	21	22
9	C3DK	B9S	B2	B10S	B1	A1	A4Sa	B7
8	C3DK	B9S	B2	B10S	B1	A1	A4Sa	B7
7	C3DK	B9S	B2	B10S	B1	A1	A4Sa	B7
6	C3DK	B9S	B2	B10S	B1	A1	A4Sa	B7
5	C3DK	B9S	B2	B10S	B1	A1	A4Sa	B7
4	C3DK	B9S	B2(p)	B10S(p)	B1	A1	A4Sa	B7
	Void							
3	Landscape Deck							
2	Carpark							
1	Carpark							

### LEGEND

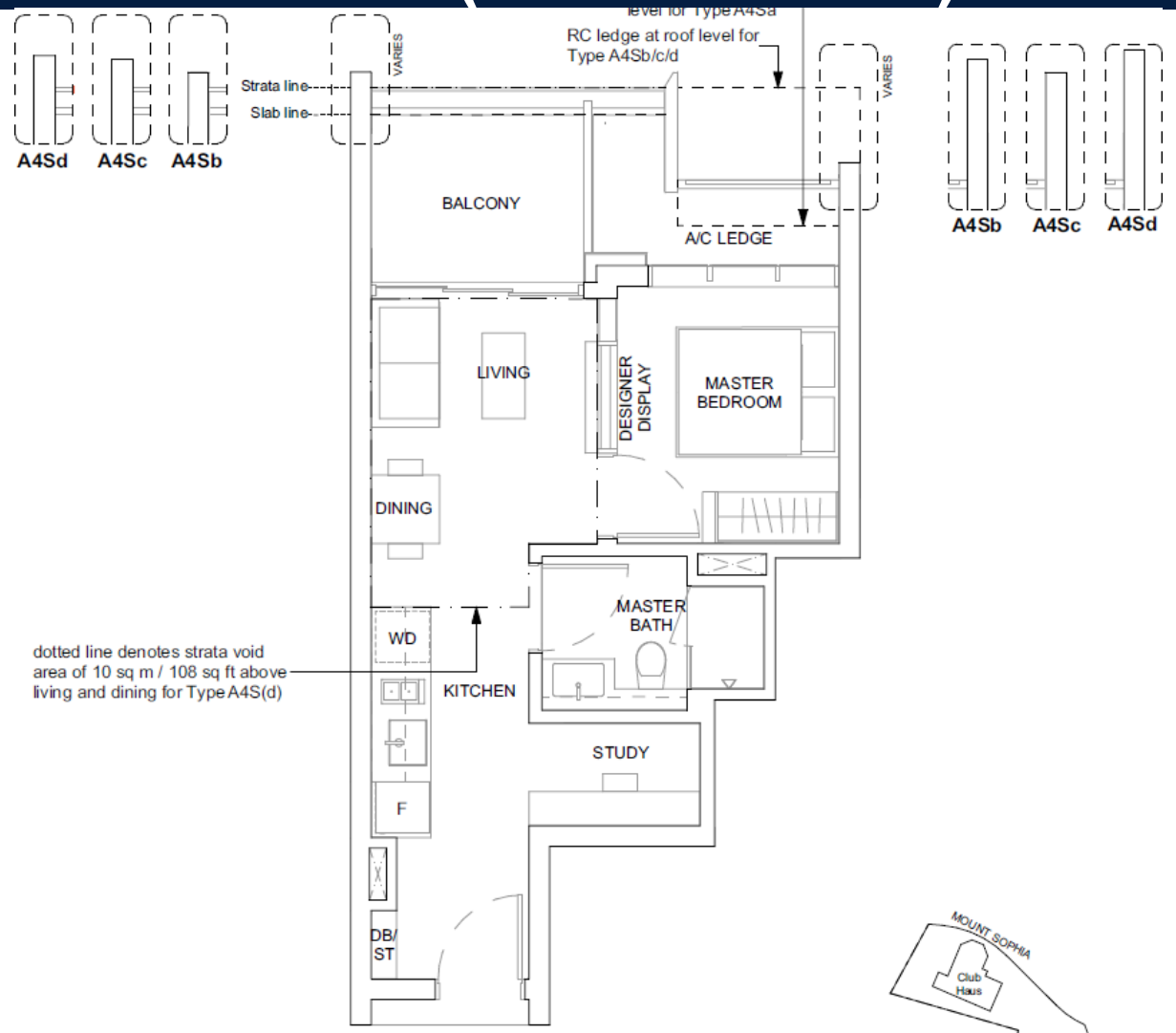
- 1-Bedroom
- 2-Bedroom + Study
- 1-Bedroom + Study
- 3-Bedroom
- 2-Bedroom
- 3-Bedroom Dual Key

# TYPICAL – 1 BEDROOM



**Approx. 420 - 570 sq ft**

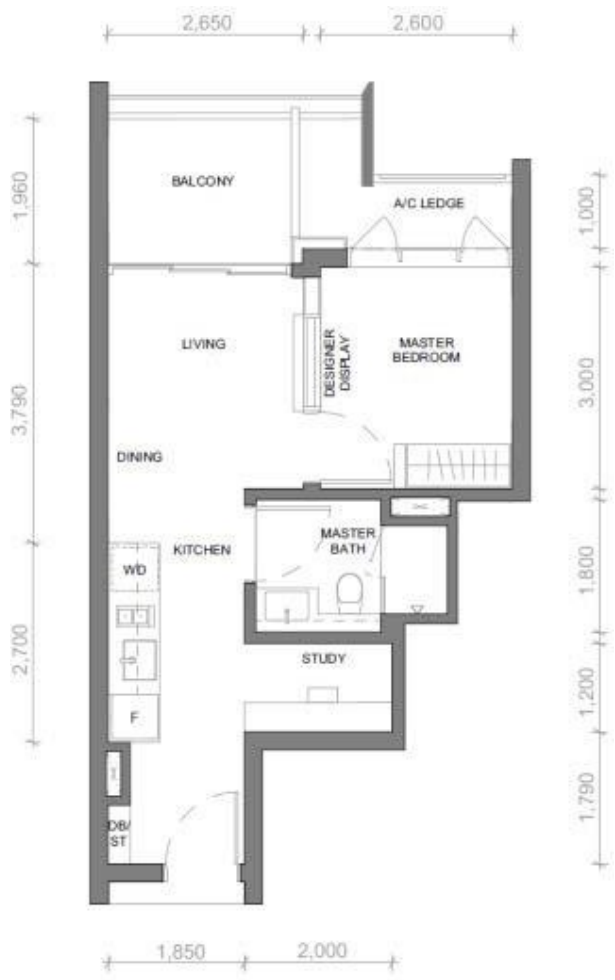
# TYPICAL – 1 BEDROOM + STUDY (SHOWFLAT)



