

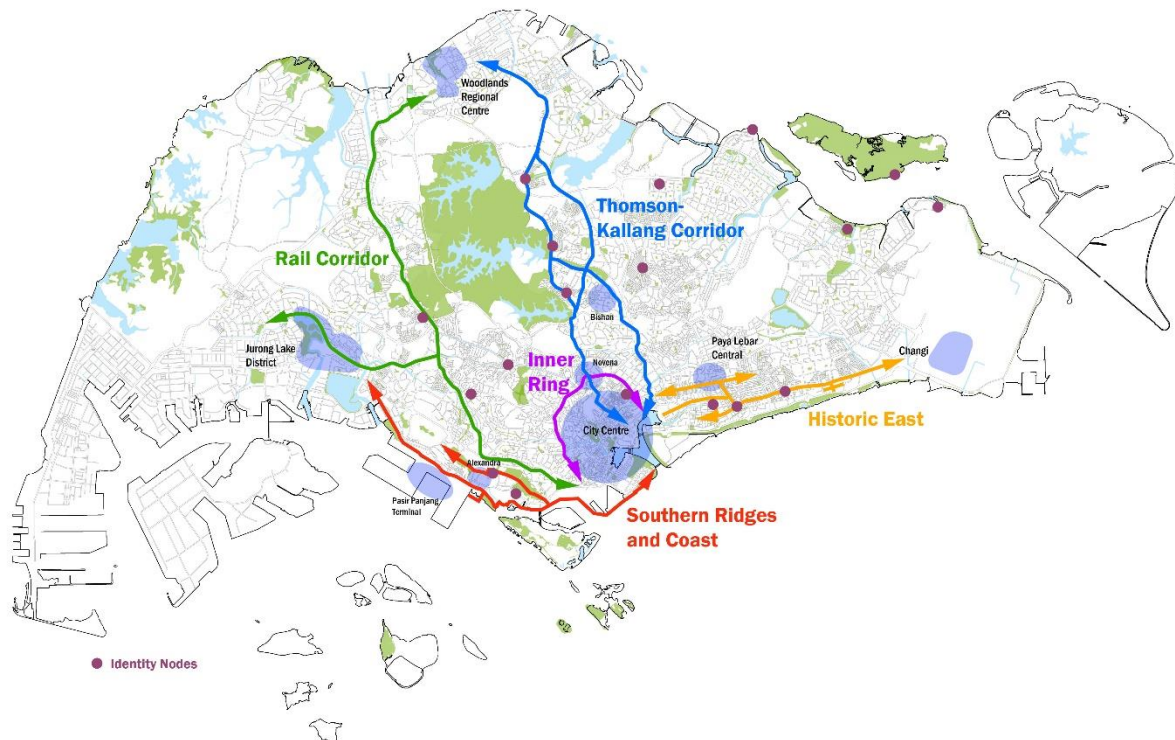
(A) Cherish: Distinctive and Loveable – Summary of concepts and strategies

1. To **shape a loveable city for all**, our strategies will focus on:
 - a. Strengthening identity as we develop
A Heritage and Identity Structure Plan will guide efforts to sustain, protect and enhance our heritage assets, including in the heartlands and at distinctive streets. We will also strengthen walking, cycling and transit networks near these sites to make them more accessible and for future generations to enjoy.
 - b. Blending the new and old
As we rejuvenate our city, we will continue to creatively adapt old buildings for new uses so that they remain relevant for generations to come. In shaping areas rich in heritage and identity, we will continue to consult widely to consider different perspectives.
 - c. Celebrating and sustaining our heritage
Beyond retaining the physical form of our built heritage, we will continue to recall memories of the past through heritage interpretation in different forms, such as storyboards, trails or guiding new developments to be sensitive to existing ones. Intangible heritage remains key in giving meaning to places, and will be enhanced and guided by Our SG Heritage Plan.
2. To **shape distinctive and endearing spaces**, our strategies will focus on:
 - a. Creating markers of identity and belonging
Innovative design and architecture will shape iconic places across the island, such as Marina Bay, where the upcoming NS Square will add to the attractions around the bay and enhance the precinct's dynamic landscape.
 - b. Opening more public realms
We will enhance and encourage more public spaces within private developments, such as at the urban plaza at Paya Lebar Quarter, to support social interaction and community activities that breathe life into our city.
3. To **foster a sense of belonging for communities**, our strategies will focus on:
 - a. Co-creating places from the ground up
Businesses and stakeholders will increasingly take the lead to drive placemaking initiatives to enhance vibrancy in various precincts, enabled by the pilot Business Improvement District (BID) programme. Following the success of Singapore River One, the first pilot BID, stakeholders in other precincts such as Tanjong Pagar and Marina Central have also banded together to enliven their precincts.
 - b. Engaging the public
We will continue to engage communities in innovative ways to inculcate a greater sense of ownership for our city. We hope to add to the current myriad of public engagement programmes such as co-created exhibitions, community-led tours, as well as student documentation projects and workshops.

- c. Partnering diverse communities
 Voluntary partnerships, such as the Kampong Gelam Alliance and Friends of Ubin Network, that comprise stakeholders of diverse backgrounds and expertise, will continue to contribute to a more endearing and lively city.

(B) Identity Corridors and enhancements

Five Identity Corridors defined by unique streetscapes, heritage and experiences, have been identified. URA and partner agencies will work with stakeholders to develop and implement strategies to retain and enhance their character, for future generations to appreciate and enjoy.



Identity Corridor	Enhancements
Historic East <i>A charming network of cycling streets and neighbourhoods extending to the East Coast</i>	The Geylang Serai Cultural Belt will rejuvenate the area around Geylang Serai Market with a new festive plaza, a landmark archway and new cycling paths. Walking and cycling enhancements are also under study along the rest of the Geylang-Changi Road corridor.
Thomson-Kallang Corridor <i>Green gateways with charming urban villages and community nodes</i>	Public spaces along the North-South Corridor will be co-created with the community, while Kallang River will have improved accessibility, enhanced landscaping to restore habitats and promenade spaces for recreation.
Inner Ring <i>A revitalised Inner Ring Corridor to connect the city fringe districts</i>	More walking and cycling spaces could be introduced to encourage people to explore the different neighbourhoods along this corridor that runs along Zion – Kim Seng – Scotts – Newton – Moulmein – Balestier – Lavender – Crawford Roads.
Rail Corridor <i>A green spine with rich heritage for recreation, community and nature</i>	Besides on-going works to enhance accessibility and greenery along the main 24km route, there will be opportunities to co-vision with the community to develop activity nodes along the Rail Corridor. Urban design

	<p>guidelines will guide adjacent development plans along this corridor to ensure that they complement and contribute to its green character and experience. There are also plans to study the Old Jurong Line and Jurong Lake District, as part of this corridor.</p>
<p>Southern Ridges and the Coast <i>A coastal corridor along the Greater Southern Waterfront with rich heritage.</i></p>	<p>An approximately 10km-long coastal promenade will connect Marina Barrage to the Southern Ridges. We will seek ideas from the public to shape the promenade into a distinctive public space that connects the Greater Southern Waterfront to its surrounding area.</p>