

By **[iCompareLoan Editorial Team](#)**

## The Florence Residences: The Pinnacle of Luxury & Sophisticated Living



Formerly known as Florence Regency, The Florence Residences is a new property launch by Logan Property Holdings, that's located in Hougang Ave 2 in the mature District 19. The ambitious project sits on a 386,236 sq ft and comprises a total of 1410 units. In terms of configuration, the development has a mixture of 1 to 5 bedroom units, which can cater for different family requirements.

### Prime Location

Florence Residences sits in a prime location, where access to schools, recreation, shopping, dining and transport amenities are within minutes' reach. NEX Mega Shopping Center and the Heartland Mall plus a host of famous eateries, hipster cafes and hawker foods markets around found in the

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condo's immediate vicinity, thus proffering endless convenience to future residents.

The Kovan MRT Station is just a 1-minutes' walk away from the residence, with the Serangoon MRT interchange being only a stop away. From the development, you can also access major expressways like CTE, TPE, KPE and SLE in minutes.

This enviable neighborhood would not be complete without an established education system. And there many options from primary schools through to colleges and tertiary institutions that residents can choose to enroll their children. Some of the finest examples include Rosyth School, Lycee Francais de Singapour, Holy Innocents' Primary and Maris Stella High School.

### Picturesque View of the Cityscape

Kovan is a highly evolved and matured community that mainly comprises low-rise landed properties. With Florence Residences being a high-rise condo (with nine 18-storey blocks), residents are assured of enjoying panoramic views of the areas elegant cityscape. Most of the units in the development are unblocked, something that allows residents to behold the charming beauty of the nearby landed homes, Hougang Stadium as well as the water bodies and landscape surrounding the condo.

### Major Condo Facilities

The Florence Residence comes with 128 facilities and 12 clubs designed for residents who are all about a luxurious lifestyle. There's an 80m Island Lap Pool perfect for the dip, rejuvenating Hydrotherapy & Wellness clubs and Sparring Ring or Punch Bag pavilion to help keep the resident's fitness in check.

There's also a Pool Table and Darts Board corners to enjoy some play time with family and/or friends. Further, the development has 5 cuisine concept dining pavilions, where residents can welcome and indulge their guests.

The residence also enjoys a unique landscape design, drawing inspiration from Biophilia design, where the living world and a love for life take center stage. In addition to all the amazing facilities,

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The Florence Residences has concierge service that adds even more convenience to the residents' needs.

### **The Smart Home Concept**

The condo development adopts smart home technology that not only nurtures safety but also creates a comfortable living environment. The security system that comes with this feature is top-notch and can be implemented to the fullest degree. With customization of scalable solutions, residents can enjoy living in a one-of-a-kind space where the versatility and flexibility are guaranteed. One can literally transform the home to suit the current mood or occasion, all with a touch of a button.

### **The Florence Residences Price**

The site where Florence Residences sits was sold to Logan Property at a cost of \$629million through collective sales. This works out to a land cost of approximately \$842 per square foot per square ratio (psf ppr). There is also \$288.6 million differential premium that's payable to the state as top up the lease of fresh 99 years.

Now putting in mind the land cost, construction cost, marketing expenses and profit margin, the estimated launch price will work out to about \$1,700 psf. That's not bad for interested homeowners and investors, considering the luxury design and prime location of the condo.

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