

Key proposals from the nine participating precincts

China Place

China Place is located in the heart of Chinatown and is close to the Central Business District (CBD), blending both the old and new. It is a reflection of the rich history of the precinct and the dynamism of Singapore's CBD with rows of traditional shophouses located side by side with commercial buildings.

Stakeholders aim to turn China Place into a precinct that brings together diverse elements such as gastronomy, entertainment, business, lifestyle and culture.

“BID allows us to collaborate with our neighbours to create a unique and vibrant precinct at China Place – one that offers enriching experiences for the community and tourists alike, while celebrating the rich heritage and history of the precinct.” – Ms Mavis Seow, Director and Chief Operating Officer, Retail Business Group, Far East Organization.

Proposed initiatives:

- Activate public spaces with outdoor furniture, sculptures and activities.
- Regular road closures along China Street for connectivity.
- Extend festive light-ups from Chinatown to China Place.
- Create heritage trails and link up storyboards in the vicinity.
- Introduce health programmes in partnership with agencies and tenants.

Stakeholders:

- Capital Square: Capital Square Pte Ltd
- China Square Central / The Capri: Frasers Property Ltd / Frasers Commercial Trust
- Far East Square / Amoy Hotel: Far East Organization
- Great Eastern Centre / Nankin Row: Great Eastern Life Assurance Company Ltd / Straits Eastern Square Pte Ltd

City Hall

City Hall is where heritage meets modernity, and where monumental events both past and present have taken place. It is a precinct that local communities visit for leisure and travellers come to explore.

Placemaking efforts can help enhance the precinct further in continuing to stay relevant, creating meaningful and engaging experiences for both locals and tourists. Participating in the pilot BID programme will bring the diverse stakeholders within the precinct together in order to create new offerings for visitors.

“As a stakeholder of Capitol Singapore and CHIJMES, we are excited to collaborate with other stakeholders who are committed to shape the public spaces in our precinct in fostering greater community engagements and connections. Together, we will be able to create more impactful large scale programmes in a more cost efficient and well-coordinated manner. The partnership will also enhance the attractiveness of the precinct, draw greater crowd and inject vibrancy in private and public spaces.” – Ms Annie Lee, Deputy Chief Executive Officer (Singapore), Perennial Real Estate Holdings Limited.

Proposed initiatives:

- Curate signature annual food, wine, arts and culture events that will include street art exhibitions, cultural performances, heritage trails and a variety of wine and dine experiences.
- Create temporary artworks, trails and photo spots to engage community and create social conversations with focus on home-grown talents.
- Train concierges and doormen to become precinct ambassadors to promote the “hidden finds” and “must-visit locations” in the area to visitors.
- Introduce centralised platforms such as website and dedicated social media platforms to publicise the precinct, share programming information and coordinate events.
- Enhance public-private sector partnership in place management to ensure that programmes are inclusive, well-balanced and catered for all walks of life.

Stakeholders:

- Capitol Singapore (comprising Capitol Theatre, Capitol Piazza, The Capitol Kempinski Hotel Singapore and Eden Residences Capitol) and CHIJMES: Perennial Real Estate Holdings Limited
- Carlton Hotel: Carlton Hotel (Singapore) Pte Ltd
- Fairmont Singapore & Swissôtel the Stamford
- Raffles Hotel Singapore
- Raffles City Singapore and Funan: CapitaLand Group

Jurong Gateway

As a strategic location within the Jurong Lake District, stakeholders will establish Jurong Gateway's position as a vibrant lifestyle and business hub in the West, anchored in wellness and sustainability.

The participation by stakeholders within the precinct in the pilot BID programme demonstrates a unified call to action to grow and develop the precinct together, and be part of a recognised place brand. The stakeholders will work closely with the public sector and community partners to make Jurong Gateway an even more attractive destination for residents, working professionals, visitors and businesses.