**Approx. 517 - 624 sq ft**

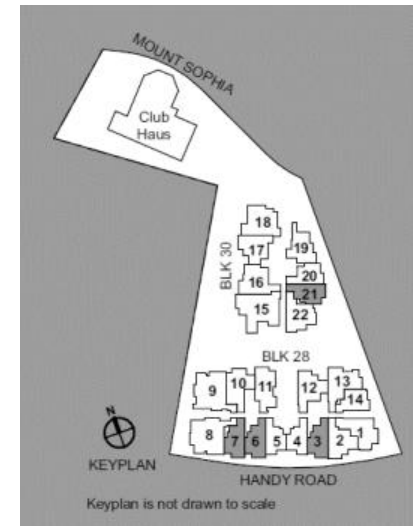


**SHOWFLAT: TYPE A4Sa**

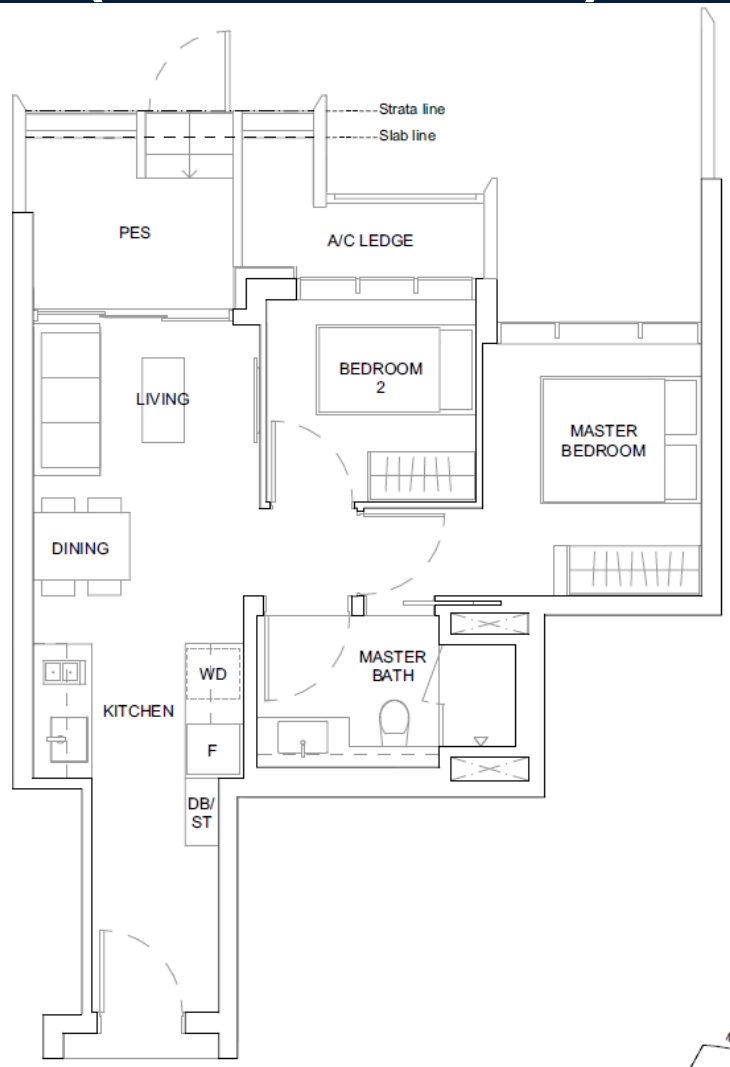


**Approx. 517 sqft \***

\*FOR ILLUSTRATIVE PUROPSSES ONLY. NOT DRAWN TO SCALE



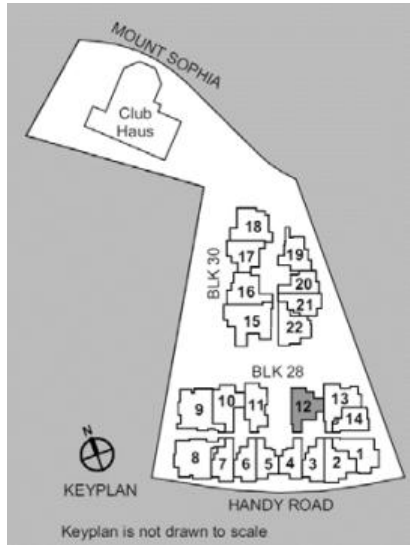
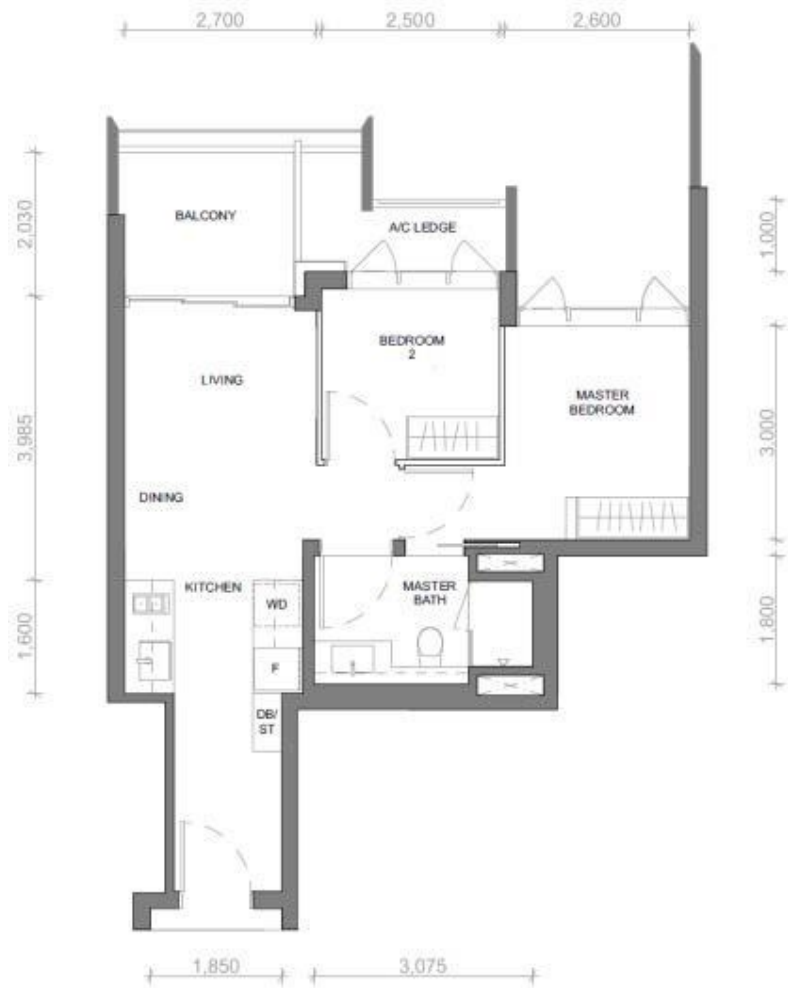
# TYPICAL – 2 BEDROOM (SHOWFLAT)



