WHERE
YOUR
HOLISTIC
LIFESTYLE
BEGINS

NEU
AT NOVENA

DISCOVER THE FREEDOM
OF CHOICE AND
CONVENIENCE AS YOU STAY
AHEAD OF THE APPEAL
OF CITY LIVING.
BE IT THE EASE OF REACHING
AMAZING AMENITIES OR
THE MYRIAD OPPORTUNITIES
OF GROWTH, THE ENDLESS
POSSIBILITIES PLACES YOU
AHEAD OF THE CURVE.

EXPERIENCE
LIFE
ELEVATED

Artist's Impression

THE HOME YOU DESERVE

Nestled in a private enclave and yet just mere minutes to feel the buzz of city life all around, NEU AT NOVENA is home where convenience is never far away.

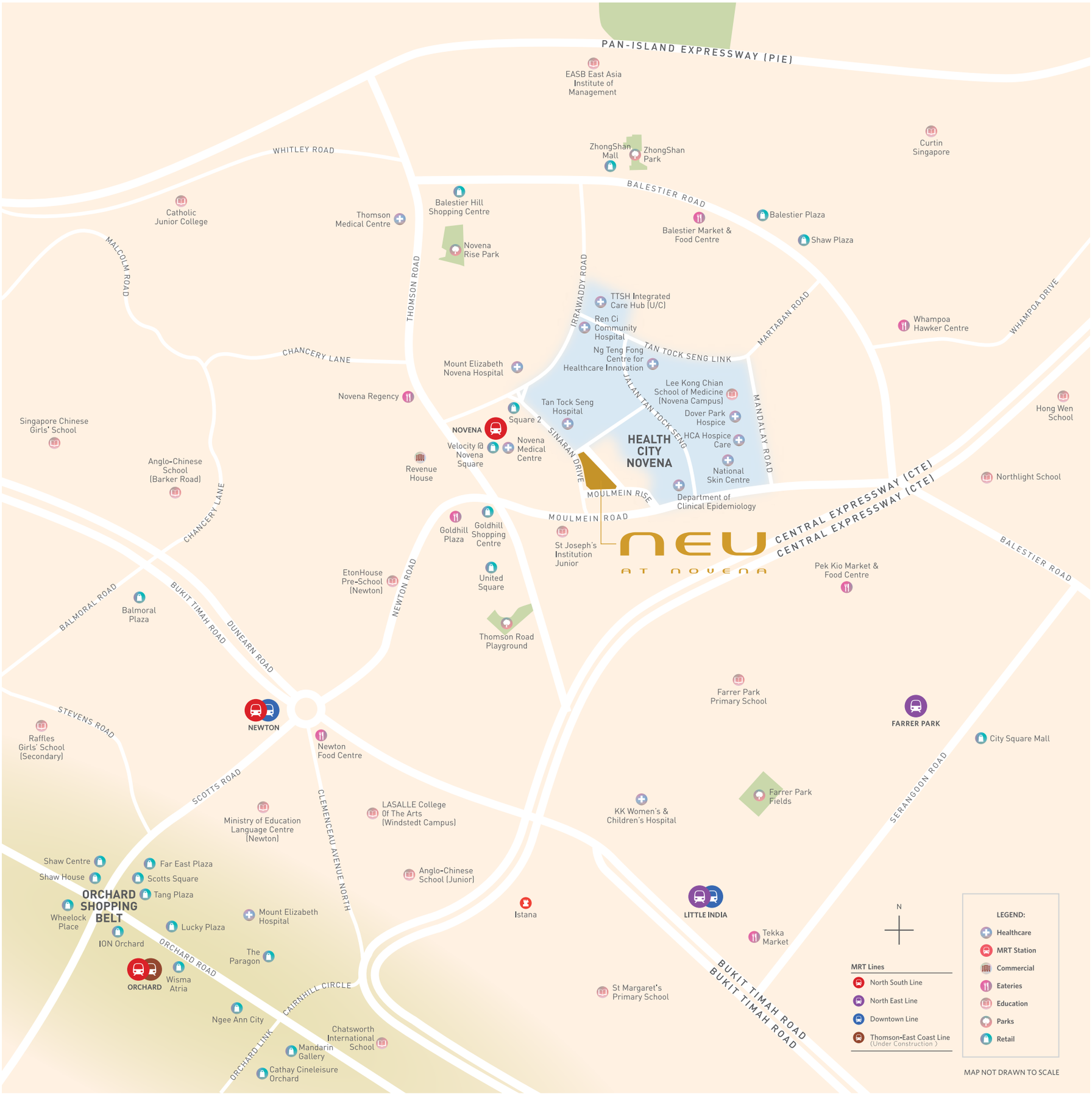
FREEHOLD

EXCLUSIVELY LIMITED TO 87 UNITS

Artist's Impression

CONVENIENCE IN ABUNDANCE

All travel times are estimates and subject to actual traffic conditions. Source from www.onemap.sg



Source from www.onemap.sg

GET AROUND WITH EASE

ENDLESS CONVENIENCES
SMOOTHING THE WAY

WALK & GO

Where all it takes to go further is just a short stroll to the Novena MRT Station and the lifestyle hotspots of Velocity @ Novena Square, Square 2 and United Square.

- 1 min — HEALTH CITY NOVENA
- 2 mins — NOVENA MRT STATION
- 3 mins — MOUNT ELIZABETH NOVENA HOSPITAL
- 3 mins — VELOCITY @ NOVENA SQUARE

BY TRAIN

Where close proximity to the Novena MRT Station ensures daily commute is a hassle-free journey that takes you places.

- 2 stops — ORCHARD ROAD
- 4 stops — DHOBY GHAUT
- 6 stops — CENTRAL BUSINESS DISTRICT
- 7 stops — MARINA BAY FINANCIAL DISTRICT

BY CAR

Where lifestyle convenience is always in your favour with easy accessibility to the Pan Island Expressway (PIE) and widespread road connectivity.

- 1 min — CENTRAL EXPRESSWAY (CTE)
