

By [iCompareLoan Editorial Team](#)

The Iconic “Red House” Gets An Upgrade



In Katong is a classic structure done up in red, affectionately called “The Red House”. Formerly the home of the historic Katong Bakery and Confectionery, it remains one of the district’s most beloved landmarks, and one of Singapore’s most famous heritage buildings. This much-respected icon of culture, tradition of architecture has lately been transformed into a mixed-use development, in an endeavor to conserve the site as well as enliven the neighborhood. This much-anticipated project was initiated by Warees Investments Pte. Ltd., via their subsidiary, WRH Pte. Ltd.

The new incarnation of Red House maintains its famous reddish facade, while incorporating innovative, contemporary elements. From the outside, you can still see the structures that once held the traditional shophouses; on the inside, everything is all sleek and modern. It’s currently an integrated 99-year leasehold, with 42 residential units and 5 shop units. Part of this new development is the Halal Bakery and Heritage Gallery - a brilliant addition showcasing heirlooms from the old bakery that served the community from 1925 through 2003.

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A Location Touched By Heritage and Modern Living

Keeping its spot on 63 East Coast Road, The Red House is nestled in the culturally-rich district of Katong. Through the late 19th and early 20th centuries, Katong was considered as prime real estate where wealthy families built their vacation houses. Many of these large mansions have since been converted into shop houses that reflected Singapore's vibrant heritage. While a lot of the pre-war shop houses retain their traditional flair, much of them, a lot have now evolved into establishments that accommodate the modern lifestyle, such as trendy bars, stylish boutiques or hip galleries.

As an upgraded heritage mansion, The Red House is one of those rare gems that continue to preserve the culture and history of Singapore. This is particularly important these days, especially as more and more high-rises and concrete-and-steel structures are built throughout the island.

Luxury Living With a Traditional Twist

The Red House now offers the much-desired East Coast lifestyle, as well as that rare privilege of living in one of the country's most cherished landmarks. Among its collection of homes are four bi-level loft units, ten suites, and twenty-eight 1BR-2BR apartments. The smallest home in this development is a cozy pad with 441 sq ft, while the largest is a maisonette with 1,206 sq ft. Each one is decked out in contemporary interior design and high-quality designer fixtures. In addition, units have decorative shophouse doors and windows, as well as Peranakan-inspired pillars and balconies.

Cosmopolitan Comforts Within Your Reach

East Coast Road is very easily accessible through several main arteries, including the Pan Island Expressway and the East Coast Parkway. A drive to the CBD will only take you a few minutes. When you prefer to take public transportation, you can catch the MRT at the Eunos Station; one stop from there is the Paya Lebar Interchange.

Among the exciting destinations nearby are the Singapore Sports Hub, Marina Bay, The East Coast Park, Kallang Riverside Park, and many more. You won't have to settle for another dull day! Besides, the site is near several shopping malls, including Parkway Parade, 112 Katong, Roxy

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Square, and Katong Shopping Centre.

For households with children, it would be good to know that Katong and the surrounding areas abound with educational institutions. Some of the schools you might want to consider for your young ones are Victoria School, Victoria Junior College, Haig Girls' School, CHIJ, St. Stephen's, St. Patrick's, and the Canadian High School.

Live in a Beautiful Piece of History

At about S\$ 1,500 per square foot, you can live right within the famed Red House, one of Singapore's cherished heritage buildings. In doing so, you won't only reside in a tasteful home, but you also become a purveyor of culture and history. With the right loan plan, you can make it happen. Get in touch with iCompare mortgage broker, and together, compare Singapore housing loans.

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Paul Ho is the editor of www.PropertyBuyer.com.sg, www.iCompareloan.com and www.SingaporeHomeLoan.net and he holds a Masters of Business Administration from a reputable university. He is passionate about helping people enhance their wealth through financial literacy and in making money work harder for them.

Email: sales@iCompareLoan.com

Tel: 6100 – 0608

SMS: 9782 – 8606

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