

Straits at Joo Chiat: Where Contemporary meets Peranakan

Roxy-Pacific Holdings held a public preview of Straits at Joo Chiat on May 4. Straits at Joo Chiat is a freehold development located along Joo Chiat Place in District 15. The boutique development is expected to obtain its temporary occupation permit in November 2027.

Desirable location that is rich in culture

Joo Chiat is well-known for its association with the Peranakan culture. Some of the prominent landmarks in the neighbourhood include the colourful Peranakan shophouses along Koon Seng Road, a charming museum known as The Intan, and a traditional Peranakan restaurant named Rumah Bebe. Straits at Joo Chiat is designed to reflect Joo Chiat's rich Peranakan heritage.

Straits at Joo Chiat is located in District 15, a popular residential neighbourhood in the East Region. Demand for homes in the East is expected to increase after Stage 4 of the Thomson-East Coast Line, which stretches from Tanjong Rhu to Bayshore, opens in June. Additionally, the Pan Island Expressway and East Coast Parkway are just a short drive away.

There are also numerous schools near Straits at Joo Chiat, which should greatly appeal to parents. Some of these schools within 1km are PCF Sparkletots @ Joo Chiat, Haig Girls' School and CHIJ (Katong) Primary.

Thoughtfully designed units

Understated nods to the Peranakan culture differentiate Straits at Joo Chiat from other developments. Unique Peranakan-inspired feature tiles can be found in the bathroom and kitchen of each unit, as well as the common areas. The wardrobe door handles for each bedroom are also specially designed to resemble a Peranakan motif.



Straits at Joo Chiat is a freehold boutique development in District 15 which held its public preview on May 4

Straits at Joo Chiat comprises 16 units with four unique layouts. Four units for each type of layout are available.

The smallest units feature the three-bedroom-plus-study layout, measuring 92 sq m (990 sq ft). The largest units feature the five-bedroom layout, measuring 135 sq m (1,453 sq ft). The other two unit types are the three-bedroom-plus-guest and the four-bedroom layouts, measuring 97 sq m (1,044 sq ft) and 114 sq m (1,227 sq ft) respectively. These spacious units are ideal for owner-occupiers and their families, especially as working from home becomes more prevalent. The layout of the units will definitely appeal to discerning buyers who understand and appreciate the thoughtfulness that goes behind the design.

The three-bedroom-plus-study unit in the showroom is a perfect showcase of the thoughtfully designed features that define Straits at Joo

Chiat. The vanity area is separated from the rest of the master bathroom by a sliding door, which provides future residents with more efficient use of the space. This design is consistent across all units.

Additionally, the common bathroom has two doors that allows for easy access from the dining and study areas, as well as the common bedrooms. The unit is also designed efficiently to maximise usable space.

On the other hand, the three-bedroom-plus-guest units provide an alternative for buyers looking for a compact or flexible four-bedroom unit because the guest room can be converted into a compact bedroom. The guest bedroom in this thoughtfully designed layout is well-ventilated with its own air-conditioning unit

and window, as well as a custom designed wardrobe. The guest bedroom is also spacious enough to accommodate a single-size bed comfortably. This layout has been a signature design of Roxy-Pacific Holdings over the years due to its functionality and strong value proposition.

The development also features four units with five bedrooms. These large units are a rarity in this area as there are fewer than 100 five-bedroom units among developments within a 1km radius. Furthermore, the five-bedroom units in Straits at Joo Chiat include family-friendly features such as a wet and dry kitchen. Additionally, the balcony is accessible via the living area and the wet kitchen, giving future residents the flexibility to create a larger living

area by using the balcony as an alfresco dining area.

The five-bedroom units feature a junior master bedroom with an ensuite bathroom. Multi-generation households will appreciate such a layout because the junior master bedroom is ideal for grandparents.

One of its kind

Straits at Joo Chiat consists of 16 units, with only four units per level. The limited number of units in the development means that there are fewer residents sharing the common facilities. The development features a pool, a multi-fitness station, a grill and dine pavilion on the roof terrace, as well as a kids' creative play area on the ground level.

Furthermore, the limited number of units per level ensures more privacy for each household. Extended families with multiple households can consider purchasing all four units on the same level. This arrangement allows the family to enjoy the best of both worlds. They can savour familial cosiness with the entire extended family, while each household retains its privacy and personal space.

