

A
CIRCLE
OF
LIFE

Where
the old
gives rise
to the
new



Location: Shophouse along Serangoon Garden Way (Hair Inc)

A
CIRCLE OF LIFE
Where



Artist's impression

**community
takes centre
stage**

H
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A CIRCLE OF LIFE

Where you draw nearer to all that matters

Are you ready to belong?



Location: Kensington Park Road

T
A
G
E

Located mere minutes across from Serangoon Gardens, AFFINITY is so much more than just a home — it is your key to a charmed life.

As neighbour to this beloved heritage estate, soak in its laidback atmosphere reminiscent of times past while never missing out on all of the modern conveniences. From famed hawker fare to hipster eats, old-school provisions to 24-hour groceries, and an international selection of cuisines and schools, Serangoon Gardens has got it all.

Welcome to the neighbourhood!

and Round —

Why Go Round —



When What You're Looking For —

Is Right Here

Location: Serangoon Garden Way

A coming together of good food and heritage

SPOTLIGHT ON SERANGOON GARDENS

Mention Serangoon, and Serangoon Gardens is probably the first to come to mind. The charming low-rise area is steadfastly laidback, way before slow-living even became a thing.

Developed in the 1950s by a Royal Air Force engineer, which explains the distinctly British names of the streets, Serangoon Gardens stands as a reminder of the past. Here people took their time to savour life's simple pleasures — and they still do.



Standing proud against the march of time are structures like the **post office** and police post as well as the iconic circus. These are virtually untouched since the 1950s, and even more remarkably, are still in use.



Another unchanged landmark is the **Church of St Francis Xavier**. Inaugurated in 1959, it continues to serve the neighbourhood.



While they may be home to new restaurants and hipster cafes, the **shophouses along Kensington Park Road** look pretty much like how they looked in the 1960s, thanks to conservation measures to preserve the identity of this unique enclave.



The ever popular **Chomp Chomp** has been at the same spot since 1972, serving up its famed hawker fare like hokkien mee, bbq stingray and chicken wings.

Uncle Sim, 73

Owner of Serangoon Garden Bakery
and Confectionery



where
it's
better

Here is

"I have been selling my buns in Serangoon Gardens for a long time. At first we set up shop along Maju Avenue in 1974, then when the landlord sold the shophouse in 1994, we opened our stall here in the market... we have no plans to move. I have many regular customers who come very often. And many of them have been eating my buns since young, now they bring their grandchildren to come and buy too."

Hear it

**Sarah and Jared,
both 30**

Married at Church of St Francis Xavier,
Chartwell Drive



from
the
neighbours

"Our love story is intertwined with Serangoon Gardens and the Church of St Francis Xavier, and both places hold very special memories for us. Jared and I first met in church... we used to meet at the Gardens bus stop after school, before Jared would walk me home. We've spent many dates hanging out here, studying for exams at the old McDonald's, carolling at Christmas; it's where we took on our first part-time jobs and where Jared ran a café. We love its timelessness, simplicity and familiarity — it's the 'kampong' we've grown up in, and will always come home to."

**Xinnie and Chiyong,
wife and husband,
29 and 30**

Lifelong Serangooners,
and crafters behind Everyday Canoe
and The Maker C



"We were both born and raised in Serangoon, but it was only through working in the same company that we met and found out we shared a lot of common experiences growing up, like eating at the same places or visiting the same shops. Serangoon holds our childhood memories and even though some things around here will eventually change, we know this is still a place where many more milestones will be crossed and memories will be made."

Jessica Chan, 56

2nd Generation Owner of
Chong Hoe Chinese Medical Store,
Serangoon Garden Way



"My father was 18 when he came from China, he brought my mother and my eldest brother to join him a few years later. My parents worked very hard for the shop, and later on, all seven of us children work here too. Our shop has been in business since 1957 and we have always been here. Serangoon Gardens is a very nice and cosy place, and very convenient. Everybody knows everybody, like a small village... I know so many customers who moved out, and moved back again! We will never leave this place, this is where we work and where we live too."



