

The Venue Residences and Shoppes – Marketing Materials
Strictly Not For Circulation
EXECUTIVE SUMMARY

PROJECT DETAILS	
Developer	Crescent View Developments Pte Ltd [JV among Hong Leong Holdings Ltd and CDL]
Project Name	Mixed Development: The Venue Residences The Venue Shoppes
Location/Address	Tai Thong Crescent
Tenure of Land	99 years leasehold w.e.f 5 Dec 2012
Site Area	Approx 8,200.3 sqm/ 88,268 sqft
District	13
Expected date of Vacant Possession	6 September 2017
Expected date of legal completion	6 September 2020
Description	PROPOSED ERECTION OF 4 BLOCKS OF 18-STOREY RESIDENTIAL FLATS (TOTAL 260 UNITS) , 1 BLOCK OF LOW-RISE RESIDENTIAL FLAT (TOTAL 6 UNITS) WITH COMMERCIAL AT 1ST STOREY (TOTAL 28 UNITS) AND 3 BASEMENT CARPARK ON LOT 10535L MK 24 AT TAI THONG CRESCENT (TOA PAYOH PLANNING AREA)

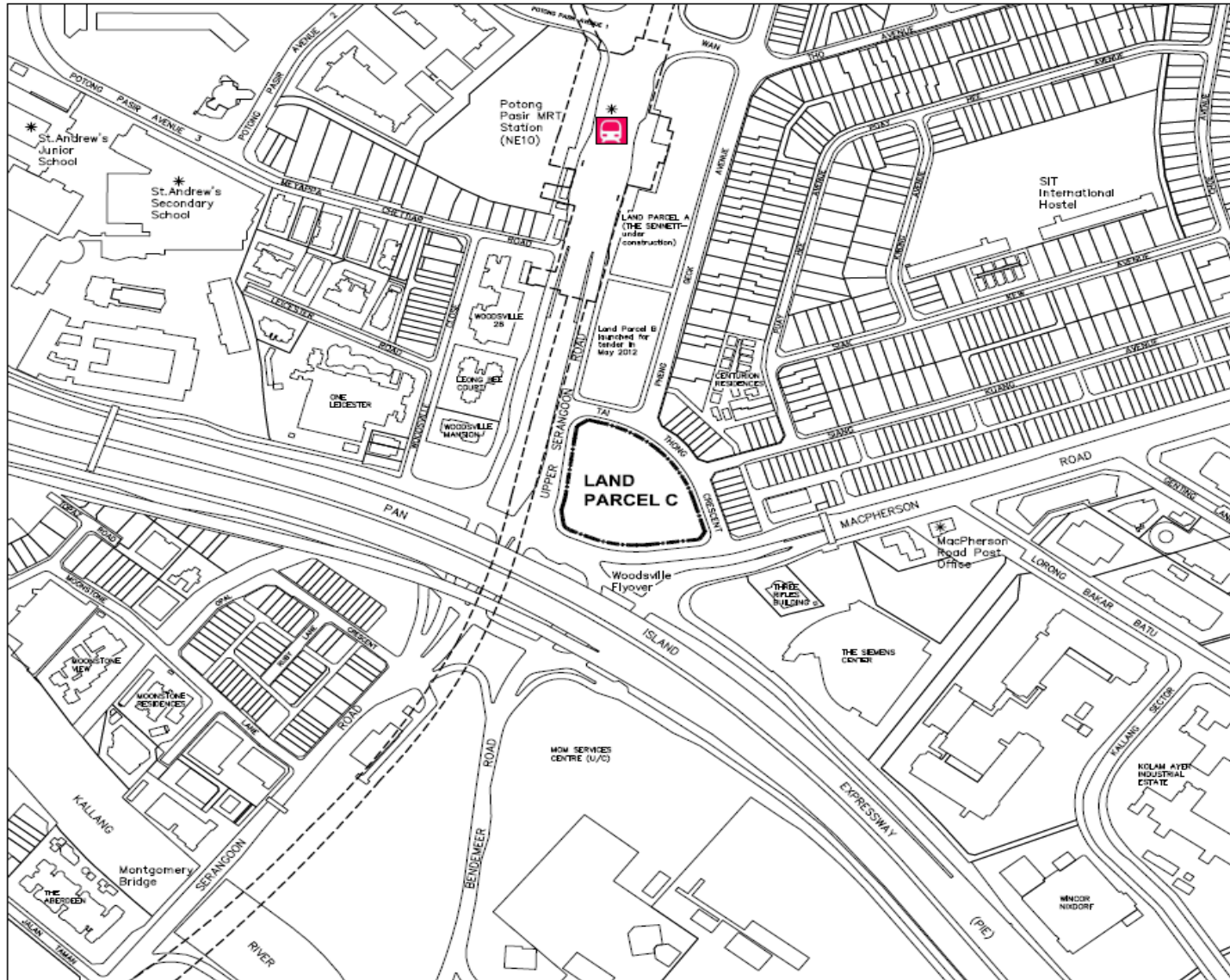
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No. of Car Park lots	Total number of car park lots: approx. 402 - 30 lots for Retail owners (B1) - 80 lots for Visitors and Public (B1, hourly parking) - Approx 292 lots Residential (B1, B2, B3) - 7 Handicap lots	
No. of units	Residential 266 units Retail 28 units	
Unit Mix	1 Bedroom – approx. 495-753 sqft	24
	2 Bedroom – approx. 840-1130 sqft	114
	2 Bedroom + Study Duplex – approx. 1163 sqft	6
	3 Bedroom – approx. 1130-1313 sqft	72
	4 Bedroom – approx. 1238 sqft	28
	3 Dual-key – approx. 1378 sqft	14
	PH – approx. 1948-2142 sqft	8
	Retail Restaurant/F&B – approx. 323 – 1302 sqft (23 units) Shops – approx. 301 – 1130 sqft (5 units)	28

