



# STRAITS

AT JOO CHIAT

303 JOO CHIAT PLACE

## ANOTHER FREEHOLD HERITAGE DEVELOPMENT

BY ROXY-PACIFIC HOLDINGS PTE LTD

*Straits at Joo Chiat* is a rare collection of 16 freehold residences located in the vibrant heart of District 15. Perfectly designed to embody the best of east-side living, the distinctive development stands out for its modern expression of Joo Chiat's rich Peranakan culture. Every detail is artfully imbued with elegant touches of contemporary Peranakan style, creating a harmonious blend of refinement and heritage that transforms each 3 to 5 bedroom residence into a stylish and tranquil oasis, perfectly suited for the discerning tastes of today's savvy homeowners. A curated selection of facilities can also be found across the development, offering residents an idyllic lifestyle. *Straits at Joo Chiat* — the address to experience the best side of east-side living.



## EXCLUSIVE 16 FREEHOLD RESIDENCES IN DISTRICT 15

- ❁ Freehold District 15
- ❁ Distinctive architecture inspired by contemporary Peranakan design
- ❁ 16 exclusive and spacious 3 – 5 bedroom units
- ❁ Low-rise, low-density east-side living in a private landed district
- ❁ Charming and multicultural neighbourhood steeped in Peranakan culture and rich architectural heritage
- ❁ Highly sought after for its trendy lifestyle and vibrant street life
- ❁ Established schools nearby
- ❁ Superb connectivity
- ❁ Lifestyle shops offering everything from daily necessities to upmarket products
- ❁ Cafes, bars and restaurants for weeknight drinks, weekend brunches and everything in between

# LOCALITY MAP

## CONNECTIVITY

- EUNOS MRT STATION (EW7) 12min • within 1km
- KEMBANGAN MRT STATION (EW6) 15min
- PAN ISLAND EXPRESSWAY (PIE) 6min
- EAST COAST PARKWAY (ECP) 6min
- KALLANG-PAYA LEBAR EXPRESSWAY (KPE) 9min

## SHOPPING & DINING

- JOO CHIAT EATERIES 12min
- DUNMAN FOOD CENTRE 13min
- KATONG EATERIES 14min
- HAIG ROAD MARKET AND COOKED FOOD CENTRE 4min
- SIGLAP EATERIES 5min
- TANJONG KATONG EATERIES 8min
- KINEX 4min
- I12 KATONG 4min
- IMALL (U/C) 4min
- KATONG V 5min
- PARKWAY PARADE 5min
- PLQ MALL 5min
- PAYA LEBAR SQUARE 5min
- SINGPOST CENTRE 7min

## EDUCATION

- PCF SPARKLETOTS @ JOO CHIAT 5min • within 1km
- HAIG GIRLS' SCHOOL 11min • within 1km
- CHIJ (KATONG) PRIMARY 3min • within 1km
- TAO NAN SCHOOL 4min • within 2km
- ST. STEPHEN'S SCHOOL 4min • within 2km
- ST. PATRICK'S SCHOOL 4min • within 2km
- NGEE ANN PRIMARY SCHOOL 5min • within 2km
- TANJONG KATONG SECONDARY SCHOOL 5min • within 2km
- VICTORIA JUNIOR COLLEGE 6min

## WORK

- PAYA LEBAR QUARTER 5min
- CENTRAL BUSINESS DISTRICT 17min
- MARINA BAY FINANCIAL CENTRE 17min

## SPORTS & NATURE

- EAST COAST PARK 5min
- SINGAPORE SPORTS HUB (NATIONAL STADIUM, OCBC AQUATIC CENTRE, SINGAPORE INDOOR STADIUM) 11min
- GARDENS BY THE BAY 17min

## HERITAGE, ARTS & CULTURE

- THE YARDS 3min • within 1km
- TELOK KURAU STUDIOS 3min • within 1km
- JOO CHIAT PLACE PERANAKAN TERRACE HOUSES 8min • within 1km
- THE INTAN 11min
- RUMAH BEBE 3min



\* STATIONS WILL BE OPENED IN JUNE 2024.

ALL TRAVELLING TIME IS APPROXIMATE ONLY AND IS TAKEN FROM STRAITS AT JOO CHIAT TO RESPECTIVE DESTINATION. SOURCE: WWW.ONEMAP.SG, GOOGLE.COM/MAPS AND WWW.URA.GOV.SG/CORPORATE/PLANNING/MASTER-PLAN/DRAFT-MASTER-PLAN-2025/LONG-ISLAND



✿

**THE  
BEST SIDE  
OF EAST-SIDE  
LIVING**

✿

Exciting Joo Chiat is where old school vibes meet new school finds. Heritage food meets world cuisine. Upmarket spots meet laid-back charm. There's something for everyone, including great food, excellent shopping, top schools, and pristine nature.



### Renowned Schools

Some of Singapore's best schools can be found in the vicinity of *Straits at Joo Chiat*. Within 1km is Haig Girls' School and CHIJ (Katong) Primary, and within 2km are Tao Nan School, St. Stephen's School, St. Patrick's School, Ngee Ann Primary School, and Tanjong Katong Secondary School.



### Trendy Shops at Your Doorstep

Elevate your lifestyle with trendy independent boutiques and all-in-one shopping malls like Kinex, i12 Katong, Parkway Parade, and PLQ Mall. All just moments away, so all you need is easily within reach.



### Tantalise Your Palate

The east side is a foodies' paradise. From local favourites to the hottest restaurants, everyone from near and far come to Joo Chiat just for good food. And now, they are all in your backyard!

## Work-Life Integration

Strategically located near two business hubs — the Central Business District and Paya Lebar Central Commercial Hub — *Straits at Joo Chiat* gives you more time for work, and also more time for play.



## Nature & Sports

With East Coast Park just a 5-minute drive away, you can easily enjoy some fresh air and sports whenever you feel like it. Plans are also underway to transform the Kallang Alive precinct, just a short drive away, into an exciting destination for sports and world-class entertainment.





MODERN



MEETS

HERITAGE



AT



YOUR



DOORSTEP







✿

**A PERFECT  
WEEKEND  
IN JOO CHIAT**

✿

Embark on an exciting weekend adventure in the well-loved enclaves of Joo Chiat and Katong. As they say, east side best side!