SHOPPING & DINING

- Chomp Chomp Food Centre
- Serangoon Garden Market & Food Centre
- myVillage
- NEX Mall
- Serangoon Central
- Upper Serangoon Shopping Centre
- Heartland Mall
- Kovan Market & Food Centre
- Hainanese Village Centre
- Ci Yuan Hawker Centre
- Hougang Mall
- AMK Hub
- Jubilee Square



SPORTS & RECREATION

- Serangoon Sports & Recreation Centre
- Serangoon Stadium
- Serangoon Public Library
- Hougang ActiveSG Stadium
- Hougang ActiveSG Sports Centre
- Kovan Sports Centre
- Bishan ActiveSG Stadium



PARKS & NATURE

- Serangoon Community Park
- Kampong Park@Serangoon
- Serangoon Sunshine Park
- Parry Avenue Interim Park
- Maplewood Park
- Punggol Park
- Bishan-Ang Mo Kio Park
- Ang Mo Kio Ave 5 Park Connector
- Park Connector Network North East Riverine Loop Access Point
- Jalan Pelikat Park Connector
- Serangoon Park Connector



BUSINESS

- Serangoon North Industrial Estate
- Ang Mo Kio Industrial Park
- Seletar Aerospace Park
- Future Defu Industrial City
- Future Lorong Halus Industrial Park
- Future Punggol Digital District
- Future Sengkang West Industrial Park



EDUCATION

PRIMARY SCHOOL WITHIN 1KM

- Rosyth School
- Zhonghua Primary School

PRIMARY SCHOOL BETWEEN 1-2KM

- CHIJ Our Lady of Good Counsel
- Xinmin Primary School
- Hougang Primary School
- Yio Chu Kang Primary School
- Montfort Junior School*
- Xinghua Primary School*
- Yangzheng Primary School*

SECONDARY SCHOOL

- Serangoon Garden Secondary School
- Bowen Secondary School
- Xinmin Secondary School
- Montfort Secondary School
- Paya Lebar Methodist Girls' Secondary School
- Yuying Secondary School
- Zhonghua Secondary School
- St. Gabriel's Secondary School

JUNIOR COLLEGE

- Serangoon Junior College
- Nanyang Junior College

INTERNATIONAL SCHOOL

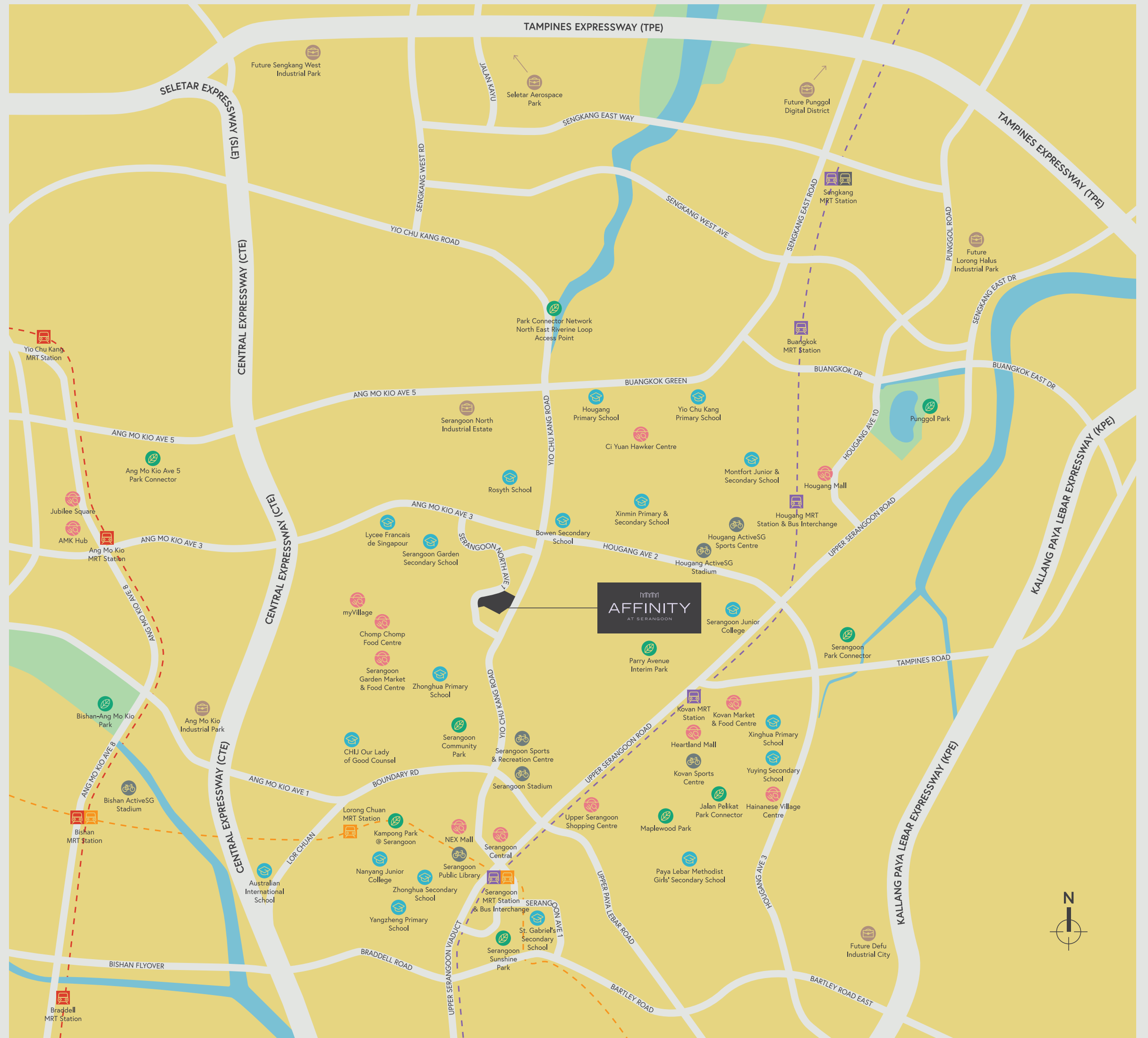
- Lycee Francais de Singapour
- Australian International School