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Recreational Facilities	<u>Level 1</u>		
	Guard House Residences Arrival Shoppes Arrival Cascading Water Wall Landscape Pool Forest Walk Angsana Plaza Garden Court Angsana Alcove Saga Grove Asoka Grove		
	<u>Level 2</u>		
	Infinity Pool Origami Boat Sculpture Origami Cabanas Champaka Grove Daybed Lounge Spa Heated Spa Rain Shower Kids' Pool Palm Islands Leaf Garden Fern Garden Vintage Lounge Hammock Lounge	Club House - Function Room - Gymnasium - Changing & Steam Rooms BBQ Alfresco Dining Kids' Playground - Trampoline - Hopscotch - Play Net Meditation Patio Yoga Patio Reading Patio Foot Reflexology Patio Rocking Cabanas	Sky Terrace - Reading Garden (Blk 6, Level 5) - Meditation Garden (Blk 8, Level 12) - Yoga Garden (Blk 12, Level 5) - Relaxation Garden (Blk 14, Level 12)





LOCATION MAP




**DEVELOPMENT
 AT TAI THONG
 CRESCENT
 (PARCEL C)**

LAND PARCEL
 SITE AREA : 8,200.3m²

LOCATION PLAN

-  SALES PARCEL
-  Amenities
-  Existing MRT Station and Rapid Transit System alignment (Location & profile Indicative only)
-  Existing pedestrian overhead bridge

NOT TO SCALE  1/3

URBAN REDEVELOPMENT AUTHORITY
 To make Singapore a great city to live, work and play in

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Description	Approx. Ceiling Height
Entrance Foyer	Est. 2.40m
Private Terrace	Est 2.85m -2.90m
Living/Dining (Typical & Terrace)	Est 2.85m - 2.925m
Living/Dining (PH)	Est. 5.85 - 5.90m
Living/Dining (Type BD)	Est 2.90m
Bedrooms	Est 2.85m - 2.925m
Bathrooms	Est 2.40m
Corridor to Bedrooms	Est 2.40m
Dry Kitchen	Est 2.85m - 2.90m
Kitchen/Wet Kitchen	Est 2.40m
Shops	Est 4.0m
Restaurants	Est 4.0m

