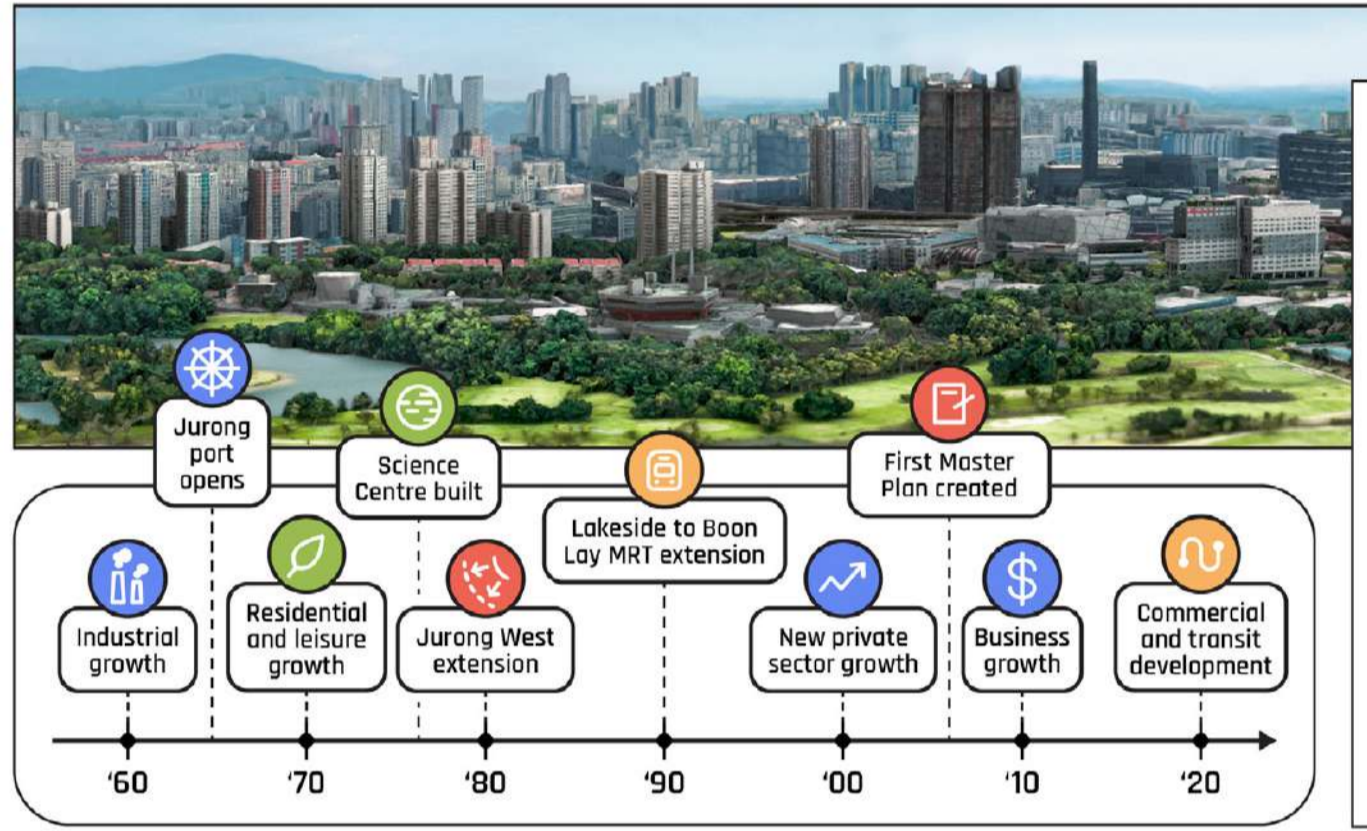


Site and Opportunities

The site is in a prominent area at the intersection of several opportunities. The location is optimal for linking the nation's Central Business District (CBD) to manufacturing facilities, higher academic institutions, and biomedical industries.

Because the Singaporean Government currently promotes the health and biomedical sectors, the site's location is even more meaningful. As such, there's room for new urban development in Jurong East to host an integrated ecosystem for a variety of local industries, at the same time creating a health-centered home in the heart of Singapore's next CBD.

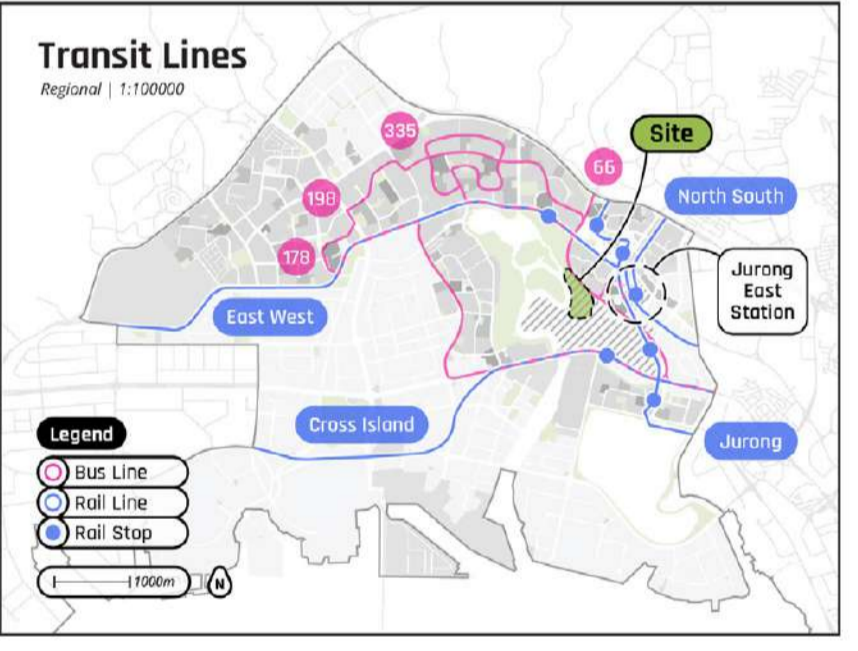
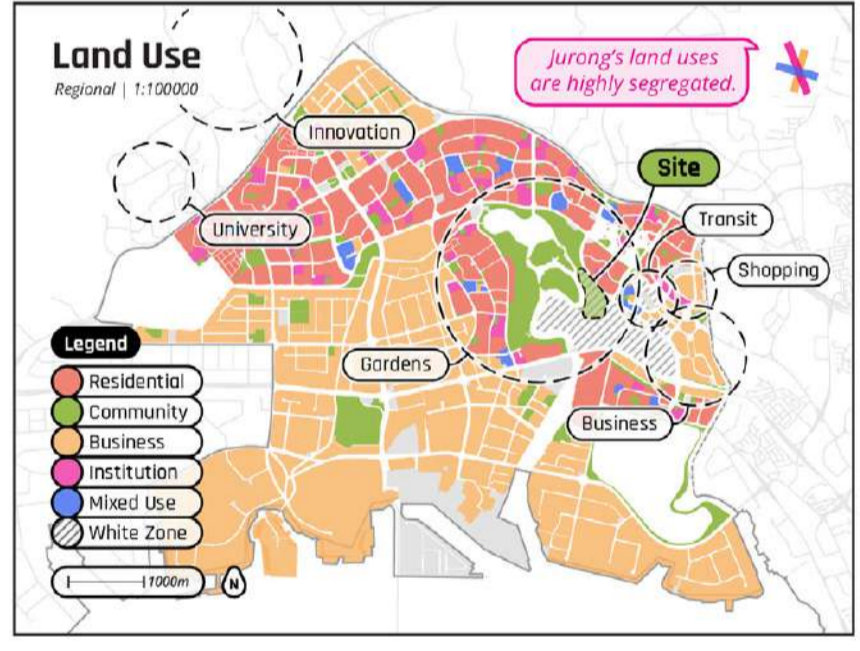


History of Jurong

Jurong was developed as Singapore's first industrial town in 1961 to create jobs. Since the 2000s, however, Jurong shed its industrial image by bringing more offices, retail, homes, and leisure into the area. From 2016, this area has been envisioned as Singapore's next largest sustainable business district.