**8am**  
Kickstart your day with a tranquil morning run through picturesque streets and revel in the beauty of Peranakan architecture.



**9.30am**  
Indulge in a delightful traditional breakfast at Chin Mee Chin Confectionery.



**11.30am**  
Attend a pottery lesson and express your creative side at The Yards.



**1pm**  
Treat yourself and your beloved pooch to a delightful visit at The Brewing Ground.



**3pm**  
After a delicious lunch, don't miss the chance to discover rare vinyl gems at Choice Cuts Goods.



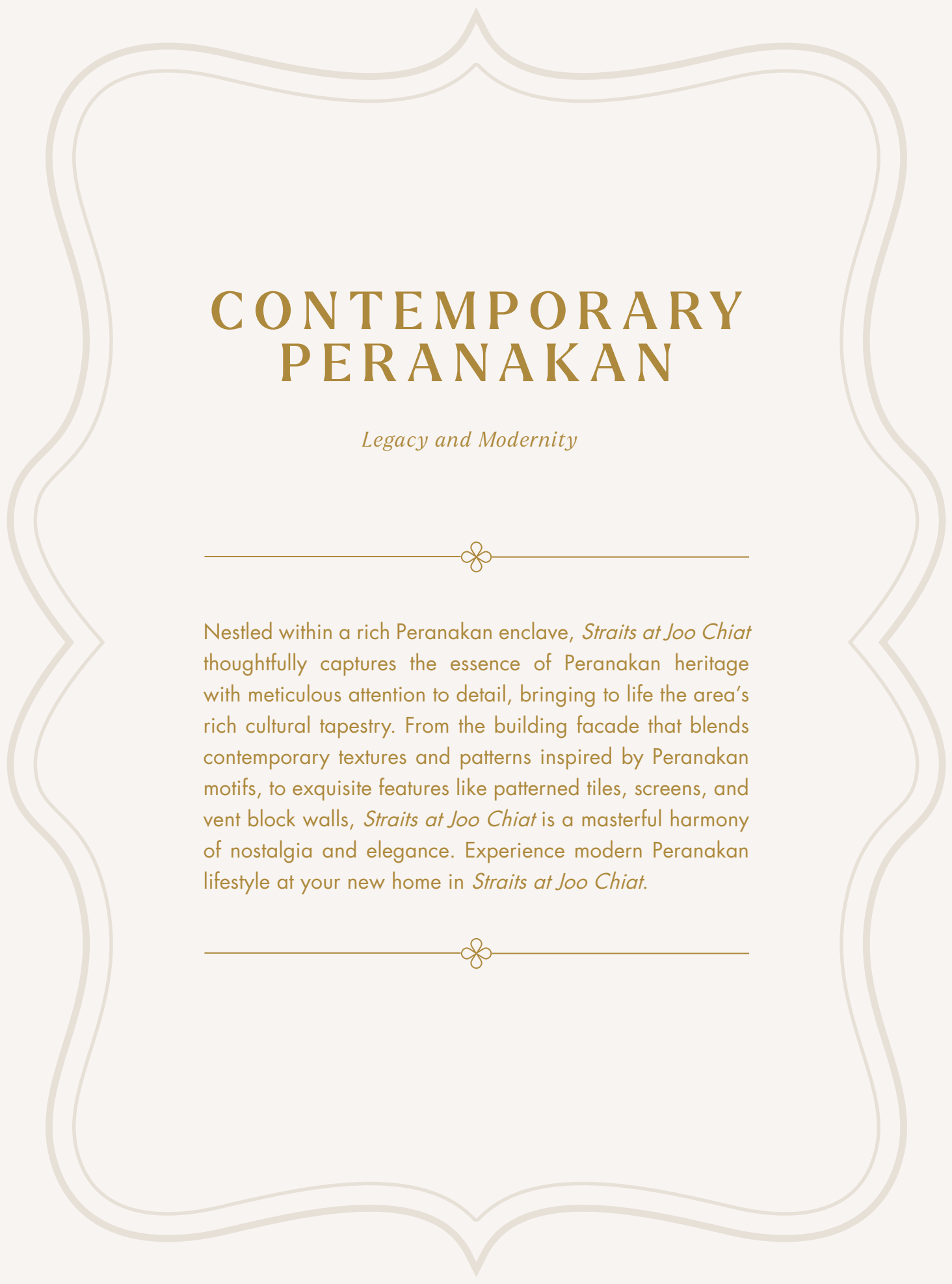
**4.30pm**  
After some coffee, immerse yourself in the rich world of Peranakan culture at The Intan, a private home museum.