"The Jurong Gateway pilot BID Task Group is pleased to embark on an exciting placemaking journey to make Jurong Gateway an even more attractive business and lifestyle destination for residents, working professionals and stakeholders. Our immediate focus is on improving the social aspects of the common space, maintaining accessibility throughout all stages of the district's development, and enhancing the interaction between the community and businesses with meaningful events and sustainable initiatives." – Mr Tony Tan, Chief Executive Officer, CapitaLand Mall Trust Management Limited and Ms Ng Hsueh Ling, Managing Director, Singapore & Chief Investment Officer, Asia, Lendlease (Co-Chairpersons, Jurong Gateway pilot BID Task Group).

Proposed initiatives:

- Create an attractive and welcoming public realm for all through improved wayfinding and pedestrian comfort.
- Position Jurong Gateway as the focal point for people in the West region to gather and connect through targeted outreach and coordinated precinct programming.
- Promote sustainable management of resources through shared customer services, coordinated logistics and common spaces.

Stakeholders:

- IMM, JCube and Westgate: CapitaLand Group
- JEM: Lendlease
- Westgate Tower: Low Keng Huat / Sun Venture

Kampong Glam

Kampong Glam is a precinct rich in heritage and tradition. Over the past few years, through the efforts of the stakeholders, the area has been transformed into a vibrant precinct through an array of cultural and heritage events, colourful murals on shophouse facades, curated bazaars, and car-free zones that activate the streets.

The partnership is made up of a diverse group of stakeholders to promote its rich heritage, and to engage and educate people from all walks of life.

“Kampong Glam is one of the most beautiful precincts in Singapore with rich history and culture, attracting locals and tourists from around the world. By bringing stakeholders together and sharing ideas with each other, we can continue to keep the identity of Kampong Glam alive. I dream of a day when the entire Kampong Glam can be car-free.” - Saeid Labbafi, Chairman, One Kampong Gelam.

“We want to bring together a group of dedicated individuals who are personally engaged in many ways with the Kampong Glam community to create a powerful alliance. Our aim is to activate spaces, to create a more prosperous business platform for all stakeholders while retaining the important cultural heritage that makes Kampong Glam so unique in Singapore.” – Olivier Lenoir, General Manager, Andaz Singapore.

Proposed initiatives:

- Create signature events that highlight the precinct’s heritage and culture.
- Create more car-free zones to create a connected community – one that is family and tourist friendly. The car-free space can be transformed into market places that celebrate our local culture.
- Beautify precinct through post box arts, murals, etc. This will make the streets more appealing and offer more Instagram worthy shots.
- Introduce colour crossings to connect precinct. This will connect the precinct to all the main arteries around Kampong Glam, providing clear entry points into the precinct.
- Introduce place and heritage markers. Such markers offer a new adventure of discovery for visitors interested to immerse themselves in the rich history of the area.

Stakeholders:

Property owners:

- Shophouses: 8M Real Estate
- Shophouses: Breezeway Developments
- Shophouses: Saeid Labbafi
- Shophouses: Sifr Aromantics
- Shophouses: Utopia Apparels

Business owners

- Business owner: Blu Jaz Café
- Hotel operator: Andaz Singapore
- Hotel operator: RB Hospitality

Community partners

- Aliwal Arts Centre
- Malay Heritage Centre / Malay Heritage Foundation
- Sultan Mosque

Marina Bay

Marina Bay is a well-known vibrant destination and a bay for everyone. Through the placemaking efforts over the years, the precinct has grown into a leading financial centre, with public spaces for the community and hosting signature events all year round. Stakeholders believe that it is important to look into ways to keep the office communities engaged, enhancing the working experience within the precinct and offering premium quality accommodation and F&B options.

Through the pilot BID programme, stakeholders will look at utilising the public spaces and collectively organising events more frequently to inject even more vibrancy into the precinct to cater for the communities' social and recreational needs, fulfilling their vision to emerge as the best integrated business, employment, lifestyle and recreational destination of choice.

“Placemaking can help turn the Marina Bay downtown into more than just a place to go to work. It is about creating an environment that people can feel a part of, a community to belong to, with access to many activities and amenities that make us feel fuller and well taken care of.” – Marina Bay pilot BID Task Group.

