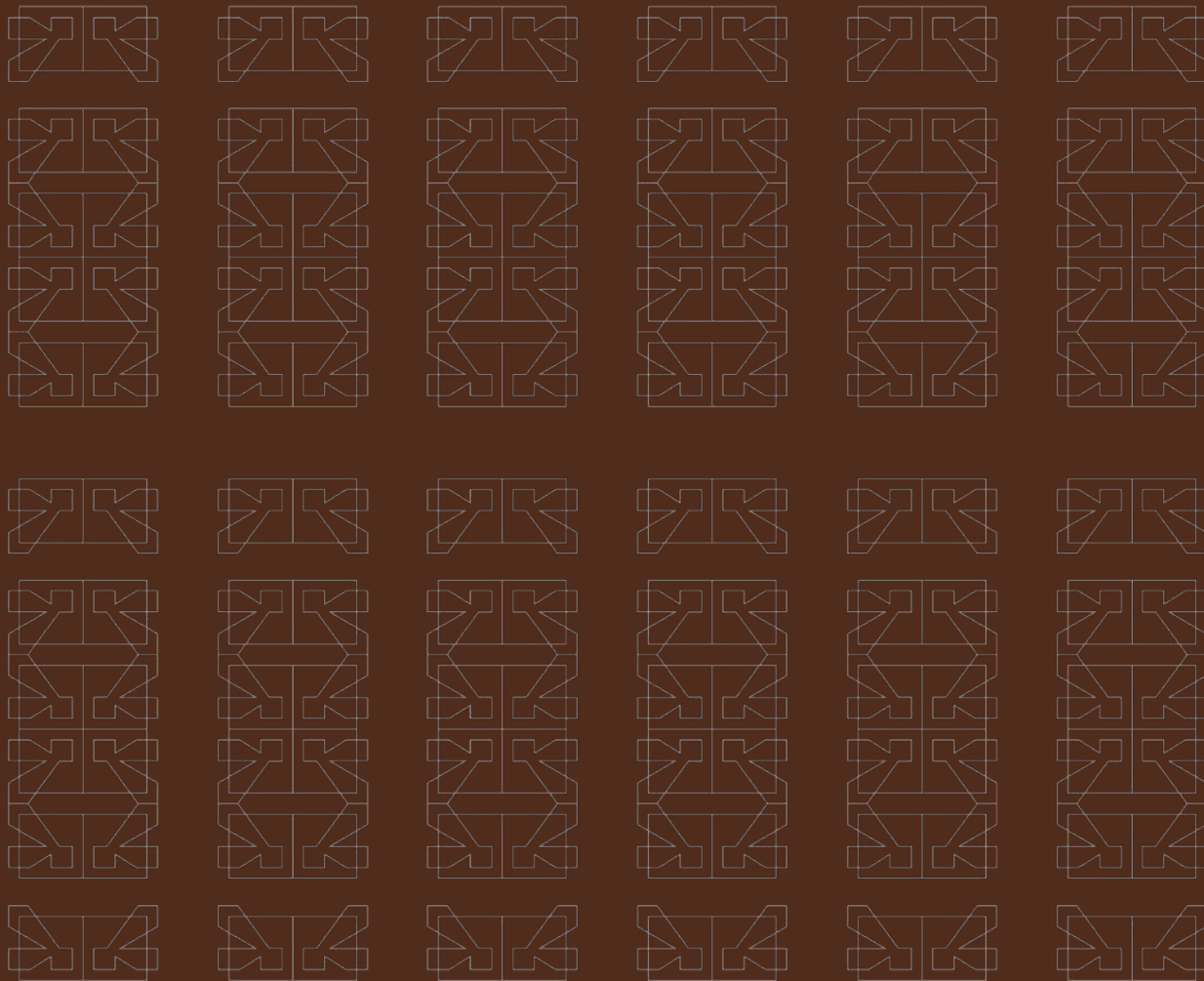




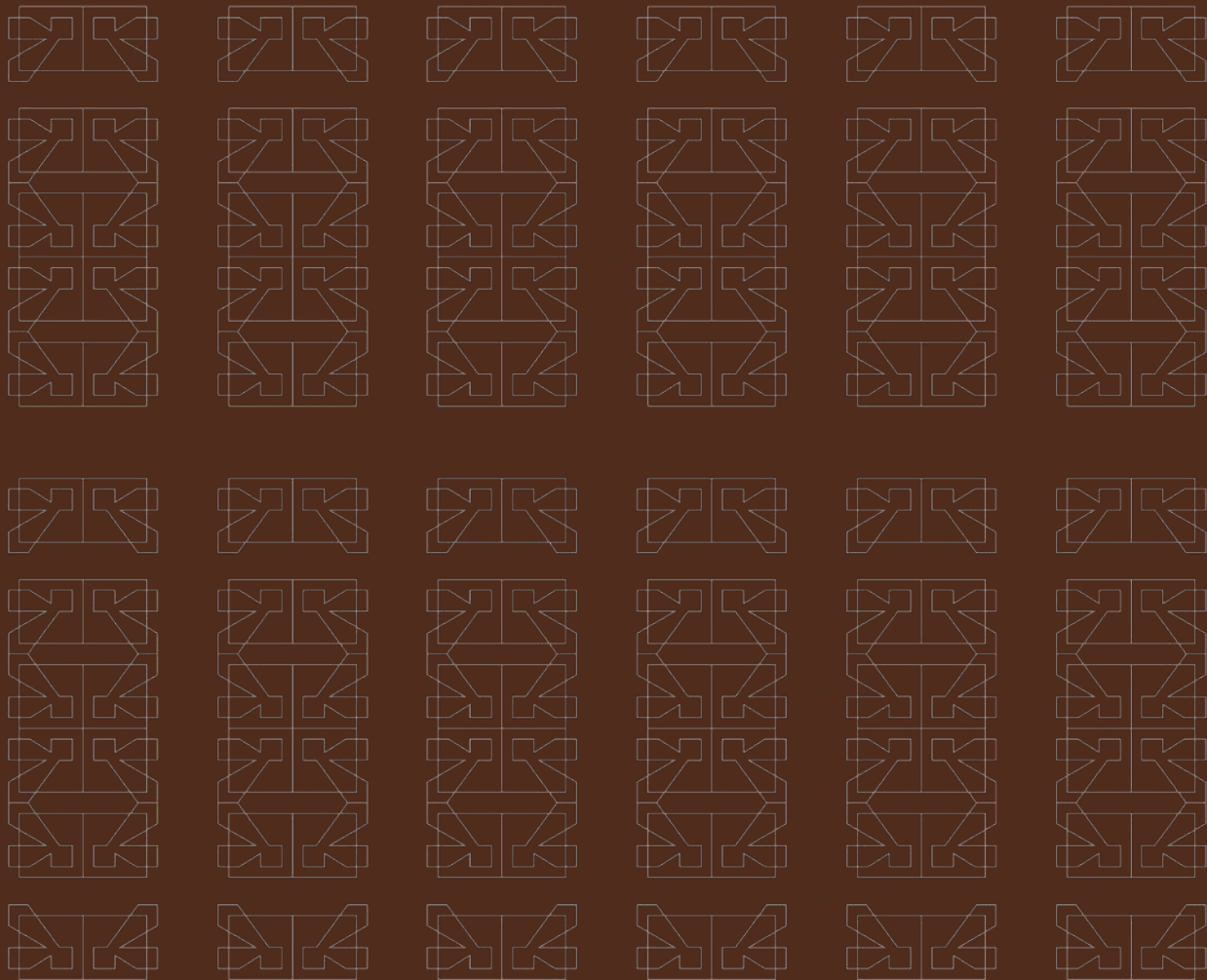
# Project Briefing

Sharing by Joan  
Architect / Project  
FAQ  
Archi Model  
Show Unit



JANSEN  
HOUSE

# Sharing by Joan



JANSEN  
HOUSE

# Macly Group

[www.maclygroup.com](http://www.maclygroup.com)



Macly Group (est. 1987) is an established and award-winning property developer based in Singapore with a track record of developing apartments, condominiums, mixed developments, commercial, landed properties, and cluster housing projects. The group also developed and operates several hospitality brands (Lloyd's Inn, Momentus Serviced Residences Novena, Cara Cara Inn, Cititel) across Singapore, Indonesia, and Kuala Lumpur. Between 2004 to 2023, the Group has developed and launched more than 37 residential and commercial developments in Singapore and Kuala Lumpur. Macly Group continues to uphold its mission of delivering quality and value to homeowners.



ARTIST'S IMPRESSION



ARTIST'S IMPRESSION



ARTIST'S IMPRESSION



ARTIST'S IMPRESSION

1 Neu at Novena  
Moulmein Rise

2 Noma  
Guillemard Road

3 FiveNine  
Telok Kurau Road

4 The Iveria  
Kim Yam Road



JANSEN  
HOUSE



HOSPITALITY

HOMES

WELLNESS

LIFESTYLE

F&B

[www.theovecollection.com](http://www.theovecollection.com)





999-year in Prime District 9 . 1 - 3BR . Nature & Wellness Inspired . Walking Distance to Orchard Road, Somerset MRT, Robertson Quay





JANSEN  
HOUSE

# Live the New Hyperlocal

## The House Series

This special collection started with the question:

*What makes a house?* It is a place that is filled with warmth, comfort, and familiarity. An intimate space that is welcoming, yet always part of a neighbourhood filled with charm, colour and character. Hyper-connected, hyper-convenient, hyper-cool — when a house becomes a home.

### Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



hyperlocal

/ˈhʌɪpələʊkl/

adjective

relating to or focusing on matters concerning a small community or geographical area.  
"an app which provides hyperlocal weather forecasts"



Home in the  
New Hyperlocal



JANSEN  
HOUSE



ARTIST'S IMPRESSION



# Meet the Neighbours



Wellness & Work-Outs



Local Cuisine



Good Schools



Arts & Crafts



Good Food & Drinks



Great Cafes

# A Harmonious Palette

- Inspired by Ikigai, the Japanese concept of pursuing one's sense of purpose
- Minimalist palette with natural elements and wood finishes, stone accents

## 1) Flexible, Usable, yet Stylish Spaces



Kitchen-to-Balcony concept: through the servery window from the kitchen



WFH/dresser wardrobe provisional space in Living Room



Spacious Bathroom with in-built day rack

## 2) Generous Spaces

- Generous Master Bedroom Space that can fit King-sized Bed
- Common Bedrooms can fit Queen-sized Bed

## Other USPs

- Conveniently located within a **quiet mixed landed residential enclave**
- Good neighbourhood near Serangoon / NEX / Kovan
- Within **1km to Zhonghua Primary School**
- **999 years lease from 1 Sep 1876**
- Modern, clean design
- Regular layouts
- Approx 2.7m length dining area opening to balcony, perfect for hosting, gatherings
- Generous Master Bedroom Space that can fit King-sized Bed
- Common Bedrooms that can fit Queen-sized Bed

## Marketing – To Be Disseminated Soon

- Logo/Perspectives/Fact Sheet
- Drone Shot
- E-Flyer
- E-Brochure
- Project Views Link URL
- Price Guide





JANSEN  
HOUSE

Tag Us on Social Media  
IG: @maclygroup



ARTIST'S IMPRESSION

**FARM**



# JANSEN HOUSE

**999 Years Leasehold Development located in Prime District 19**

PROPOSED NEW ERECTION OF 1 BLOCK OF 5-STOREY RESIDENTIAL  
FLATS (TOTAL: 21 UNITS) WITH COMMUNAL ROOF TERRACE, CAR PARK,  
& POOL AT LOT 06356A MK22 NO. 25 JANSEN ROAD (HOUGANG  
PLANNING AREA)

# PROJECT TEAM

Architect

FARM Architects Pte Ltd

C&S Engineer

KCL Consultants Pte Ltd

M&E Engineer

ELEAD Associates Pte Ltd

Branding & Interior Designer

FARM



JANSEN  
HOUSE





# SITE INFORMATION

FARM



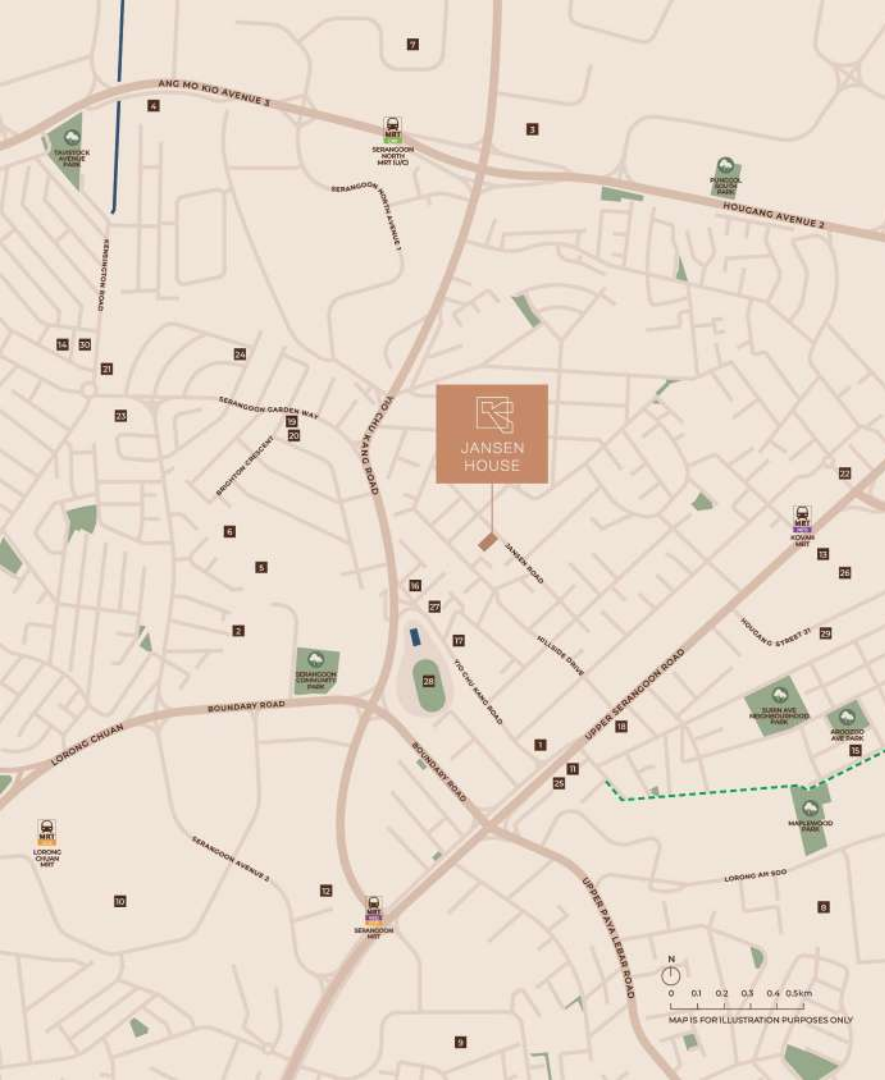
Parameters	Provisions / Requirements
Plot Ratio	1.4
No. of Storeys	5 +Roof Terrace
Total No. of Units	21
Site Area	1541.50 sqm
Tenure of Land	999 years from 1 Sep 1876
BP Approval No. BP Approval Date	A2292-00495-2022-BP01 2024-01-31  A2922-00495-2022-BP02 2024-03-27
Expected Date of Vacant Possession	28 July 2027
Expected Date of Legal Completion	28 July 2030
Expected TOP Date	1H2027
No. of Car Parking Lots	18 car parking lots + 1 accessible lot + 4 bicycle lots
No. of Lifts	2

# FARM





# Locality Map



Connectivity	Kovan MRT	🚶 3 mins
	Serangoon MRT	🚶 6 mins
	Serangoon North MRT (U/C)	🚶 6 mins
	Lorong Chuan MRT	🚶 6 mins
Schools	1. The Schoolhouse by Busy Bees	🚶 3 mins
	2. Rosyth Child Care	🚶 5 mins
	3. Bowen Secondary School	🚶 5 mins
	4. International French School (IFS) (Lycee Francaise de Singapour)	🚶 6 mins
	5. Pelita Secondary School	within 1 km 🚶 7 mins
	6. Zhonghua Primary School	within 1 km 🚶 7 mins
	7. Rosyth School	🚶 7 mins
	8. Raya Uluar Methodist Girls' School	🚶 8 mins
	9. St. Gabriel's Secondary School	🚶 8 mins
	10. Nanyang Junior College	🚶 8 mins
Shopping	11. Upper Serangoon Shopping Centre	🚶 3 mins
	12. NEX	🚶 4 mins
	13. Heartland Mall	🚶 5 mins
	14. myVillage	🚶 5 mins
	15. The Promenade @ PeliKat	🚶 5 mins
Dining	16. Kaiyo Sushi and Grill	🚶 6 mins
	17. Eleven Strands	🚶 7 mins
	18. Egg Stop	🚶 10 mins
	19. Sun Ray Cafe	🚶 3 mins
	20. Mustard Seed	🚶 3 mins
	21. Champ Champ Food Centre	🚶 4 mins
	22. Lola's Cafe	🚶 4 mins
	23. Serangoon Garden Market and Food Centre	🚶 4 mins
	24. Ravi Hazi	🚶 5 mins
	25. Amber Ember	🚶 6 mins
	26. Kovan 209 Market	🚶 6 mins
Wellness	27. Sync Cycle Indoor Cycling	🚶 3 mins
	28. Serangoon Sports Centre (Serangoon Stadium & Serangoon Swimming Complex)	🚶 4 mins
	29. Kovan Sports Centre	🚶 5 mins
	30. Artfully Yours	🚶 7 mins

## LEGEND

🚶 Data Connector

4. Traveling time is approximate only and is taken from Jansen House to respective destinations. Source: www.singapore.gov.sg and google maps images.

# DEVELOPMENT CONCEPT

Home in the  
New Hyperlocal



JANSEN  
HOUSE



ARTIST'S IMPRESSION

FARM

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# COMMUNAL FACILITIES

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JANSEN HOUSE



# Site Plan

## ALL STOREYS

- 1 Refuse Chute
- 2 Passenger Lifts

## 1<sup>st</sup> STOREY

- 3 Vehicular Ingress / Egress
- 4 Bin Point
- 5 Refuse Chamber
- 6 MDF Room
- 7 Bicycle Lots
- 8 Electrical / Water Riser
- 9 Letter Box
- 10 Consumer Switch Room
- 11 Reading Room 1
- 12 Bulk Meter