**7pm**  
Finally, cap off a fun and rewarding day with a leisurely stroll along the enchanting East Coast Beach.



ARTIST'S IMPRESSION



# CONTEMPORARY PERANAKAN

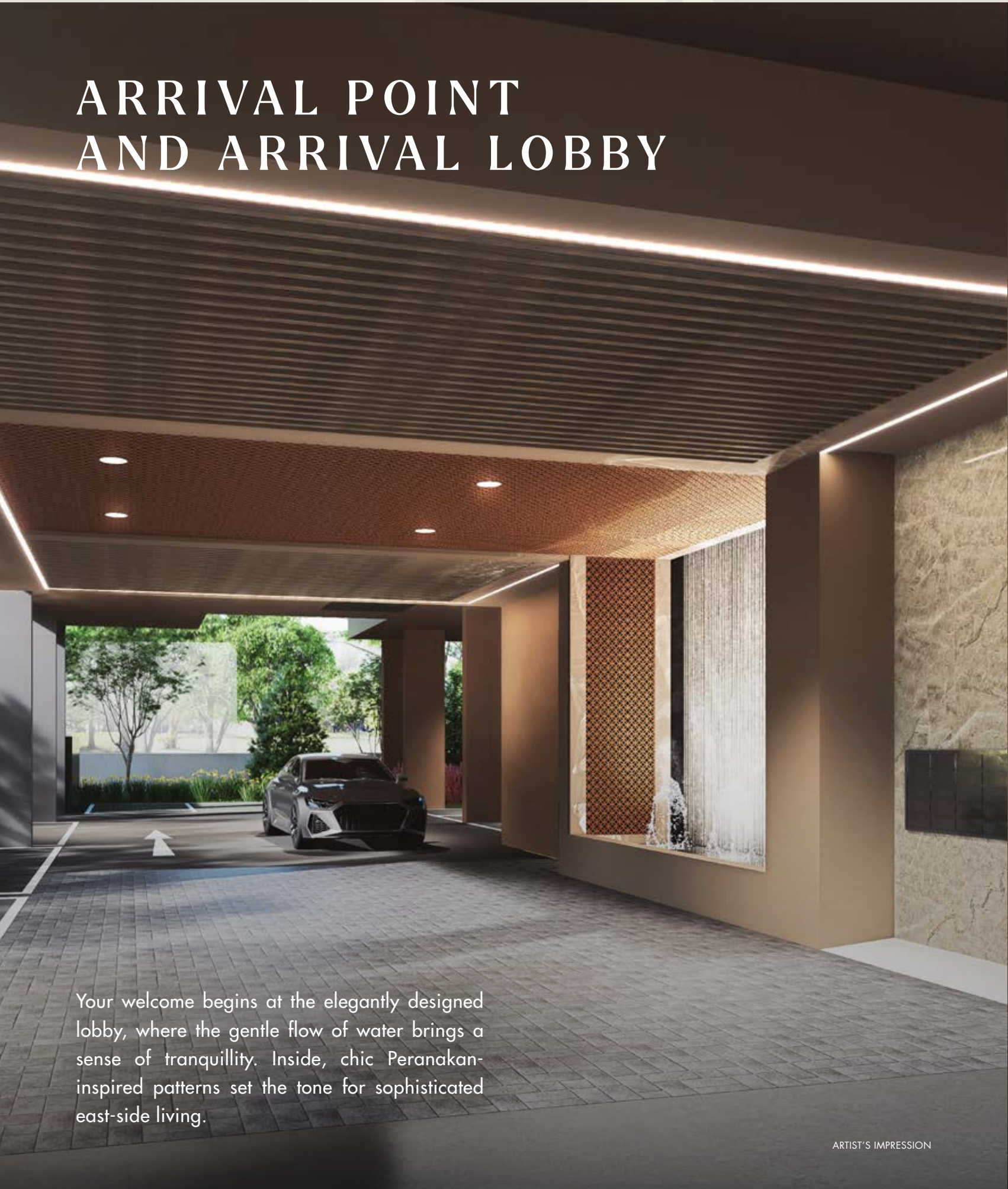
*Legacy and Modernity*



Nestled within a rich Peranakan enclave, *Straits at Joo Chiat* thoughtfully captures the essence of Peranakan heritage with meticulous attention to detail, bringing to life the area's rich cultural tapestry. From the building facade that blends contemporary textures and patterns inspired by Peranakan motifs, to exquisite features like patterned tiles, screens, and vent block walls, *Straits at Joo Chiat* is a masterful harmony of nostalgia and elegance. Experience modern Peranakan lifestyle at your new home in *Straits at Joo Chiat*.



# ARRIVAL POINT AND ARRIVAL LOBBY



Your welcome begins at the elegantly designed lobby, where the gentle flow of water brings a sense of tranquillity. Inside, chic Peranakan-inspired patterns set the tone for sophisticated east-side living.

ARTIST'S IMPRESSION



ARTIST'S IMPRESSION

# KIDS' CREATIVE PLAY AND GARDEN NOOK

Step into a lively playground with interactive play panels for kids to enjoy. Next to it is a garden surrounded by orchids, providing an ideal spot for relaxation.

ARTIST'S IMPRESSION

# SWIMMING POOL AND SUN DECK

Enjoy a serene escape at the swimming pool, which blends contemporary aesthetics with functional design. Relax on the Sun Deck, accompanied by the soothing sounds of flowing water. Thoughtfully curated elements, from elegant seating to the feature wall, create a stylish poolside experience for your ultimate indulgence.

ARTIST'S IMPRESSION

# GRILL AND DINE PAVILION

The Grill & Dine Pavilion dazzles with beautiful Peranakan tiles and panoramic views of the estate. The immersive experience elevates gatherings in this social space, complete with BBQ facilities for family celebrations that foster deeper connections and create lasting memories.

ARTIST'S IMPRESSION

# MULTI-FITNESS STATION

Enhance your fitness routine at the Multi-Fitness Station. This rooftop oasis accommodates various workout levels in a serene outdoor setting. Surrounded by flowers in bloom, you can embrace a balanced approach to health and well-being, working out amidst the fresh scent of the blossoms.



ARTIST'S IMPRESSION



# SITE PLAN



# UNIT DISTRIBUTION





ROOF TERRACE	COMMUNAL FACILITIES / SWIMMING POOL			
5TH STOREY	<b>TYPE B</b> #05-01 114 SQM	<b>TYPE AS</b> #05-02 92 SQM	<b>TYPE C</b> #05-03 135 SQM	<b>TYPE AG</b> #05-04 97 SQM
4TH STOREY	<b>TYPE B</b> #04-01 114 SQM	<b>TYPE AS</b> #04-02 92 SQM	<b>TYPE C</b> #04-03 135 SQM	<b>TYPE AG</b> #04-04 97 SQM
3RD STOREY	<b>TYPE B</b> #03-01 114 SQM	<b>TYPE AS</b> #03-02 92 SQM	<b>TYPE C</b> #03-03 135 SQM	<b>TYPE AG</b> #03-04 97 SQM
2ND STOREY	<b>TYPE B</b> #02-01 114 SQM	<b>TYPE AS</b> #02-02 92 SQM	<b>TYPE C</b> #02-03 135 SQM	<b>TYPE AG</b> #02-04 97 SQM
1ST STOREY	COMMUNAL FACILITIES / CAR PARK			