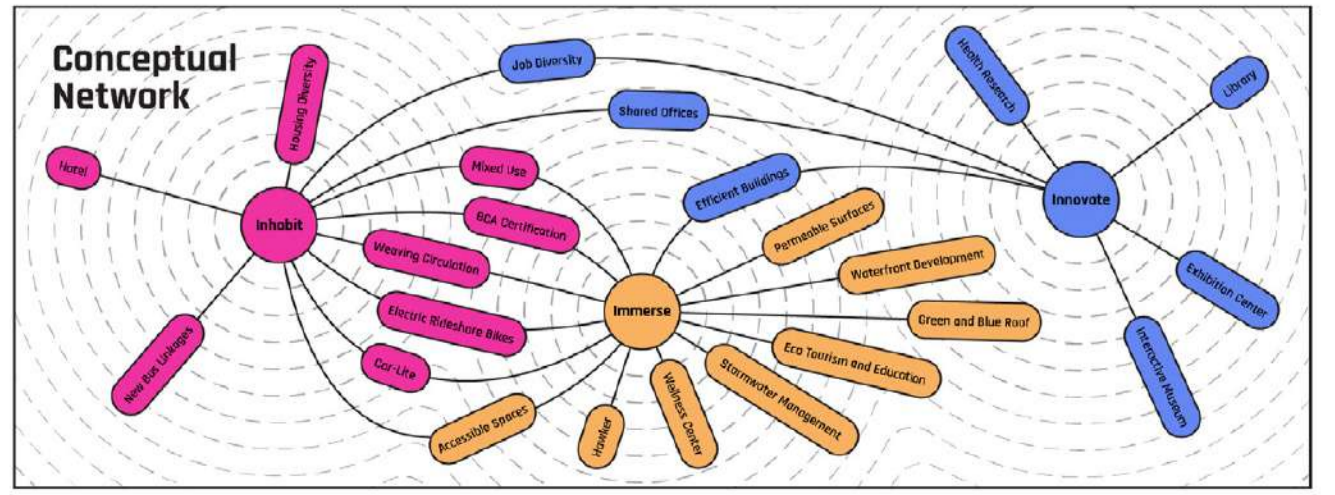
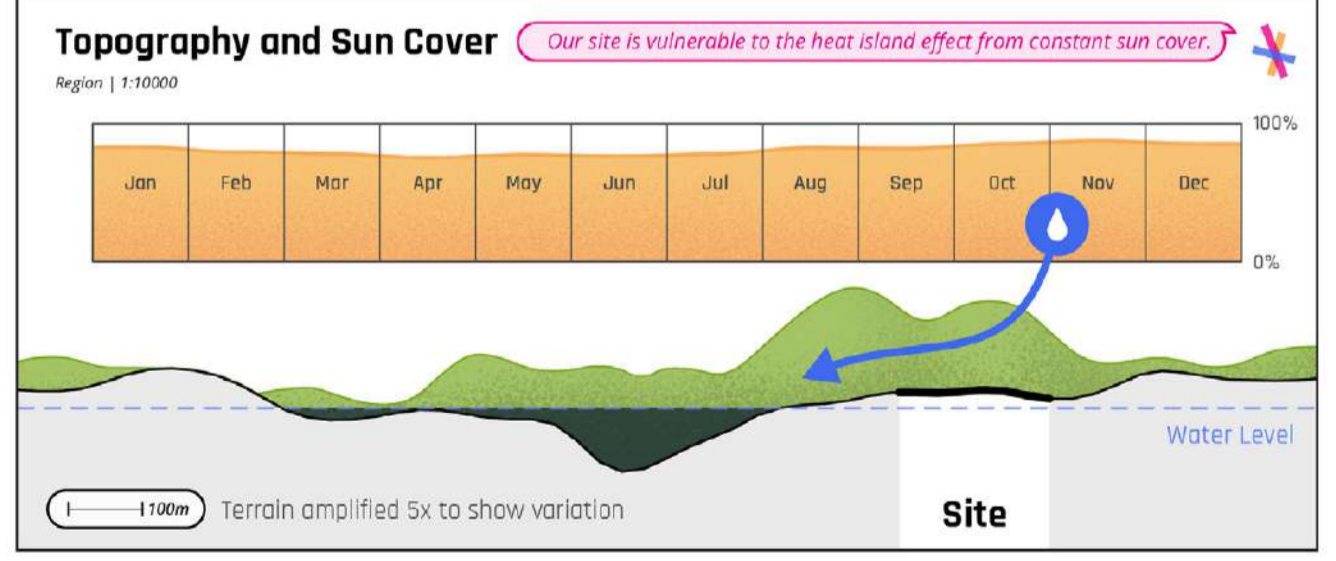
Master Plan Highlight

The current master plan emphasizes convenient, 10-minute neighborhoods with net-zero emissions. Additionally, it promotes healthy living by integrating nature in cities, and advancing sustainability through partnership and innovation.



Vulnerabilities

Over the last 10 years, Jurong has experienced rising housing costs with a lack of variation in room sizes to accommodate both younger and older generations. Some environmental challenges also exist in both Jurong and Singapore, such as flooding, sun exposure, and air conditioning dependence.



Resilience Vision

We can build a resilient community by diversifying housing options and economic opportunities. Low impact strategies like green roofs and stormwater management will help efficiently reduce emissions and achieve the BCA Platinum mark.



Meet Our Partners

To achieve our goal of creating an innovative and resilient community, we need to work closely with a variety of stakeholders. This includes academic institutions, health and tech industries, innovative entrepreneurs, government bodies, volunteers, and other supporters.

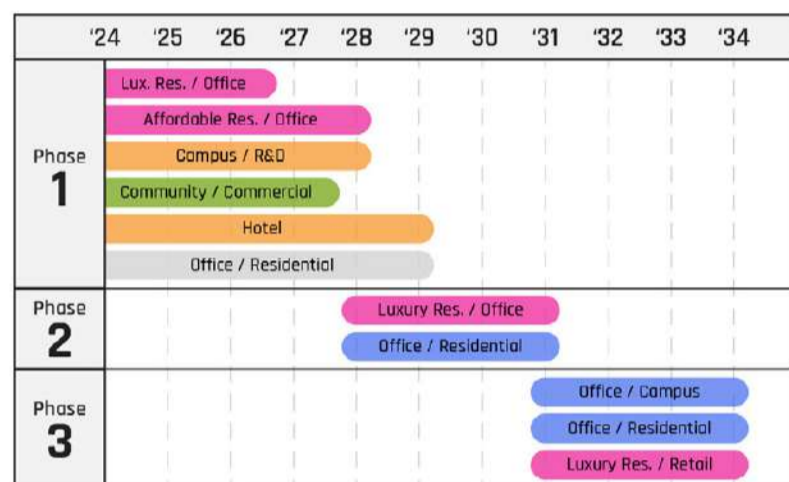
One example of a programmatic synergy will occur between academic institutions and hospitals, who will team up in innovative health research centres and labs. Their collaboration will support cutting-edge medical research, entrepreneurship, and job creation. This synergy can also extend to the public and private sectors, providing pathways to utilize government funding for innovation.