- 5 mins — ORCHARD SHOPPING BELT
- 6 mins — PAN ISLAND EXPRESSWAY (PIE)
- 8 mins — SOUTH BEACH GATEWAY

All travel times are estimates and subject to actual traffic conditions. Source from www.onemap.sg

CONNECTIVITY BEYOND COMPROMISE

SHORT DRIVING DISTANCE FROM ORCHARD ROAD SHOPPING BELT, CENTRAL BUSINESS DISTRICT & MARINA BAY SANDS

NEU AT NOVENA rises above and beyond to fulfil the urbanite's desire of convenience. The experience of effortless travel begins with a 2 mins walk to the Novena MRT Station or a short drive that's minutes away to established essential amenities.

HEALTH CITY

NOVENA

INTEGRATED MEDICAL HUB

INTEGRATION OF CARE

A timely response to current and future healthcare needs, healthcare space in Health City Novena will increase by 150% by 2030. Some 600,000 sqm of space will be used for learning, teaching and healing.

5 new care buildings will be added to the present.

MT ELIZABETH NOVENA HOSPITAL

TAN TOCK SENG HOSPITAL

NOVENA MEDICAL CENTER

- National Centre For Infectious Diseases
- Proposed National Skin Centre Building Extension And National Healthcare Group Headquarters
- Proposed Integrated Intermediate Care Hub
- Proposed Ambulatory Centre At Tan Tock Seng Hospital

INTEGRATION FOR CONTINUOUS LEARNING AND INNOVATION

Innovative and modern training curriculum and programmes are crucial in the making of world-class facilities. The high-tech environment here facilitates an integrated process of cultivating and upgrading the skillsets of healthcare professionals – all of which leads to the formation of adept and effective multi-disciplinary care teams.