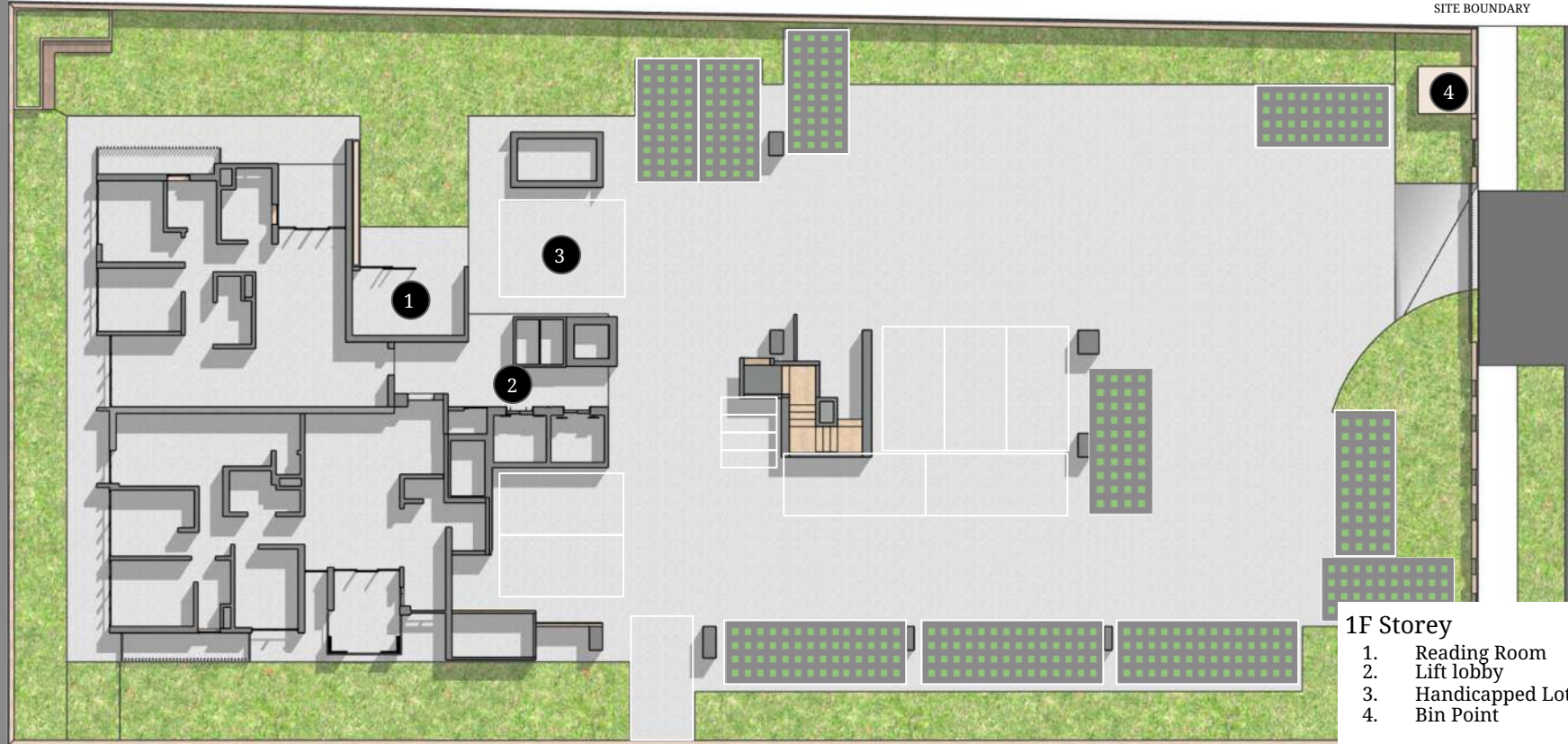
## ROOF TERRACE

- 13 Ventilation Shaft
- 14 M&E Space for Water Tank and Pump
- 15 Outdoor Shower
- 16 Pool Deck
- 17 Pool
- 18 Reading Room 2
- 19 Play Area
- 20 Dining and BBQ Area