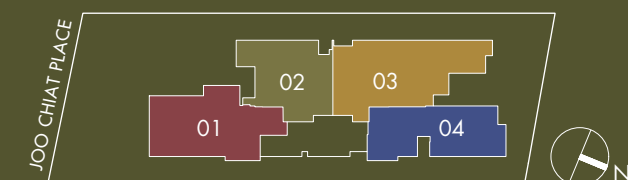
## LEVEL 1

- 1 ARRIVAL POINT
- 2 ARRIVAL LOBBY
- 3 KIDS' CREATIVE PLAY
- 4 GARDEN NOOK
- 5 ORCHID GARDEN
- 6 BUTTERFLY PEA GARDEN

## ROOF TERRACE

- 7 SWIMMING POOL
- 8 SUN DECK
- 9 GRILL AND DINE PAVILION
- 10 MULTI-FITNESS STATION
- A RAIN SHOWER
- B ACCESSIBLE TOILET

-  **TYPE AS** — 3-BEDROOM + STUDY
-  **TYPE B** — 4-BEDROOM
-  **TYPE AG** — 3-BEDROOM + GUEST
-  **TYPE C** — 5-BEDROOM



# MATERIAL & FINISHES

- 1 LIVING / DINING / KITCHEN / BALCONY FLOOR TILES
- 2 KITCHEN COUNTERTOP / BACKSPLASH
- 3 COMMON BATH / KITCHEN ACCENT TILES
- 4 COMMON BATH VANITY TOP
- 5 COMMON BATH SHOWER AREA FEATURE WALL TILES
- 6 COMMON BATH FLOOR TILES / WALL TILES
- 7 MASTER BATH VANITY AREA ACCENT TILES
- 8 MASTER BATH VANITY TOP
- 9 MASTER BATH SHOWER AREA FEATURE WALL TILES
- 10 MASTER BATH FLOOR TILES / WALL TILES
- 11 BEDROOM VINYL FLOORING
- 12 WARDROBE / DB / KITCHEN TOP HUNG CABINET LAMINATE
- 13 MASTER BATH VANITY CABINET LAMINATE
- 14 KITCHEN BOTTOM CABINET LAMINATE
- 15 COMMON BATH VANITY CABINET LAMINATE

The material palette is especially chosen to reflect the rich heritage of the Peranakan tradition. The focal points include the kitchen flooring and accent feature walls in the bathroom, each infused with elegant details.

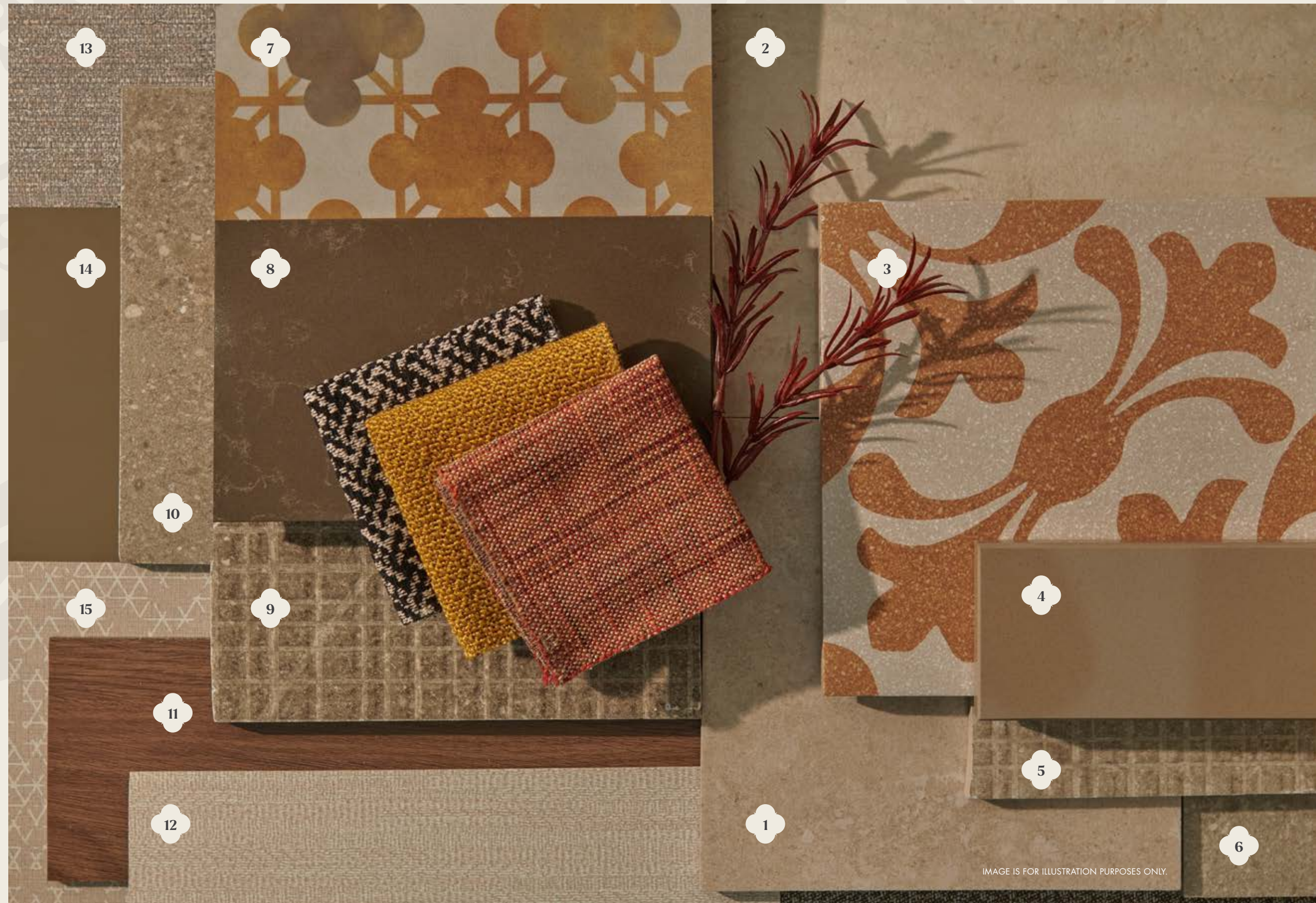


IMAGE IS FOR ILLUSTRATION PURPOSES ONLY.

# FLEXIBLE LAYOUT

All units are designed with a practical and flexible layout, to maximise the use of space. The living and dining areas, situated side by side to create a sense of openness, extend out to a well-proportioned balcony that can be used as a versatile space for entertainment, relaxation, and al fresco dining.