CONSULTANTS DETAILS	
Architect	Aedas Pte Ltd
Project Interior Design	Suying Metropolitan Pte Ltd
Show Suite ID	Suying Metropolitan Pte Ltd
Landscape Consultant	Salad Dressing Pte Ltd
M&E Engineer	UPC Pte Ltd
C&S Engineer	Meinhardt Pte Ltd
Solicitor	Lee & Lee

PAYMENT DETAILS

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

DBS Bank Ltd for Project Account No. 003-700112-0 of Crescent View Developments Pte. Ltd.

For payment made by way of Telegraphic Transfer

Bank : DBS Bank Ltd, Singapore
SWIFT code : DBSSSGSG
For account of : Crescent View Developments Pte. Ltd. – Tai Thong Crescent
Account No. : 003-700112-0
Message : Block, unit number and name of purchase

This account is the same for the sales proceeds for both retail (including GST) and residential component.

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Accessibility

- Conveniently sited near Potong Pasir MRT Station (NEL Line) – 3-mins' walk
- Located at the fringe of CBD. Within 10 mins drive.
- Well-connected to all parts of the island via major expressways such as Pan Island Expressway (PIE), Central Expressway (CTE) and Kallang Paya Lebar Expressway (KPE).

Nearby MRT Station and Expressways

MRT Station	Expressways
Potong Pasir (NE10) Mattar MRT (u/c) Serangoon MRT interchange (NE12) Geylang Bahru MRT (u/c)	Central Expressway (CTE) Pan Island Expressway (PIE) Kallang Paya Lebar Expressway (KPE)

Amenities

Retail

- THE VENUE SHOPPES
- Nex Shopping Mall
- City Square Mall
- Macpherson Mall (U/C)
- Future mall (reserve site at Upper Serangoon Road/Meyappa Chettair Road)
- 6 mrt stops to Orchard Road
- Shops and food court at Potong Pasir HDB estate
- Eateries along the shophouses around the development

Grocery and Supermarkets

- Potong Pasir Wet Market
- Bendemeer Wet Market
- NTUC Fairprice (Kallang Bahru)
- 24 Hour NTUC Xtra (Nex)
- Shop N Save (Kim Keat Avenue)
- Sheng Siong Supermarket (Mcnair)
- NTUC Fairprice (Lorong Limau Road)

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Education

Primary Schools	Secondary Schools	Tertiary/International
St Andrew's Junior School (within 1 km) Bendemeer Primary School (within 1 km) Cedar Girls Primary School Maris Stella High School Hong Wen Primary School Pei Chun Primary School Yang Zheng Primary Cannosa Convent Primary School Macpherson Primary School First Toa Payoh Primary School	St Andrew's Secondary Cedar Girl's Secondary Maris Stella High School St Gabriel's Secondary Bendemeer Secondary First Toa Payoh Zhonghua Secondary	St Andrew's Junior College Stamford American International School Australian International School

Recreation

- Biddadari Park and Alkaff Lake
- St Wilfred Sports complex
- Toa Payoh Golf Range
- SAFRA Toa Payoh

Investment potential

- Mixed-use development – Residential and retail units
- Excellent connectivity around Singapore
- Highly sought after city fringe location
- Minutes away from CBD and Orchard Road
- Up-coming mall across the road
- Proximity to established schools such as St Andrews's Village, Cedar Pri Sch and Stamford American International Sch
- Expats from international schools
- Up-coming town at Biddadari
- Redevelopment potential due to the removal of height restriction with the relocation of Paya Lebar Airbase

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Good human traffic for retail owners

- The development enjoys good flow of human traffic being near to MRT and surrounded by large number of offices, residential areas and schools
- Residential : Potong Pasir HDB and Private, Landed Estate, Geylang Bahru HDB Estate, St Michael Private estates and upcoming Biddadari with 11,000 new homes
- Offices: Industrial area along Macpherson, Ministry of Manpower Service Center, Simens Center etc.
- Schools: St Andrews village, Cedar Girls Primary and Secondary, Stamford International School etc.