**Approx. 592 - 764 sqft**

# 2 BEDROOM

**SHOWFLAT: TYPE B4**

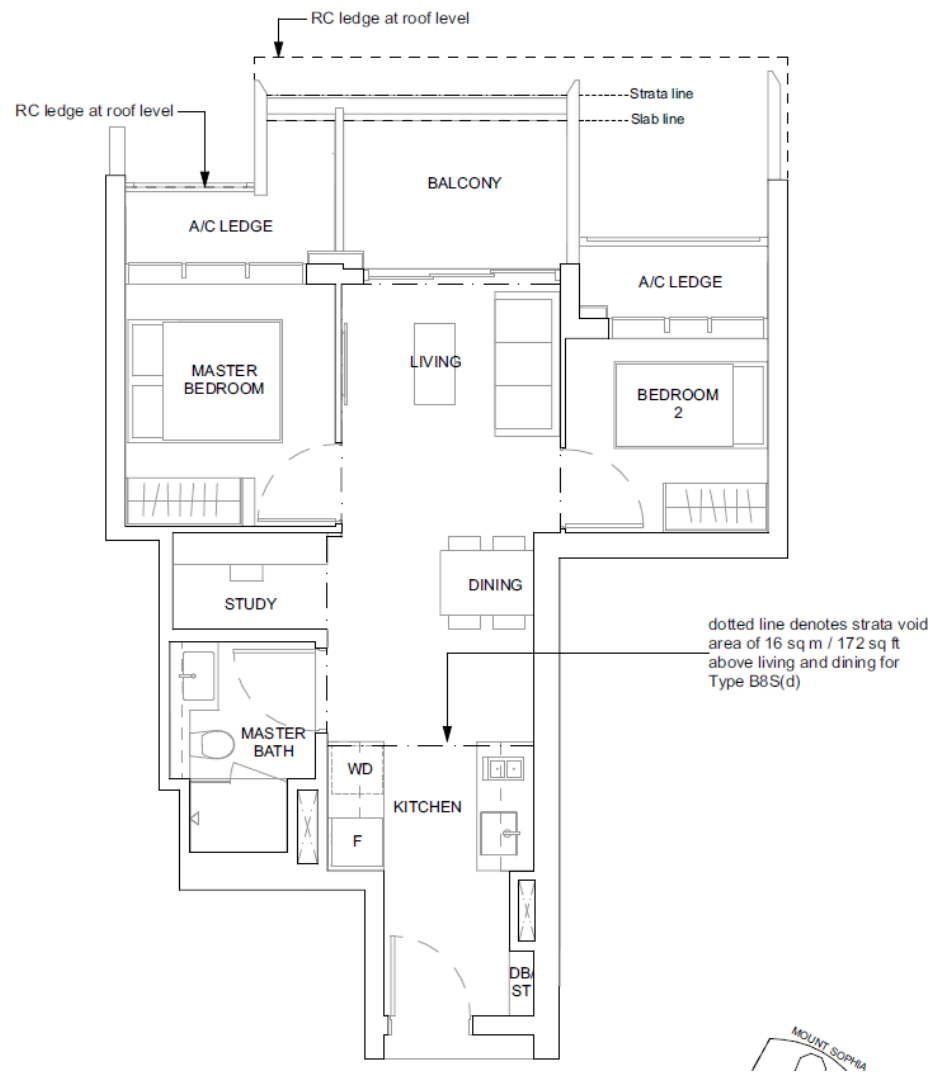


**Approx. 624 sqft\***

\*FOR ILLUSTRATIVE PUROPSES ONLY. NOT DRAWN TO SCALE

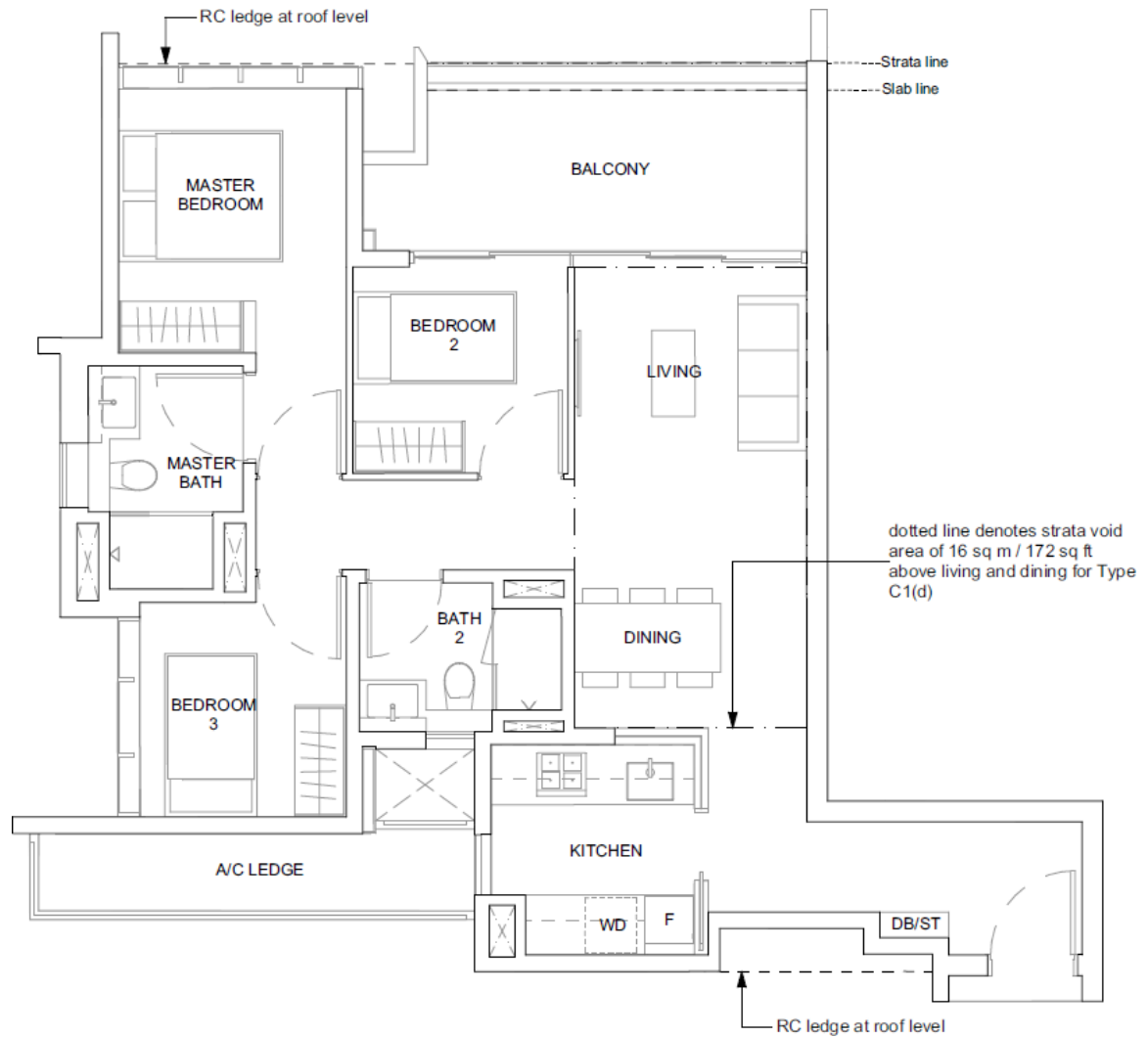


# TYPICAL – 2 BEDROOM + STUDY



**Approx. 678 - 926 sqft**

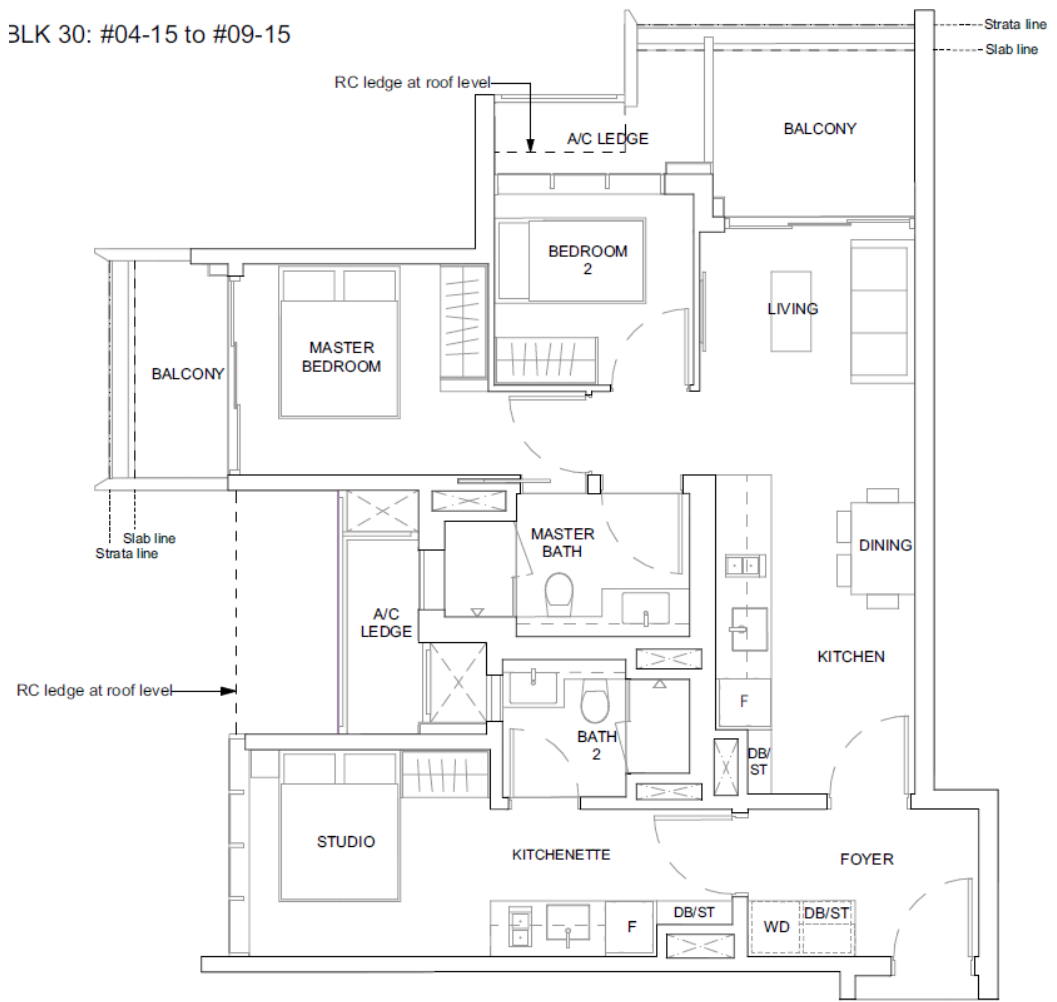
# TYPICAL – 3 BEDROOM



**Approx. 947 – 1141 sqft**

# TYPICAL – 3 BEDROOM DUAL KEY

BLK 30: #04-15 to #09-15



**Approx. 980 sqft**



# BRANDED KITCHEN APPLIANCES



1913

Establishment of  
Verzinkerei Zug Ltd

1915

Start of the trail of  
success of the V-  
ZUG washing  
machines

1981

Verzinkerei Zug Ltd  
changes its name to  
V-ZUG Ltd

## HISTORY OF V-ZUG

Founded in 1913, a majority family owned company  
with more than a hundred years of heritage



1915



1920



FIRST OF WASHING  
MACHINES  
MANUFACTURED &  
PRODUCTION LINE



2018

FULL RANGE OF KITCHEN &  
LAUNDRY APPLIANCES



## History



**V-ZUG has been writing household history since 1913**

Here are a few pioneering performances of the last decade which set the standard worldwide

- 2004 World first Steam Anti-Crease setting on the Adora washing machine
- 2007 World first GourmetSteam programme in the Combi Steam SL steam oven
- 2008 World first Vibration Absorbing System (VAS) on the Adora Washing Machine
- 2009 The fully automatic AutoCook on the new range of ovens
- 2012 World innovation SteamFinish for the dishwasher
- 2013 World-exclusive washing machine featuring heat pump technology
- 2015 World-exclusive Combi-Steam MSLQ: healthy, even faster steaming

## Innovation



**When necessary, V-ZUG even uses precious stones in the production process**

Superior innovative power together with premium Swiss quality – that's V-ZUG! For decades we have rigorously maintained that proverbial Swiss quality. In the picture above, for example, you can see the ruby tip of a highly sensitive measuring stylus controls the size, form and position of the holes in our unique Gentle Drum. For the most discerning customers in the world V-Zug is the brand of choice and preference.