TYPE AS  
LIVING & DINING

IMPRESSION ONLY

# AL FRESCO LIVING

Set up an outdoor bar counter and watch the world go by from the breezy comfort of your balcony. Unit types AG and C have direct access between the balcony and kitchen for added practicality.

TYPE AS  
BALCONY

IMPRESSION ONLY

# FUNCTIONAL KITCHEN

The unique kitchen design seamlessly blends Peranakan touches with contemporary elements. Deep olive green cabinets and dark wood framing evoke a sense of luxury, while signature Peranakan motifs adorn the floor. Additionally, the 5-Bedroom Type C units also come with a dry and wet kitchen, as well as a wine chiller and dishwasher.

TYPE AS  
KITCHEN

IMPRESSION ONLY



TYPE AS  
STUDY

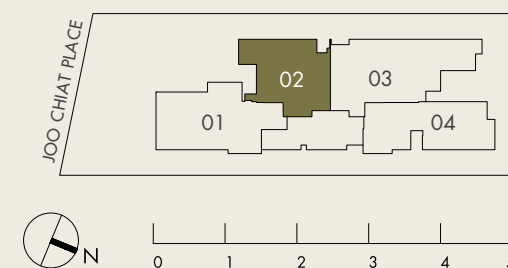
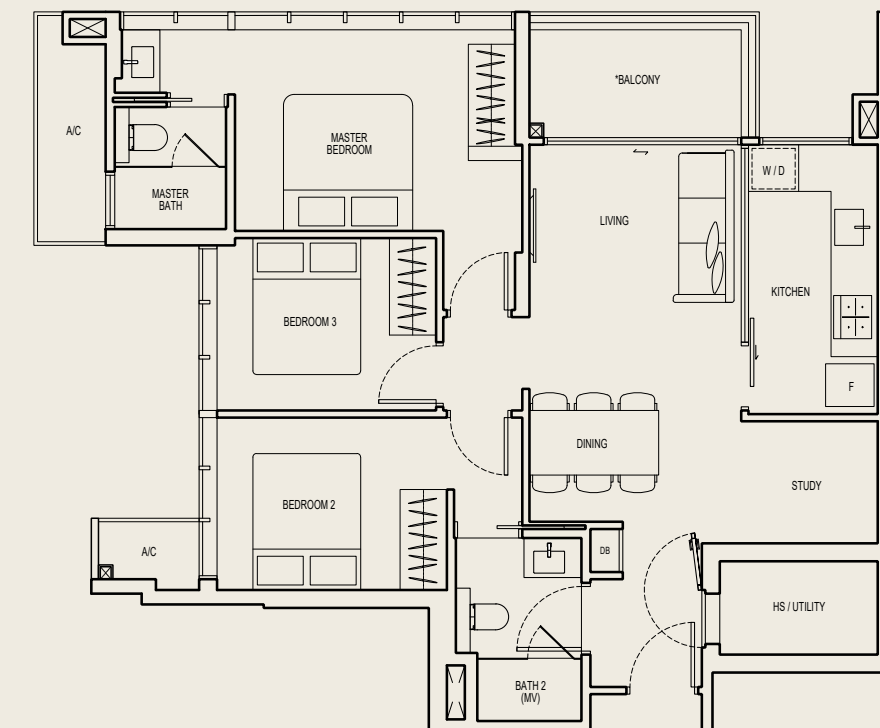
IMPRESSION ONLY



## 3 BEDROOM + STUDY

TYPE AS + 92 SQM

#02-02 TO #05-02



All floor areas indicated are inclusive of AC Ledge and Balcony. All floor areas are estimate only and subject to final survey. All floor plans are subject to changes as may be required or approved by the relevant authorities.

\* The Balcony shall not be enclosed. Only approved balcony screens are to be used. For an illustration of the approved balcony screen, please refer to page 57 of this Brochure.



TYPE AS  
BEDROOM 2  
IMPRESSION ONLY



TYPE AS  
BATH 2

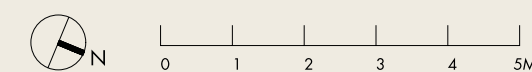
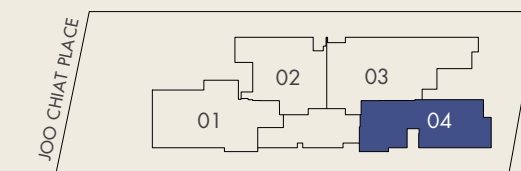
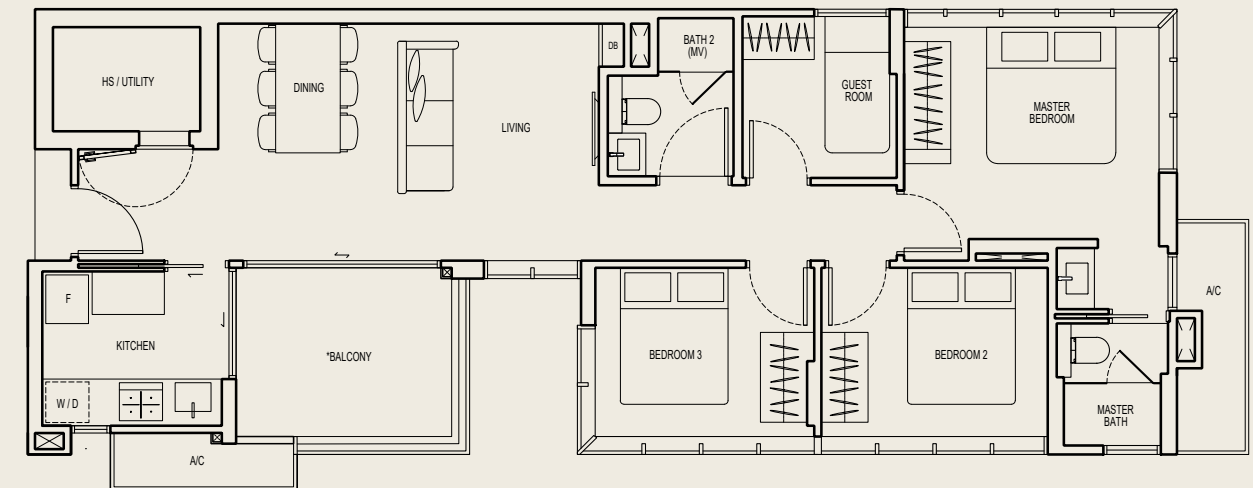
IMPRESSION ONLY



## 3 BEDROOM + GUEST

TYPE AG \* 97 SQM

#02-04 TO #05-04



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# EXQUISITE DETAILS

Details such as the beautiful wardrobe door handles add a touch of refinement. The master bedroom wardrobe also features a dedicated accessories cabinet with a mirror and an accessories drawer.