- Lee Kong Chian School Of Medicine Headquarters & Clinical Sciences Building
- Medical Education & Training Building at Tan Tock Seng Hospital

INTEGRATION WITH COMMUNITY

Set to be Health City Novena's largest green space upon completion, the Central Park is where the balance of serenity and urbanity can be thoroughly enjoyed by everyone in the community. With the sheltered boulevard leading to the MRT station, it is strategically convenient for residents of NEU AT NOVENA.

Families can enjoy a relaxing day at the park exploring the many outdoor delights the Central Park has to offer.

- Central Park
- North and South Gateway
- Gateway Plaza
- Central Plaza
- Urban Boulevard
- Green Boulevard

INTEGRATION THROUGH CONNECTIVITY

With the planning of highly connected network of public walkways, streets, boulevards and roads, travelling is a breeze and access throughout and within the development is easy.

- Dedicated Skybridge & Linkway for Inpatient, Outpatient and Learners
- Proposed Shuttle Bus Network
- Pedestrian Movement
- Integrated Carparks Connection

HEALTH CITY NOVENA

WORLD CLASS

MEDICAL HUB

Going beyond just healthcare, Health City Novena is a lively ecosystem that encompasses areas of research, education, commercial and even leisure and public spaces. This growing medical cluster is set to grow its burgeoning workforce of healthcare professionals. NEU AT NOVENA fulfills the demand for the immediate and working population as well as the discerning needs of the investor and occupier.

PRIMED FOR MAXIMUM POTENTIAL

3
HEALTH SCIENCES SCHOOL, MEDICAL EDUCATION & TRAINING INSTITUTIONS

170,000
SQ.M. INTEGRATED MODERN HEALTHCARE COMPLEX

4
HOSPITALS & HOSPICES

30,000
WORKING POPULATION (TARGET BY YEAR 2020)

4
SPECIALIST HEALTHCARE CENTRES

MORE THAN
30,000
PEOPLE EXPECTED TO GO THROUGH HEALTH CITY NOVENA DAILY

Source from www.ttsh.com.sg

SAVOUR GASTRONOMICAL DELIGHTS

GO ON A TASTY

Adventure

Widely regarded as a foodie haven,
Thomson Road features a delectable food scene
that treats your taste buds right.

MUST TRY PLACES TO EAT IN THOMSON ROAD

WEE NAM KEE CHICKEN RICE

As one of the oldest chicken rice stores in Singapore, Wee Nam Kee is a rustic eatery famous for its steamed white chicken rice with the meat moist and juicy slicked in an aromatic sauce. Complementing the taste of tender chicken is the fragrant and flavourful Hainanese Rice. With options of roasted and soya sauce chicken as well, there's a chicken rice type bound to satisfy your appetite!

101 Thomson Road, #01-08, United Square Shopping Mall
9 mins 4 mins
Daily: 10:30 - 21:30
TEL: +65 6255 6396

NARA JAPANESE RESTAURANT

Offering fresh and authentic Japanese cuisine, Nara serves a deliciously enjoyable dining experience with the food prepared with passion by experienced Chefs. Likened to a little Japanese hermitage in the city where customers can experience a brief reprieve from their busty bustling life, Nara adds a touch of warm hospitality with its personalised attentive service.

167 Thomson Road, Goldhill Centre, Singapore 307619
8 mins 4 mins
Daily: 11.30 - 14.30, 17.30 - 22.30
TEL: +65 6256 6568

AH CHEW DESSERTS

A delicious way to indulge your sweet tooth is to head on over to Ah Chew Desserts and order their famous mango sago with pomelo. Or you can be spoilt for choice with their extensive selection of more than 50 types of traditional and modern Chinese-style desserts. Served hot or cold depending on your preference, enjoy a divine dessert experience amidst the quaint Chinese art décor and cosy ambience of this dessert place.