## Exclusivity



**With V-ZUG you belong to a privileged club of people who enjoy the very best in all spheres of their lives**

Whether it is cooking, washing the dishes or doing the laundry, with V-ZUG's many world firsts you enjoy not only the benefits of using them but also an appealing feeling of exclusivity. We patent and legally protect our innovations – and only these innovations provide the highest level of precision.



## V-ZUG Wholehearted Dedicated Service

### Training:

1. Owners appliances training at V-ZUG ZUGORAMA @ Scotts Square (includes cooking demonstrations)
2. Unlimited appliances operations training for Helpers at V-ZUG APEX Studio @ Henderson Road

ZUGORAMA Service: Bringing values with our highly trained personnel, providing trainings to end-consumers and/or house domestic helpers

Focus on the 3 Hows:

1. HOW TO USE
2. HOW TO COOK
3. HOW TO MAINTAIN

Concierge Service: Providing immediate and convenient communication service

Technical Service: Service commitment to respond within 3 hours to message or calls, onsite service within 2 days

1. Hotline: +65 69260878
2. Email: [service.sg@vzug.com](mailto:service.sg@vzug.com)

Our technical specialist will response to you personally within 24 hours. For washing machine and refrigerators, we have loan unit if our technical specialist cannot resolve the problem on the day. Our aftersales service commitment is regardless of appliances warranty status.

Appliance Standard Warranty: 2 Years



# V-ZUG FEATURED PROJECTS



From end-2018, V-ZUG appliances will be fitted out in a further ten high-end residential projects in Singapore

# APPENDICES



## Singapore residential market resilient due to strong foundations

By Regina Lim

DESPITE the cooling measures introduced on July 5, 2018, Singapore's residential property market has stayed resilient and quarterly primary home sales rose in the last three quarters, to the surprise of many.