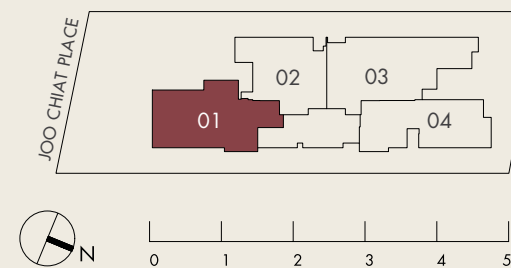
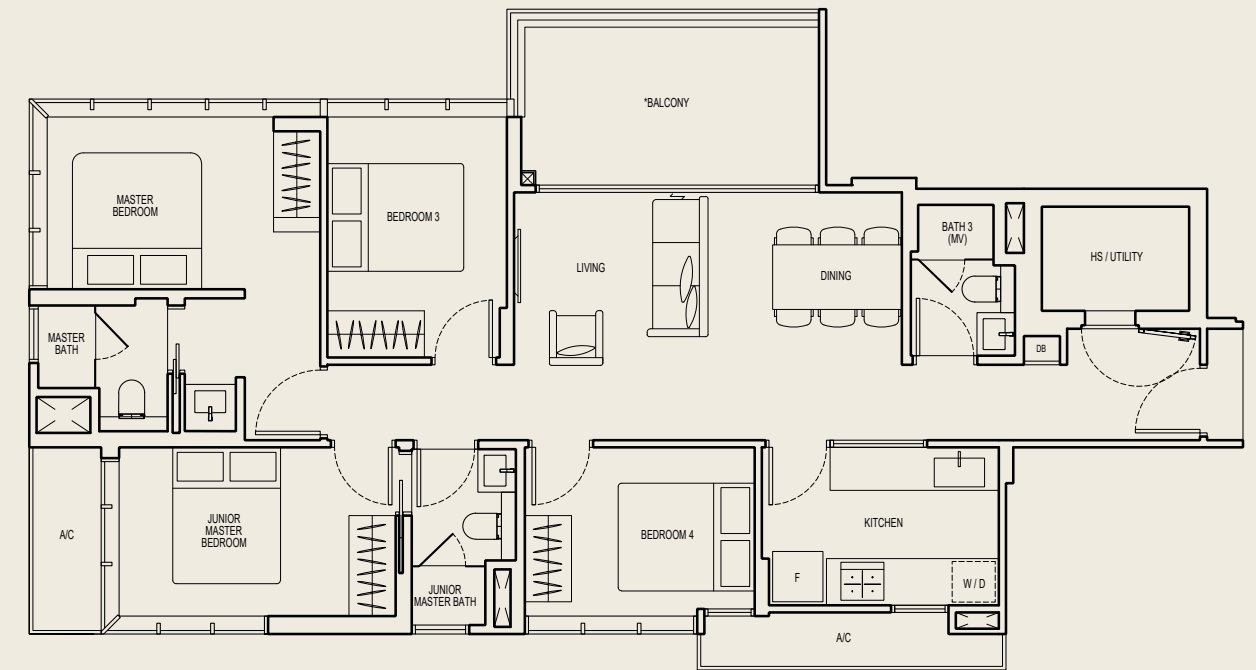
TYPE AS  
WARDROBES & HS / UTILITY  
IMPRESSION ONLY



# 4 BEDROOM

TYPE B + 114 SQM

#02-01 TO #05-01



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# A PLACE OF REST & SERENITY

Indulge in the serenity of the spacious master bedroom, which can fit a king-sized bed comfortably.

TYPE AS  
MASTER BEDROOM

IMPRESSION ONLY

# STYLISH BATHROOM



The ensuite master bath includes separate wet and dry areas to cater to individual needs. This thoughtful layout adds to the convenience, allowing one person to use the bathroom while the other utilises the vanity area. Contemporary motifs that can be seen in the cabinetry and mirrors marry tradition with modern elegance to create a stylish bathroom.