Architecture Design

The concept of 'Urban Fun and Retro Chic', vintage collections of retro furniture or outdoor elements such as signage gives such nostalgic memory but yet lively and fun with urban activity merge with plants to generate greenery space in the city area as a 'green urban oasis' where is a fun urban lifestyle fused with nature.

- Universal Design.
- Retro charm in modern material and aesthetic.
- Harness intimate sense of scale and revitalizes village street ambience.
- The layout is planned to maximize the vistas towards city views facing South and low rise unobstructed views towards North and Northeast.
- Penthouses located at the topmost level to enjoy the views towards city and low rise residential area.
- Main Residential blocks are located at 2nd level and above

Green features



NATURALLY COOLER

- East-west facing is minimised to reduce exposure to the sun
- Deep balconies and vertical architectural walls provide shade
- Pockets of green Sky Terraces facing main roads act as buffer against the sun
- Orientation harnesses the wind for natural ventilation



GREEN SANCTUARY

- Conservation of two heritage Angsana trees more than 30 years old
- Green groves around the perimeter of the ground floor
- Verdant landscaping at facilities deck and Sky Terraces
- Greenery spreads upwards too with green walls, and vertical gardens within residential blocks



ENERGY-EFFICIENT FITTINGS

- Air-conditioning system with 4 ticks on the NEA Energy Label
- Gas water heater for greater efficiency
- Water-efficient fittings in the home and common areas
- Energy-saving lifts with sleep mode
- Staircase lighting controlled by motion sensors
- Natural daylighting optimised in common areas, reducing use of electric lighting



SUSTAINABLE LIVING

- Easy access to nearby public transport network
- Electric vehicle charging points
- Stormwater irrigation system
- Siphonic rainwater discharge system
- Pneumatic waste collection system
- Use of compost derived from organics recycling
- Efficient and extensive use of recycled materials and environment-friendly sustainable products (eg green cement and laminates)
- Use of chemical-free termite treatment for greenery and gardens



GREEN CHAMPION

- CDL has been championing the development of Green Building through innovation for more than a decade
- The only developer accorded the Built Environment Leadership Platinum Award and Green Mark Platinum Champion Award
- The first developer to be honoured with the President's Award for the Environment in Singapore
- To date, CDL is still the developer decorated with the most number of Green Mark Platinum certified properties

The Straits Times
www.straitstimes.com

Published on Aug 30, 2013

Ambitious plans for 3 new HDB projects

By Charissa Yong

From lush spaces for neighbourly bonding to cycling trails for healthy living, National Development Minister Khaw Boon Wan promised that each new Housing Board project would be a cut above the rest.

"Every new town must be better than the previous one," he said as he unveiled plans for the upcoming Bidadari, Tampines North and Punggol Matilda districts yesterday.



GREEN ESTATES OF THE FUTURE
Bidadari, Tampines North and Punggol Matilda will feature lots of open spaces and greenery

BIDADARI A man-made lake and a regional park are being planned for the hilly former cemetery site, which will be home to 11,000 households.

TAMPINES NORTH At 240 ha, this estate in the east will have 21,000 homes served by an integrated hub as well as two parks, one of which will even feature a sandy beach.

PUNGGOL MATILDA A landscaped deck integrated with housing blocks will give residents views of this waterfront estate, which recalls the iconic Matilda House.

PHOTOS: HOUSING BOARD

These projects will yield 35,000 public homes and 5,000 private units in stages over the next 10 to 15 years. While prices have not yet been released, Mr Khaw gave a glimpse of the amenities which will be on offer.

Bidadari, which will offer 10,000 public homes ranging from studio apartments to five-roomers, will have a man-made lake inside a 10ha park which will be a tenth

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of the estate's size.

Punggol Matilda will include an elevated, landscaped deck with verandahs, colonnades and a pavilion resembling the iconic Matilda House, after which the district is named. The south-western Punggol district, which will have 8,000 HDB units, will also have boulevards leading to a new waterfront shopping centre.