## 1st Storey Plan



FARM

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# ARTIST'S IMPRESSION

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JANSEN HOUSE

# FARM



Artist Impression -Entrance / Arrival

JANSEN HOUSE



# FARM



Artist Impression - Reading Rm 1



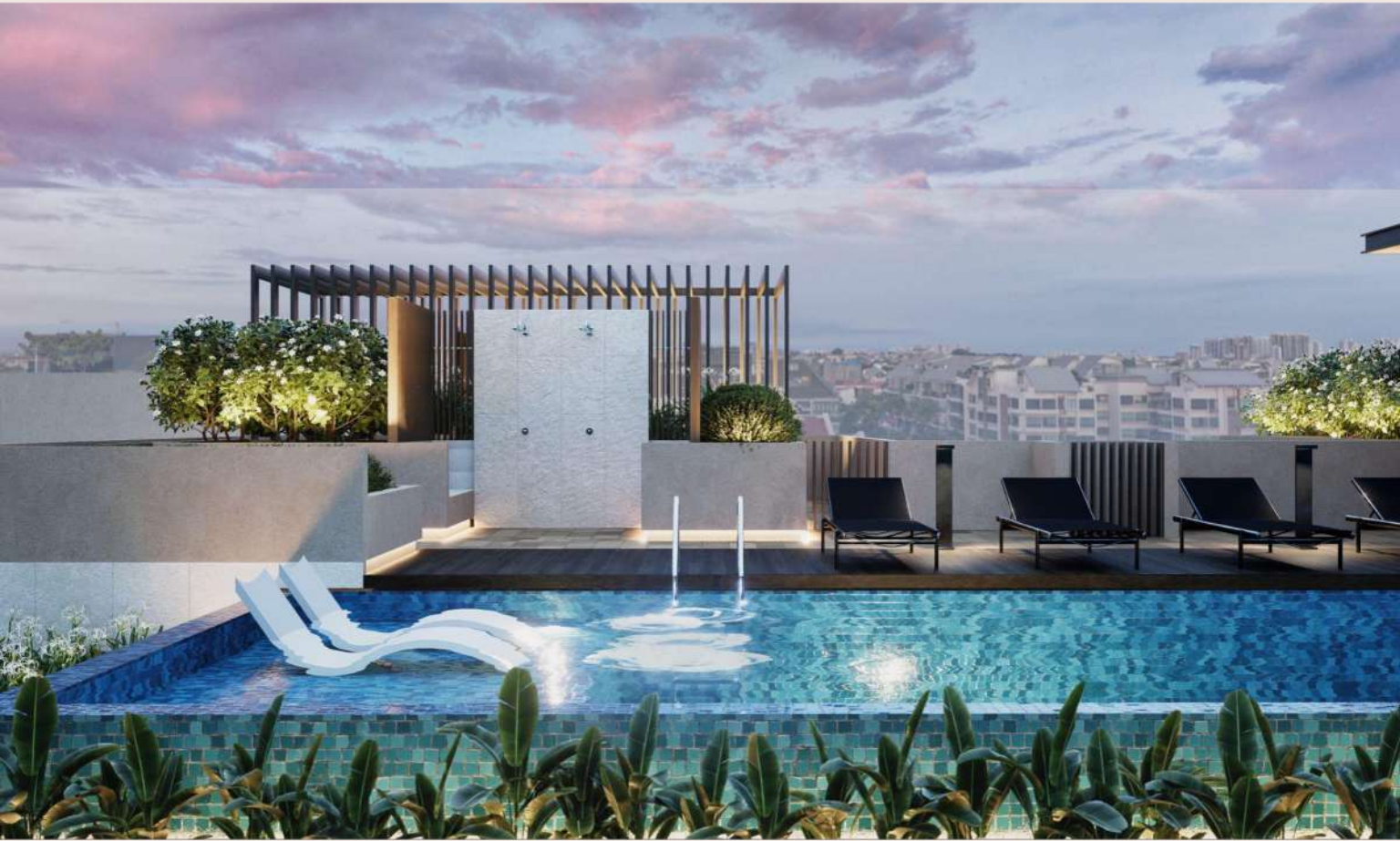
# FARM



Artist Impression - Side Elevation

JANSEN HOUSE

# FARM



Artist Impression - Pool View

# FARM



Artist Impression - Play Area



# FARM



Artist Impression - Dining & BBQ

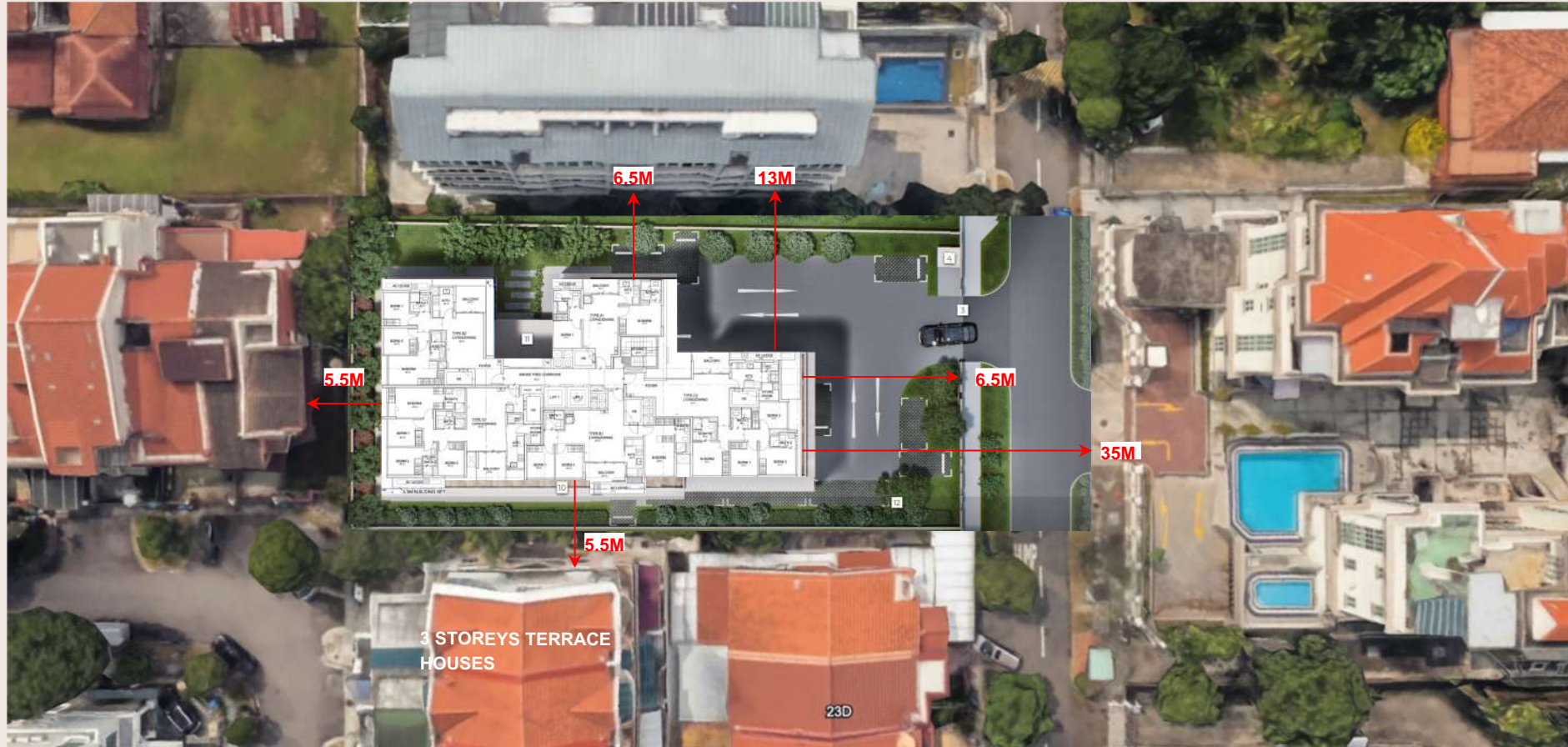


# DEVELOPMENT INFORMATION

# FARM



# FARM







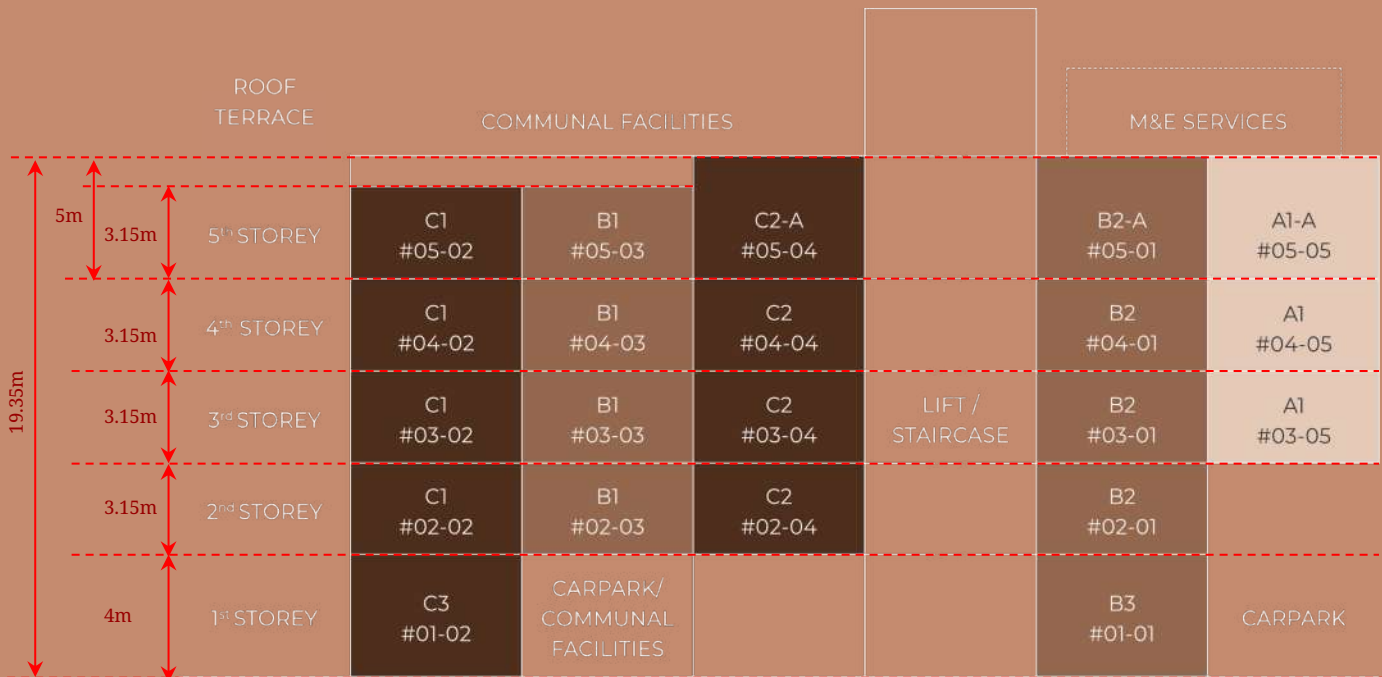
# FARM



# Unit Distribution

	COMMUNAL FACILITIES			M&E SERVICES	
ROOF TERRACE					
5 <sup>th</sup> STOREY	C1 #05-02	B1 #05-03	C2-A #05-04	B2-A #05-01	A1-A #05-05
4 <sup>th</sup> STOREY	C1 #04-02	B1 #04-03	C2 #04-04	B2 #04-01	A1 #04-05
3 <sup>rd</sup> STOREY	C1 #03-02	B1 #03-03	C2 #03-04	LIFT / STAIRCASE #03-01	A1 #03-05
2 <sup>nd</sup> STOREY	C1 #02-02	B1 #02-03	C2 #02-04	B2 #02-01	
1 <sup>st</sup> STOREY	C3 #01-02	CARPARK/ COMMUNAL FACILITIES		B3 #01-01	CARPARK

# Unit Distribution



## Typical Unit

- a. **Living / Dining / Bedroom**  
Ceiling height approx. 2.8m min\*
- a. **HS**  
Ceiling height approx. 2.8m min
- a. **Kitchen / Store (where applicable)**  
Ceiling height approx. 2.4m min
- a. **Bath/ Master Bath**  
Ceiling height approx. 2.4m min

\*At localised areas, 2.4m min

## 1st Storey

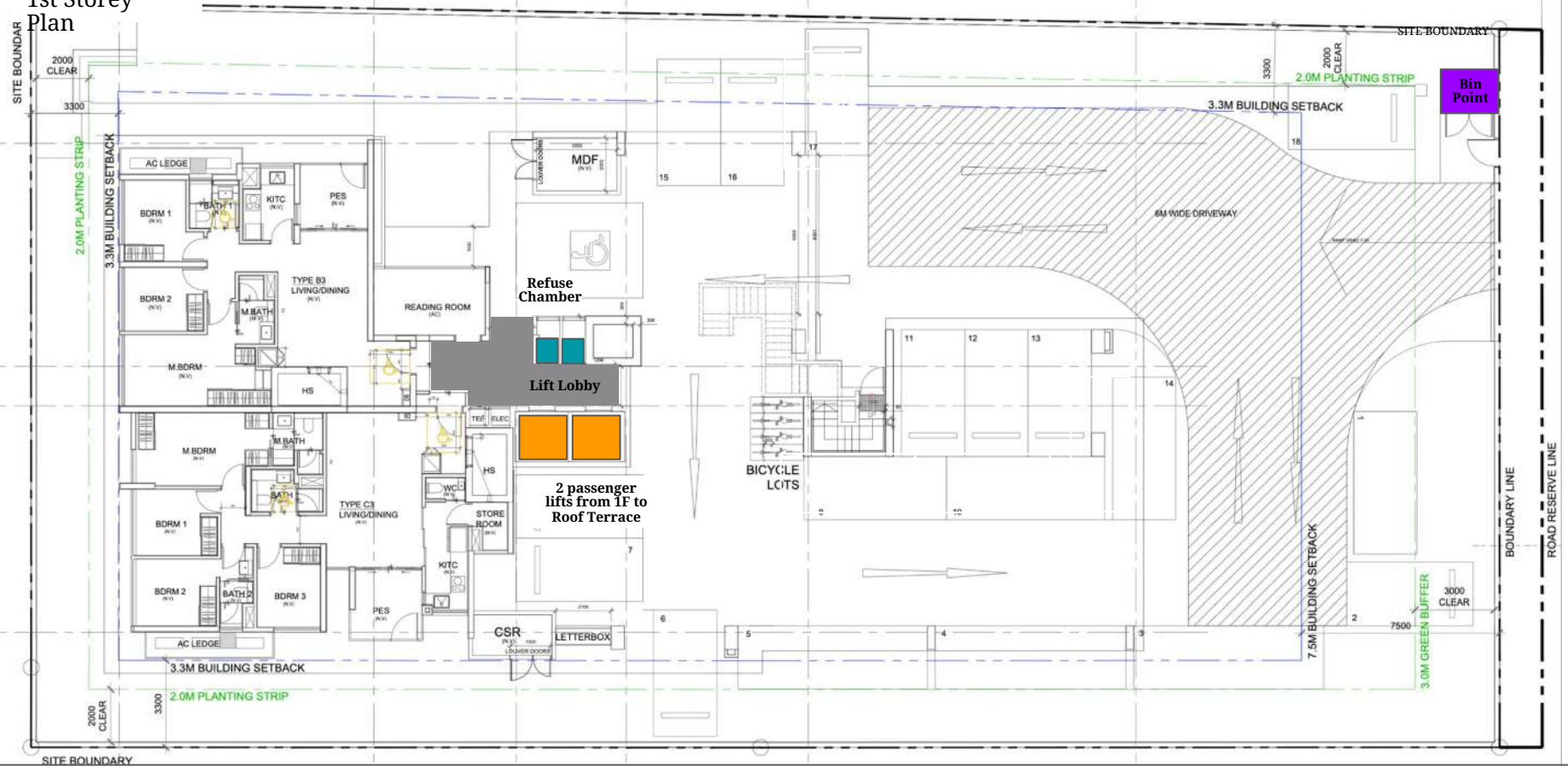
- a. **Living / Dining / Bedroom**  
Ceiling height approx. 3.6m min\*