181 Thomson Road, Goldhill Centre, Singapore 307627
6 mins 5 mins
Mon - Fri:12:00 - 00:00, Sat & Sun:12:30 - 00:00
TEL: +65 6254 8198

All travel times are estimates and subject to actual traffic conditions. Source from www.onemap.sg

MOUTHWATERING CHOICES IN BALESTIER ROAD

Balestier Road is a great spot to taste a tantalising range of traditional Singaporean dishes. From local restaurants to hawker stalls, this foodie paradise offers culinary gems that will leave you craving for more.

LOY KEE BEST CHICKEN RICE

Craving for hot, steamy and fragrant chicken rice? Look no further than Loy Kee's chicken rice. Tuck into aromatic rice, fragrant with garlic and chicken broth flavours; smooth and supple meat where you can choose either steamed or roasted chicken. The dipping sauces deliver decently punchy chilli and ginger; and you can never go wrong with the dark soy sauce too.

Besides its iconic chicken rice, Loy Kee also has an extensive menu where you can enjoy a wide variety from breakfast bites such as kaya toast, chee cheong fun and porridge; to its Hainanese-style beef stew and many more.

342 Balestier Road, Singapore 329774
7 mins
Daily: 10:00 - 22:00
TEL: +65 6252 2318

FOUNDER BAK KUT TEH

Discover the "soup for the soul" with bak kut teh. Consisting of meaty pork ribs simmered in a broth of herbs and spices, this "meat bone tea" is a must-try dish; especially at Founder Bak Kut Teh. One of the few bak kut teh places that opens for supper, you can always satisfy your late night cravings with the soupy goodness of pork bones here.

Sip spoonfuls of soup to enjoy the tasty and fragrant broth or try dipping crispy Yoo Tiao (Chinese Fried Dough) into the hot piping peppery Bak Kut Teh for a thoroughly enjoyable experience.

Having a delicious meal is not complete at Founder Bak Kut Teh if one does not order the braised pig trotter dish. Cooked to perfection, savour the feeling of having all that meat, fat and skin melt in your mouth.

New Orchid Hotel, 347 Balestier Road, Singapore 329777
4 mins
12:00 - 14:30, 18:00 - 02:30 (Closed on Tuesdays)
TEL: +65 6352 6192

LOONG FATT TAU SAR PIAH

Literally translated as "Bean Paste Biscuit", the tau sar piah is a Chinese flaky pastry with green bean filling. Possibly the best tau sar piah in Singapore, discover Loong Fatt which specialises in serving the traditional sweet and salty variety. Considerably larger in size and slightly priced higher than its competitors, the tau sar piah from Loong Fatt is served fresh from the oven with a special crust that is soft and crispy at the same time.

Sesame seeds are sprinkled atop the sweet tau sar piah while those without the sesame seeds are the salty ones. Thick but not over the top, the filling is not overly saccharine (for the sweet type) while the savoury version hits the spot with its salty flavour.

639 Balestier Road, Singapore 329922
5 mins
08:00 - 16:30 (Closed on Sundays)
TEL: +65 6253 4584

ORIGINAL HERBAL SHOP

This shop is the place to go to for authentic-tasting traditional Chinese desserts and herbal drinks. A black, jelly-like dessert originally from Wuzhou, China, gui ling gao (kwai leng guo) is the crowd favourite at this shop. Made from 18 different natural herbs and simmered over a slow fire for hours, this special herbal dessert has many health-boosting benefits such as helping with digestion, strengthening the vital organs and reducing body heat with its cooling properties.

Other traditional desserts and drinks include 24 herbs herbal tea, chrysanthemum tea, peanut paste and sesame paste, bean curd and barley with gingko nuts and many more. One stand-out dessert worth a try is the mango sago in fresh milk, which is definitely not your typical mango sago dessert. Literally mango and sago in cold fresh milk, this interesting combination of fruit and milk is a cool and invigorating treat on a hot, sweltering day.

414 Balestier Road, Singapore 329806
5 mins
Daily: 11:00 - 23:30
TEL: +65 6250 5567

All travel times are estimates and subject to actual traffic conditions. Source from www.onemap.sg

GOOD SPICE CARROT CAKE

Despite the stall's name, this popular breakfast dish consists of radish, egg, dark soy sauce and spring onions. Also known as "chye tow kueh", the carrot cake served here (black or white) is usually sold out by lunch hour.