In terms of creating a harmonious environment, we will recruit volunteers and the ageing, who will play a pivotal role in promoting local social cohesion, community building, and cultural exchange.

Altogether, by working with a diverse set of community, industrial, and institutional partners, we can design a more sustainable and resilient future for Jurong.



Phasing and Programs



Program	Relative Share	%	Area
Affordable Rental	<div style="width: 15%;"></div>	15%	41,188 m ²
Affordable Sales	<div style="width: 8%;"></div>	8%	18,913 m ²
Retail	<div style="width: 13%;"></div>	13%	32,656 m ²
Office / Institution	<div style="width: 4%;"></div>	4%	9,901 m ²
Community / Other	<div style="width: 47%;"></div>	47%	116,639 m ²
Hotel	<div style="width: 7%;"></div>	7%	18,260 m ²
Parking	<div style="width: 4%;"></div>	4%	11,205 m ²
Total			250,762 m²

Phase 1 Focus: Affordable and luxury housing, office, hotel, campus, community

Phase 1 Value: S\$3,388,983,893

Phase 1 Costs: S\$2,638,042,372

Program	Relative Share	%	Area
Luxury Rental	<div style="width: 5%;"></div>	5%	3,876 m ²
Luxury Sales	<div style="width: 1%;"></div>	1%	510 m ²
Affordable Rental	<div style="width: 36%;"></div>	36%	24,980 m ²
Affordable Sales	<div style="width: 7%;"></div>	7%	5,015 m ²
Retail	<div style="width: 23%;"></div>	23%	15,990 m ²
Office / Institution	<div style="width: 5%;"></div>	5%	3,646 m ²
Community / Other	<div style="width: 17%;"></div>	17%	12,104 m ²
Parking	<div style="width: 5%;"></div>	5%	3,702 m ²
Total			69,923 m²

Phase 2 Focus: Luxury residential, general office, retail establishments

Phase 2 Value: S\$1,029,214,060

Phase 2 Costs: S\$716,600,803

Program	Relative Share	%	Area
Luxury Rental	<div style="width: 10%;"></div>	10%	13,700 m ²
Luxury Sales	<div style="width: 3%;"></div>	3%	4,550 m ²
Affordable Rental	<div style="width: 12%;"></div>	12%	15,954 m ²
Affordable Sales	<div style="width: 11%;"></div>	11%	14,109 m ²
Retail	<div style="width: 17%;"></div>	17%	22,655 m ²
Office / Institution	<div style="width: 22%;"></div>	22%	29,000 m ²
Community / Other	<div style="width: 20%;"></div>	20%	27,313 m ²
Parking	<div style="width: 5%;"></div>	5%	5,680 m ²
Total			133,961 m²

Phase 3 Focus: Shared offices, retail, affordable housing, luxury residential

Phase 3 Value: S\$1,736,085,013

Phase 3 Costs: S\$1,297,491,551

Leveraged IRR (billions)