TYPE AS  
MASTER BATH

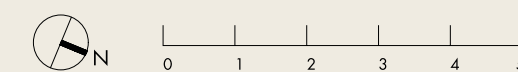
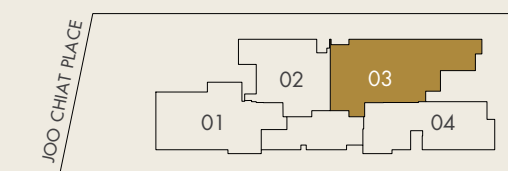
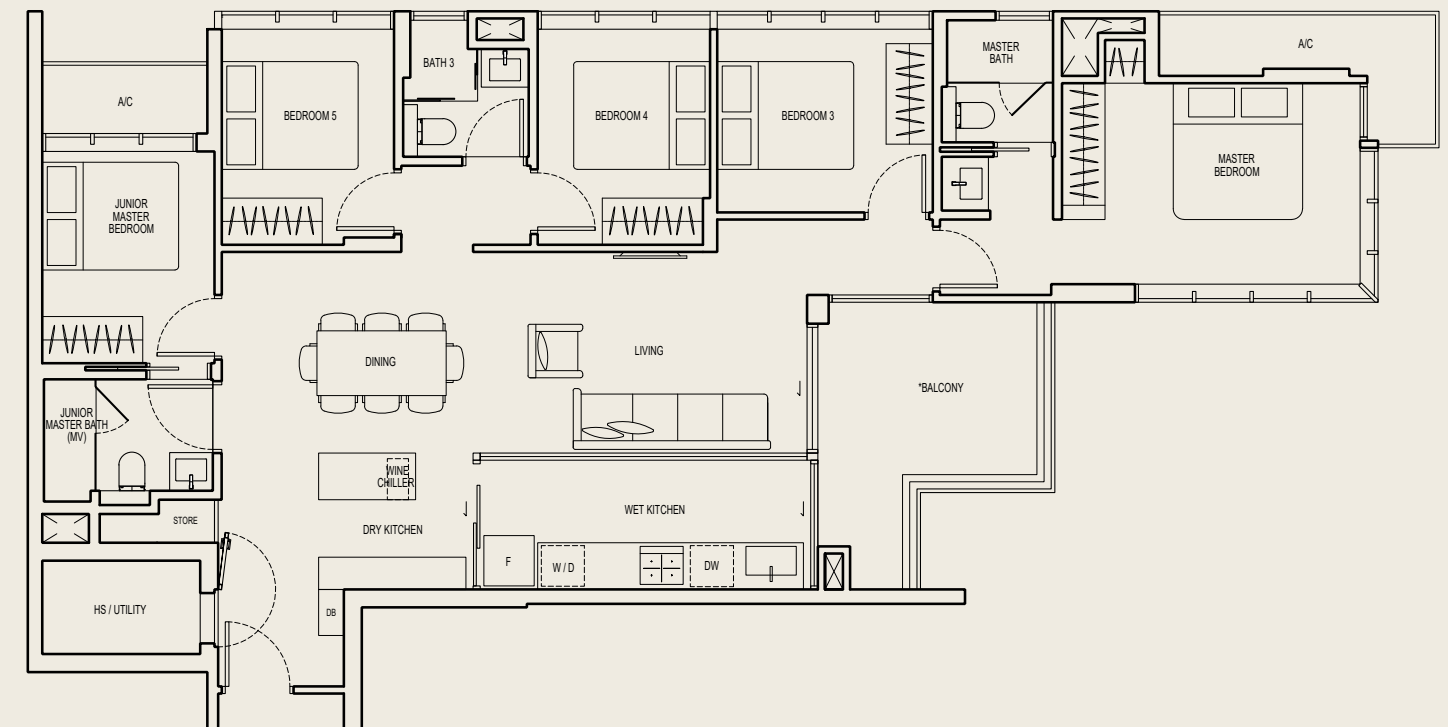
IMPRESSION ONLY



# 5 BEDROOM

TYPE C + 135 SQM

#02-03 TO #05-03

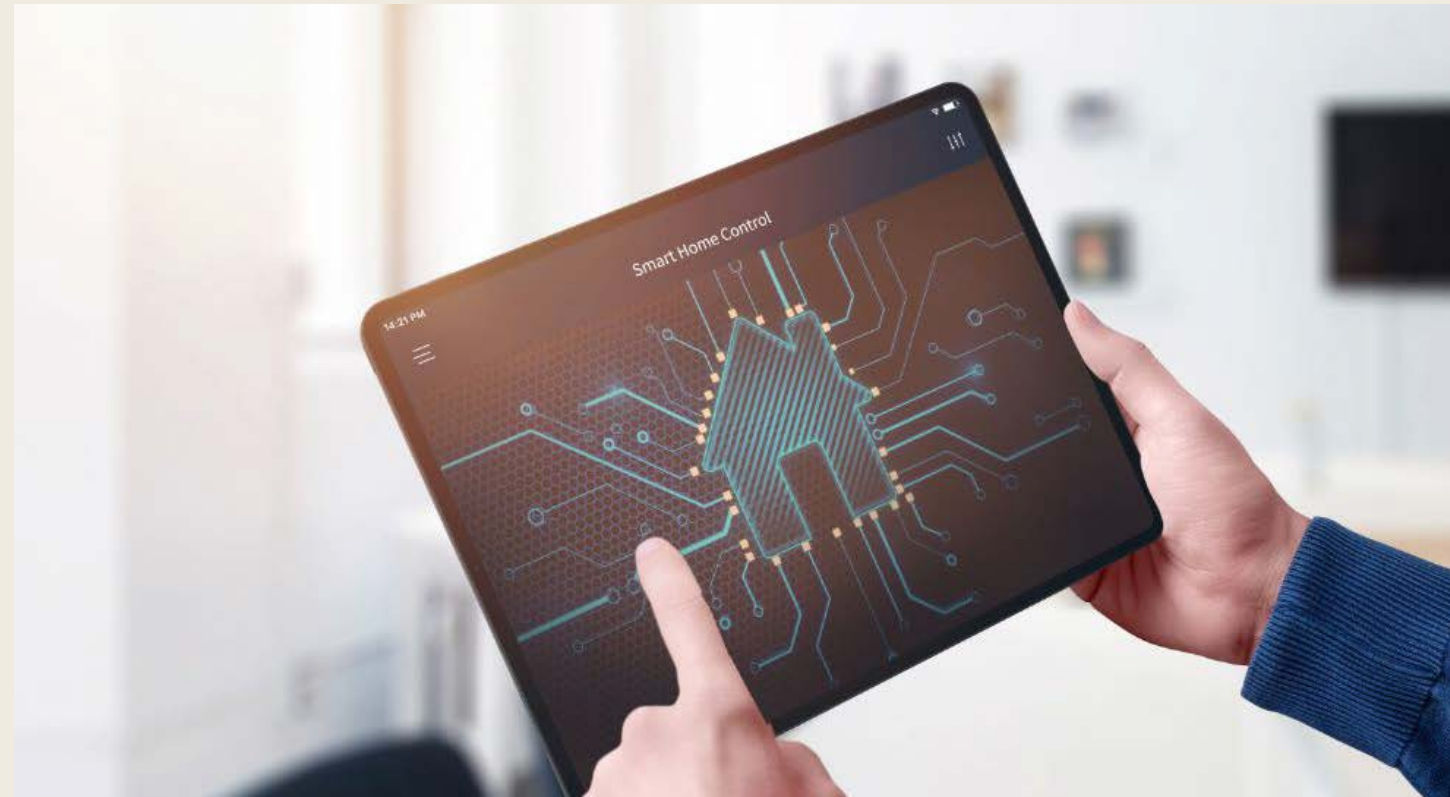


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# SMARTER HOME GATEWAY

*Straits at Joo Chiat* is designed to enhance your modern lifestyle by seamlessly integrating smart home features that offer unparalleled convenience and embrace the future of living.



