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LIVING AT MEYER ROAD, A CONFLUENCE OF PRESTIGE AND CONVENIENCE



The Meyer neighbourhood is located in the best of both worlds – within close proximity to the CBD, yet a stone's throw away from lush greenery, walking trails and beachfronts

It has worked out well for those who have moved to the Meyer neighbourhood. At a time when travel has been limited by ever changing restrictions, people, cooped up at home, have found the need to immerse themselves in nature. And the Meyer enclave offers such a respite: "It's just an underpass away from the East Coast Park which has great recreational features – beaches, cycling and running paths, cafes and restaurants," says Jeff, who relocated from New Zealand to Singapore seven years ago and has stayed in the greater locale ever since.

Jeff says that choosing the Meyer neighbourhood when he first moved to the city-state was not so much a calculated move as a coincidence. "When we first came over, I had a friend who lived in Meyer. We didn't know anything, didn't know the residential neighbourhood," he says. "It seemed like quite a nice place. Not a lot of thinking went into why we ended up at Meyer Road, but it was close to the highway and the airport, and it was close to work for me, so it just kind of made sense."

The Meyer enclave offers its residents easy access to the CBD, with travel to key locations in the city centre like Marina Bay, Suntec City and the Civic District under 10 minutes, through multiple routes via the East Coast Parkway (ECP) or Nicoll Highway. The area is also a 10-minute drive to Changi Airport through the ECP.

"The location is strategic because I travel quite a bit for work – obviously not now, during the pandemic – but prior to that, I was travelling, once a week, once a fortnight," shares Jeff, whose job as a forensic



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accountant brings him to various places. Before Covid-19 hit, he worked in the CBD, but now works from home for the time being.

Katong Park, a stone's throw away, also has a dog run, which played well to his family's needs at the time. Jeff had a dog, Bella, who has since passed away, but "prior to that, [during activities] like walking the dog, we are constantly in the neighbourhood, and you always see the same people all the time", he says.

A strategic move to the Meyer enclave

For Tian, his move to the Meyer enclave was a strategic one. Moving from the River Valley district, he was looking for a larger space that would still be convenient for him to travel to work. His job in the banking technology industry now requires him to report to two offices, one in the CBD and another in Changi, where the backend functions are housed. The Meyer enclave is connected to the ECP, which shortens travel time to both destinations drastically.

The neighbourhood has helped him foster strong ties within the community. "Through walking the dog and getting to know the people who lived along Meyer Road, as well as across East Coast Road on the other side, in the landed properties – just being in this general vicinity – we have met a lot of our current social network and they all live around here," he shares. "It's in a way,

quite a close-knit, small group of people within this community, and we share a lot in common, [being expats] who moved to Singapore some time in the last few years."

School within the neighbourhood. "It's very convenient, it takes five minutes [by car] to reach the school," he says.

Another factor that drew him to the locality then was its proximity to East Coast Park. The direct underpass in the area offers a quick route to one of the more serene parts of the park, which spans some 185ha and a coastline that stretches across 15km. At the time, "it was just an aspiration to just do a little bit more exercise outside. At that point, I was not married and I did not have kids", he says. Now, he brings his family to the park "to exercise, and just be outdoors a little bit more", Tian adds.

"During the pandemic, a lot of people are starting to realise the attraction of living along the ECP, and being within close proximity of East Coast Park, so this area is in quite hot demand now", says Jeff.

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Just four-minutes away from the development, the Singapore Sports Hub is set to be further enhanced as a world-class destination for sports and entertainment by 2025

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Meyer Mansion's exclusive seaside address

With the completion of Meyer Mansion in 2024, aspiring homeowners are now able to buy into this exclusive neighbourhood. The development along Meyer Road comprises 200 freehold units, ranging from 484-sq-ft one-bedders, to 2,142-sq-ft, four-bedroom premium units.

Due to the strategic location of the development, Meyer Mansion will offer its residents choice vistas – either of the sea at the East Coast, or the landed neighbourhood that stretches to Paya Lebar and beyond.

To maximise on the views, units will come with floor-to-ceiling windows.

The development is also steeped in history, taking after the charm of its past glory where many grand mansions owned by the affluent used to line the seaside address. The old bungalows were required to be set back at least 15m from the coastline, a guideline that resulted in the properties boasting long driveways, with generous lawns and gardens lined with coconut and palm trees.

Matching the prestige of its seaside address, living at Meyer Mansion will mirror a weekend resort getaway. Amenities like the Clubhouse and Beach House, overlooking

Inspired by the history of the site, Meyer Mansion has incorporated design elements that will revive the locality's old world charm. Bringing back the nostalgia of the landed mansions, the development will boast a grand entrance set back from the main road to offer homeowners privacy and exclusivity. Developer GuocoLand has also dedicated up to 80% of the entire development to landscaping and amenities, which will include an expansive Grand Lawn.

Units at Meyer Mansion will feature roomy layouts, paying homage to the spacious mansions of its past. Dining areas can be expanded to the kitchen and balcony areas, offering ample space for residents to hold social events. The balcony spaces are shaded and deep, reminiscent of the tropical verandahs in the old bungalows. Residents will also have the option of drawing the perforated screens provided at the balconies for privacy and shade.

Once completed, the area around the ex-

isting Singapore Sports Hub, called Kallang Alive, is set to occupy 89ha of land as a mixed-use lifestyle precinct, comprising a football hub, tennis centre, youth hub and velodrome. There are also plans for an iconic circular walking and cycling loop which links to the Park Connector Network, offering homeowners at Meyer Mansion even more recreation choices.

The attention to detail of Meyer Mansion's design also extends to its facade. Set to stand out from the neighbourhood, the single 25-storey residential tower will be dressed in dark brown steel and fitted with burnished copper gold screens.

Unparalleled convenience

Meyer Mansion is located in the best of both worlds – within close proximity to the CBD, yet a stone's throw away from lush greenery, walking trails and beachfronts.

The upcoming Katong Park MRT station, slated to open in 2024 along the Thomson-East Coast Line, will just be a six-minute walk away from the development. And with that, travel to Raffles Place MRT station will only be six stops away.

Just four-minutes away from the development, the Singapore Sports Hub is set to be further enhanced as a world-class destination for sports and entertainment by 2025.

For those who seek the best place to call home, Meyer Mansion – riding on its proximity to Singapore's key locations, the reputation of its past grandeur, and freehold status – is a gem like none other.



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For more information, please visit www.meyermansion.com.sg

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