ACCESSIBILITY

- Serangoon MRT Station & Bus Interchange
- Kovan MRT Station
- Lorong Chuan MRT Station
- Hougang MRT Station & Bus Interchange
- Central Expressway (CTE)
- Seletar Expressway (SLE)
- Tampines Expressway (TPE)
- Kallang Paya Lebar Expressway (KPE)

*Actual home to school distance for Primary One Registration is indicative and will vary depending on the residential block selected, and all purchasers must independently verify the distance on www.onemap.sg/schoolquery.



Surrounded by life, feel free to live it up

SHOPPING

CHOICES, CHOICES

From the specialty shops at myVillage to the myriad of options at NEX, the biggest mall in the North East with two 24-hour supermarkets and a 10-hall cinema, you'll find everything you want and more.



RECREATION

OUTDOOR FUN

With an abundance of green spaces in the vicinity, discovery is the keyword of the day. Go park-hopping with the kids (human or furry!) and experience the simple joys of playing outdoors.



For illustration only

DINING

Eat Your Fill



For illustration only

Get your every craving satisfied when your home is in a hood known for its good food. No-brainer: start with Serangoon Garden Food Centre in the am/pm, and Chomp Chomp in the night. Tip: change up your menu every so often at the many chic cafes and restaurants around.

ACCESSIBILITY

GO PLACES IN MINUTES

CTE, PIE, KPE. The three expressways nearby keep drivers happy, with the CBD an easy 15-minute drive away. Or go green and bike it on the islandwide park connectors.



ACCESSIBILITY

WHERE TO?

Get around easily with several MRT stations to pick from. Plus, Serangoon MRT Interchange connects to both the North East Line and Circle Line. Next to it, the bus interchange offers even more options.



EDUCATION

OFF TO SCHOOL

From pre-school all the way through to tertiary levels, good schools abound including international options. Psst, Rosyth and Zhonghua Primary are within 1km.



AFFINITY

BUSINESS

NEAR WORLD-CLASS BUSINESS & INDUSTRIAL PARKS



Image courtesy of JTC

Landlords-to-be? A spate of industrial parks being developed in Serangoon and the nearby estates of Sengkang, Punggol and Paya Lebar spells sweet news. Together with Seletar Aerospace Park which is already up and running, you can look forward to rental opportunities aplenty.



Image courtesy of JTC



Image courtesy of JTC

Slated to open progressively from 2023, the upcoming Punggol Digital District is envisioned to be a vibrant and inclusive place that will transform the way we work, learn, live and play in the future. This 50-hectare development will house the new Singapore Institute of Technology campus and many green spaces for the community. It is poised to be at the forefront of Singapore's Smart Nation push, and is estimated to create some 28,000 jobs.

A home
that brings
all that
you cherish
under one
roof



Designed
to be lived —



and loved



You get the feeling that this is no ordinary home when you arrive at the posh drop-off. Walk on in and that feeling turns into conviction as you catch sight of the impressive vista that greets you.

Designed by the award-winning DP Architects, the residences sit amidst lush landscaping reminiscent of a luxury resort, timber accents juxtaposing against a sophisticated palette of grey, natural cedar gold and copper to create an aura of tranquility.

Feel your worries wash away as you stroll through the expansive grounds, and delight in the play of light and shadow, the soothing sounds of water and the modern tropical greenery.

Resort?
Or
home?



There's
no need to
draw
the line



Artist's Impression

Whether it's time out for yourself or play time with friends and family, there's plenty to keep you occupied. At the heart of the development, you'll find glittering pools with islands of facilities, perfect for gatherings.