## 5th Storey (#05-01/ #05-04/ #05-05)

- a. **Living / Dining / Bedroom**  
Ceiling height approx. 3.6m min\*

# FARM

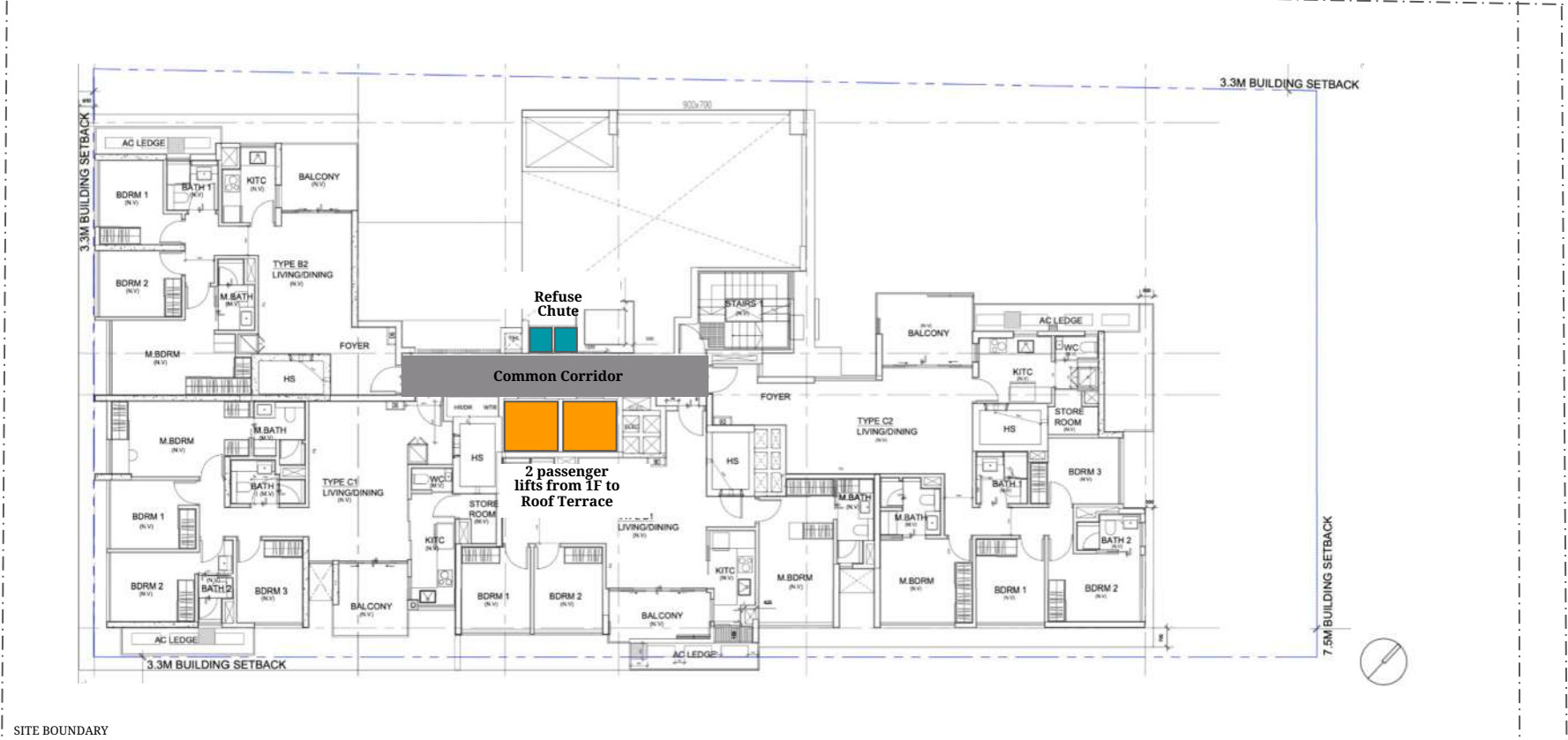
## 1st Storey Plan





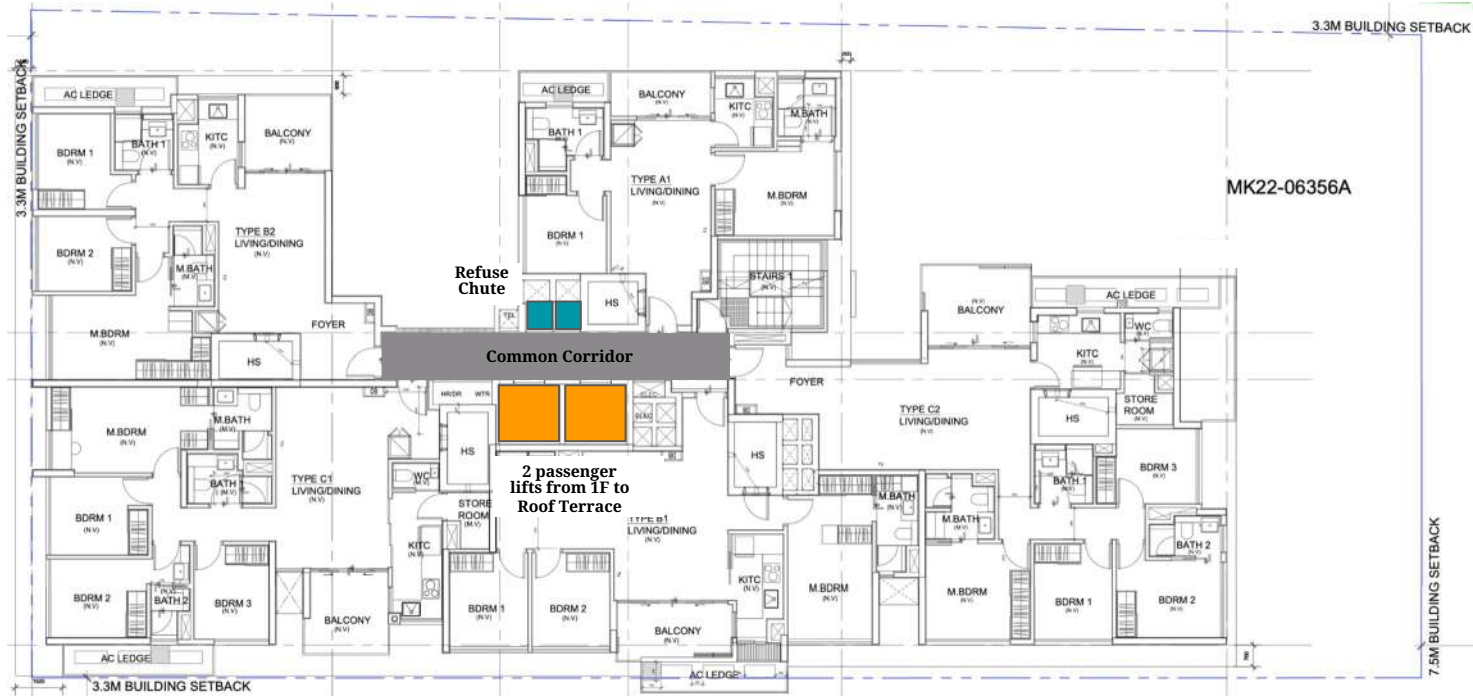
## 2nd Storey Plan

SITE BOUNDARY



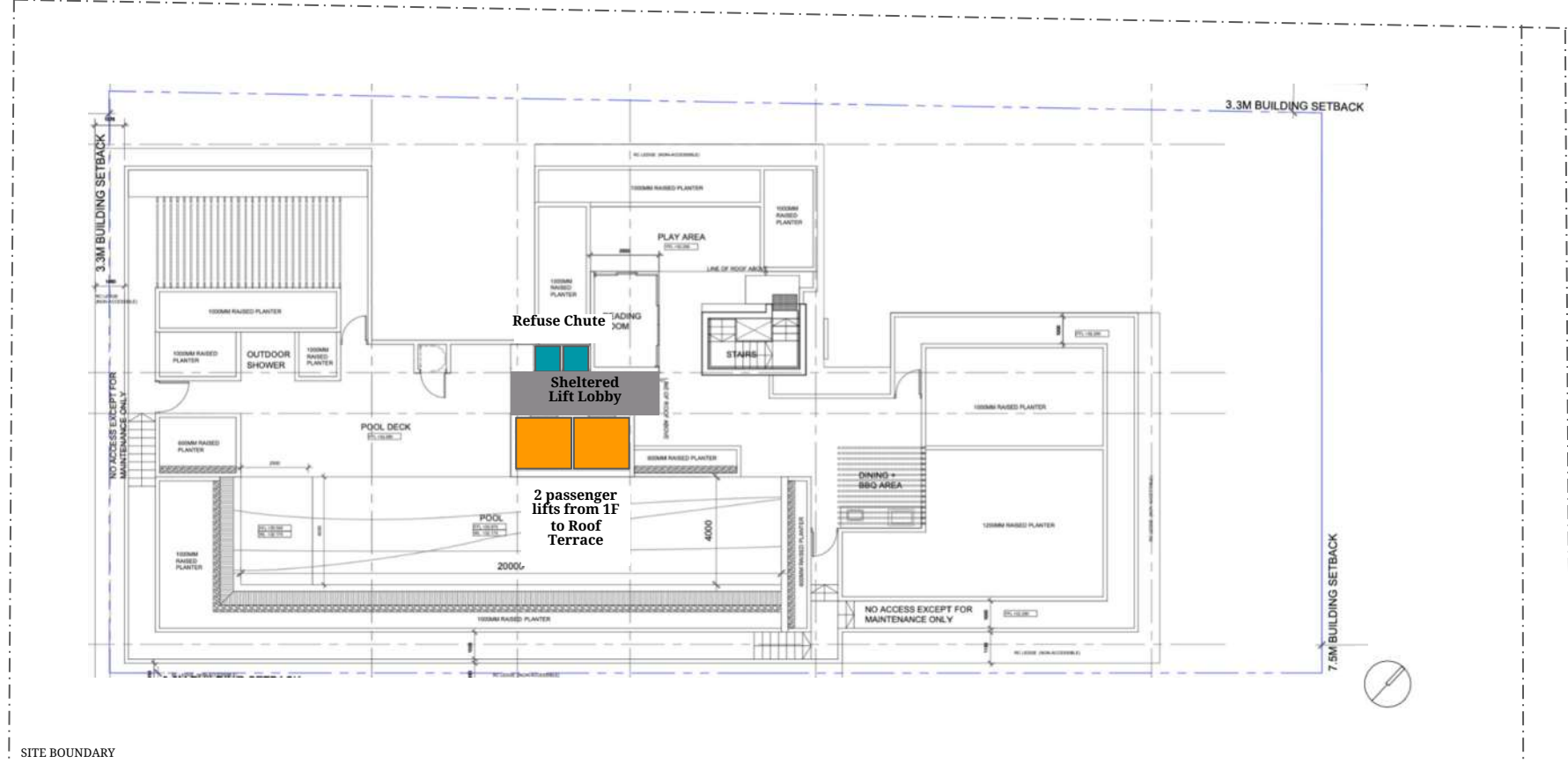
## 3-5th Storey Typical Plan

SITE BOUNDARY



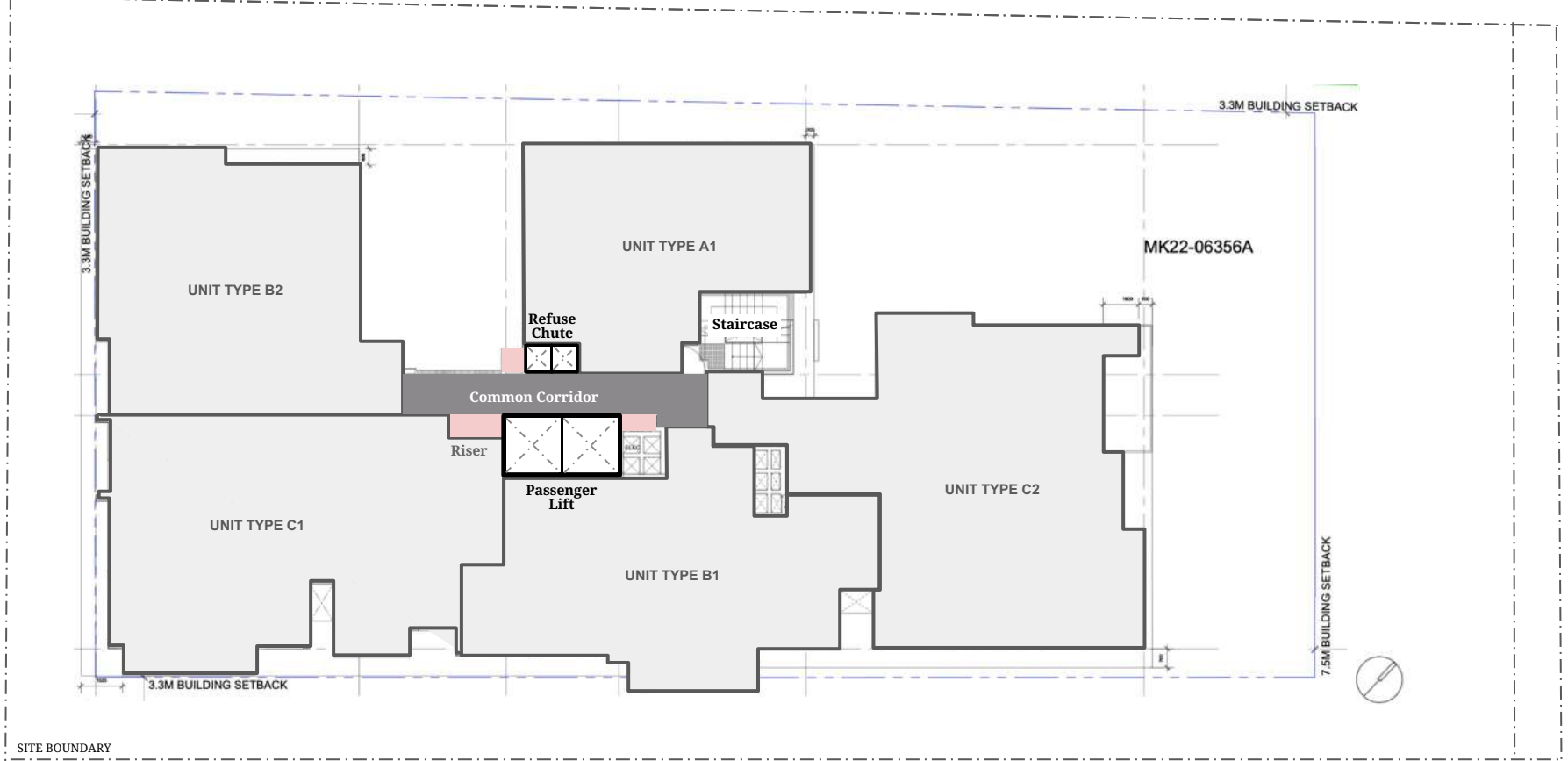
SITE BOUNDARY

## Roof Terrace Plan



## Unit Layout Planning Concept

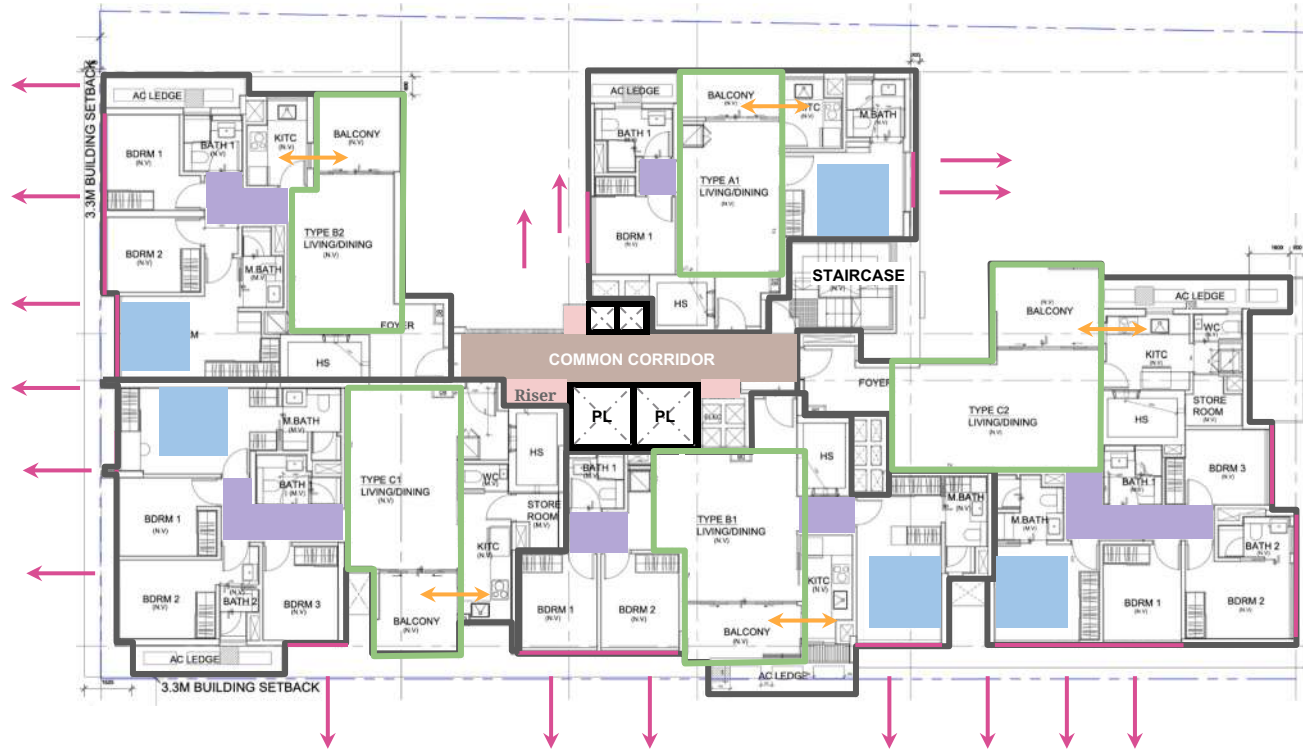
SITE BOUNDARY





## Unit Layout Planning Concept

SITE BOUNDARY



SITE BOUNDARY

Minimal living/bedroom spaces  
direct facing west

All bedrooms are designed to  
optimize the views

Enlarged master bedrooms allow  
space for king sized bed

Minimum circulation space

Living spaces lead out to balcony,  
expanding space for entertainment

Connecting Balcony with Kitchen  
via servary window

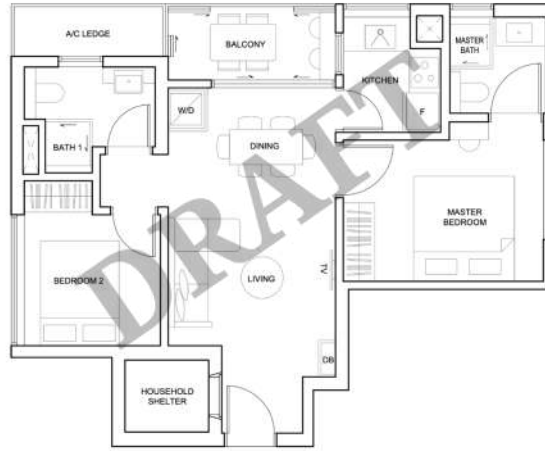
# UNIT TYPES

## 2 BEDROOM TYPE A1

67 SQM (721 SQFT)  
UNIT 03-05,04-05



KEY PLAN: 3RD TO 4TH STOREY  
not to scale



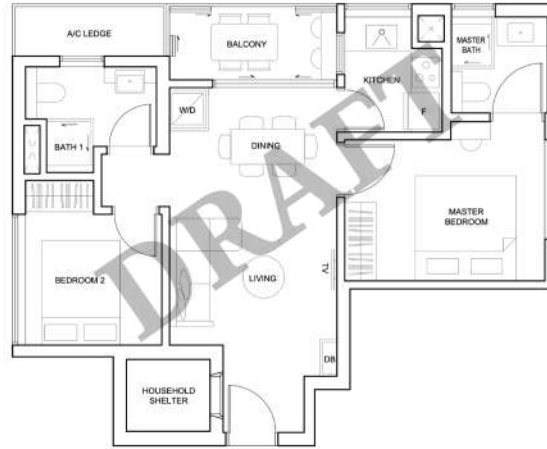
A/C - Air Conditioning  
DB - Distribution Board  
F - Fridge  
W/D - Washer cum Dryer  
Services void space (excluded from strata area)



All floor area include a/c ledge and balcony.  
Balconies are not to be enclosed except with a balcony screen which has been approved and complies with the Competent Authority's guidelines.  