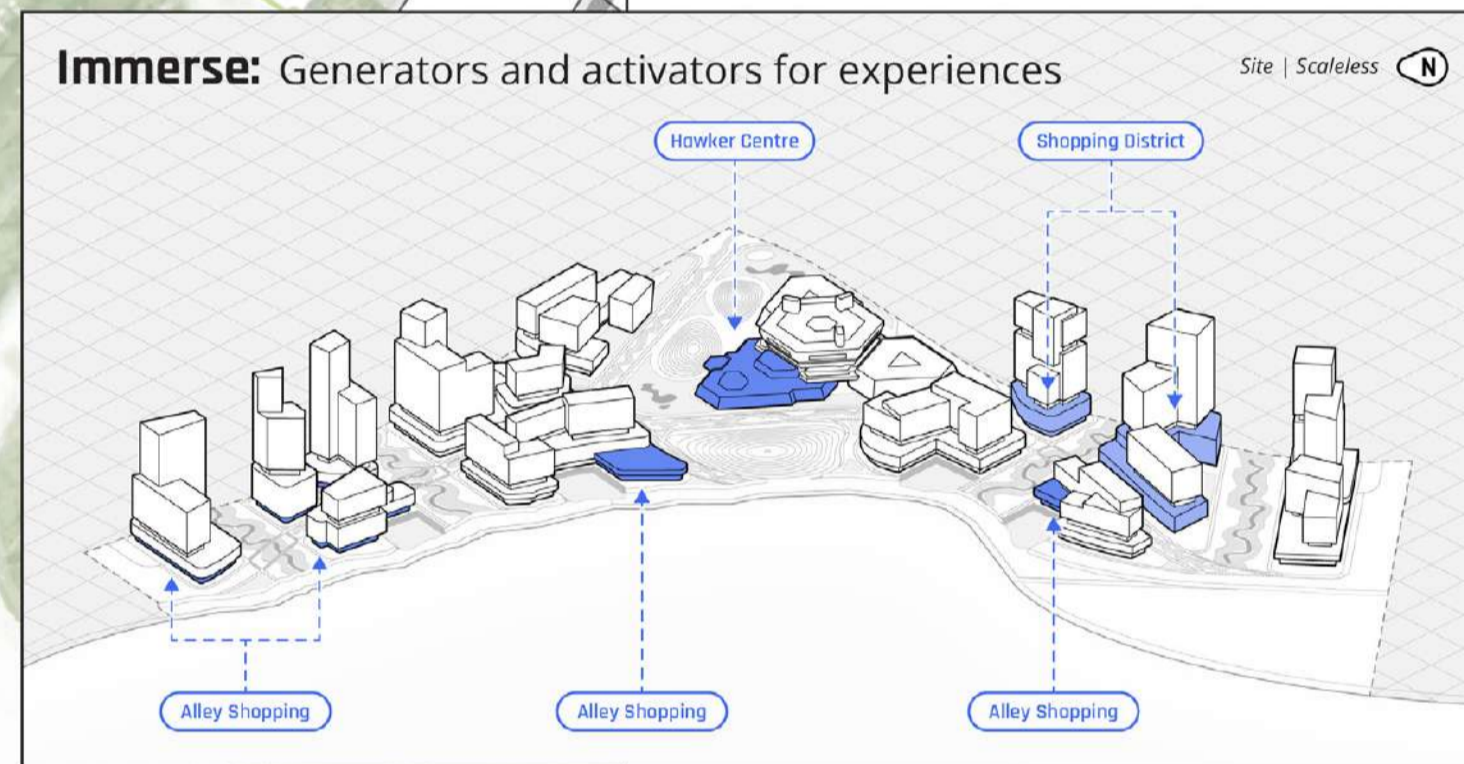
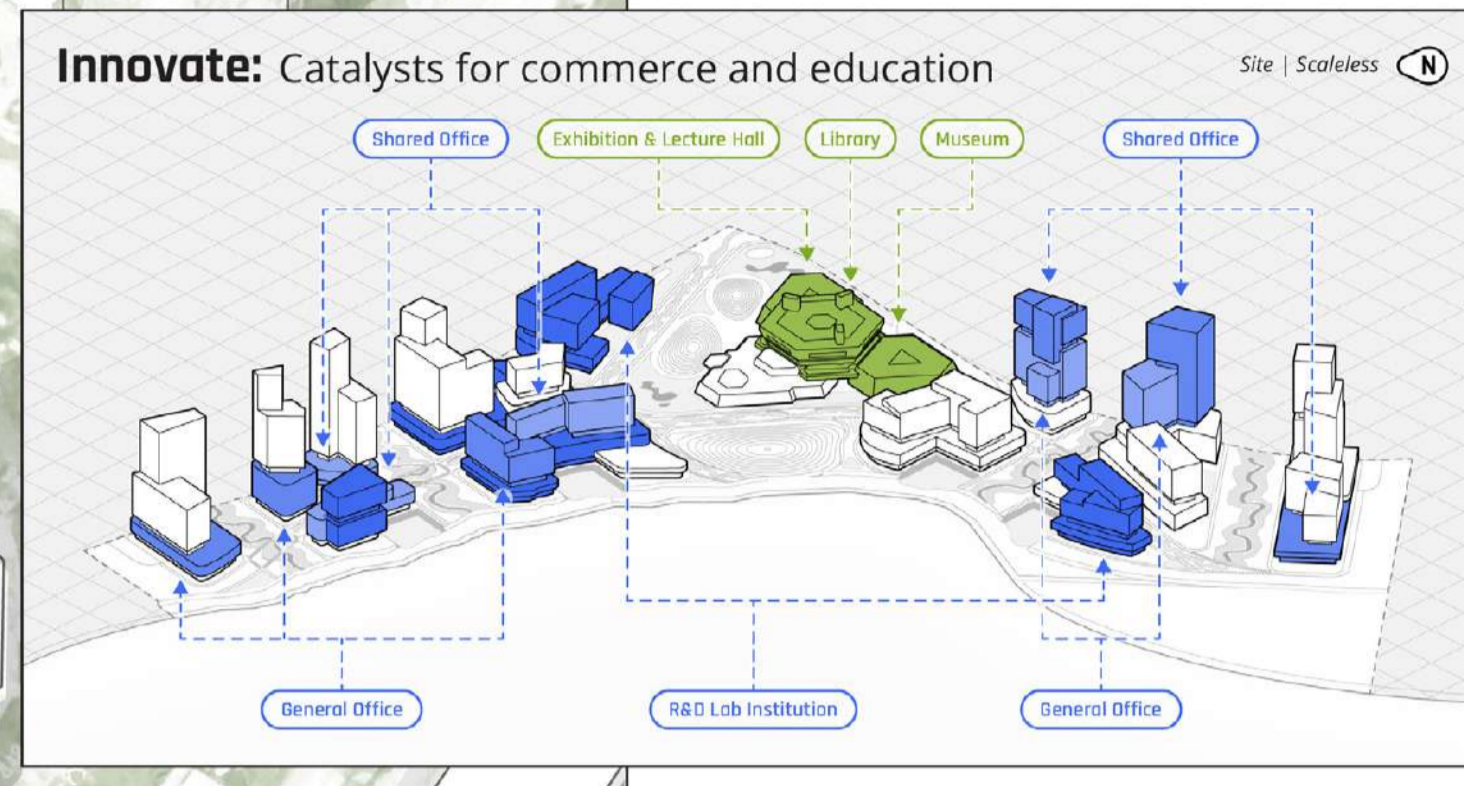
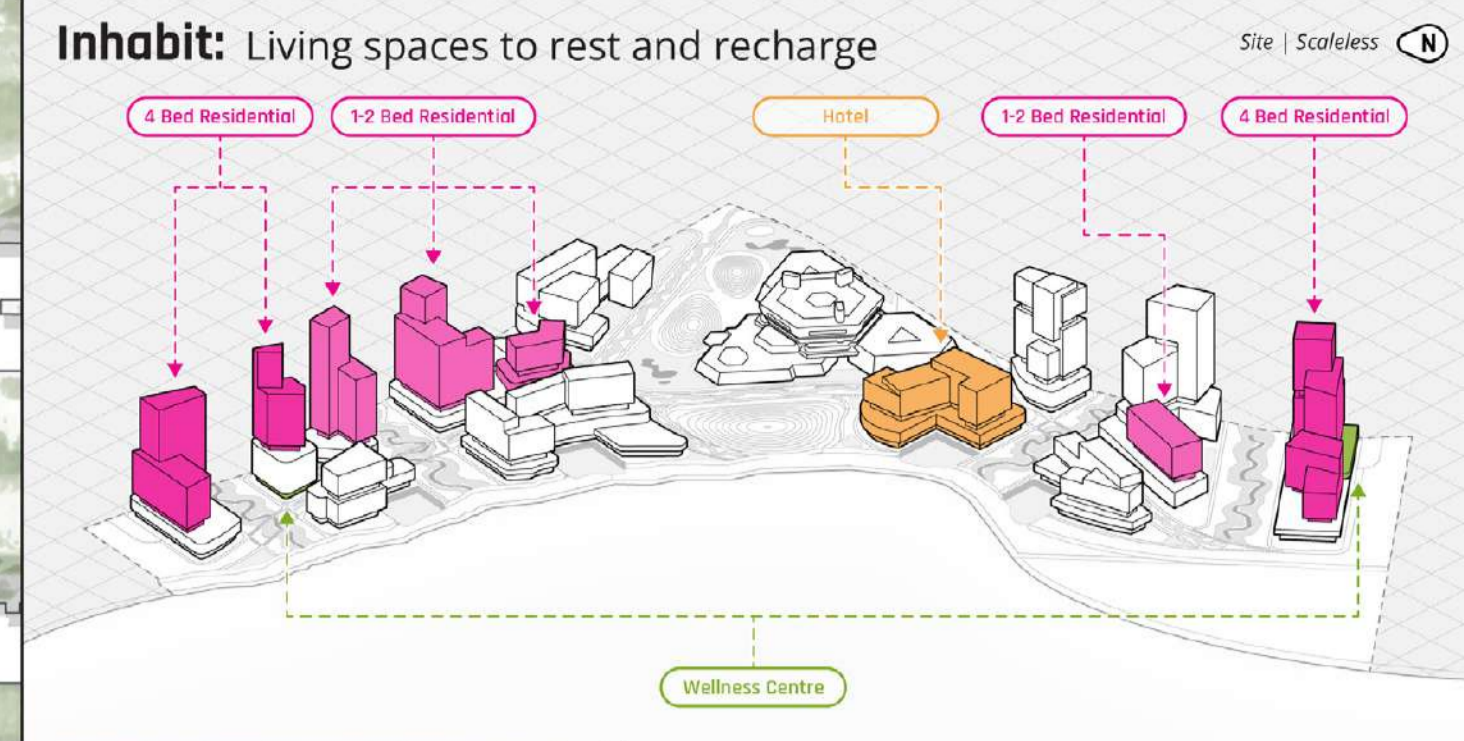
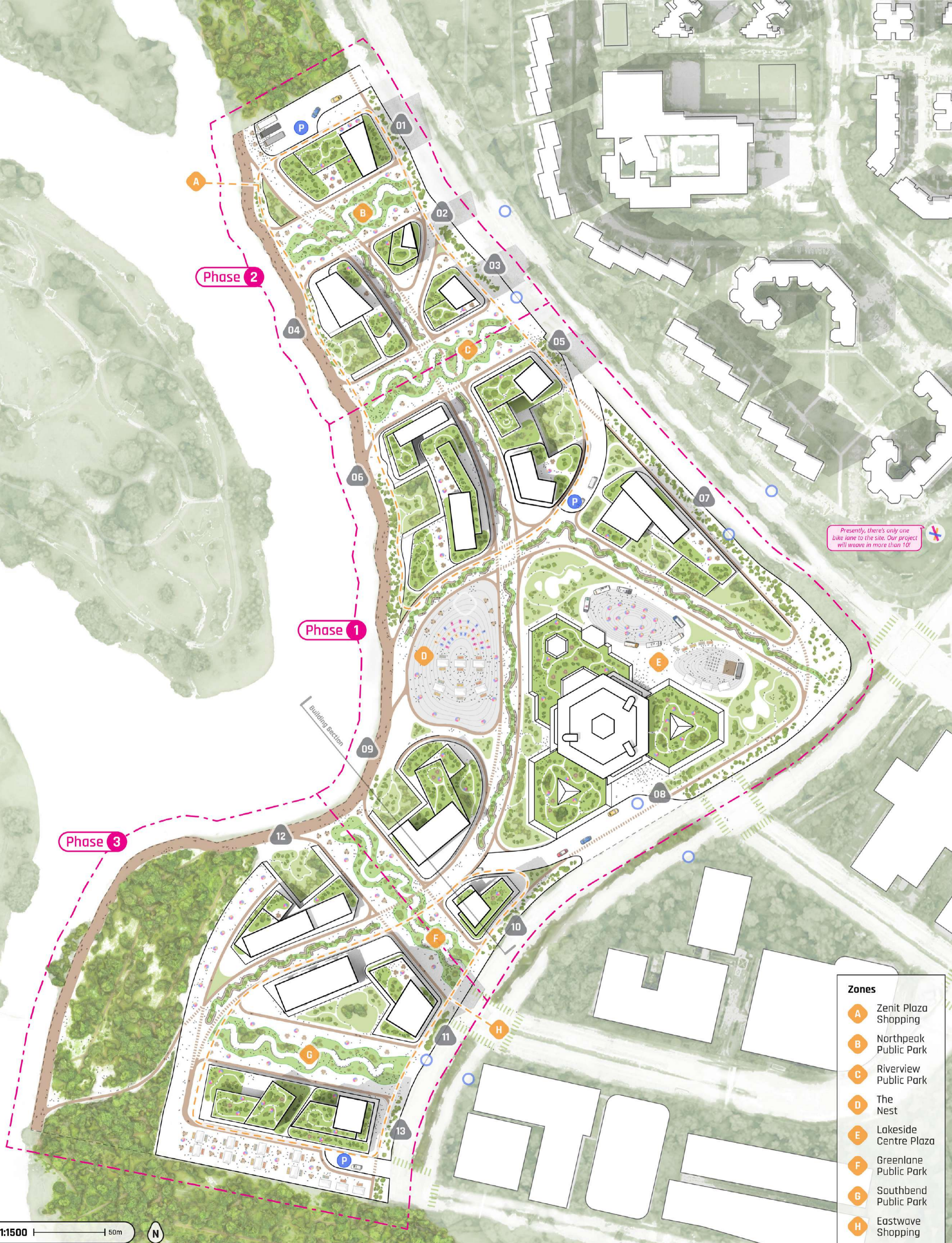
Leveraged IRR	17%
Total Homes	4,022
Buildings	13
Parking Spots	1,800

