



News Release

10 October 2013

THE VENUE RESIDENCES AND SHOPPES – AN ICONIC MIXED DEVELOPMENT MINUTES AWAY FROM POTONG PASIR MRT STATION

City Developments Limited (CDL) and its joint venture partner Hong Leong Holdings Limited will be unveiling an exciting new mixed development – The Venue Residences and Shoppes that will be *the* place for living, shopping and dining. It will offer a unique seamless living, shopping and dining experience through its 266 apartments, and 28 retail and dining units.

The Venue Residences and Shoppes is situated along Tai Thong Crescent, at the junction of Upper Serangoon Road and MacPherson Road. It is a short drive from the city centre and enjoys great accessibility, being close to major expressways such as the Pan Island Expressway, Central Expressway and Kallang–Paya Lebar Expressway, and just minutes away from Potong Pasir MRT station. For those in search of a city-fringe lifestyle with a plethora of retail and dining options, The Venue Residences and Shoppes offer unparalleled convenience.

The preview sale for The Venue Residences is slated for Friday, 18 October 2013. CDL plans to market the apartments at an average of \$1,450 per square foot (psf), in line with prices of new project launches in the vicinity. In addition, an early bird discount off the \$1,450 psf will be given on the preview day.

The Sales Gallery is currently open for the public to view the project design, apartment layouts, finishes and fittings. Response has been positive as there is a growing trend towards buying mixed developments that offer convenience and strong lifestyle concepts. The fact that Potong Pasir MRT station is a quick 3-minute walk away heightens the convenience factor.

Comprising four towers of 260 units and a low-rise residential block with 6 units, residents can look forward to scenic views of the city and surrounding landed estate. The apartment units range from 1- and 2-bedroom suites to family-sized 3- and 4-bedroom suites. For the ultimate in luxurious living, 3- and 4-bedroom penthouse suites are available. Those in search of a relaxing ambience will take delight in the 2-bedroom + study duplex units that are just steps away from the pool, offering a resort-style vibe and easy access to the various leisure amenities. Multi-generational families can also enjoy the convenience of communal living with the 3-bedroom dual-key suites. Sizes start from 495 square feet (sq ft) for a 1-bedroom suite up to 2,142 sq ft for a penthouse suite.

Within the apartments, residents can expect well-appointed interiors and quality furnishings, with marble flooring for the living and dining areas. The kitchens are fitted with a suite of premium appliances from Fisher and Paykel and Teka while the bathrooms are adorned with elegant fittings from Duravit and Hansgrohe.

The Venue Residences features various resort-style facilities for rest and relaxation. A whimsical boat sculpture and origami-inspired cabanas grace the poolside. The Vintage Lounge features quirky old school furnishings, creating a charming atmosphere of nostalgia. At the Sky Terraces located on selected levels, residents can luxuriate in peaceful surrounds at the Reading Garden, Meditation Garden, Yoga Garden and Relaxation Garden. The Club

House's gymnasium and steam rooms are perfect spots in which to work out, and to soothe the cares of the day away respectively.

Children will take delight in the various fun and recreational facilities such as Kids' Playground, Kids' Pool, Trampoline and Hopscotch that will keep them entertained for hours. Other facilities such as Hammock Lounge, Foot Reflexology Patio, Rocking Cabanas, Reading Patio and BBQ Alfresco Dining promise hours of relaxation, bonding and fun for all.

An address for astute parents, The Venue Residences is located within 1 kilometre of St. Andrew's Junior School and Bendemeer Primary School. Also situated close by are other reputable educational institutions such as Cedar Primary School, St. Joseph's Institution Junior, Maris Stella High School, St. Andrew's Secondary School, St. Andrew's Junior College, Stamford American International and Curtin University Singapore.

Apart from the retail shops and dining establishments at their doorsteps, residents also enjoy easy access to a host of other amenities including City Square Mall, NEX Shopping Mall, wet markets, supermarkets and food centres. Sports and recreation facilities nearby include Bidadari Park, St. Wilfred Sports Complex, Toa Payoh Golf Range and SAFRA Toa Payoh.

Mr Chia Ngiang Hong, CDL's Group General Manager, said: "The Venue Residences and Shoppes enjoys a very strategic location at the city's fringe and within the tranquil Sennett landed estate. In conceptualising this landmark site, we envisioned it to be a vibrant leisure destination that will enliven and rejuvenate the tranquil estate. In Singapore, demand for homes that are located near MRT stations, in particular those integrated with commercial/retail components, continues to be robust. Investor interest in strata retail units has also been strong and the Shoppes present a rare opportunity to leverage on the exciting developments and growth of this residential neighbourhood. With the ongoing transformation of the area around Potong Pasir MRT station into a key private residential enclave close to the city, we expect this integrated project – which offers exclusivity, connectivity and unparalleled convenience – to be highly sought after by both discerning homebuyers and savvy investors."

