A Landmark Transformation: The Golden Mile and Aurea at **Beach Road Unveiled**



The unveiling of the next phase in the saga of the former Golden Mile Complex occurred on 10 December 2024 during a press conference led by Perennial Holdings and Far East Organization. The developers presented their reimagined vision for the iconic conserved building and a new 45-storey residential tower, now collectively branded as Golden Mile Singapore. Notably, this marks Singapore's inaugural large-scale strata-titled conserved structure, meticulously preserving its distinctive brutalist aesthetic and tropical urban identity.

The conserved building will be renamed The Golden Mile. The refurbished edifice is set to become a premier commercial nexus which encompass 156 Grade A office suites, 19 medical units, a sprawling two-story retail zone of 123,388 square feet, and a public-access architecture centre. The medical suites and office units will be released for sale this month, indicative pricing details remain undisclosed.

A highlight of the redevelopment is **Aurea**, a sleek 45-story residential tower to be constructed where the former residential carpark once stood. Housing 188 units, this condominium is slated for a market preview next quarter.

Breathing New Life into a Landmark

Pua Seck Guan, CEO of Perennial Holdings, reflected on the complex's vibrant past as a bustling mixed-use hub in the 1970s. "The evolution of strata-titled ownership diluted the original vision over time," Pua observed. However, he affirmed the commitment of Perennial and Far East to restore the building's status as a cutting-edge urban landmark.

To bring this vision to fruition, they have partnered with DP Architects and Studio Lapis, specialists in architecture conservation. Interestingly, DP Architects, then known as Design Partnership, was responsible for the original design concept of the Golden Mile Complex



tion will see a strategic redistribution of space. Retail areas, previously occupying 40% of the strata, will no take up 15%. Office spaces will expand to 48%, residential units will occupy 30%, and medical suites and the architecture hub will account for 4% and 3%, respectively. Additionally, the developers have given back 24,994 square feet to the Urban Redevelopment Authority (URA) for the creation of the architecture center under the govern Facilities Scheme.

Incorporating Nature and Innovation

The revamped Golden Mile Singapore will feature two new public gardens on the 9th and 18th floors, including a sky garden on the rooftop. These spaces, once underutilized, will serve as urban oases. Moreover, the two-story retail atrium will undergo significant transformation, embracing natural light and ventilation to recreate the dynamic shopping experience reminiscent of its 1970s heyday. Notably, the retail spaces will be retained by the developers to ensure a cohesive tenant mix that complements the office and residential components

A Spectrum of Office Offerings

egment, a cornerstone of The Golden Mile's revival, boasts six distinct layouts catering to varied user needs. The Flagship office units on the 4th to 7th floors feature dedicated lift lobbies with direct carpark access, modernized amenities and sizes ranging from 1,378 to 4,682 square feet.



mic views, Loft Suites and Loft Executive Units on the 4th and 5th floors feature full-height windows overlooking Beach Road. Loft Suites range from 958 sq ft to 2,034 sq ft, while the Loft Executive units range from 710 sq ft to 926 sq ft.

Meanwhile, the Loft Mezzanine Units spanning 1,528 sq ft to 2,799 sq ft., occupying the 6th to 15th floors, offer double-

At the pinnacle, the Crown Office Units occupy the top four levels, with exclusive layouts ranging from 3,315 to 5,393 square feet. Pua anticipates these will attract family offices, a burgeoning segment in Singapore's financial landscape

Crafting a Diverse Ecosystem

The developers aim to curate a harmonious tenant ecosystem by rigorously vetting prospective buyers. "Our ambition is to cultivate a vibrant tenant mix that spans corporate tenants and family offices, fostering cross-industry collaboration and growth." Pua explained.

In its refreshed form, The Golden Mile is poised to redefine the standards of urban development, blending heritage with dernity to create a multifaceted hub that pays homage to its storied legacy while embracing future aspiration

The Golden Mile is on a 99-years leasehold tenure and its tenants are slated to start moving in from the third quarter of 2029.

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