Legend

- Phase Phase
- Zone Zone
- Building Building
- Garage Garage
- Bus Stop Bus Stop
- Bike/Walk Bike/Walk

Site Plan

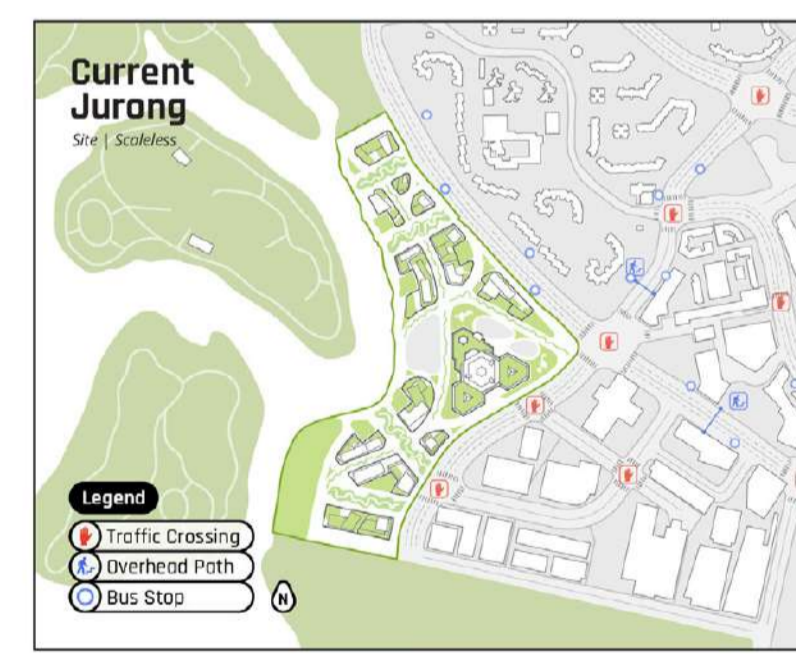
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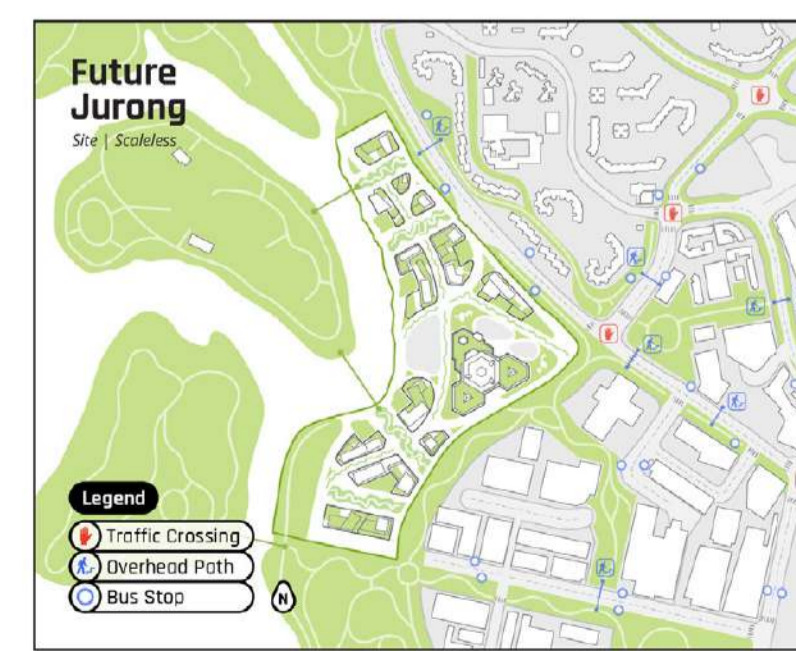
Wayfinding

- Residential ● Commercial
 - Community ● Other
- 01 Jurong Waters Sungei Tower
 - 02 Jurong Waters Manggi Tower & Wellness Centre
 - 03 Jurong Waters Mynah Tower
 - 04 Ng Lee Kar Uplift Centre
 - 05 Pandan Plaza Lifestyle Centre
 - 06 Chew Boon Lay Trade Centre
 - 07 Juniper Innovation Centre Central
 - 08 Jurong Lakeside Centre, Museum, Library
 - 09 River Tarena Hotel
 - 10 Goh Keng Swee Lifestyle Centre
 - 11 Tan Sark Sye Lifestyle Centre
 - 12 Juniper Innovation Centre South
 - 13 Pita Tower & Southside Mall

- ### Zones
- A Zenit Plaza Shopping
 - B Northpeak Public Park
 - C Riverview Public Park
 - D The Nest
 - E Lakeside Centre Plaza
 - F Greenlane Public Park
 - G Southbend Public Park
 - H Eastwave Shopping



Current Jurong is highly car dependent, but the site will offer a glimpse into what a walkable, mixed-use future can look like for Jurong residents.



Future Jurong will be more car-lite, with more transit stops and walkability. The site will grow into this future, becoming a connector between nature and city.



