



Liv@MB, the 298-unit residential development by Bukit Sembawang Estates, scored multiple wins at this year's EdgeProp Singapore Excellence Awards

PICTURES: BUKIT SEMBAWANG ESTATES

# LIV@MB bridges rich legacy with thoughtful, contemporary design

Design Excellence

Marketing Excellence

Showflat Excellence

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Liv@MB, the 298-unit residential development by Bukit Sembawang Estates, has scored multiple wins at this year's EdgeProp Singapore Excellence Awards (EPEA). The project, located in the Mountbatten neighbourhood in prime District 15, scooped up awards for Design Excellence, Marketing Excellence and Showflat Excellence.

The 99-year leasehold development sits on a 140,000 sq ft site at the corner of Mountbatten Road and Arthur Road. It is a redevelopment of the former Katong Park Towers, which Bukit Sembawang Estates acquired en bloc for \$345 million in March 2018.

Liv@MB has a total of four residential towers — three of them span 20 storeys, while the

remaining tower spans 19 storeys. The 298 units at the development comprise a mix of one- to four-bedroom apartments, with sizes ranging from 495 to 1,668 sq ft.

The project was launched for sale in May and saw a strong response, with over 220 units taken up on its first day of launch. Currently, about 80% of the units have been sold, with prices averaging around \$2,400 psf. The development is set to be completed by 4Q2024.

### Coveted neighbourhood

Liv@MB is located off Mountbatten Road, a major thoroughfare in District 15 that stretches from Nicoll Highway in the Kallang area to East Coast Road. Previously called Grove Road, it has a rich legacy dating back to the late 19th century.

Located along the coastline, the area surrounding Grove Road was originally filled with plantations. As it gradually evolved into a residential estate, Mountbatten earned a reputation as a "millionaire's row", thanks to a number of seaside bungalows that were built there by plantation owners and wealthy families who used them as weekend homes.

In the early 1990s, URA designated 15 bungalows located along Mountbatten Road for conservation. That stretch remains an important landmark within the wider Meyer Road and Mountbatten area, which today is known as a posh residential enclave housing landed homes and upscale condominiums.

Tucked within this established upmarket neighbourhood, Liv@MB offers residents a home surrounded by various amenities. These include nearby malls such as Parkway

Parade and i12 Katong, eateries and shops in the vibrant Joo Chiat and Katong areas, and the 185ha East Coast Park that offers recreational and dining options.

In addition, the development is located just a three-minute walk away from the upcoming Katong Park MRT Station on the Thomson-East Coast Line, which will open in 2024.

### Heritage-inspired design

Liv@MB's design draws inspiration from the Mountbatten estate's rich legacy. According to the developer, the project presented an opportunity to reinterpret classic architectural features and combine it with modern elements and living spaces.

The external façade of the buildings incorporates hexagonal details inspired by motifs



The function room at the clubhouse

seen in traditional Peranakan architecture and tiling patterns. Besides creating a distinct exterior, it pays homage to the rich Peranakan heritage present in the surrounding area.

The developer adds that a glass curtain wall was included in the design to provide a luxurious look. To contrast against the contemporary appearance of the gray glass, warm tones in the colour of aged bronze were chosen for the fins, providing the otherwise modern exterior with a classic touch.

The heritage-inspired design also extends to Liv@MB's amenities. As a nod to the seaside bungalows that lined the coast in the past, the development's clubhouse comprises a collection of five pavilions that line the "shoreline" of the main swimming pool. In addition, Peranakan-inspired tiles have been selected for main clubhouse pavilion's flooring.

The architect for Liv@MB is Arc Studio Architecture + Urbanism, which is also behind Pinnacle@Duxton, the 50-storey public housing project in Tanjong Pagar and also the tallest public residential development in Singapore.

### Vast recreational space

Eighty per cent of Liv@MB's sprawling 140,000 sq ft site has been set aside for recreational facilities, amenities and landscaped areas. Working with landscape consultant Ong & Ong, Bukit Sembawang Estates crafted the development's greenery to feature lush, tropical landscapes — a tribute to the plantations that existed in the area in the olden days.

The lush landscaping, along with the condo's facilities, is spread across three decks located on the ground floor, the 11th floor and the roof-top. There is a total of 57 amenities available for residents' use.

On the ground floor, residents arriving at the main entrance will be greeted by a spacious green lawn lined with trees, dubbed the Mountbatten Lawn. It lies adjacent to the main pool that faces the five clubhouse pavilions, housing facilities including the gym, dining halls and a function room.