Offering a vibrant mix of retail and dining options, The Venue Shoppes will be a new lifestyle destination within the mature Sennett landed estate. Located on the ground floor, the retail units feature full-height glass frontages and are surrounded by lush verdant grounds – making for an inviting lifestyle experience. Unit sizes range from 301 sq ft to 1,130 sq ft. Two specially-conserved Angsana trees, more than 30 years old, take centre stage at the development's frontage and serve as iconic landmarks to create a majestic sense of welcome.

With a potential reach of over 343,000 shoppers within a 2-kilometre radius, from the nearby catchment areas of Potong Pasir, MacPherson, Aljunied, Paya Lebar, Tai Seng, Ubi and Kallang Way, the commercial viability of the Shoppes is further enhanced by the upcoming homes from the nearby Bidadari area that has been earmarked for re-development.

Both CDL and Hong Leong Holdings Limited are familiar with the vicinity, being joint venture partners with TID Pte. Ltd. for the fully-sold 702-unit Bartley Residences and the 868-unit Bartley Ridge, which is over 80% sold to date. In addition, CDL also developed and manages the 700,000 sq ft City Square Mall, located beside Farrer Park MRT station.

The Venue Residences and Shoppes Sales Gallery is open from 10.30am to 7pm on weekdays, and from 9.30am to 7pm on weekends. For sales enquiries, please call the sales hotline: 6287 2922.

Please refer to the fact sheet enclosed for details on The Venue Residences and Shoppes.
For media queries, please contact:

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FACT SHEET

DEVELOPMENT DETAILS		
Developer	Crescent View Developments Pte Ltd (A joint venture between City Developments Limited and Hong Leong Holdings Limited)	
Project Name	The Venue Residences and Shoppes 星苑居 (The Venue Residences) 星苑坊 (The Venue Shoppes)	
Address	Tai Thong Crescent	
Development Layout	Four blocks of 18-storey and one block of low-rise residential apartments (266 units) with 28 retail units on the ground floor, basement carpark and communal facilities	
Tenure of Land	99 years leasehold with effect from 5 December 2012	
Site Area	Approx. 8,200.3 square metres / 88,268 square feet	
Number of Units	Residential: 266 units Retail: 28 units	
Configuration / Sizes	1 Bedroom Suite:	Approximately 495 – 753 square feet: 24 units
	2-Bedroom Suite:	Approximately 840 – 1,130 square feet: 114 units
	2 Bedroom + Study Duplex:	Approximately 1,163 square feet: 6 units
	3 Bedroom Suite	Approximately 1,130 – 1,313 square feet: 72 units
	4-Bedroom Suite:	Approximately 1,238 square feet: 28 units
	3 Bedroom Dual-Key Suite:	Approximately 1,378 square feet: 14 units
	Penthouse Suite	Approximately 1,948 – 2,142 square feet: 8 units
	Restaurants/F&B	Approximately 323 – 1,302 square feet: 23 units
	Shops	Approximately 301 – 1,130 square feet: 5 units

<p>Recreational Facilities</p>	<p>LEVEL 1</p> <ul style="list-style-type: none"> • Guard House • Residences Arrival • Shoppes Arrival • Cascading Water Wall • Landscape Pool • Forest Walk • Angsana Plaza • Garden Court • Angsana Alcove • Saga Grove • Asoka Grove <p>LEVEL 2</p> <ul style="list-style-type: none"> • 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 • BBQ Alfresco Dining • Kids' Playground • Trampoline • Hopscotch • Play Net • Meditation Patio • Yoga Patio • Reading Patio • Foot Reflexology Patio • Rocking Cabanas <p>CLUB HOUSE (LEVEL 2)</p> <ul style="list-style-type: none"> • Function Room • Gymnasium • Changing & Steam Rooms <p>SKY TERRACES</p> <ul style="list-style-type: none"> • Reading Garden (Blk 6, Level 5) • Meditation Garden (Blk 8, Level 12) • Yoga Garden (Blk 12, Level 5) • Relaxation Garden (Blk 14, Level 12)
<p>Estimated Completion</p>	<p>2017</p>

CONSULTANTS	
Architect	Aedas Pte Ltd
Project Interior Design	Suying Metropolitan Pte Ltd
Landscape Consultant	Salad Dressing Pte Ltd
M&E Engineer	UPC Pte Ltd
C&S Engineer	Meinhardt Pte Ltd

All information contained in the Fact Sheet is current at time of release, and is subject to such changes as are required by the developer or the relevant authorities.

LOCATION MAP



- LEGEND**
- RECREATION
 - MRT
 - BUS INTERCHANGE
 - GOLF COURSE/RANGE
 - GARDEN/PARK
 - HOSPITAL
 - SHOPPING
 - SCHOOL
 - LIBRARY
 - EATERIES