The reason for this is that the stall owner fries to order, thus ensuring that each plate of carrot cake rarely has its quality compromised.

So, don't be put off by the ever-present queue, the result of fluffy eggs and savoury cake is definitely worth your while.

#01-20 Pek Kio Market & Food Centre (41A Cambridge Road), Singapore 211041

4 mins

Daily: 06.00 - 13.00

SOON KEE WANTON MEE

Sometimes you just want to go back to the classics, and at Soon Kee Wanton Mee the classics truly shine. Served with black sauce and topped with crispy wantons alongside glistening char siew slices, the wanton noodles here are a superb savoury throwback to the good old days.

Those looking for that bit of extra kick can also try out the XO chili sauce to spice up their noodle experience.

#01-44 Pek Kio Market & Food Centre, (41A Cambridge Road), Singapore 211041

4 mins

05:00 - 13:30 (Closed on Wednesdays)

#01-15 Pek Kio Market & Food Centre (41A Cambridge Road), Singapore 211041

4 mins

08:30 - 14:00 (Closed on Mondays)

WAH KEE BIG PRAWN NOODLE

Be prepared to wait in line to taste the famous prawn noodles here. This signature dish serves fresh and succulent big prawns that come in a richly robust broth. The broth visually stands out with its bright orange tint thanks to the roe of the prawns used.

Don't forget to try the Mee Kia (egg noodles) which is highly recommended. Available in dry and soup options, the thin noodles are cooked al dente to give that springy, pleasant chewy texture. The bits of pork lard added in the dish give it that extra oomph. Stir some sambal into the mix to make your noodles even more flavourful!

#01-32 Pek Kio Market & Food Centre (41A Cambridge Road), Singapore 211041

4 mins

Daily: 06:30 - 19:00

YEAN HENG PANCAKE

The traditional peanut pancake is a popular breakfast staple as well as an all-time snack favourite. Its popularity is evidenced with the fast-selling pancakes at stall of Yean Heng Pancake where the pancakes are usually sold out shortly after noon, particularly so on weekends.

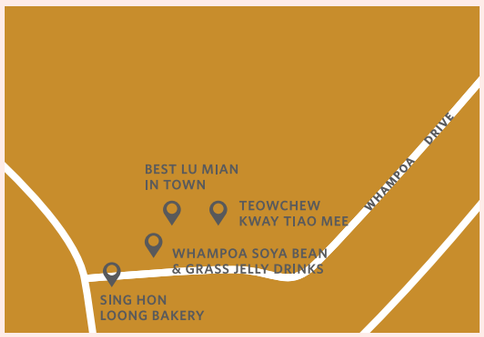
Every bite of the peanut pancake brings you a delightful combination of crunchiness and softness as the crispy exterior pairs well with the almost mochi-like inside of the pancke amply filled with freshly ground peanut and sugar.

Besides the original peanut filling, you can choose from an assortment of fillings such as red bean paste, lotus paste and coconut. Don't forget to give the crepe-like crispy pancake a try while you are at this stall.

All travel times are estimates and subject to actual traffic conditions. Source from www.onemap.sg

WHETTING YOUR APPETITE IN WHAMPOA DRIVE

Take a trip down to Whampoa Drive and discover a food oasis containing some of the very best Singapore has to offer.



BEST LU MIAN IN TOWN

Right off the bat, one might be wondering if Best Lu Mian In Town lives up to its lofty name. While best is certainly subjective, this eatery definitely ranks up there among aficionados. Braised pork, fish nuggets and crispy yam dough bathe together alongside the noodles in a thick, heavenly gravy in each meal.

At $3 - $4 a bowl with great taste and generous ingredients, Best Lu Mian In Town honestly sounds like a fantasy in reality.