At Tampines North, which will eventually have 17,000 HDB flats, residents can unwind at a new shopping centre, which will be integrated with the bus interchange, or at the estate's two parks. A pond with a sandy beach is also on the cards, a nod to the area's past sand quarries.

Each town will have several common amenities, including public spaces such as community gardens, where residents can mix with one another, said Mr Khaw.

"They create a quality living environment where families and communities can grow."

These new estates will feature more greenery. At Bidadari, for instance, a canopy of mature trees along a stretch of Upper Aljunied Road will be preserved, and the road itself will be converted into a pedestrian walkway.

Cycling and pedestrian networks will also be a part of every new town, to promote healthy lifestyles. "We will look after the interests and safety of pedestrians and cyclists... We will encourage more to cycle and walk rather than drive," said Mr Khaw.

All future towns will also be energy efficient and have separate chutes for recyclables, he added at the launch of an exhibition yesterday featuring these plans at the HDB Hub in Toa Payoh. It runs till Sept 15.

Punggol Matilda's new homes will be the first to be launched, with 500 three- and four-room flats on offer during next month's Build-To-Order (BTO) exercise.

Tampines North's initial batch of BTO flats will go on sale in the second half of next year, followed by Bidadari's in 2015.

Blocks in these areas will be up to 17 storeys high. Details will be available closer to the launches.

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The Business Times
6 September 2012

Mall coming up at Hotel Windsor

Owners converting hotel's office-retail podium into strata retail units for sale

By KALPANA RASHIWALA
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THE consortium comprising Nobel Design, Lian Huat Group and 2E Capital, which bought the freehold Hotel Windsor in the MacPherson area last year, is converting the hotel's office-retail podium into a strata retail development for sale.

There will be 80-plus retail units at the new Macpherson Mall, 34 per cent of which will be for use as food and beverage (F&B) outlets and the rest for use as shops. Indicative prices

will range from \$3,500 to \$6,000 per square foot for the retail units, which will have sizes of between 260 sq ft and 3,000 sq ft.

Absolute prices are expected to start from \$1.4 million for a 355-sq-ft shop. The majority of units will be between 550 sq ft and 800 sq ft. There will be six "loft-in-shop" units at the ground level.

The sales gallery will open this weekend with sales expected to begin towards the end of this month.

The retail units will be located from Basement 1 to Level 3 of the property.

The existing hotel, on levels 4-9, will also undergo a revamp. Its room count will rise from 225 to

300, with some rooms to be subdivided.

A swimming pool will be added to the hotel. Its facade will undergo a full makeover, the entrance revamped and all mechanical and engineering equipment replaced.

A major retrofitting of the existing hotel and commercial podium is slated to begin in the first quarter of next year, after the last lease in the commercial podium expires in January.

The hotel and podium will be shut for the revamp, which is expected to last 15 months. Talks are underway to appoint an international chain to manage the hotel, which is located at the corner of Aljunied and MacPherson roads.

As the only one in the MacPherson vicinity, Macpherson Mall will enhance the area's appeal in addition to providing the hotel's guests as well as nearby residents a selection of retail attractions, according to a statement from LVND Investments, the joint-venture company that owns the development.

LVND said the property is about 2.3km from Paya Lebar Airbase, which will be relocated to Changi after 2030; this will result in the removal of height restrictions and pave the way for new developments in the area.

It is also a short distance from Bidadari New Town. The future Mattar MRT Station on the Downtown Line



is about 600 metres away.

Jeremy Lake, executive director of CBRE, said Macpherson Mall's proximity to Paya Lebar Airbase and Bidadari New Town will be a game-changer for the location and certainly

improve the popularity of the area.