For an illustration of the approved balcony screen, please refer to diagram annexed hereto as "Annexure"

## 2 BEDROOM TYPE A1-A

67 SQM (721 SQFT)  
UNIT 05-05



A/C - Air Conditioning  
DB - Distribution Board  
F - Fridge  
W/D - Washer cum Dryer  
Services void space  
(excluded from strata area)

0 1 2 3 4 5M

All floor area include a/c ledge and balcony.  
Balconies are not to be enclosed except with a balcony screen which has been approved and complies with the Competent Authority's guidelines.  
For an illustration of the approved balcony screen, please refer to diagram annexed hereto as "Annexure"



### 3 BEDROOM TYPE B1

96 SQM (1033 SQFT)  
UNIT 02-03, 03-03, 04-03, 05-03



KEY PLAN: 2ND TO 5TH STOREY  
not to scale



A/C - Air Conditioning  
DB - Distribution Board  
F - Fridge  
W/D - Washer cum Dryer  
Services void space (excluded from strata area)

0 1 2 3 4 5M

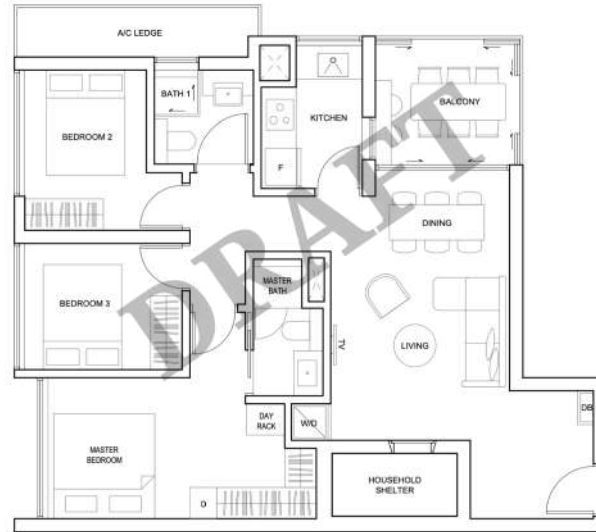
All floor area include a/c ledge and balcony.  
Balconies are not to be enclosed except with a balcony screen which has been approved and complies with the Competent Authority's guidelines. For an illustration of the approved balcony screen, please refer to diagram annexed hereto as "Annexure"

## 3 BEDROOM TYPE B2

94 SQM (1012 SQFT)  
UNIT 02-01, 03-01, 04-01



KEY PLAN: 3RD TO 4TH STOREY  
not to scale



A/C - Air Conditioning  
DB - Distribution Board  
F - Fridge  
W/D - Washer cum Dryer  
Services void space (excluded from strata area)