In the first quarter of 2019, developers sold 1,838 new private homes, 16 per cent higher than the same period the previous year.

Non-landed residential prices outside the core central region have also held up in the last three quarters.

We believe the housing market in Singapore is stable due to sound and sustainable housing policies, which has ensured continued affordability compared to other global cities.

Our research shows that over the last fifteen years, median home prices in global gateway cities have appreciated at six per cent compound annual growth rate (CAGR), more than double those same cities' rate of median income growth of about 2.5 per cent. The fastest rate of growth was in 2005 to 2007, due to an expansion in lending.

In 2012-2015, quantitative easing and low interest rates encouraged allocation of more capital to

real estate and prices rose around 30 per cent over four years.

In these gateway cities, median home price to income ratios (a relatively good measure of local affordability in our view) increased from a range of five to nine years in 2004 to a range of nine to 17 years in 2018.

Rising home prices have impacted younger generations who are struggling to afford their first home.

This has resulted in mounting pressure on governments to provide affordable housing, now commonly seen as important as providing affordable healthcare and education.

Since 2016, governments globally started to address the issue by introducing additional supply, as well as measures to curb price growth.

Canada, Australia, New Zealand, Hong Kong and the United Kingdom imposed additional taxes on foreigner buyers, second-home purchases and vacant homes.

The combination of government intervention and an increase in interest rates has slowed price escalations and in London, Sydney and Vancouver, prices have started to decline.

We believe most governments will continue to keep affordabil-

ity policies in place until housing costs realign to more affordable levels.

Singapore stands out as leading the pack, as we acted early to prevent home prices from rising to unsustainable levels and ensure affordability for the median household.

In 2010-2013, the government introduced various sets of measures to cool the private residential market and increased housing supply.

On July 5, 2018, additional measures were reintroduced, we believe, in response to rising residential land and unit values and the rise in new residential investment loans.

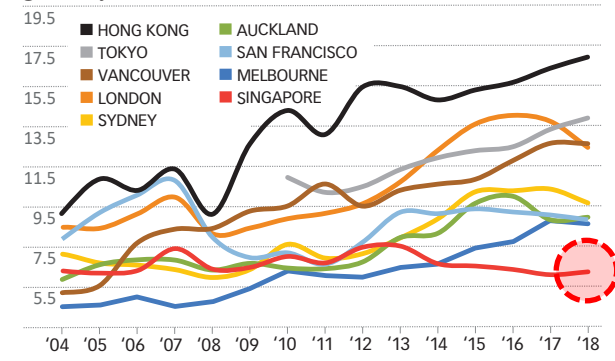
Singapore's housing policy has addressed both demand and supply. It has achieved one of the most successful outcomes in any global city. Singapore's median home price is estimated to be 4.6 years of income as at end-2018, lower than the 6.1 years in 2012.

The ratio for the median private residential unit is estimated to be 6.2 years as at end-2018, compared to 7.5 years in 2012, using the equivalent 85th percentile household income.

We see limited downside for the Singapore residential market as prices are affordable and the

### Tracking affordability

Median home price to income ratio in selected gateway cities



City	Ratio (years)
Hong Kong	17
London	12.4
Sydney	9.7
San Francisco	8.8
Auckland	9.0
Singapore	4.6

\*For Singapore, the ratio refers to the median home, which is a public housing unit. For private housing, the ratio is 6.2 years in 2018 based on the 85th percentile household income.  
Sources: Department of statistics of Singapore, UK, Japan, Australia, Demographia.com

government is likely to manage prices to track income growth.

Over the last twenty years, both prices and household incomes enjoyed a steady compound annual growth rate of 3 to 4 per cent.

Upcoming supply is low, growing by less than 2 per cent annually in 2019-2020. The Singapore dollar has also been resilient, ap-

preciating against the US dollar over the last 15 years.

While buyer stamp duties are relatively high, holding and selling costs are competitive for buyers who invest for the long term.

**The writer is head of South-east Asia Capital Markets Research, JLL Asia Pacific**

**BT 20190518**

Nine historical gardens, launched yesterday, recreate the days when 14th-century kings such as Sang Nila Utama had their palaces high on the hill, while royal women bathed in a freshwater spring that used to flow down it.

They also recreate the 1800s, when cash crops such as nutmeg, cloves and rambutan were grown on a 20ha plantation next to the park.

Source: The Straits Times, 28 May 2019

## Nine historical gardens

Fort Canning Park was spruced up to highlight the place's history and make the hill more accessible. Covered escalators, pedestrian-friendly walkways and a platform lift were installed at certain points to make the heritage-rich park more accessible to the elderly, families with young children and people with disabilities.



**FIRST BOTANIC GARDEN**  
Singapore's first botanic garden, founded in 1822 and located near the hill, focused on growing spices and cash crops. It closed in 1925. The garden has been restored as street plants along Bras Basah Road, Victoria Street and Hill Street.



**SPICE GARDEN**  
A naturalist, Sir Stamford Raffles used to grow spices such as nutmeg and cloves near his house at Fort Canning. The restored Spice Garden is lined with a variety of spice plants along cascading terraces.



**FARQUHAR GARDEN**  
Also a naturalist, Major-General William Farquhar collected drawings of the wildlife and flora native to the Malay Peninsula. This garden features some of the plant species he found noteworthy, such as guava, taro and gambier.



**ARTISAN'S GARDEN**  
The area surrounding the archaeological dig at Fort Canning Park was renovated to include information panels and displays of porcelain, earthenware and stoneware shards uncovered since the 1980s.



**JUBILEE PARK**  
The green space at the foot of the hill is now a family-friendly area where children can play on swings, see-saws, logs and slides.



**PANCUR LARANGAN**  
A freshwater spring, known as Pancur Larangan (Forbidden Spring), used to flow from the hill and was used as a bathing place for royal women. In the gardens, a mural wall made of volcanic rock was carved to depict life at Fort Canning Park from the 14th to 19th century.



**RAFFLES GARDEN**  
The garden, named after Sir Stamford Raffles, lies at the foot of Raffles House. It highlights the diverse plant species that Raffles encountered in South-east Asia. Using the BalikSG app, visitors can spot the Rafflesia and a sun bear.



**SANG NILA UTAMA GARDEN**  
The garden, named after the Palembang prince, is a re-creation of the South-east Asian gardens from the 14th century. It features Javanese split gates and statues of frogs, fish and ducks - fauna believed to have been seen in the palace gardens.

Source: NParks PHOTOS: LIM YACHUI, NParks TEXT: SHABANA BEGUM, STRAITS TIMES GRAPHICS

Mr Wong also announced that the second phase of the enhancement plan will be completed in 2021.

A nature play garden and a space to showcase the performing arts will be added to Jubilee Park.

Fort Canning Centre will be repurposed as a heritage gallery, while the foothills will have art galleries and more dining options.