#01-19 Whampoa Hawker Centre, Singapore 320091

8 mins

08:00 – 14:00 (Closed on Fridays)

TEOWCHEW KWAY TIAO MEE

Humble and unassuming, this store at the Whampoa Drive Food Centre might seem like your typical run-of-the-mill place from a distance, but have a taste of their kway tiao soup and you'll soon discover why people often line up for it in droves.

While a bit on the small side in terms of quantity, the ingredients in every bite more than make up for it in terms of quality. From the fresh prawns and fish balls to its crunchy beansprouts and velvety smooth noodles; a bowl of this kway tiao soup is truly an ultimate in comfort food.

#01-07 Whampoa Hawker Centre, Singapore 320091

8 mins

06:30 - 10:30 (Closed on Sundays and Mondays)

SING HON LOONG BAKERY

Holding on to its traditional roots, this 24-hour bakery continues to produce hundreds of delicious bread loaves per day. Ever since its inception over 50 years ago, the Sing Hon Loong Bakery has slowly developed a reputation for the quality and dedication that goes into each and every one of their fluffy loaves.

Beloved by Singaporeans all over the island, Sing Hon Loong prides itself on its traditionally made loaves which have a delectable, cottony texture to them. Customers can even opt to have their bread prepared with kaya, butter or peanut butter upon purchase, while filled buns are also available should you want some variety.

4 Whampoa Drive, Singapore 327715

4 mins

Opening Hours: 24 Hours Daily

TEL: +65 6256 0878

WHAMPOA SOYA BEAN & GRASS JELLY DRINKS

Refreshing grass jelly and silky smooth bean curd await at this simple dessert store. Customers will also be treated to generous helpings of toppings such as sweet corn, gingko nuts and red beans atop absolutely luxurious curd that melts in one's mouth.

Cooling sweet drinks are also available for those looking to slake their thirst.

#01-52 Whampoa Hawker Centre, Singapore 320091

8 mins

06:30 - 16:30 (Closed on Mondays)

All travel times are estimates and subject to actual traffic conditions. Source from www.onemap.sg

THE CLUELESS GOAT @ NOVENA

Sporting a modern and monochromatic look, The Clueless Goat is an elegantly simple café that is anything but clueless when it comes to the food it serves. Down to earth yet refreshingly creative, this café offers many delicious delights that one would often fancy for a wholesome breakfast; such as smoked salmon sandwiches, salads and eggs on toast.

Adding to that is their modest offering of various coffee options that make for the perfect pick-me-up when you're on the go.

189 Thomson Road, Singapore 307631

6 mins | 3 mins

Tue - Thu: 08:00 - 18:00 Fri: 08:00 - 19:00
Sat: 09:00 - 19:00 Sun: 09:00 - 18:00
(Closed on Mondays)

TEL: +65 9297 6960

CRAFTSMEN SPECIALTY COFFEE

Established in 2014 with multiple outlets across Singapore, Craftsmen Specialty Coffee is known for its delectable confectionaries and coffee. Its vintage industrial look certainly makes it a go-to spot for the hip and trendy, but as with most eateries worth their weight in salt, the food here is what truly draws the crowd.

Pay them a visit if you're in the mood for some decadent Western cuisine and good coffee.

173 Thomson Road, Singapore 307623

9 mins | 4 mins

Sun - Thu & PH - 08:00 - 21:00
Fri - Sat & PH - 08:00 - 22:30

TEL: +65 9658 0769

TRENDY SOCIAL LEISURE SPOTS

Whether you're looking for a quick bite or a hearty meal, snack in style at these snazzy spots in the vicinity of NEU AT NOVENA.

103 Irrawaddy Road, #01-04, Royal Square, Singapore 329566

6 mins | 4 mins

Weekdays: 08.00 - 16.00 or sell out
Weekends: 09.00 - 16.00 or sell out

TEL: +65 6251 6601

TWO MEN BAGEL HOUSE NOVENA

Often stated to be one of, if not the best bagel spot in Singapore, Two Men Bagel House is your location of choice if you're looking to scratch that sandwich itch.