Artist's Impression

Host a party at your choice of venue, from chic indoor function rooms to alfresco decks. Bond with loved ones over cookout sessions at the dining pavilions or an impromptu picnic on the open lawns.

Or spend time with nature and explore the diversity of flora at the forest boardwalk. And of course, keeping fit is easy to do when you have a variety of fitness facilities as well as space aplenty to stretch, run, jump! For your convenience, there are also five retail shops on site.



Artist's Impression



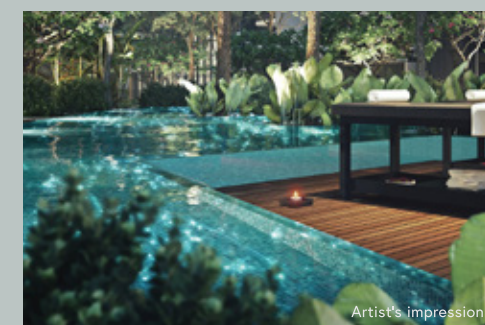
Artist's impression



For illustration only

6am

Break of dawn, rise and shine!
Channel inner peace with a yoga session at the **floating boardwalk** or island lawn.



Artist's impression

9pm

As bedtime nears, wind down by the **plankton cove** and the **firefly stream**, sparkling just like the stars above.



For illustration only

6pm

Nice weather for dinner outdoor?
Take your pick of settings: the **alfresco kitchen**, the **island bbq** or the **sky bbq**.



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3pm

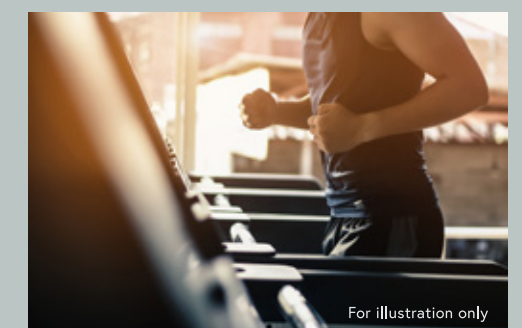
Indulge in therapeutic relaxation at the many resort-style facilities like the **spa bed** and the **spa pavilion**.



For illustration only

9am

Make a splash at the **free-form swimming pools** or shave your timings at the **50-metre lap pool**.



For illustration only

12pm

Too hot out for a jog round the gardens? Work out in air-conditioned comfort at the **floating gym**.

Every day is a holiday

With 88 recreational facilities, 24 hours might just not be enough.

Take your place in the inner circle

With 1- to 4-bedroom apartments, penthouses as well as strata landed houses, there is a place for everyone here. Thanks to the elevation of the site and the thoughtful planning of the blocks, enjoy unobstructed views of the surrounding low-rise estate or of the lush landscaping whichever home you choose. Every unit is also tastefully appointed with quality fittings and appliances from brands such as Grohe and Bosch.



For illustration only

Make
space for I,
me
and mine



For illustration only

Small can be beautiful, just like our 1-bedroom apartments, some of which come with study. For those who choose to go solo, you'll find all the space you need for all the ideas you have. And no worries, you can fit a queen bed in the room.



