

**Joint News Release**

8 May 2022

**77% OF UNITS AT PICCADILLY GRAND SNAPPED UP ON LAUNCH WEEKEND**

- **315 out of 407 units (77%) sold at an ASP of S\$2,150 psf**
- **All unit types were well-received with one, two and three-bedroom units being the most popular**
- **Homebuyers drawn to the integrated development's excellent location which offers a direct link to Farrer Park MRT station and lifestyle conveniences at Piccadilly Galleria**

City Developments Limited (CDL) and MCL Land commenced sales for the highly anticipated 407-unit Piccadilly Grand on Saturday, 7 May 2022, two weeks after its sales gallery opened for preview on 23 April 2022. As at 6.00 pm on Sunday, 8 May 2022, 315 units (77% of the project) have been sold at an average selling price (ASP) of S\$2,150 per square foot (psf). The robust sales for the project, one of the first major private residential launches in Singapore for 2022, kickstarts the year on a positive note for the CDL-MCL Land JV.

90% of the buyers are Singaporeans while the remaining 10% comprise Permanent Residents and foreigners from China, India, Malaysia, USA, Hong Kong, Indonesia and others. All unit types were well-received by homebuyers, with one, two and three-bedroom units being the most popular. Some buyers opted for the four-bedroom dual-key units due to the flexible layout, which makes it conducive for multi-generational living and the convenience of renting out part of the unit. There was also healthy take-up for the four-bedroom flexi units as well as the five-bedroom and five-bedroom premium units.

Located on Northumberland Road, Piccadilly Grand comprises three 23-storey towers seamlessly connected to Piccadilly Galleria, which houses about 1,500 square metres (sqm) of F&B and retail space and a 500 sqm childcare centre on the ground floor. It is directly linked to Farrer Park MRT station on the North East Line and just two stops to Dhoby Ghaut MRT Interchange along Orchard Road.

Unit sizes range from 484 square feet (sq ft) for a one-bedroom to 1,679 sq ft for a five-bedroom premium with a private lift. Apartments are attractively priced from S\$1.06 million for a one-bedroom, S\$1.35 million for a two-bedroom (646 sq ft), S\$1.79 million for a three-bedroom (883 sq ft), S\$2.74 million for a four-bedroom dual key (1,378 sq ft) to over S\$3 million for a five-bedroom unit (1,582 sq ft).

**Mr Sherman Kwek, CDL Group Chief Executive Officer**, said, "We are delighted and encouraged by the strong take-up at Piccadilly Grand, which reflects the genuine demand for well-located and thoughtfully designed properties. Homebuyers value the conveniences of this integrated development, being seamlessly connected to the retail podium Piccadilly Galleria and directly linked to Farrer Park MRT station. With Piccadilly Grand, we have created a future icon in this rapidly transforming neighbourhood and we are excited to be part of the district's rejuvenation into a vibrant residential estate with integrated sports and recreational facilities. The immensely positive response to our project is a strong testament to the combined expertise of CDL and MCL Land."

**Mr Tan Wee Hsien, MCL Land Chief Executive Officer**, said, "Piccadilly Grand's attributes as a rare integrated development with direct access to Farrer Park MRT station and its excellent location so close to the city centre are keys to its success. We are heartened by the delightful results achieved, and the overwhelming support from our valued buyers and sales partners. The good result is also a testimony to the confidence that our buyers have placed on the strong reputation of both CDL and MCL Land, as well as Singapore's economic and residential property market outlook."

To facilitate a seamless buying experience for customers, CDL's in-house proprietary electronic system was used for expressions of interest, balloting and satellite sales bookings. First used at the launch of CDL's Irwell Hill Residences in April 2021, the digital platform provides a more conducive, transparent and efficient buying experience which has continued to garner positive feedback from homebuyers and sales agents.

### **Rare city fringe integrated development with conveniences and wellness at its core**

Like its namesake in London, Piccadilly Grand is surrounded by a fascinating history, architecture, culture, urban conveniences and city connectivity. It is close to a plethora of amenities such as City Square Mall, Connexion, Mustafa Centre, Centrium Square, Bugis Junction, Jalan Besar Sports Centre, Singapore Sports Hub and numerous F&B establishments. In recent years, this charming Farrer Park vicinity has also seen the opening of vibrant eateries, boutique hotels, medical centres, and high-end integrated health care and hospitality facilities.

Designed with wellness and nature in mind, Piccadilly Grand offers a comprehensive range of recreational facilities across three levels with three clubhouses and five curated lifestyle zones, each offering its own immersive landscaped facilities to suit every lifestyle. The Arrival Zone includes the Arrival Clubhouse and convenient amenities such as the Smart Parcel facility, while the lush Botanical and Tranquillity Zones house the Botanical Spa Pool, Tranquillity Spa, Wellness Lounge and Tranquillity Clubhouse, which boasts a Co-work Lounge, Studio and Dining Room. At the Vitality and Social Zones, residents can relax at the Vitality Trail, Vitality Pool, Gymnasium and Multipurpose Court.

Apartments are integrated with state-of-the-art facilities, smart home technologies, and luxury kitchen appliances from Bosch and fittings and sanitary fittings from Villeroy & Boch and Hansgrohe. Imported marble flooring is provided for the living and dining areas inside the four- and five-bedroom units.

The Piccadilly Grand sales gallery, located on Gloucester Road near Farrer Park MRT station (Exit D), is open daily from 10.00 am to 7.00 pm, by appointment only. Marketing agents are ERA, PropNex and Huttons. For enquiries, please call the sales hotline: +65 8783 1818 or visit [www.piccadilly-grand.com](http://www.piccadilly-grand.com).