Serving up freshly made rings of various appetizing flavours each day, you'll often find this place filled to the brim with patrons and their bagels tend to sell out pretty quickly as well.
From succulent beef brisket to luscious smoked salmon, everything that goes between the bagels at this café is sure to please the palate.

1 Goldhill Plaza, #01-19/ 21, Singapore 308899

9 mins | 3 mins

12:00 - 14:30 , 18:00 till late
(Closed on Mondays and Tuesdays)

TEL: +65 6258 4846

DA LUCA ITALIAN RESTAURANT

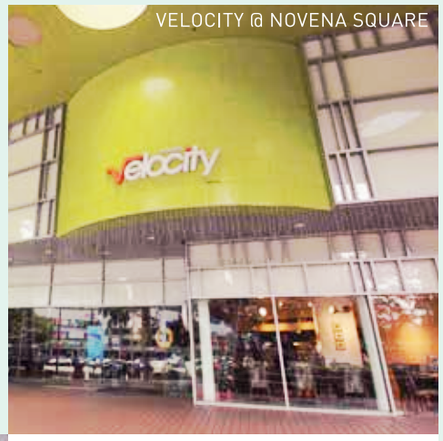
Comfortable and quaint, Da Luca might seem like your average Italian affair; but experience its offerings for yourself and you'll soon find that its rave reviews are certainly no exaggeration.

While slightly above average in terms of pricing, this restaurant more than makes up for it with premium quality you can taste in every bite of their sumptuous Italian cuisine. Known for their ravioli and assortment of desserts, Da Luca is sure to satisfy whether your cravings be salty or sweet.

All travel times are estimates and subject to actual traffic conditions. Source from www.onemap.sg

CHIC AND CONTEMPORARY

ECLECTIC
TASTE
AND
Trends



VELOCITY @ NOVENA SQUARE

DELIGHTFULLY DIVERSE SHOPPING SCENE

Living at NEU AT NOVENA is a breeze where retail variety is easily within reach. From going on a grocery run to weekend mall hopping, the choices are endless and exciting.

NOVENA SQUARE

500

RETAIL SHOPS & FOOD OUTLETS WITHIN 500M

GOLDHILL PLAZA

UNITED SQUARE SHOPPING MALL

11

SUPERMARKETS / GROCERY SHOPS WITHIN 1KM

SQUARE 2

NTUC Square 2
Mmmm! Square 2
Solmart Square 2
Cold Storage Velocity
Cold Storage United Square
Little Farms United Square
Jaysbloom United Square
Cavemen Butchery Singapore
NTUC Zhongshan Mall
NTUC Shaw Plaza
NTUC Cambridge Road

THE BEST
START IN LIFE
AWAITS

WELL-ESTABLISHED EDUCATION INSTITUTIONS

Every parent desires to give their young ones the best start in life.

When home is NEU AT NOVENA, top-notch education is just a stone's throw away.

ETONHOUSE PRE-SCHOOL (NEWTON)

PRE-SCHOOLS

Italian Supplementary School

EtonHouse Pre-School (Newton)

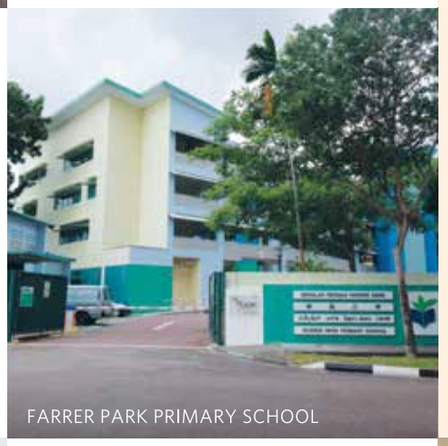
Swedish Supplementary Education School

PRIMARY SCHOOLS

Farrer Park Primary School (Within 1km)

St Joseph's Institution Junior (Within 1km)