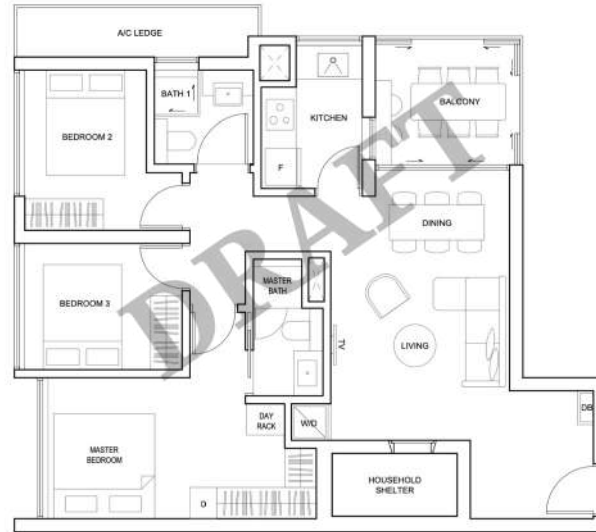


All floor area include a/c ledge and balcony.  
Balconies are not to be enclosed except with a balcony screen which has been approved and complies with the Competent Authority's guidelines.  
For an illustration of the approved balcony screen, please refer to diagram annexed hereto as "Annexure"

# FARM

## 3 BEDROOM TYPE B2-A

94 SQM (1012 SQFT)  
UNIT 05-01



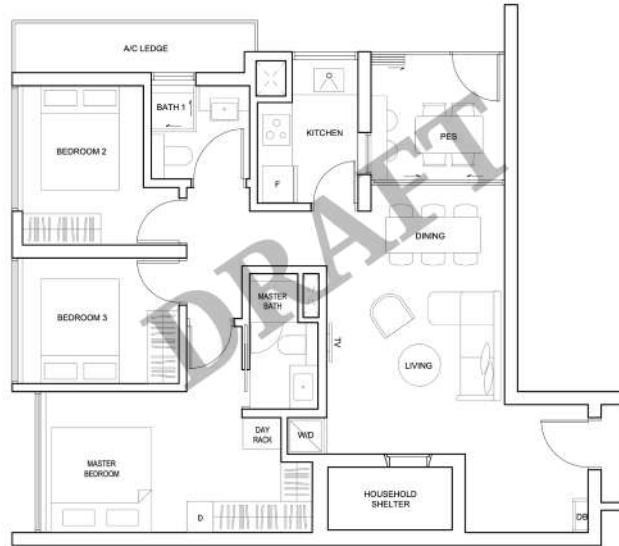
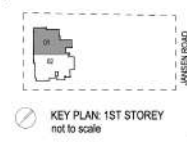
A/C - Air Conditioning  
DB - Distribution Board  
F - Fridge  
W/D - Washer cum Dryer  
Services void space (excluded from strata area)

0 1 2 3 4 5M

All floor area include a/c ledge and balcony.  
Balconies are not to be enclosed except with a balcony screen which has been approved and complies with the Competent Authority's guidelines.  
For an illustration of the approved balcony screen, please refer to diagram annexed hereto as "Annexure"

### 3 BEDROOM TYPE B3

96 SQM (1033 SQFT)  
UNIT 01-01



A/C - Air Conditioning  
DB - Distribution Board  
F - Fridge  
WID - Washer cum Dryer  
S - Services void space  
(excluded from strata area)

0 1 2 3 4 5M

All floor area include a/c ledge and balcony.  
Balconies are not to be enclosed except with a balcony screen which has been approved and complies with the Competent Authority's guidelines.  
For an illustration of the approved balcony screen, please refer to diagram annexed hereto as "Annexure"

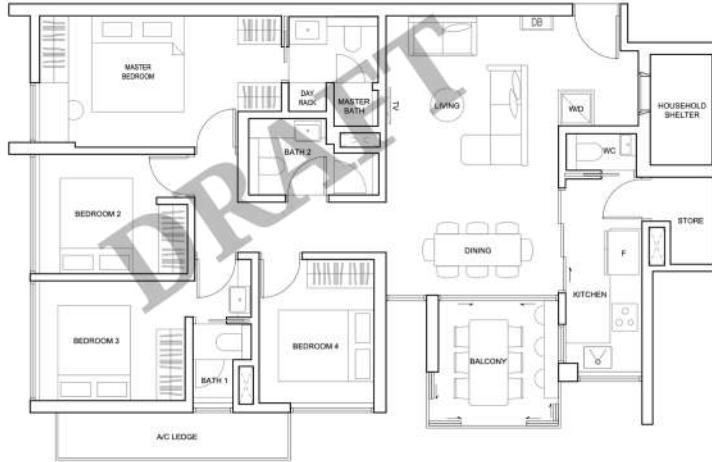


## 4 BEDROOM TYPE C1

115 SQM (1238 SQFT)  
UNIT 02-02, 03-02, 04-02, 05-02



KEY PLAN: 2ND TO 5TH STOREY  
NOT TO SCALE



A/C - Air Conditioning  
DB - Distribution Board  
F - Fridge  
W/D - Washer cum Dryer  
Services void space (excluded from strata area)

0 1 2 3 4 5M

All floor area include a/c ledge and balcony.  
Balconies are not to be enclosed except with a balcony screen which has been approved and complies with the Competent Authority's guidelines.  
For an illustration of the approved balcony screen, please refer to diagram annexed hereto as "Annexure"

**Note:** No addition of bedroom and/or convert/use store as another room aside from store by home owner, even with change of door type, due to the lack of window to external for light and ventilation.

## 4 BEDROOM TYPE C2

124 SQM (1335 SQFT)  
UNIT 02-04, 03-04, 04-04



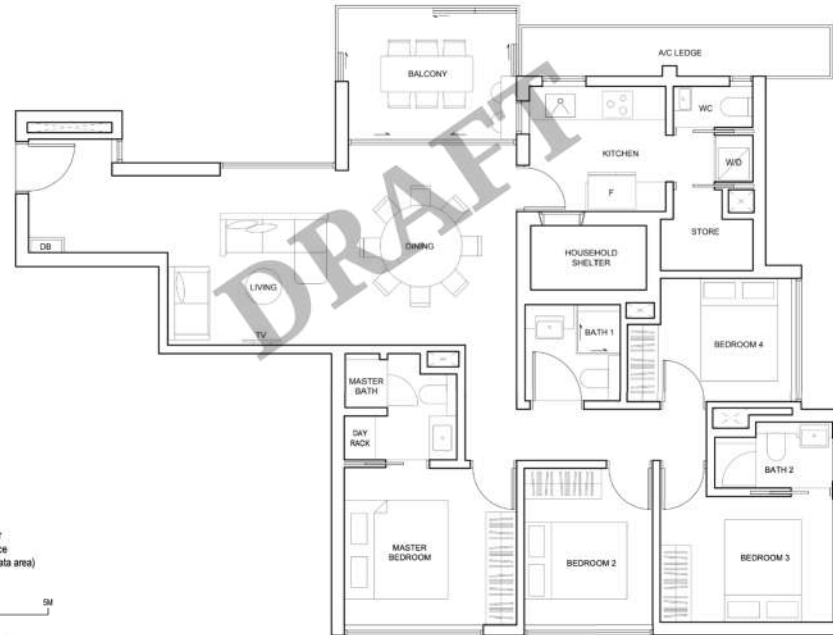
KEY PLAN: 2ND TO 4TH STOREY  
not to scale

A/C - Air Conditioning  
DB - Distribution Board  
F - Fridge  
W/D - Washer cum Dryer  
Services void space (excluded from strata area)

0 1 2 3 4 5M

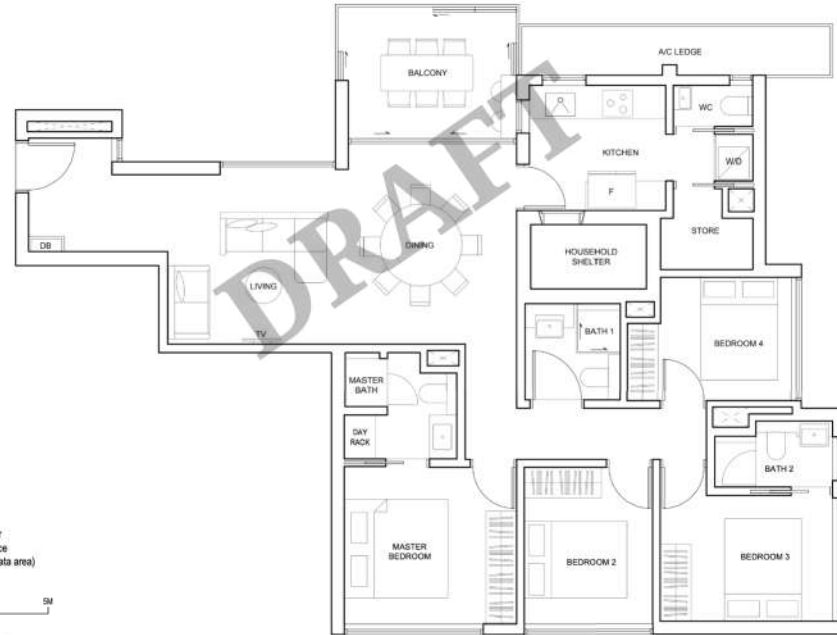
All floor area include a/c ledge and balcony.  
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For an illustration of the approved balcony screen, please refer to diagram annexed hereto as "Annexure"

**Note:** No addition of bedroom and/or convert/use store as another room aside from store by home owner, even with change of door type, due to the lack of window to external for light and ventilation.



## 4 BEDROOM TYPE C2-A

124 SQM (1335 SQFT)  
UNIT 05-04



A/C - Air Conditioning  
DB - Distribution Board  
F - Fridge  
W/D - Washer cum Dryer  
Services void space (excluded from strata area)

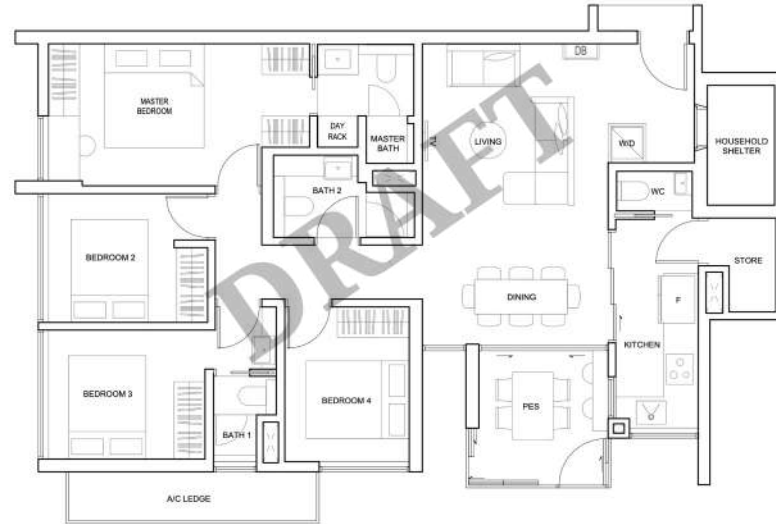
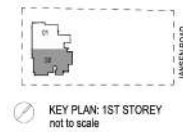
0 1 2 3 4 5M

All floor area include a/c ledge and balcony.  
Balconies are not to be enclosed except with a balcony screen which has been approved and complies with the Competent Authority's guidelines.  
For an illustration of the approved balcony screen, please refer to diagram annexed hereto as "Annexure"

**Note:** No addition of bedroom and/or convert/use store as another room aside from store by home owner, even with change of door type, due to the lack of window to external for light and ventilation.