A sky lounge is available on the 11th floor, connecting the southeast and southwest towers. Here, residents will be able to enjoy amen-

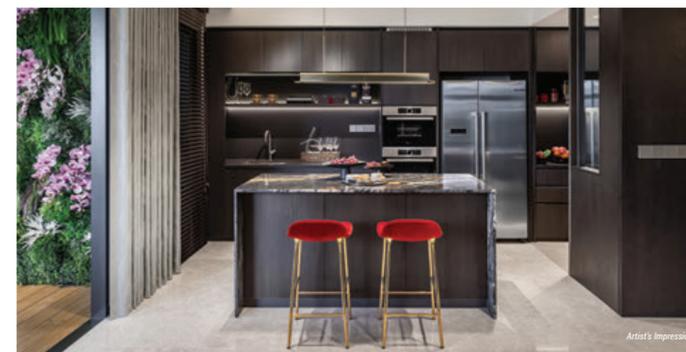
ities including a yoga area, a jacuzzi pool and a study lounge. Meanwhile, at the north-west and north-east towers, a roof-top deck is available on the 20th floor, with facilities such as a lap pool, barbecue and dining areas, and more yoga and lounge areas.

The variety of recreational spaces provided at Liv@MB is in line with changes resulting from the pandemic, such as work-from-home arrangements bringing about a shift in home-buyer preferences. Tang Kok Thye, associate partner at ADPP Architects and one of the judges for EPEA 2022, notes a growing demand for more common facilities and break-out spaces within residential developments. "We're seeing a trend for more decentralised facilities all throughout a project's landscaped areas, rather than facilities being concentrated in just one big clubhouse," he continues.

Bukit Sembawang Estates has further leaned into the demand for more space by positioning Mountbatten Lawn at the centre of the site, providing a 55m distance between the north and south towers, which it says lends a greater sense of privacy and space.

### Flexible units

The developer also placed care in ensuring



The kitchen area

the residences are maximised for efficiency and liveability. All units are designed with a north-south configuration, to avoid harsh direct sunlight, while bedrooms are designed to fit a king-sized bed in all master bedrooms and a queen-sized bed in common bedrooms. All kitchens and bathrooms have windows, providing natural ventilation, while living and dining spaces were furnished with full-length windows, allowing ample natural light in.

Flexibility has also been weaved into the layout design, offering residents different options that suit their needs. For example, owners of one-bedders can choose to convert the unit into a studio layout, while some of the units available come with a powder room that can be converted to a full bathroom with shower facilities. Residents also have a choice between a warm and a cool colour scheme for their unit.

Premium fittings were selected for the residences, including kitchen appliances from Bosch and sanitary fittings from Kohler. Each unit will also have smart-home features, including a digital door lock, smart air-conditioning, water heating and lighting control, as well as a smart-home fire alarm device.

Residents at Liv@MB will also have access to complimentary concierge services, which in-



The scale model of the development at the sales gallery

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### Showcasing a lifestyle

Besides its meticulous design and planning, judges for this year's EPEA recognised Liv@MB for its marketing efforts. Bukit Sembawang Estates crafted a marketing approach for the development that emphasises the aspirational lifestyle the project offered, given its location in prime District 15 as well as the amenities and facilities available.

For its marketing brochure, the developer decided to do four different booklets, with each one spotlighting a different aspect of the development, including one booklet dedicated to the Mountbatten area's rich history.

To highlight the project's vast recreational space, Bukit Sembawang Estates created a fly-through animation video of Liv@MB to allow for better visualisation of the development and emphasise the rarity of having 80% of a residential site devoted to landscaping. In addition, a large-scale model of the development takes centre stage at the project's sales gallery, allowing visitors to fully appreciate the extensive landscaping.

To immerse buyers in the development's look and feel, the sales gallery for Liv@MB was modelled after the project's clubhouse. Meanwhile, the four show units at the gallery were designed and furnished according to the respective audiences targeted, such as young professional couples for the smaller one- and two-bedroom units, and families for the larger three- and four-bedroom units.

EPEA judge Koh Choon Fah notes that developers are increasingly recognising the importance of brand positioning when marketing projects. "For developers that want to be here for the long term, you would want to build your brand, and build that trust and following," she says. To that extent, Koh, along with the rest of the EPEA judging panel, found the carefully considered approach to Liv@MB's marketing strategy a stand-out among competitors. ■



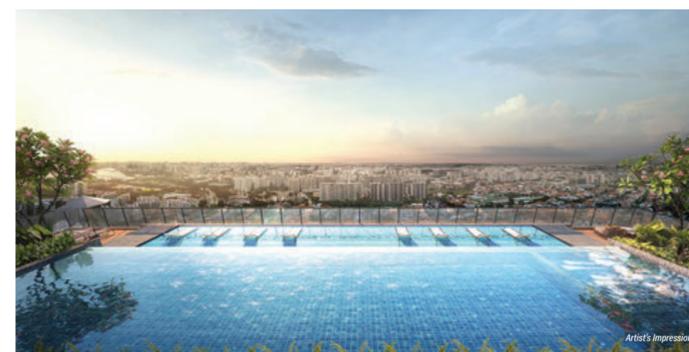
Liv@MB's clubhouse comprises a collection of five pavilions that line the "shoreline" of the main swimming pool



The living room of a showflat for Liv@MB



The master bedroom



The lap pool at the development's roof-top deck

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Artist's Impression

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