## DIGITAL SMART LOCK



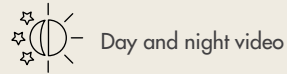
Various access  
5-in-one to access the lock Fingerprint, Pin Code, RFID Card, Key Override, Zwave (via Smart Home App)

Control who has access  
Let visitors in when you are not at home

Automatic locking



## IP CAMERA



Two way audio



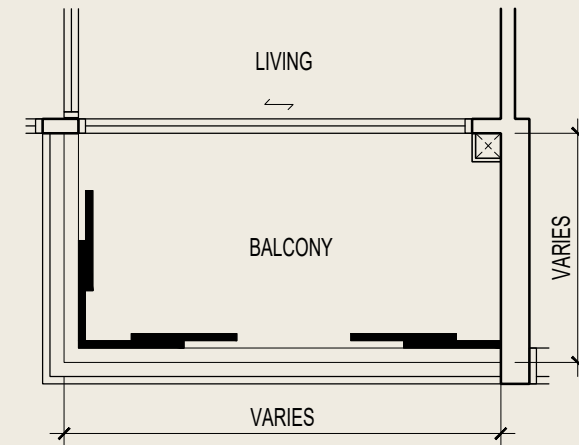
## SMART HUB

Given separately as loose piece.

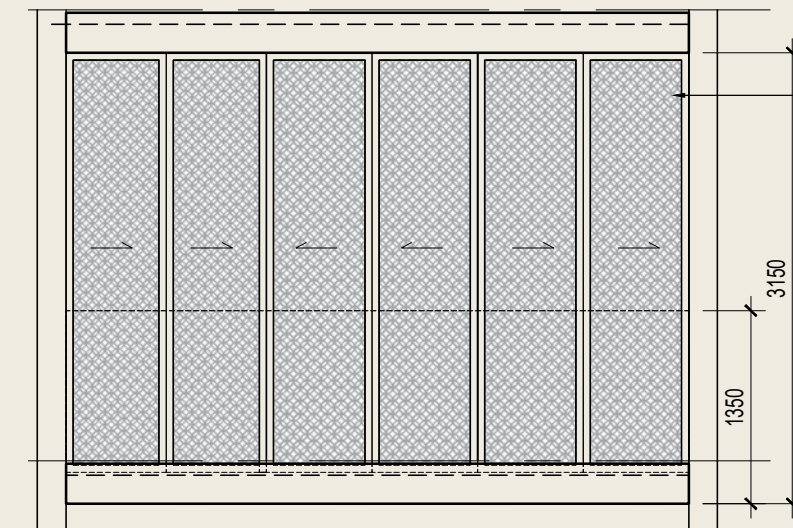


For illustration purposes only. Subject to the Developer's selection, market availability and the sole discretion of the Developer.

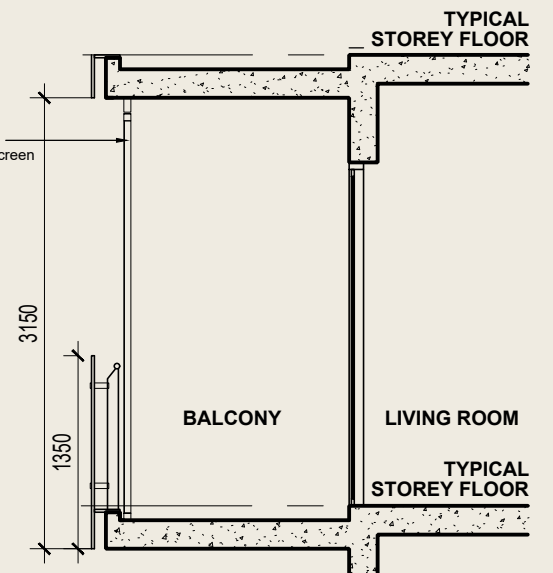
# APPROVED BALCONY SCREEN DESIGN



PLAN



FRONT ELEVATION



SECTION

1. This drawing is for reference only. Drawings are not to scale.
2. The screen design is provided for aesthetic uniformity of the development.
3. Materials to be aluminium with powder coated finish.
4. Fixing details are by contractor and fixing shall not damage the existing waterproofing and structure.
5. Owner shall verify all dimensions prior to fabrication and commencement of work.
6. The balcony shall not be enclosed unless with the pre-approved balcony screen.
7. Purchaser may opt to have approved balcony screen installed at the balcony at the Purchaser's own cost.
8. Balcony screen will be provided and installed by the vendor for the unit types AS and AG only.

# A PREMIER DEVELOPMENT BY ROXY-PACIFIC HOLDINGS PTE LTD

[www.roxypacific.com.sg](http://www.roxypacific.com.sg)

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

MORI



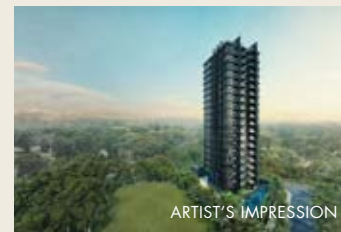
ARENA RESIDENCES



NEU AT NOVENA



FYVE DERBYSHIRE



## OVERSEAS

WISMA INFINITUM,  
MALAYSIA



WEST END RESIDENCES,  
AUSTRALIA



NOKU,  
MALDIVES



NOKU,  
KYOTO



# STRAITS

## AT JOO CHIAT



DEVELOPER  
RH KATONG PTE. LTD.

COMPANY REGISTRATION NUMBER  
202245407E

DEVELOPER'S LICENSE NO.  
C1483

TENURE OF LAND  
ESTATE IN FEE SIMPLE

ENCUMBRANCES  
MORTGAGE(S) IN FAVOUR OF HONG LEONG FINANCE LIMITED

LOCATION  
LOTS 5583W AND 5584V BOTH OF MK 26 AT JOO CHIAT PLACE



EXPECTED DATE OF VACANT POSSESSION: 30 NOVEMBER 2027 | EXPECTED DATE OF LEGAL COMPLETION: 30 NOVEMBER 2030

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A PREMIER  
DEVELOPMENT BY



**Roxy-Pacific  
Holdings Pte Ltd**