Balancing an urban context with environmental sustainability, the project softens the landscape with a blanket of lush fauna, replacing over 130% of vegetation lost in construction. However, nature is treated not just a visual feature; in the site, it's integral to several climate and sustainability goals to achieve a the BCA's Green Mark Platinum SLE standard. Because of the site's limited area, energy savings rather than energy production is the most effective way to realize net-zero and environmental resilience.



Living walls for facade screening

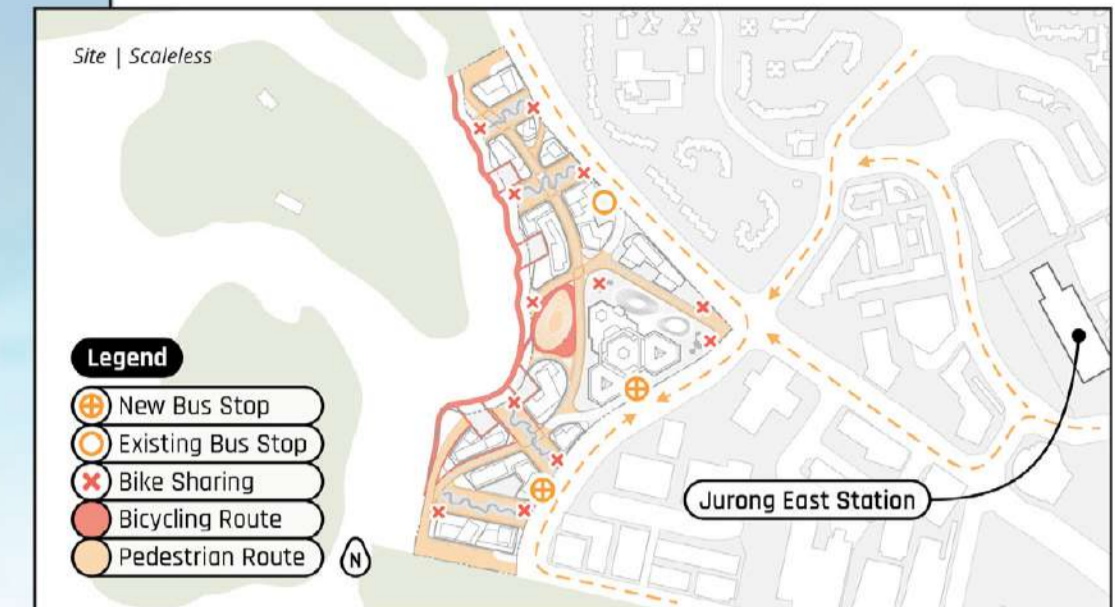
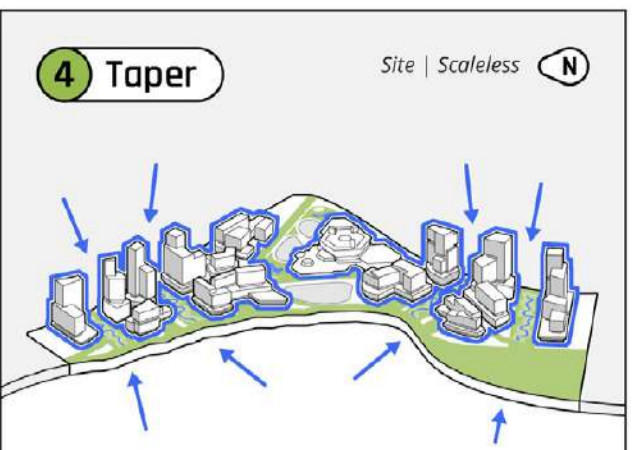
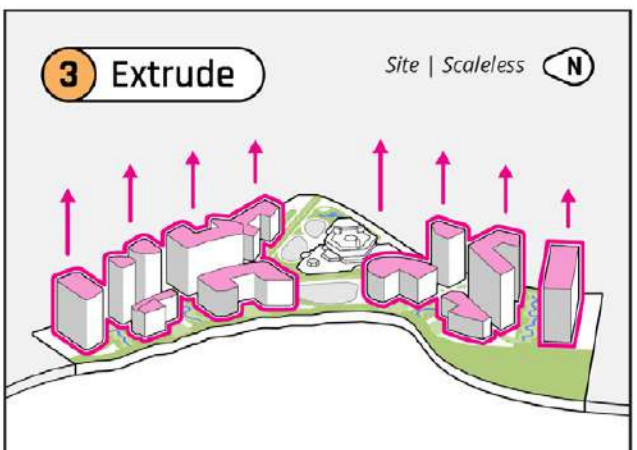
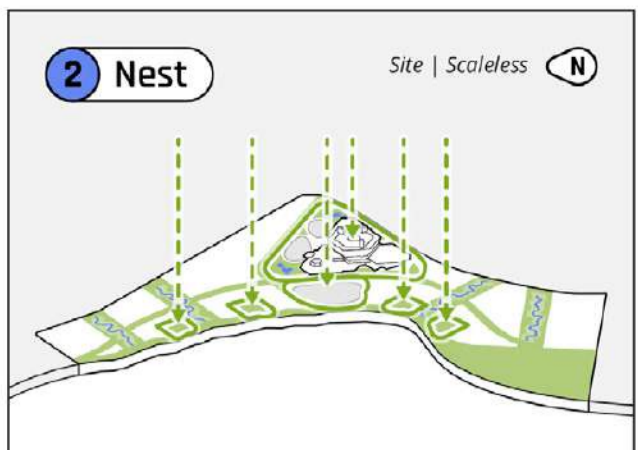
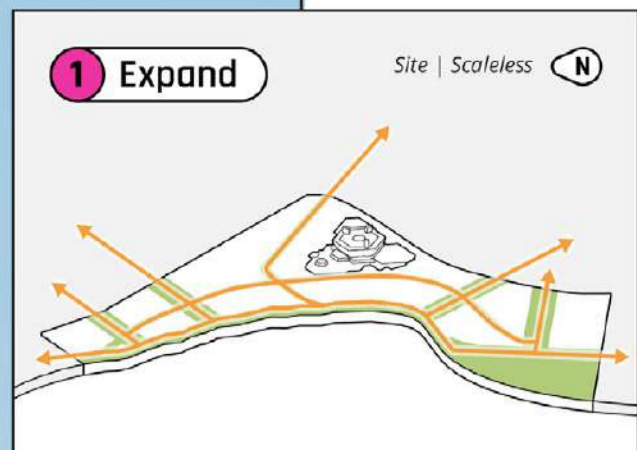
Green roofs for thermal mass