Proposed initiatives:

- Design a unique Marina Bay experience for community and visitors through heritage trails, arts, and fitness activities.
- Organise regular pop-up stalls and activities to enhance the vibrancy and attract evening crowds to the precinct.
- Curate different events at public spaces around the precinct such as The Promontory, and The Lawn, to showcase the rich heritage, bay and architecture of the precinct.
- Improve and enhance connectivity among the developments, such as wayfinding.
- Implement joint marketing platforms among stakeholders.

Stakeholders:

- Marina One: M+S
- One Raffles Quay and Marina Bay Financial Centre: Hong Kong Land, Keppel REIT, Suntec REIT, DBS, Raffles Quay Asset Management
- OUE Bayfront: OUE Commercial REIT
- The Fullerton Heritage: Sino Land Company Ltd

Marina Centre

Marina Centre is a vibrant precinct where business meets leisure. The precinct offers a good mix of amenities and attractions that appeals to business travellers, locals and tourists through an active calendar of conventions, events, arts and cultural programmes and a wide network of hotels and retail shops.

“With a great mix of amenities and attractions in Marina Centre, we can leverage on each other’s strengths through our participation in the pilot BID programme to reinvigorate the vibrancy of the precinct and improve the experience of business travellers, families and tourists.” – Chan Kong Leong, Co-Chair, Marina Centre pilot BID Task Group.

“With district-wide placemaking effectively connecting and elevating our suite of commercial, hospitality, retail and residential offerings, Marina Centre will be Singapore's leading precinct for lifestyle-oriented businesses and individuals.” – Kwee Wei-Lin, Co-Chair, Marina Centre pilot BID Task Group.

Proposed initiatives:

- Build a strong precinct brand to enhance the precinct’s unique identity through development of precinct marketing collaterals.
- Enhance inter-development connectivity and accessibility to the precinct through commissioning a study on ridership patterns, improving wayfinding, and identifying locations that require better transport connectivity.
- Organise precinct-wide events to highlight the different quality offerings across developments.
- Establish a loyalty programme for the precinct.

Stakeholders:

Property owners

- Marina Square: Marina Centre Holdings Pte Ltd
- Millenia Singapore: Pontiac Land Group
- South Beach Singapore: City Developments Limited & IOI Properties Group Berhad
- Suntec City: Suntec REIT

Community partners

- Esplanade - Theatres on the Bay: The Esplanade Co. Ltd.
- Esplanade MRT Station: SMRT Experience Pte Ltd.

Paya Lebar

Paya Lebar Central, a centrally located new business hub in Singapore, is an area that possesses a strong cultural heritage, where the distinctive local identity will be further anchored by Wisma Geylang Serai. Through participation in the pilot BID programme, stakeholders will be able to work together to form a collective vision that taps into the creativity and resources of everyone to strengthen the district.

“Place management for Paya Lebar Central is more than just enhancing its infrastructure – we are looking to promote wellness, creativity and collaboration amongst our communities to strengthen the social fabric of the precinct allowing it to thrive.” – Paya Lebar pilot BID Task Group.

Proposed initiatives:

- Strengthen community and cultural identity through events and activities such as festival celebrations, and heritage trails and markers to reflect the rich Malay and Peranakan heritage.
- Introduce collaborative programmes and initiatives such as precinct-wide community and sporting events to promote Paya Lebar Central as a lively and distinctive precinct.
- Strengthen quality of public spaces by facilitating creative use of the space.
- Improve connectivity and accessibility with enhanced walkways, shared car park facilities among the developments.

Stakeholders:

- KINEX: UOL Group Limited
- Paya Lebar Quarter: Lendlease
- Paya Lebar Square: Low Keng Huat / Sun Venture
- SingPost Centre: Singapore Post Limited

Raffles Place

Historically rich with strategic importance, Raffles Place was the birthplace of Singapore's commercial development. Today, it is the country's premier business district featuring some of its most prominent landmark buildings.