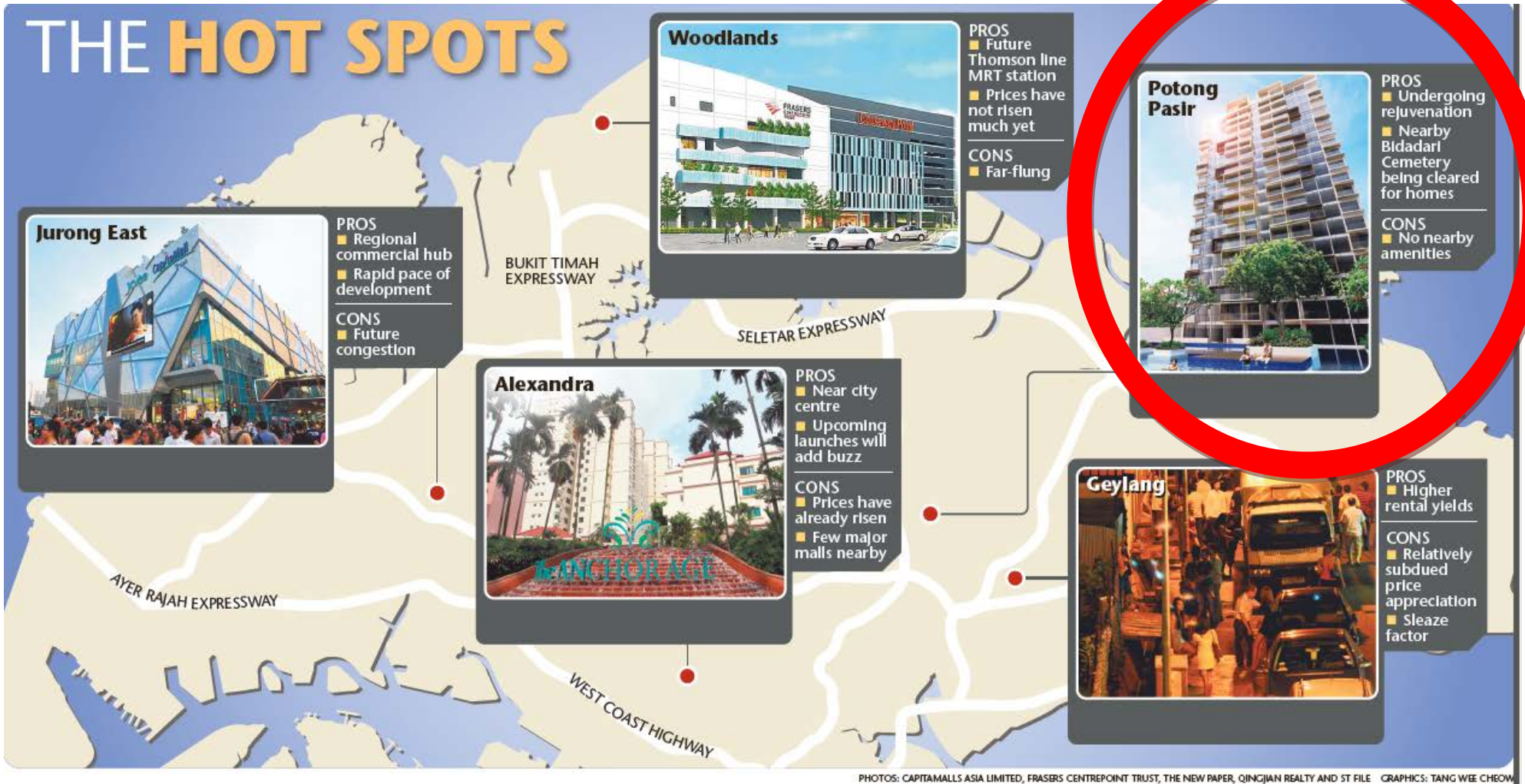
"Also, one should not underestimate the attraction of the freehold tenure. Whereas some strata commercial projects tend to draw a high percentage of