# FORT CANNING PARK NEIGHBOURHOOD PLANS



## 6) Bringing Back the Orchard

Orchard Road will be enhanced as a lush green corridor with colourful plants, connecting the Singapore Botanic Gardens and Fort Canning Park.



## 1) Walk from Hill to Hill

Enjoy a leisurely walk from Pearl's Hill City Park to Fort Canning Park via Singapore River.



## 4) Connecting Green and Blue

Street improvements at Canning Rise and Waterloo Street improve connectivity from Fort Canning to Rochor Canal.



## 5) Stitching Our Green Heritage

A new park at Armenian Street and greenery enhancements along Coleman Street invite an easy stroll between Civic District and Fort Canning Park.

Source: URA



**Bukit Seligi**  
Till 1819

**Before 1819**

- Present day Mount Sophia then locally known as **Bukit Seligi** or **Mount Seligi**.
- Land owned by a Chinese owner for **Gambier plantation**
- **Raffles and Fuqrahar** arrive in Singapore in 1819

**Change of ownership**  
1819 - Mid 19th Century

**1819- 1822:**

- **Captain William Flint** occupied **Bukit Seligi** and became its first Master Attendant.
- The hill was named as **Flints Hill** after Captain William Flint.
- The land continued to be used for cultivated Gambier plantations.

**1831:**

- **Charles Robert Princep** takes the ownership of Mount Sophia, along with two neighbouring hills - **Mount Caroline and Mount Emily**
- According to one of theories, **Flints hill was named as Mount Sophia** (and the other two hills) on the names of Princeps sisters; in this year.

**Decline of plantations and sale of properties**  
Mid 19th Century - Late 19th Century

**1860:**

- Parcels of **Princeps estate** were offered for sale

**Late 19th Century:**

- Wealthy moved further out to **Tanmlin area**
- Some of the shop houses and bungalows left behind on Mount Sophia taken up by **communities to be used as institutions.**

**Methodist Mission and Mount Sophia**  
Late 19th Century

**1887:**

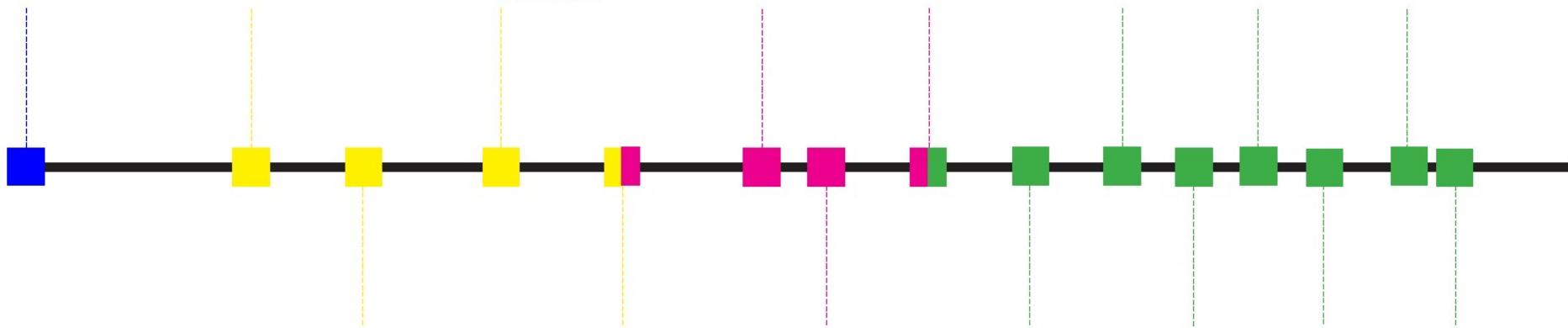
- **Sophia Blackmore** arrived in Singapore and found residence in **Deaconess home.**
- Founding of **Methodist Girls school.**

**1892:**

- **The tower house** at 12, Mount Sophia was built by **Crane brothers** as a residence.

**1906-1912:**

- **Increasing number of Girls in Deaconess House.**
- Two new dormitory blocks were built- **Nind House and Mc. Kee** wing of Methodist Girls School.



**1823:**

- **Flints hill** later named as **Mount Sophia** after the second wife of Raffles / Flints daughter **Mary Sophia Ann** (assumptions, no evidence to support)

**1831 - Mid 19th Century**

- All the three hills (about 270 acres of Princeps estate) were given for **Nutmeg plantation.**

**Mid 19th Century:**

- **Nutmeg** as a crop wiping out
- **Growth** in Singapore's population
- **Upper class** moving further out from the crowded town
- **Plantations** beyond the edge of town developing as residential areas

**1885:**

- **Methodist Episcopal church** established on Mount Sophia under **William F. Oldham**

**1890:**

- **7, Mount Sophia** was purchased by **Methodist Women Foreign Missionary Society - the Deaconess Home,** for the purpose of housing single lady missionaries, teachers.

**1898 - 1902:**

- **Deaconess home** expanded to **11 Sophia road** in 1898.
- **Weekly singing, dancing class** for local Christian women was opened by **Blackmore** in 1902, later known as **Eveland Seminary.**

**1912-1940:**

- **Tower House** was bought over by **Methodist church** in 1932.
- **Eveland Seminary** merged with **Jean Hamilton Training school** in 1940, now known as **Malayan Methodist Theological College.**



## Development of Tower House

**1892:**

- Tower house at 12, Mount Sophia was built by Crane brothers as a residence.

- Likely was owned by a person of high standing/merchant.

**1940:**

- Three temporary classrooms erected near Tower House.

**1998:**

- Tower house acquired by Singapore Government

- Leased out to Oliver Bettin

- Tower House converted into Montessori pre-education school.

**2018:**

- City Development Limited (CDL) selected for development of the site under Handy Road Development.

**1932:**

- Tower House was bought over by Methodist church in 1932.

**1989:**

- The Tower house started to be used as Women's Society of Christian Service.

**2017:**

- URA released advertisement for development of the site under Handy Road Development, under the 2nd Half 2017 Government Land Sales (GLS) village.



**1932-1998**

# CONCIERGE & CORRIDOR (CLUB HAUS LEVEL 1)

CONCIERGE & CORRIDOR | Level One

A LAID BACK CONSERVED HERITAGE HOUSE EXPERIENCE  
SENSE OF EFFORTLESS STYLE WITH UNRUFFLED + VOGUISH AESTHETIC



INTERIOR DESIGN CONCEPT, HANDY ROAD .

THE CLUBHOUSE

*DE*  
15.08.18



# CLUB SUITE (CLUB HAUS LEVEL 2)

## FUNCTION ROOM 1 Living Room | Level Two



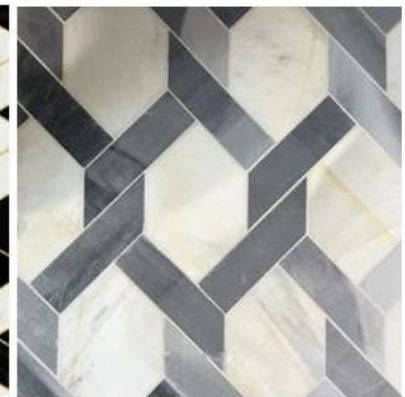
INTERIOR DESIGN CONCEPT, HANDY ROAD .