Balconies for natural ventilation

Native fauna for flood absorption

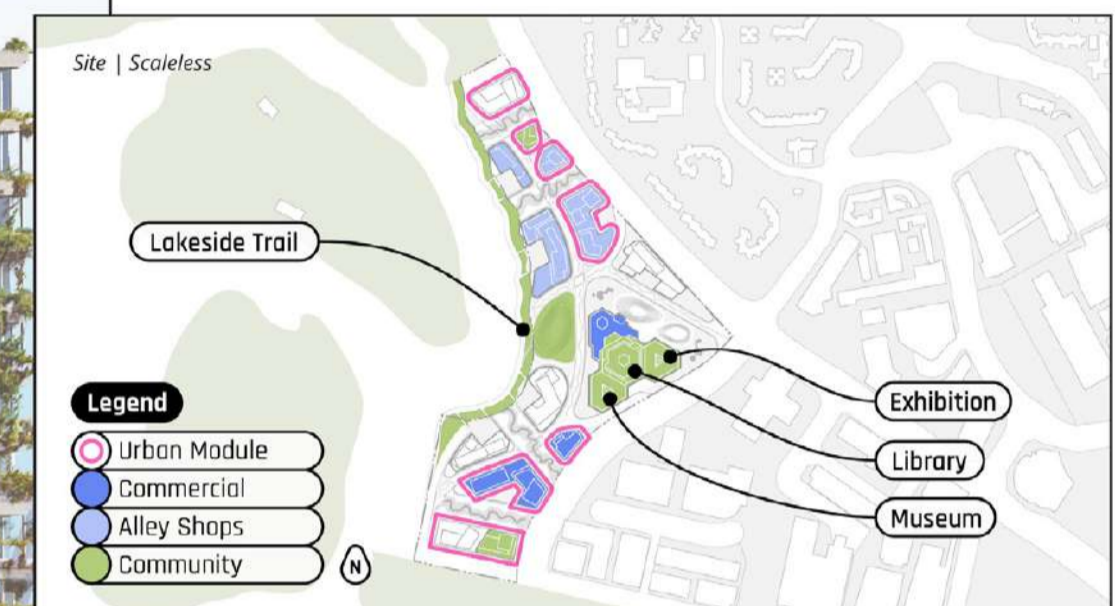
Vegetation pads for ponding mitigation

Mixed mobility paths for stormwater redirection



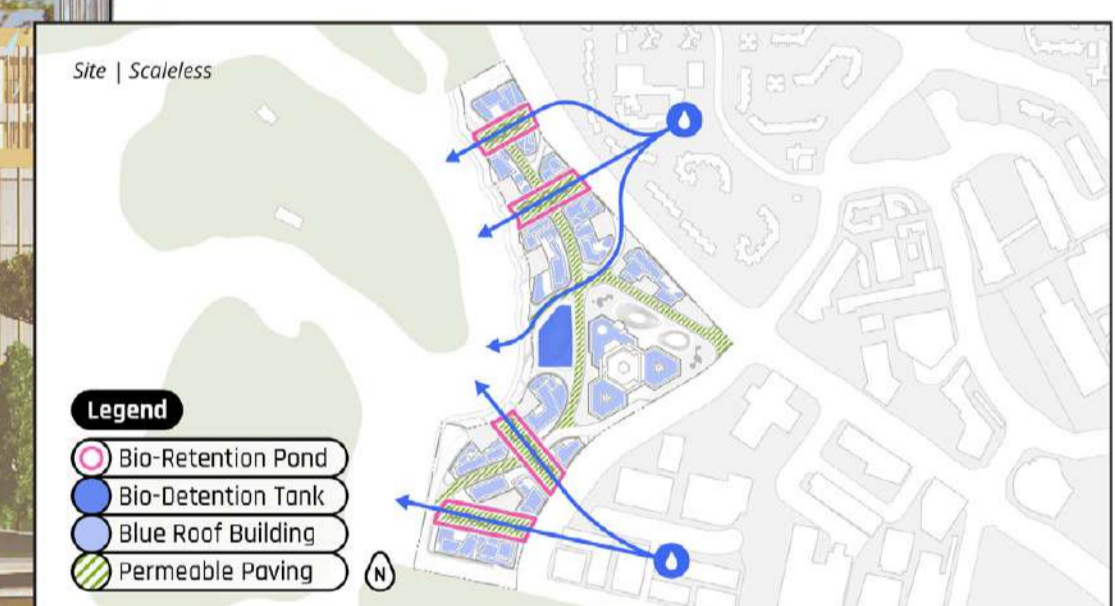
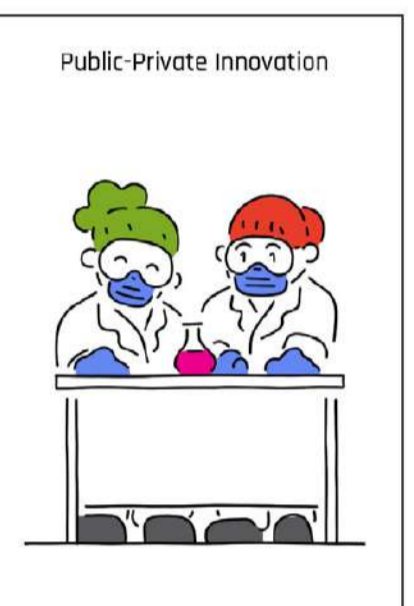
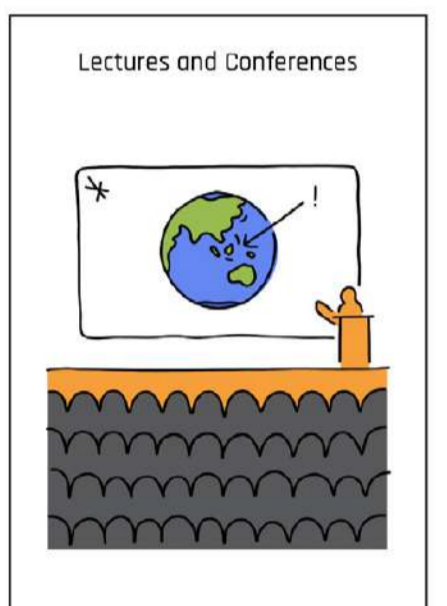
Connect
people and places

Safe and well-maintained bike and walking paths, new bus connections to the CBD, as well as bike sharing systems all contribute to our vision of making Jurong a more interconnected, livable, and environmentally friendly place to inhabit.



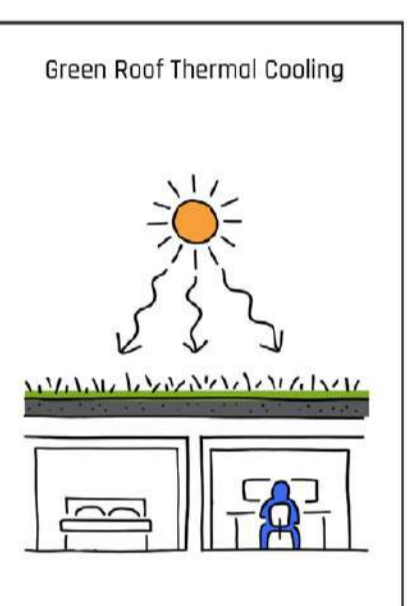
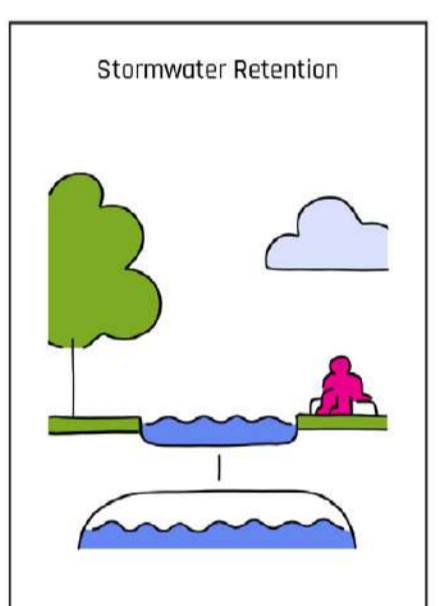
Catalyze
a new economic ecosystem

Adaptivity comes from diversity of uses. In our site, we utilize mixed uses to create vibrant spaces for social activity, economic growth, and cultural exchange. In turn, this promotes more innovation, job creation, and community building.