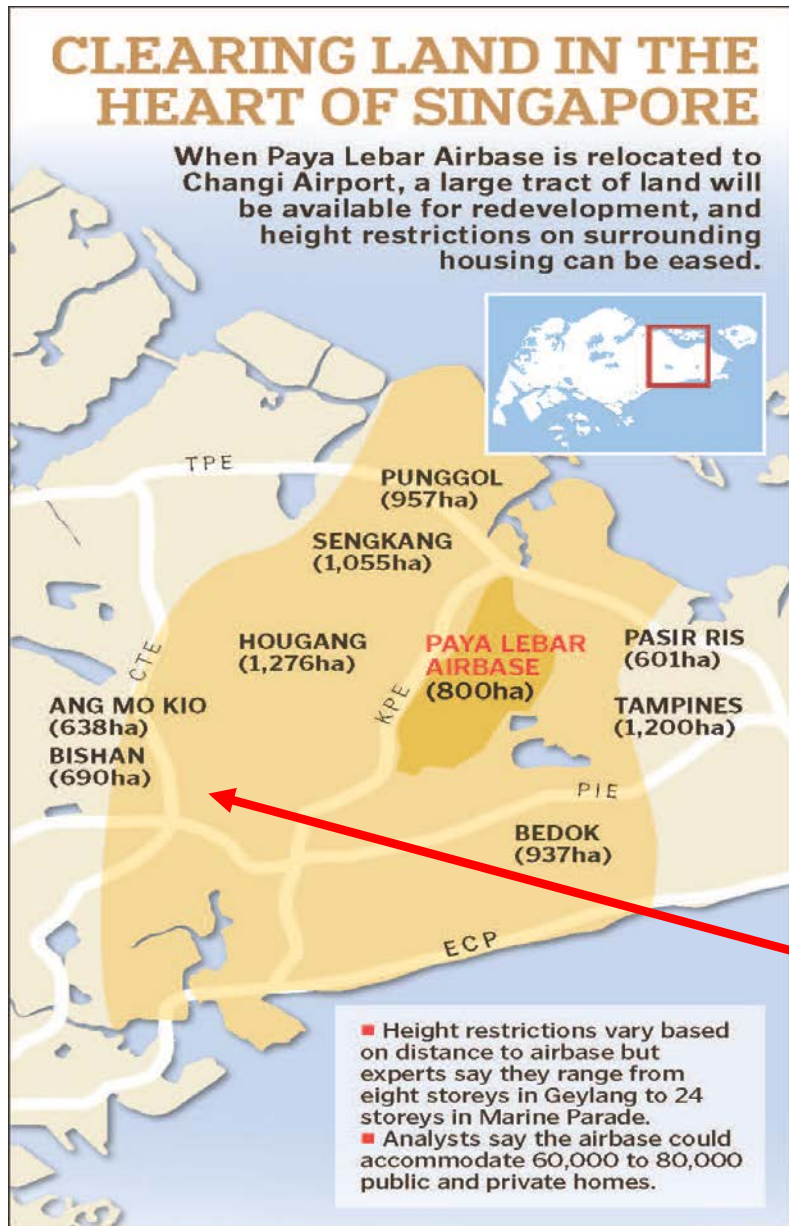
buyers with a short-term outlook, this project should be appealing to both long and short-term investors in addition to some end-users," he said.

The mall and hotel project has been designed by AD Lab Pte Ltd.

Hotel-cum-mall: Macpherson Mall will have 80-plus retail units, 34 per cent of which will be for F&B outlets and the rest for shops. The hotel on levels 4-9 will also be revamped

The Straits Times
www.straitstimes.com
23 Dec 2012





The Straits Times

www.straitstimes.com

Published on Aug 21, 2013

Property players are already excited at the prospect of redeveloping a vast area in the nation's heart - even though it will happen only after 2030.

Consultants and developers have been quick to size up the options for making use of 800ha of land to be freed up after the relocation of Paya Lebar Airbase.

The land and the removal of aircraft traffic that constrained building heights around the area "will provide more opportunities for new forms of development to cater to the future growth of Singapore", said Mr Jeffrey Ho, managing director of urban planning at building consultancy Surbana International Consultants.

"It will have a positive impact on long-term land use planning, given the scarcity of land here."