THE CLUBHOUSE

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# CLUB GOURMET (CLUB HAUS LEVEL 2)

## FUNCTION ROOM 2 Dining Room | Level Two



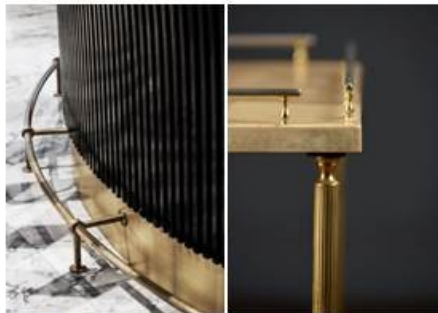
INTERIOR DESIGN CONCEPT, HANDY ROAD .

THE CLUBHOUSE

*BE*  
15.08.18

# CLUB LOUNGE (CLUB HAUS LEVEL 2)

The Lounge | Level Two



INTERIOR DESIGN CONCEPT, HANDY ROAD .

THE CLUBHOUSE

*BE*  
15.08.18





The exterior of Design Orchard, a mall housing more than 60 homegrown labels at the junction of Orchard Road and Cairnhill Road. It stands where the Singapore Visitor Centre used to be. BT PHOTO: DESMOND FOO

## From shopping to lifestyle destination

Continued from Page 1

Sited at the junction of Orchard Road and Cairnhill Road (where the Singapore Visitor Centre used to be), the mall has a retail showcase on the first level, incubation spaces on the second and a cafe and events space on its roof.

The plans include making Orchard Road "The Lifestyle Destination" – one with innovative retail concepts, attractions, entertainment and events, said STB, URA and NParks in a statement.

The shopping belt is split up into four sub-precincts – Tanglin, Orchard, Somerset and Dhoby Ghaut – each with distinct identities to be enhanced to cater to the varied interests of Orchard Road's visitors.

The Orchard sub-precinct will remain the retail heart, with the experience there to be enhanced through more street activities and better pedestrian connectivity, the agencies said.

In a statement, Mr Chan acknowledged that much of Orchard Road's

past successes as an attraction arose from the public and private sectors cooperating to bring concepts and retail offerings to locals and tourists.

"We will continue our partnership with the private sector to develop Orchard Road as a vibrant lifestyle destination that offers an exceptional experience beyond retail."

To that end, the Orchard Road Business Association (ORBA) will start a year-long trial in April to introduce activities such as retail and food and beverage pop-ups, arts and entertainment events and event spaces along the pedestrian mall.

ORBA chairman Mark Shaw said the association plans to have more pop-ups and organise more events to generate more buzz.

Ideas for the other sub-precincts include adding more youth-oriented offerings to the Somerset sub-precinct, family-friendly ones to Dhoby Ghaut, and arts and culture offerings to the Tanglin sub-precinct.

To "Bring Back the Orchard" to Orchard Road, NParks is looking to plant trees and shrubs in the colours

of the tropics; Istana Park could also be rejuvenated with themed gardens inspired by botanical and horticultural traditions drawn from Singapore's history.

But given that Orchard Road is a thoroughfare for those headed to the central area and is heavily built-up on either side, Minister for National Development and co-chair of the Ministerial Steering Committee for Orchard Road Lawrence Wong said changes will take time and require action by both the government and the private sector.

"We will continue to take in feedback and suggestions, and work with stakeholders to refine and progressively implement the plans to make Orchard Road a great street in our City in a Garden."

A public exhibition on the plans is being held at Orchard Fountain Corner beside 313@Somerset. It will go on till Feb 13.

Details of the plans will be online at <https://ura.sg/orchardrd>. Members of the public are invited to offer feedback till May 31.

## Shopping to lifestyle destination: New plans unveiled for Orchard Rd

By Navin Sregantan  
navinsre@sph.com.sg  
@NavinSreBT

Singapore

ORCHARD Road promises to be much more than the fabled shopping and entertainment strip that it already is in future.

Plans have been made to strengthen its position as a lifestyle location with more green spaces and a car-free zone.

The plans were unveiled on Wednesday by the Singapore Tourism Board (STB), Urban Redevelopment

Authority (URA) and National Parks Board (NParks). Together with the Land Transport Authority, these bodies have completed a six-month review of the plans for the belt.

Consultations were also held with private-sector groups, alongside a study led by Australian property consultancy Cistri.

At the launch of Design Orchard, a mall housing homegrown labels, Minister for Trade and Industry Chan Chun Sing, who is co-chair of the Ministerial Steering Committee for Orchard Road, said the belt must continue

to be a place of innovation and evolution, where new concepts and experiences can be tried out.

Design Orchard is one such initiative. The mall groups more than 60 local brands, including retailer Naisse, sportswear outfit Kydra and social enterprise The Animal Project.

Being housed under one roof gives these homegrown labels the opportunity to build their presence alongside the international brands on the shopping and entertainment strip.

Continued on Page 3

## Big revamp to turn Orchard into a more lively street

### New concepts to boost 4 sub-precincts: part of road may go car-free to link green spaces

Tiffany Famika Tay

Travelling from one end of Orchard Road to the other will eventually be a very different experience, as plans are afoot to transform the 2.4km stretch into a more lively street with different offerings in each of its four sub-precincts.

Part of the route may also go car-free to connect green spaces at the Istana Park, Dhoby Ghaut Green and the open space at Plaza Singapura, and turn it into a garden oasis.

These were among the proposed plans to rejuvenate Singapore's shopping belt unveiled yesterday.

following a six-month study and consultations with stakeholders.

In a joint statement, the Singapore Tourism Board, Urban Redevelopment Authority and National Parks Board (NParks) said new retail concepts, attractions, entertainment and events will be introduced to the Tanglin, Somerset, Orchard and Dhoby Ghaut sub-precincts to strengthen Orchard Road's position as a lifestyle destination.

The heart of Orchard Road will remain the retail core, with more mixed-use developments to be built on vacant parcels of state land along Orchard Boulevard.

Starting in April, the Orchard

Road Business Association will begin a year-long trial to bring activities, such as retail and food and beverage pop-ups and arts and entertainment events, to the pedestrian walkways along the street.

Side streets such as Killiney Road and Orchard Turn will also be enhanced for better connectivity, while elevated link bridges may be built to make it easier for visitors to cross the junctions of Orchard and Paterson roads, the agencies said.

Dhoby Ghaut will be a green zone with family-friendly attractions such as outdoor playgrounds and sheltered event venues.

Tanglin will be branded a mixed-use neighbourhood with arts and artisanal choices, with the conserved Tudor Court, for example, housing more arts and cultural offerings. Somerset will strengthen its position

as a youth hub with new lifestyle options and the possible transformation of the Grange Road open-air carpark into a dedicated events space, the agencies said.

To "bring back the Orchard", NParks is also looking to plant more trees and shrubs along Orchard Road, starting next year, with a different colour palette for each sub-precinct.

Experts say that the ideas are a good move, but the real transformation needs to happen inside the street's walls.

