

# Westwood Residences

Singapore

## QUICK FACTS

### Location

43 Westwood Terrace,  
Singapore

### Status

Expected opening in August 2018

### Type of Project

Multifamily

### Site Size

4.3 acres (1.7 ha)

### Building Size

480 units

### Sales Prices

Average \$850 per square foot  
(\$9,150 per sq m)

### Project Cost

\$198.9 million

### Developers

Koh Brothers Group Limited and  
Heeton Holdings Limited

### Architect

ADDP Architects LLP

### Equity Partner

Heeton Holdings

### Bike Amenities

Bike storage, bike repair room,  
velodrome, bike washing area,  
on-site trail, BMX park

### Nearby Bicycle Infrastructure

Adjacent to growing network of  
“park connector” trails

### Health Features

Indoor and outdoor gyms,  
swimming pool, aqua gym,  
tennis/basketball court

**WESTWOOD RESIDENCES** is a bicycle-themed multifamily housing development in Singapore that is slated to open in 2018. Bike-friendly features are being included to help differentiate the project from other developments on the market.



An on-site velodrome will allow tenants at Westwood Residences to enjoy bike racing on an outdoor oval-shaped track. *(Artist's impression, KBD Westwood Pte. Ltd.)*

## Context for Development

Westwood Residences is a 480-unit executive condominium (EC) project in the Jurong West area of Singapore. ECs are a type of housing in Singapore that are built and sold by private developers, but feature price points lower than market rates due to government subsidies. These hybrid public/private housing units have strict income levels for buyers and cannot be sold or rented for five years after owners take possession.

As of 2015, Singapore was experiencing a slowdown in its EC market. In order to set Westwood Residences apart from other projects and leverage new bicycle infrastructure being built by the city, the project's developers, Koh Brothers Group Limited and Heeton Holdings Limited, decided to focus on providing bike-friendly amenities for prospective residents. Westwood Residences is spending upwards of SGD\$1.5 million (US\$1,050,000) on the project's active transportation-themed offerings.

Danny Low, Heeton Holdings' chief operating officer and executive director, explains the rationale behind Westwood Residences' bike theme, stating, "In today's challenging operating environment, it is vital to inject unique attributes to differentiate our developments to increasingly discerning and demanding buyers in the EC market."

Low adds, "The introduction of a bike-themed development is well timed as the government intends to build more parks in the vicinity. On top of this, we will also be well poised to capitalize on the trend of more people seeking an active and healthy lifestyle."

## Active Transportation-Friendly Features

Westwood Residences will include a number of features to accommodate bicycling for recreation and transportation purposes, including the following:

- >> **Bicycle storage.** A facility with space to park 500 bikes will be included in the development and will feature closed-circuit television and biometric scanning to ensure that bicycles are secure.
- >> **Bike workroom.** A maintenance facility for residents will include tools, tire pumps, air compressors, bike racks, and repair stands.
- >> **Bike washing area.** The bicycle maintenance room will feature a dedicated area for residents to clean bikes.
- >> **Bicycle velodrome.** Residents will have access to an outdoor oval-shaped bike racing track.
- >> **On-site bicycle trail.** A bicycle trail will connect cyclists to parks and the burgeoning local network of trails.
- >> **BMX bike park.** The development will feature a track for youth to practice BMX skills and stunts.

"The introduction of a bike-themed development is well timed as the government intends to build more parks in the vicinity." >> Danny Low, CEO and executive director, Heeton Holdings



Secure storage for 500 bicycles will be provided at Westwood Residences. (Artist's impression, KBD Westwood Pte. Ltd.)

## Development Lessons

Singapore is building bicycle infrastructure to reduce automobile traffic and increase active transportation opportunities for local residents. In 2011, only 1 percent of all trips in Singapore were by bicycle, but the government aims to increase this figure by creating safer and more convenient bike routes.

As of 2015, Singapore had 143 miles (230 km) of bike paths, but the government is planning to increase that figure to 434 miles (700 km) by 2030.

"Park connector" trails near Westwood Residences link commercial and residential areas, and also form connections with multiple rail transit stations. The bike trails at Westwood Residences will provide access to the Jurong Lake District, the largest planned commercial and recreational hub outside of Singapore's central business district.

Due to its bike-friendly design and location near a growing network of trails, Westwood Residences is a unique product for the Singapore EC market. Presales of units at Westwood Residences began in May 2015, with 120 units sold on the first day. According to Channel News Asia, this is a faster rate of sale than that seen in other such developments around the same time.

The success of the project relative to that of other ECs will provide lessons on the market viability of including bike-friendly amenities in local development projects, as Singapore's active transportation infrastructure network continues to expand.