St Margaret's Primary School


FARRER PARK PRIMARY SCHOOL

ST JOSEPH'S INSTITUTION JUNIOR

SECONDARY SCHOOLS

Anglo-Chinese School (Barker Road)

Singapore Chinese Girls' School

SINGAPORE CHINESE GIRLS' SCHOOL

INTERNATIONAL SCHOOL

Chatsworth International School (Primary, Middle Years & Diploma)

ANGLO-CHINESE SCHOOL (BARKER ROAD)

TERTIARY INSTITUTES

Curtin Singapore

LASALLE College of The Arts (Winstedt Campus)

LASALLE College of The Arts (McNally Campus)

Nanyang Academy of Fine Arts

Singapore Management University

Ministry of Education Language Centre

CURTIN UNIVERSITY, SINGAPORE

Source from www.onemap.sg

ENRICHING AND ENLIGHTENING EXPERIENCES

A shopping paradise that goes beyond retail therapy, United Square Shopping Mall is ideal for everyone in the family to spend quality leisure time. For the younger ones, the mall is fully equipped with kid-friendly features and activities that promise a learning experience can be playful and enjoyable.

UNITED SQUARE - KIDS LEARNING MALL

Aureus Academy
Global Art Singapore
Hua Language Centre
I Can Read
Kindermusik With Love Studios
Lorna Whiston Schools
Mandeville Conservatory of Music
Smart Science Lab
Spanish Academy
The Ballet & Music Company
The Learning Lab

ROXY-PACIFIC HOLDINGS PTE LTD

Roxy-Pacific Holdings Pte Ltd

Roxy-Pacific Holdings Pte Ltd (the "Group") is an established property and hospitality group with a track record dating back to 1967. Armed with more than 50 years of experience and expertise, the Group is primarily engaged in the development and sale of residential and commercial properties, property investments and hospitality operations in key locations across the Asia-Pacific region.

SINGAPORE

RV ALTITUDE

FYVE DERBYSHIRE

120 GRANGE

ARENA RESIDENCES

OVERSEAS

WISMA INFINITUM, MALAYSIA

WEST END RESIDENCES, AUSTRALIA

HOSPITALITY

NOKU, MALDIVES

NOKU, KYOTO

MACLY GROUP

Macly Group (est. 1987) is an established property developer based in Singapore with a track record of developing landed properties, apartments, condominiums, mixed developments, commercial and cluster housing projects. Between 2004 to 2018, the Group developed and launched more than 30 residential and commercial developments in Singapore. Macly Group has also launched property development and hospitality projects in Malaysia and Indonesia. Its hospitality arm owns and operates hotels under the brand "Lloyd's Inn" and has won many accolades.

SINGAPORE

EON SHENTON

GUILLEMARD EDGE

NOTTINGHILL SUITES

FIVENINE

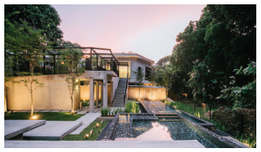
33 RESIDENCES

OVERSEAS

THE COLONY BY INFINITUM, KUALA LUMPUR

HOSPITALITY

LLOYD'S INN, SINGAPORE



LLOYD'S INN, BALI

LLOYD'S INN, KUALA LUMPUR

neuatnovena.com.sg

A PREMIER DEVELOPMENT BY

ROXY-PACIFIC HOLDINGS CONSORTIUM

ROXY-PACIFIC HOLDINGS PTE LTD

Roxy-Pacific Holdings Pte Ltd

MACLY GROUP

MACLY Quality • Value

LWH DEVELOPMENT PTE LTD

LWH DEVELOPMENT PTE LTD

Developer: RH Novena Pte Ltd • Company Registration Number: 201818104Z • Developer's Licence No.: C1324 • Tenure of Land: Estate in Fee Simple • Encumbrances: Mortgage(s) in Favour of United Overseas Bank Limited • Expected Date of Vacant Possession: 31 October 2024 • Expected Date of Legal Completion: 31 October 2027 • Location: Lot 527T and 1072P of TS29 at 27 Moulmein Rise

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