With planned rejuvenation of the area already in the works, the precinct looks set to become an even more attractive place to work in - through injection of new uses, and the creation of people-friendly streets and delightful public spaces that will add new vitality to the area.

"The Raffles Place pilot BID Task Group will build on the precinct's unique heritage to strengthen its appeal, beginning with the activation of the iconic Raffles Place Park with good programming. We also look forward to working with different stakeholders in the community on innovative placemaking initiatives that will transform Raffles Place into a vibrant world-class hub for work-live-play, where opportunity, creativity and entrepreneurship converge." – Mr Ronald Tay, Chief Executive Officer, CapitaLand Singapore, Malaysia & Indonesia and Chairman, Raffles Place pilot BID Task Group.

Proposed initiatives:

- A survey will be carried out to better understand the tenants and workers' needs, in order to introduce meaningful programming and useful shared services to enhance the workplace experience.
- Activating the public realm. For example, Raffles Place Park can be activated with programming, activities and public art, becoming a more prominent focal point for the precinct.
- Attracting more visitors through events and activities. The precinct's past can be brought to life, making it a more distinctive destination while bringing new buzz to the district. An upcoming public space at Market Street will offer more spaces for community events.

Stakeholders:

- 6 Battery Road, CapitaGreen, CapitaSpring: CapitaLand Group
- Bank of China Building: Bank of China
- Income at Raffles: NTUC Income
- OCBC Centre, Bank of Singapore: OCBC Bank
- Ocean Financial Centre: Keppel REIT
- One Raffles Place: OUB Centre Limited
- RB Capital Building: RB Capital Pte Ltd
- Republic Plaza: City Developments Limited
- Royal One Philip, Royal Group Building: Royal Group
- Singapore Land Tower, Clifford Centre: United Industrial Corporation Limited

Tanjong Pagar

Tanjong Pagar is a thriving mixed-use neighbourhood located within the CBD and close to Chinatown. The area has a rich history with familiar neighbourhoods and conserved shophouses, alongside new developments such as Tanjong Pagar Centre, Oasia Hotel Downtown, Carlton City Hotel and OUE Downtown.

With placemaking efforts, the area has the potential to transform into an interesting destination where people can experience the best of old and new, the traditional and the modern.

“The time is right for stakeholders to get together now to elevate Tanjong Pagar to the next level through placemaking. The capacity of placemaking by an individual stakeholder is insufficient to animate the precinct. With the coming together of multiple stakeholders, we can have a more coordinated and effective effort to contribute to the transformation of Tanjong Pagar. Together, we can capitalise on the old and new elements of this precinct and make this a unique place for residents, tenants, visitors and tourists.” – Cheng Hsing Yao, Group Managing Director, GuocoLand Singapore and Chairman, Tanjong Pagar pilot BID Task Group.

Proposed initiatives:

- Create a unique destination where visitors can savour the food, sights and sounds of Tanjong Pagar in the past while experiencing activities that will resonate with the new generation.
- Create more events and activities at the public spaces that showcase the old and new aspects of the area such as the City Room at Tanjong Pagar Centre and the open spaces at Tras Link Park. These programmes will strengthen the unique character of Tanjong Pagar, and bring the community and visitors together to celebrate its culture, heritage and history.
- Create digital platforms for marketing of precinct offerings. There are plans to have a website and a concerted social media marketing campaign to share the range of events and offerings within the precinct.
- Add car-free zones and outdoor furniture in public spaces. To have weekend car-free zones where pedestrians can walk freely and enjoy themselves without worrying about vehicular traffic. Well-designed outdoor furniture can add colour to a place and become a social node where passers-by can hang out and people-watch, rest from activities or just simply sit to wait for their friends.

Stakeholders:

- Carlton City Hotel: Carlton City Hotel (Singapore) Pte. Ltd.
- International Plaza: Tian Teck Investment Holding Co. Pte. Ltd.
- Oasia Hotel Downtown and Icon Village: Far East Organization
- Orchid Hotel: Orchid Hotel Pte Ltd
- OUE Downtown and Downtown Gallery: OUE Limited
- Tanjong Pagar Centre: GuocoLand