Affordable launch price

Launch prices for Straits at Joo Chiat will start at \$2,080 psf which is significantly lower than many of its comparable neighbours in the same district. Based on caveats lodged with URA from November 2023 to April 2024, the average prices for these developments range from \$2,225 psf to \$2,799 psf. As such, Straits at Joo Chiat is an affordable and value-for-money choice.

Established developer with deep understanding of the neighbourhood

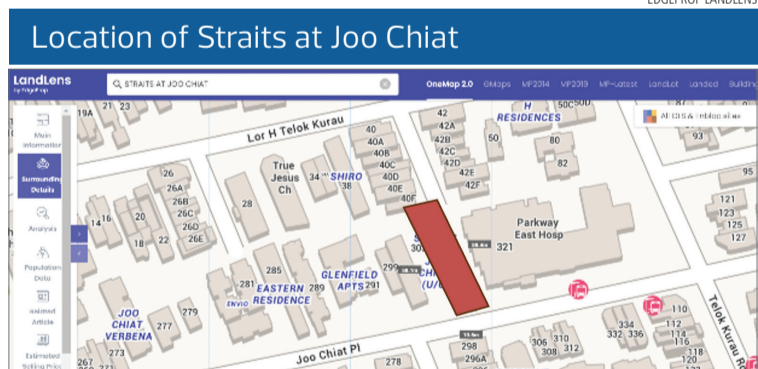
Straits at Joo Chiat is developed by Roxy-Pacific Holdings, a well-established developer with an impressive track record dating back to 1967. It has developed projects in Singapore as well as several key cities in Asia Pacific.

Roxy-Pacific Holdings has created more than 20 unique developments in the Joo Chiat and Katong area, including The Verte, Axis@ Siglap, Haig 162 and The Lucent. Their extensive track record is indicative of their deep understanding of the neighbourhood and the needs of prospective buyers. Armed with such knowledge, Roxy-Pacific Holdings embarked on a Heritage Collection with the launch of Straits Mansion in 2016. Today, the firm proudly adds Straits at Joo Chiat to their Heritage Collection. This Contemporary Peranakan development reflects the trend of the neighbourhood's charming history while meeting the needs of prospective buyers. **E**

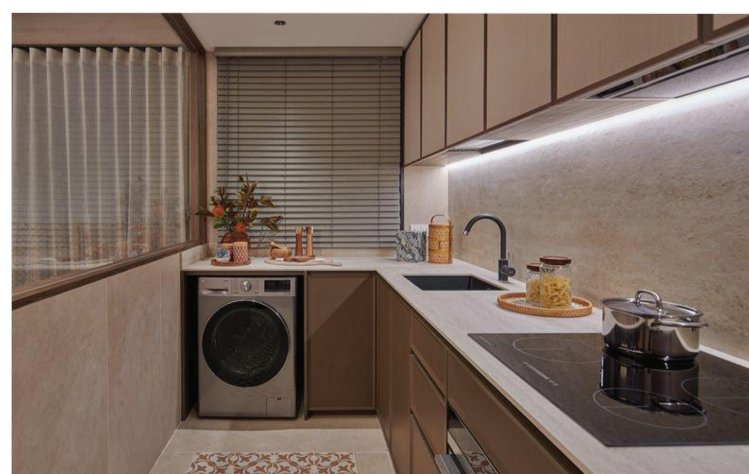
Average price of selected developments in District 15

Development	Street name	Tenure	Average price (\$ psf)*
Straits at Joo Chiat	Joo Chiat Place	Freehold	Starting from 2,080
Atlassia	Joo Chiat Place	Freehold	2,225
Clydence	Still Road	Freehold	2,251
Koon Seng House	Koon Seng Road	Freehold	2,357
Tembusu Grand	Jalan Tembusu	99-year leasehold	2,452
Ardor Residence	Haig Road	Freehold	2,465
Grand Dunman	Dunman Road	99-year leasehold	2,532
The Continuum	Thiam Siew Avenue	Freehold	2,799

* Based on sales transactions caveats lodged with URA for the six months from November 2023 to April 2024



Showflat of the living area for a three-bedroom-plus-study unit



Showflat of the kitchen for a three-bedroom-plus-study unit

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