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### **About City Developments Limited ([www.cdl.com.sg](http://www.cdl.com.sg))**

City Developments Limited (CDL) is a leading global real estate company with a network spanning 104 locations in 29 countries and regions. Listed on the Singapore Exchange, the Group is one of the largest companies by market capitalisation. Its income-stable and geographically diverse portfolio comprises residences, offices, hotels, serviced apartments, retail malls and integrated developments.

With over 55 years in real estate development, investment, and management, the Group has developed over 48,000 homes and owns around 23 million square feet of gross floor area in residential for lease, commercial and hospitality assets globally. Its diversified global land bank offers 3.3 million square feet of land area.

Along with its wholly-owned hotel subsidiary, Millennium & Copthorne Hotels Limited (M&C), the Group has over 130 hotels and over 40,000 rooms worldwide, many in key gateway cities.

For more information on CDL, please visit [www.cdl.com.sg](http://www.cdl.com.sg).

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### **About MCL Land ([www.mcland.com](http://www.mcland.com))**

Established in 1963, MCL Land is a member of the Jardine Matheson Group under Hongkong Land Holdings. Hongkong Land is a major listed property investment, management and development group. The Group owns and manages more than 850,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong, Singapore, Beijing and Jakarta.

As a leading residential developer with a legacy of consistently building quality developments in Singapore and Malaysia, MCL Land continues to evolve with practical and innovative residential solutions whilst providing investment assets with long-term sustainable value.

(Recent) Remarkable developments include Leedon Green, Parc Esta, Margaret Ville, Lake Grande and Sol Acres.

For more information on MCL Land, please visit [www.mcland.com](http://www.mcland.com).

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**PICCADILLY  
GRAND**

**FACT SHEET**

<b>DEVELOPMENT DETAILS</b>			
<b>Developer</b>	Maximus Residential SG Pte. Ltd. and Maximus Commercial SG Pte. Ltd. A 50:50 joint venture of City Developments Limited and MCL Land Limited		
<b>Project Name</b>	Piccadilly Grand (鑫丽嘉园)		
<b>Location</b>	1, 3 and 5 Northumberland Road		
<b>Development Layout</b>	Three residential towers of 23 storeys with 326 residential carpark lots (including four accessible lots and three EV lots)  The residential component is seamlessly connected to a commercial component (Piccadilly Galleria 鑫丽坊) on the ground floor that houses F&B and retail amenities and a childcare centre, and Farrer Park MRT station		
<b>Tenure of Land</b>	99 years		
<b>Land Area</b>	94,000 sq ft (entire development)		
<b>Number of Apartments</b>	407		
<b>Configuration / Sizes</b>	1-Bedroom / 1-Bedroom + Study	484 sq ft	85 units
	2-Bedroom / 2-Bedroom + Study	646 sq ft / 678 sq ft	120 units
	3-Bedroom / 3-Bedroom + Flexi	883 sq ft / 1076 sq ft	101 units
	4-Bedroom + Flexi / 4-Bedroom Dual Key	1410 sq ft / 1378 sq ft	61 units
	5-Bedroom / 5-Bedroom Premium	1582 sq ft / 1679 sq ft	40 units
<b>Recreational Facilities</b>	<b>Arrival Zone (1<sup>st</sup> Level)</b> 1. Arrival Clubhouse - Welcome Reception - Arrival Lobby - Arrival Lounge 2. Guardhouse 3. Residential Drop-off 4. Smart Parcel		

	<p>5. Clubhouse Lift</p> <p><b>Botanical Zone (3<sup>rd</sup> Level)</b></p> <p>1. Relaxation Courtyard 2. Secret Garden 3. Botanical Deck 4. Botanical Spa Pool</p> <p><b>Tranquillity Zone (4<sup>th</sup> Level)</b></p> <p>5. Tranquillity Spa 6. Tranquillity Clubhouse - Co-work Lounge - Studio - Dining Room (3<sup>rd</sup> Level) 7. Wellness Lawn 8. Wellness Lounge</p> <p><b>Vitality Zone (4<sup>th</sup> Level)</b></p> <p>9. Vitality Trail 10. Gourmet Grill Pavilion 11. Pool Deck 12. Vitality Pool 13. Pool Cabana 14. Chill-out Lounge</p> <p><b>Social Zone (4<sup>th</sup> Level)</b></p> <p>15. Social Clubhouse - Gymnasium - Changing Room - Function Room 1 &amp; 2 16. Multipurpose Court 17. Pool Deck 18. Family Pool 19. Social Deck 20. Kids' Play Pool 21. Kids' Play 22. Pets' Play</p>
<b>Expected Vacant Possession</b>	2 August 2026
<b>CONSULTANTS</b>	
<b>Architect</b>	ADDP Architects LLP
<b>Landscape Consultant</b>	Tinderbox Pte Ltd
<b>Builder</b>	China Construction (South Pacific) Development Co. Pte. Ltd.
<b>Project Interior Designer</b>	2nd Edition Pte Ltd
<b>M&amp;E Engineer</b>	Rankine & Hill (Singapore) Pte Ltd
<b>C&amp;S Engineer</b>	TW-ASIA Consultants Pte Ltd

## Location Map



<b>Sales Gallery</b>	<b>Piccadilly Grand – Actual Site</b>
Location: Along Gloucester Road (Near Farrer Park MRT station Exit D)	Location: 1, 3 & 5 Northumberland Road

*All information contained in the Fact Sheet is current at the time of release and is subject to such changes as required by the developer or the relevant authorities.*