

Integrated development with transport hub to lead transformation in the new Beauty World



Latest artist's impression of The Reserve Residences, an integrated development with transport hub jointly developed by Sino Group and Far East Organization. PHOTO: Far East Organization

A new integrated development with transport hub in Beauty World has recently been drawing a lot of attention from agents and keen buyers. The showflat is targeted to preview late April, followed by the launch in May.

Located at Jalan Anak Bukit, this 3.22 ha site is envisioned by URA to be a distinctive development and identity marker for the Beauty World precinct when completed.

The URA held a 9-month long tender period from 30 Jun 2020, and was on a dual-envelope process. It attracted 5 bids, of which a joint venture between Sino Group and Far East Organization eventually won the tender when they beat the next highest bid by a mere 1.7%.

This new development, named The Reserve Residences, consists of 732 residential units, serviced residences of about 160 units, 4 levels of retail mall inclusive of community spaces & sports facilities, a bus interchange, and direct access to the Beauty World MRT Station via an underground pedestrian link.

The first high-rise new launch in Beauty World in the last 40 years

There will be 8 towers of low, mid, and high-rise towers with heights ranging from 11 to 32 storeys. A search around there shows that this will be the first high-rise development to be launched in the Beauty World precinct in the last 40 years, with the last such high-rise said to be Bukit View, that is 26 storeys located within Beauty World Centre developed in

1983. The tallest development in that precinct has been Sherwood Towers, that has 30 storeys since 1980, finally to be surpassed by the up and coming The Reserve Residences.

Magical touch by WOHA and ICN Design since Goodwood Residence

The architect, highly-acclaimed WOHA, will be collaborating with landscape master ICN Design International to foster a lush environment that is well connected to the neighbouring nature attractions.

With facilities lined up within the urban window of the development, and landscapes cascading between level 4 to level 6, all units are well-positioned to

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harvest the best views around, including open views towards Bukit Timah Nature Reserve and the neighbouring estates.

Sizes that fit all

Units in The Reserve Residences are well-spread across from 1 bedroom units to 5 bedroom penthouses. The sizes of the different types as follow:

- 1 bedroom: approx. 440 - 495 sqft
- 2 bedroom: approx. 560 - 810 sqft
- 3 bedroom: approx. 905 - 1,380 sqft
- 4 bedroom: approx. 1,475 - 2,250 sqft
- 5 bedroom: approx. 1,755 - 3,625 sqft
- 5 bedroom Penthouse: approx. 2,485 - 2,800 sqft

The 1 & 2 bedroom units make up about 55% of the total units, while the 3 bedroom units make up almost 30%. Across the 3 bedroom units to 5 bedroom penthouses, there are 3 different collections namely Creekside, Horizon, and Treetops. Some of these units feature high ceiling, while some are duplex units.

Did You Know?

Beauty World used to be an amusement park called Tai Tong Ah Sai Kai

Opened in 1944 during the Japanese Occupation by the Japanese authorities, the name Tai Tong Ah Sai Kai means Greater East Asia World in Cantonese.

Located near 7th milestone of Bukit Timah Road, the park used to house one of the largest gambling halls before gambling was banned after the war. After being ravaged by multiple fires, Beauty World finally closed down in December 1983 and some of its shop owners moved to the current Beauty World Centre.

The first shopping mall in Beauty World

Bukit Timah Plaza was the first shopping mall to be built in this precinct, and is also one of the earliest mixed-use developments located outside city cent-

re. It is integrated with a private residential development known as Sherwood Towers.



Tiong Hwa Cinema (centre) at Beauty World Market 1972. PHOTO: URA



Bukit Timah Plaza. PHOTO: Business Times

Heritage in Beauty World Plaza

Beauty World Plaza, a 999 years leasehold mixed-use development consisting of a 3 storey commercial podium and a 5 storey private residential tower, was one of the many developments built by real estate tycoon Ng Teng Fong's Far East Organization. It was completed in 1982.



Beauty World Plaza. PHOTO: Author



Artist's impression of the Creekside, located in the low-rise towers that are from level 6 to level 11, looking over the facilities on level 5. PHOTO: Far East Organization

Staying connected

Other than having an air-conditioned bus interchange within The Reserve Residences, it is also seamlessly connected to Beauty World MRT Station via an underground pedestrian link.

On top of these, there will also be a link bridge connected to the future community building on level 2.

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