Plans to rejuvenate Orchard Road were first announced in 2017 by then Minister for Trade and Industry (Industry) S. Iswaran. These included using state land for pop-up concepts and events, creating a local retail showcase and making the street more pedestrian-friendly.

Speaking yesterday at the launch of Design Orchard, the realisation of the local retail and incubation space, Trade and Industry Minister Chan Chun Sing said that Orchard Road has come a long way from its days as a mutton and clove plantation, and must continue to be a place of innovation and evolution.

Addressing building owners in the audience, he said that they should not feel constrained by the current rules when coming up with new concepts.

"Orchard Road is not a 2.4km strip. We are not asking for people to pass through Orchard Road in five or 10 minutes. We want people to come here, linger and make sure that they have a different experience at each and every turn," he said, referring to the Individual Physical Proficiency Test.

A public exhibition on the future plans for Orchard Road is being held at Orchard Fountain Corner beside 313@Somerset for two weeks – starting yesterday and lasting until Feb 13 – to gather feedback. Details on the plans and a feedback channel will be available until May 31 at <https://ura.sg/orchardrd>

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Source: The Business Times, 31 Jan 2019



## Turning Orchard from a shopping to lifestyle destination

In a bid to rejuvenate Singapore's most famous street and ensure it stays relevant, an ambitious plan has been unveiled to introduce new retail concepts, attractions, entertainment and events along the 2.4km stretch. This comes after a six-month study and consultations with stakeholders. An exhibition on future plans for Orchard Road will be held at Orchard Fountain Corner until Feb 13, for the public to visit and share feedback.



### 1 New Lifestyle Experience @ Tanglin

Tanglin will be branded a mixed-use neighbourhood with arts and artisanal choices, with the conserved Tudor Court for example used to house more arts and cultural offerings



### 2 New Vantage Point @ Orchard/Paterson Road Junction

Elevated link bridges may be built to make it easier for visitors to cross the junctions of Orchard and Paterson roads



Design Orchard, a retail and incubation space to showcase and groom local talent

Source: The Business Times, 31 Jan 2019

# NEW PLANS UNVEILED FOR ORCHARD ROAD



### 3 New Mixed-use Developments @ Orchard Interchange

More mixed-use developments to be built on vacant parcels of state land along Orchard Boulevard which is above the upcoming Orchard Interchange MRT along the Thomson-East Coast Line

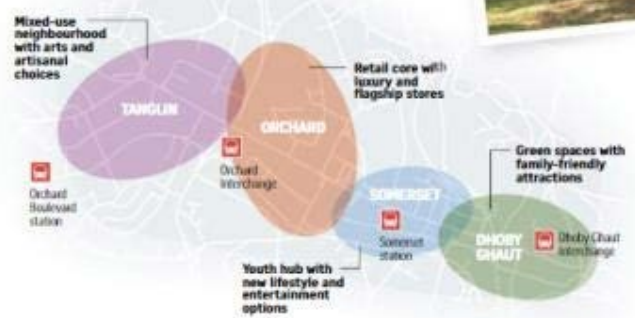
### 4 New Event Space @ Somerset

Orange Road open-air carpark may be transformed into a dedicated events space

### 5 New Lifestyle Uses @ Somerset

Somerset will strengthen its positioning as a youth hub with new lifestyle options

## ORCHARD ROAD'S FOUR SUB-PREINCTS



Dhoby Ghaut Green may soon include water-play features and an events space

Source: NATIONAL PARKS BOARD, SINGAPORE; TOURISM BOARD; URBAN REDEVELOPMENT AUTHORITY; PHOTOS: DESMOND FOOL SAMBA CHANDRAN; NATIONAL PARKS BOARD; STUARTS/TIMES GRAPHICS



# CAR-FREE DHOBY GHAUT AREA

Thumbs up for idea of car-free Dhoby Ghaut area

But observers, stakeholders say landlords and retailers key to success of rejuvenation efforts

Tiffany Fumiko Tay

A 500m stretch of Orchard Road may be shut to traffic permanently as part of plans to rejuvenate the street and turn the Dhoby Ghaut area into a green oasis.

This was among the ideas proposed by government agencies on Wednesday to make Singapore's premier shopping belt more than a retail destination.

Observers and stakeholders said that while the proposal to shut part of a major thoroughfare may cause traffic issues, the pay-off could be worth it. Property owners and mall developers, however, hold the key to the success or failure of the rejuvenation efforts, they added.

The Land Transport Authority said it is exploring the pedestrianisation of a section of Dhoby Ghaut, and further study is required before finalising the details.

The proposed road closure would involve the stretch between Buyong and Handy roads, or the Istana and the junction before The Cathay.

Nanyang Technological University senior research fellow Gopinath Menon said traffic would be affected, but its effects would be manageable as the section proposed for pedestrianisation does not affect access to buildings in the area such as Plaza Singapura.

Turning the opposite street, Penang Road, into a two-way road and diverting traffic there can work, though he said that a lane should remain open to buses as

"having these huge buses make turns becomes very messy".

"There will be some initial unhappiness but, after a few days, things will adjust - traffic finds its own way," said Mr Menon.

Mr Bernie Tay, co-owner of burger chain Fatboy's The Burger Bar, which has a street-facing outlet at MacDonald House, said: "As a retailer in the area, I think it is a fantastic idea."

"There are already existing green spaces though, and no one goes there. Unless they create a lot of amenities and attractions for people to go to, it will be one big empty park," he added.

Among the confirmed plans for the 2.4km Orchard Road is having different offerings between the Tanglin, Somerset, Orchard and Dhoby Ghaut areas.

But stakeholders have said that landlords and retailers must play their part in the transformation inside the malls.

The Singapore Retail Association (SRA) said it agrees that more than infrastructure improvements are needed. This year's Great Singapore Sale, which it organises, will be revamped and promote local designers and talents, said SRA president R. Dhinakaran.

A leading retailer with dozens of shops in Orchard Road who declined to be named said that while malls must be willing to compromise on rental income to support lifestyle offerings from young entrepreneurs, there may be roadblocks as most malls on the shopping belt are under



Source: URBAN REDEVELOPMENT AUTHORITY STRAITS TIMES GRAPHICS

real estate investment trusts, which are driven to maximise profits.

Orchard Road developers and mall managers were mostly mum on their plans to participate in rejuvenation efforts or align their tenant mixes with the themes of the sub-precincts. Wisma Atria, Ngee Ann City, The Centrepoint, Tanglin Mall, The Cathay and the Cathay Cineleisure Orchard mall, 313@Somerset and Plaza Singapura declined to comment or did not respond by press time.

**Orchard Road saw some 7.3 million tourist visits in 2017, up from 6.4 million in 2013.**

Far East Organization's chief operating officer for its retail business group Mavis Seow said that its Orchard Central mall already caters to the younger crowd in the area, while Orchard Turn Developments said that Ion Orchard is working closely with associations and government organisations.

Orchard Road saw some 7.3 million tourist visits in 2017, up from 6.4 million in 2013.

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Source: The Straits Times, 1 Feb 2019

**END**