## 4 BEDROOM TYPE C3

117 SQM (1259 SQFT)  
UNIT 01-02



A/C - Air Conditioning  
DB - Distribution Board  
F - Fridge  
W/D - Washer cum Dryer  
Services void space (excluded from strata area)

0 1 2 3 4 5M

All floor area include a/c ledge and balcony.  
Balconies are not to be enclosed except with a balcony screen which has been approved and complies with the Competent Authority's guidelines.  
For an illustration of the approved balcony screen, please refer to diagram annexed hereto as "Annexure"

**Note:** No addition of bedroom and/or convert/use store as another room aside from store by home owner, even with change of door type, due to the lack of window to external for light and ventilation.



# UNIT FEATURES

Artist Impression - Living Space



Artist Impression - Dining



Artist Impression - Kitchen





Artist Impression - Flexi Space



Artist Impression - Master Bedroom



Artist Impression - Bedroom 2



Artist Impression - Bedroom 3





Artist Impression - Master Bathroom



Artist Impression - Common Bath



# A Harmonious Palette

Inspired by Ikigai, the Japanese concept of pursuing one's sense of purpose, the minimalist palette combines natural elements to create a serene living environment that fosters inner harmony. Beautiful wood finishes, soft neutral tones, and stone accents create a canvas that is open to possibilities and expression.

MATCHING DARK BROWN  
TIMBER DOOR LAMINATE

WHITE QUARTZ AT  
KITCHEN COUNTER

DARK BROWN TIMBER VINYL  
FLOORING AT ALL BEDROOMS

GREY TERRAZZO AT  
BATHROOM COUNTER

LIGHT GREY FLOOR TILES  
FOR BATHROOM

OFF WHITE FLOOR TILES AT LIVING,  
DINING, KITCHEN AND BALCONY

DARK GREY TERRAZZO  
FLOOR AND WALL TILES  
AT MASTER BATHROOM



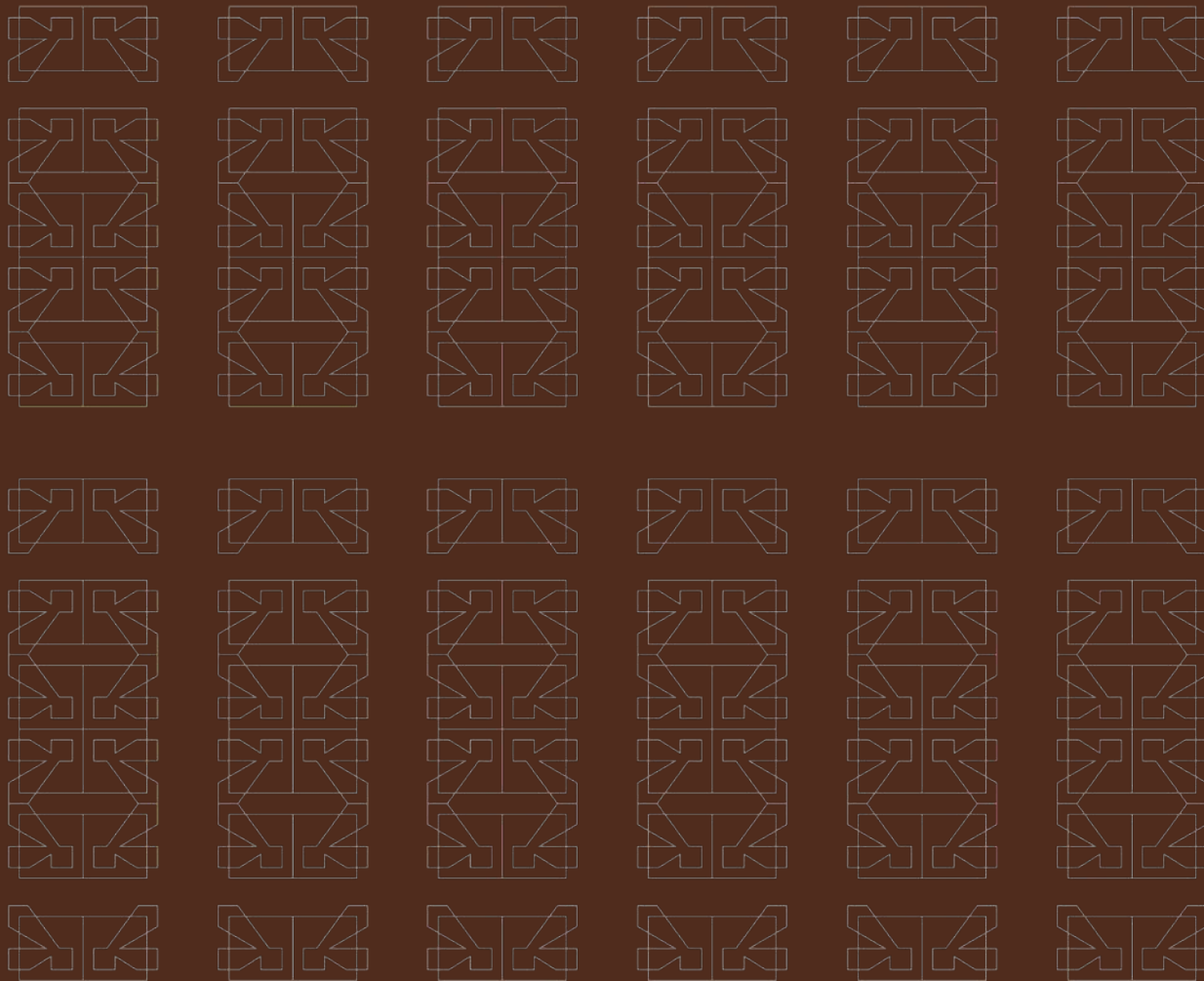
JANSEN  
HOUSE

FOR ILLUSTRATION PURPOSES ONLY

Premium Fittings

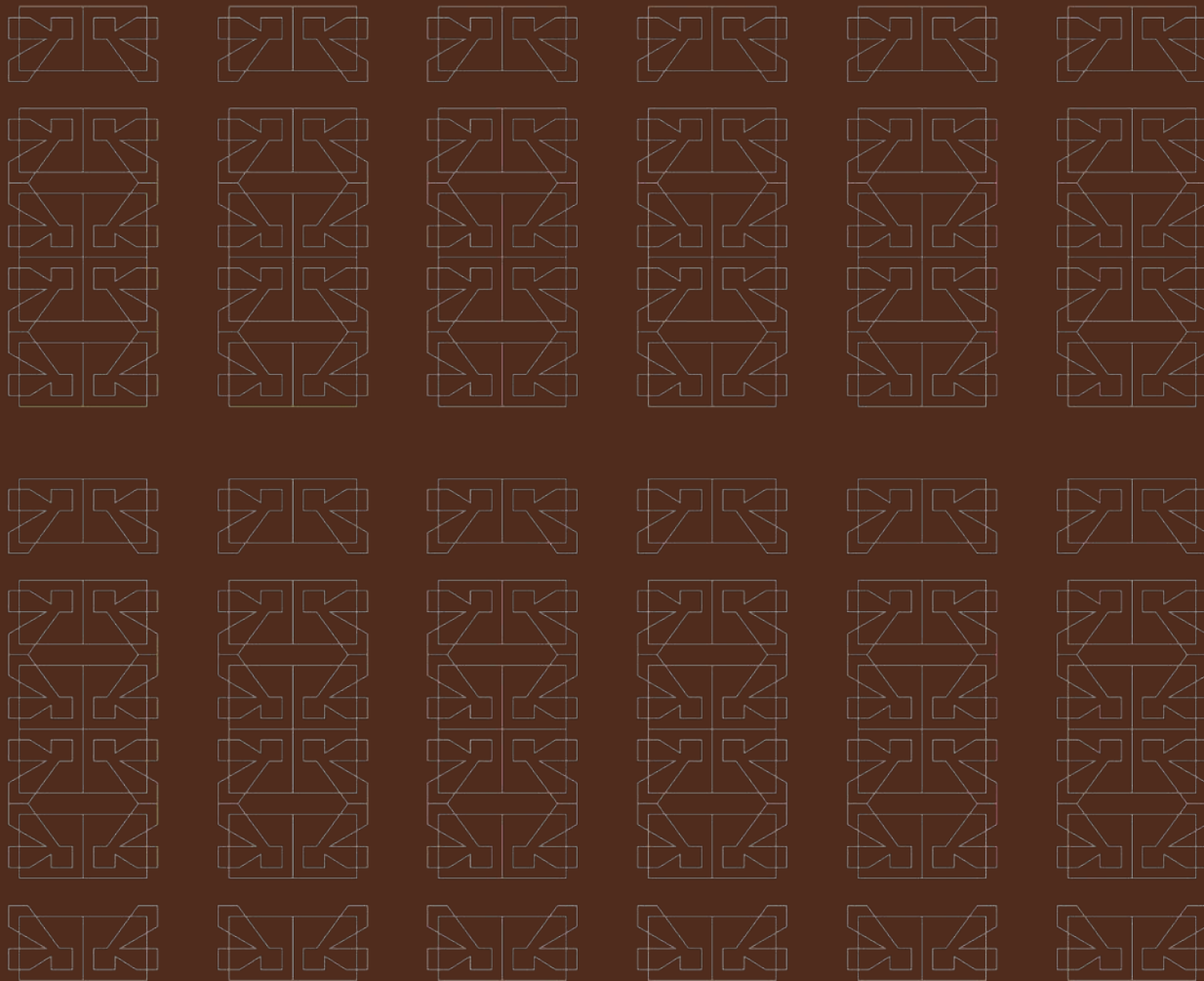


Thank you





# Q&A



## **Launch Timeline (To Be Confirmed, Subject to Changes)**

Public Preview: 27 Apr to 3 May (1 week: Sat to Fri)

Launch via placement : 4 May (Saturday)