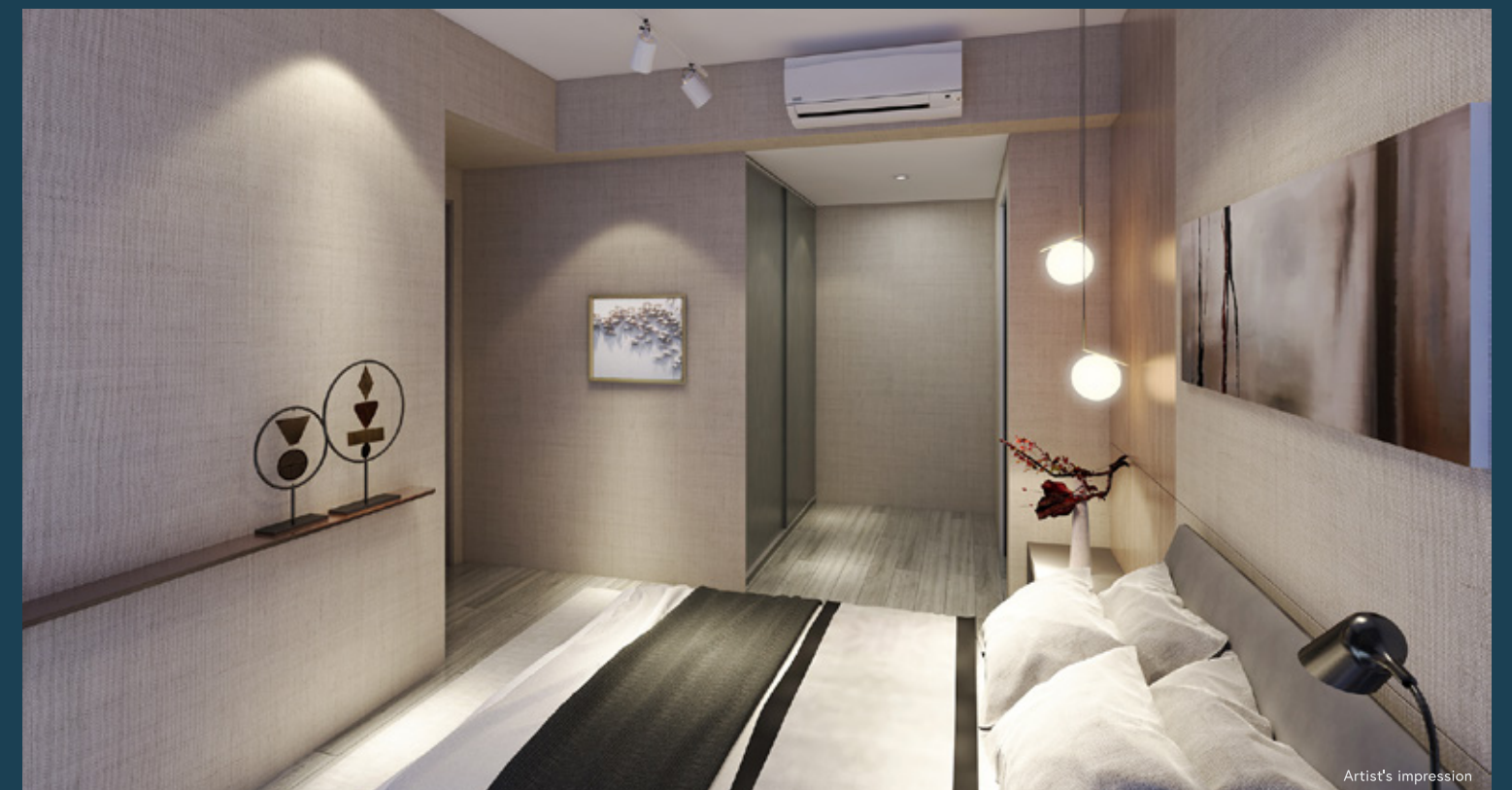
Artist's impression

1 - BEDROOM

Because
you can
never have
'two'
much



For illustration only



Artist's impression

2 - BED ROOM

Just starting out as a couple? Take your pick of the 2-bedroomers. While the area may be smaller, the sensitive layout and clever storage solutions mean that you'll never feel hemmed in. The Premium units are outfitted with a wardrobe that stretches 1.9 metres wide, just the thing for fashionistas.

Room
for
adventures
of every
kind



For illustration only



Artist's impression

3 - B E D R O O M

A growing family needs space. And space you'll find aplenty in the 3-bedroom apartments. Enjoy even more flexibility with the Premium units that offer an open concept kitchen for both Asian and Western cooking; simply slide the glass doors to enclose the island counter when needed.

Multi-
generations
= multi-happiness



4 - BED ROOM

Our 4-bedroom apartments are designed to accommodate all that you love, and what or who can you love more than your parents and your kids? The generously sized living and dining area spans 5 by 5 metres, and the communal spaces are kept separate from the bedrooms, helping ensure harmonious living under one roof.



Artist's impression

Luxury living awaits the privileged few

Limited to just 40 units, strata landed houses let you savour the privacy and ambience of a landed home while still enjoying access to the full suite of facilities in the development. Spanning two storeys plus basement, with a choice of 4- or 5-bedroom types, they are a great option for multi-generational living or for those who simply desire the luxury of space. Designed to open onto the outdoors, bask in a home that is airy and filled with natural light, with a backyard that lets you plunge straight into a tranquil pool.

liveataffinity.sg

Jointly developed by



Developer: Oxley Serangoon Pte. Ltd. • Company Registration: 201720915D • Developer License: C1256 • Lot No/Mukim: Lot 10733V Mukim 18 • Tenure of Land: 99 years leasehold from 18 May 2018 • Encumbrances: Mortgage in favour of Malayan Banking Berhad • Expected Date of Vacant Possession: 31 December 2024 • Expected Date of Legal Completion: 31 December 2027

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