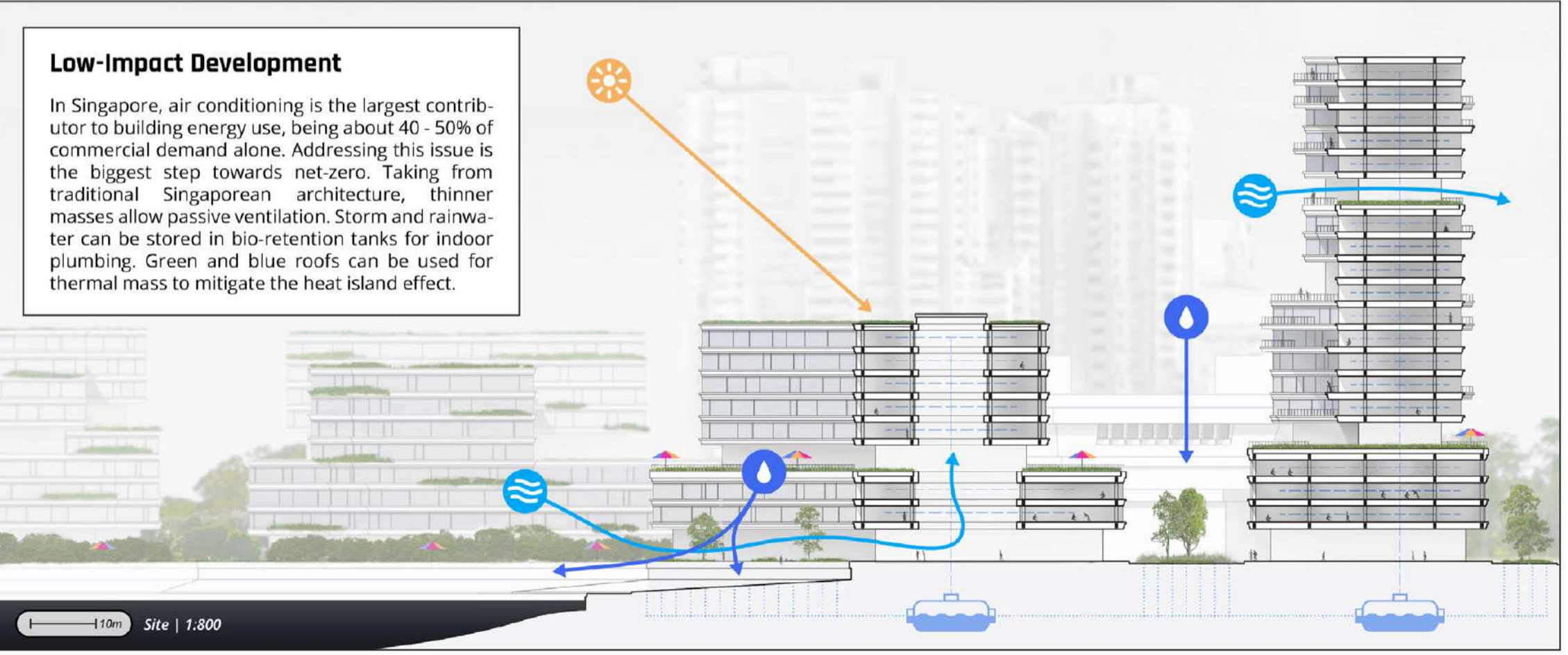
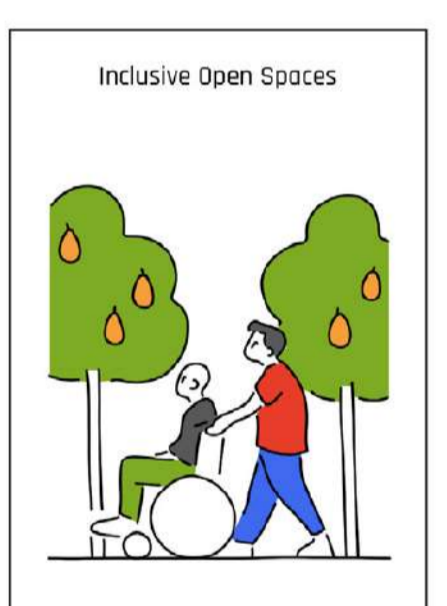
Sustain
us and our environment

Green measures like preservation, eco-tourism, radial stormwater management, and pavement / roof permeability reinforce the site's environmental resilience. These features not only protect local ecosystems, but also reduce our carbon footprint.



Include
the voices of others

Inclusivity exists at all levels, including accessible open spaces, diverse job opportunities, and various ranges of housing options. By incorporating introspection and empathy in design, we build to foster equity, diversity, and a sense of belonging.





Phase 1 will establish the framework for live, work, and play. Jurong Lake's waterfront will be redeveloped with pocket parks and water features for disaster mitigation and community amenities.

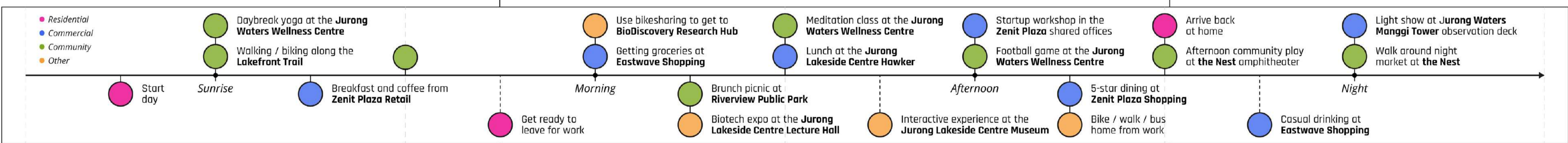


Phase 2 builds on the live, work, play framework, bolstering the economic base with high-rise luxury residential units. These are complimented by community and educational improvements.



Phase 3 concludes development, fully integrating people and places within the environment. The site becomes a hub in many ways, but remains tied with the region to promote Jurong as a whole.

A Day in the Life
With a variety of programs, people, and places, the site offers residents and visitors a diverse set of experiences. Rather than being spread across a city or nation, one can spend their day-to-day in one meaningful place, or the region at large.



Nest: Life Starts Here
Our vision for the site's development ambitiously weaves sustainability and resilience in a single place to inhabit, innovate, and immerse.

To make Jurong a more vibrant hub for Singapore, four principles are established. First is connecting, both people-to-people as well as people-to-land. Second is to catalyze economic growth through public-private-partnership and collaboration with universities. Third is to sustain both us and our environment with low-impact development and passive mitigation systems. Fourth is to include—to give access to all the site's benefits, enabling equitable housing, open innovation, and a variety of meaningful experiences.

Altogether, the future of Nest is built on the future of us and our environment. As such, resilience, and how we sustainably maintain it, will be a top priority. Our proposal will be a model not just for Singapore, but for the world to adapt into more socially responsible, environmentally sustainable, and economically feasible practices.

A Year to Remember
Diversity of daily programs translates into diversity of yearly uses. The numerous public spaces in the site can be transformed to serve a variety of events. From night markets to biomedical conferences, there's a place for you in Jurong.

Singapore Art Festival	Chinese New Year				Dragon Boat Festival	Singapore Heritage Fest.	National Day of Singapore				Christmas
January	February	March	April	May	June	July	August	September	October	November	December
Art Therapy Workshop Immersive Experience Week	New Uni Student Meetup Dance Fitness Festival Heritage Festival	BioMed Innovation Week Night at the JLC Museum Relaxation Workshop	Library Exhibition Small Business Uplift Jurong Community Fest	Young Professional Networking Mixer Live Music Festival	Jurong Tourism Information Expo Guided regional eco-tours	Jurong Resilience Week Sports Week Lakeside Bike Expo	Sunday Organic Markets Food Festival and Recipe Share	Lights by the Lake Jurong Lake Film Week	Jurong Cross-Region Marathon Startup Incubation Week	Total Health Expo Sustainable Living Expo R&D Conferences	Holiday Market Investor Bootcamp Traveler Gift Market