

where it all began



Future Area Management in Asia: Creativity and Social Problems

3 September 2019



Singapore River

SRO'S VISION



History and **heritage**



The premier **waterfront destination** in Singapore



Variety of offerings – dining, shopping, nightlife and entertainment

“To make Singapore River the **premier destination** for locals and visitors seeking an authentically Singapore experience in a place that connects the **country's past to the present**. This will be achieved by offering a unique waterfront environment that highlights and **embraces Singapore River's history, while celebrating the leisure, recreation and entertainment offerings there today.**”



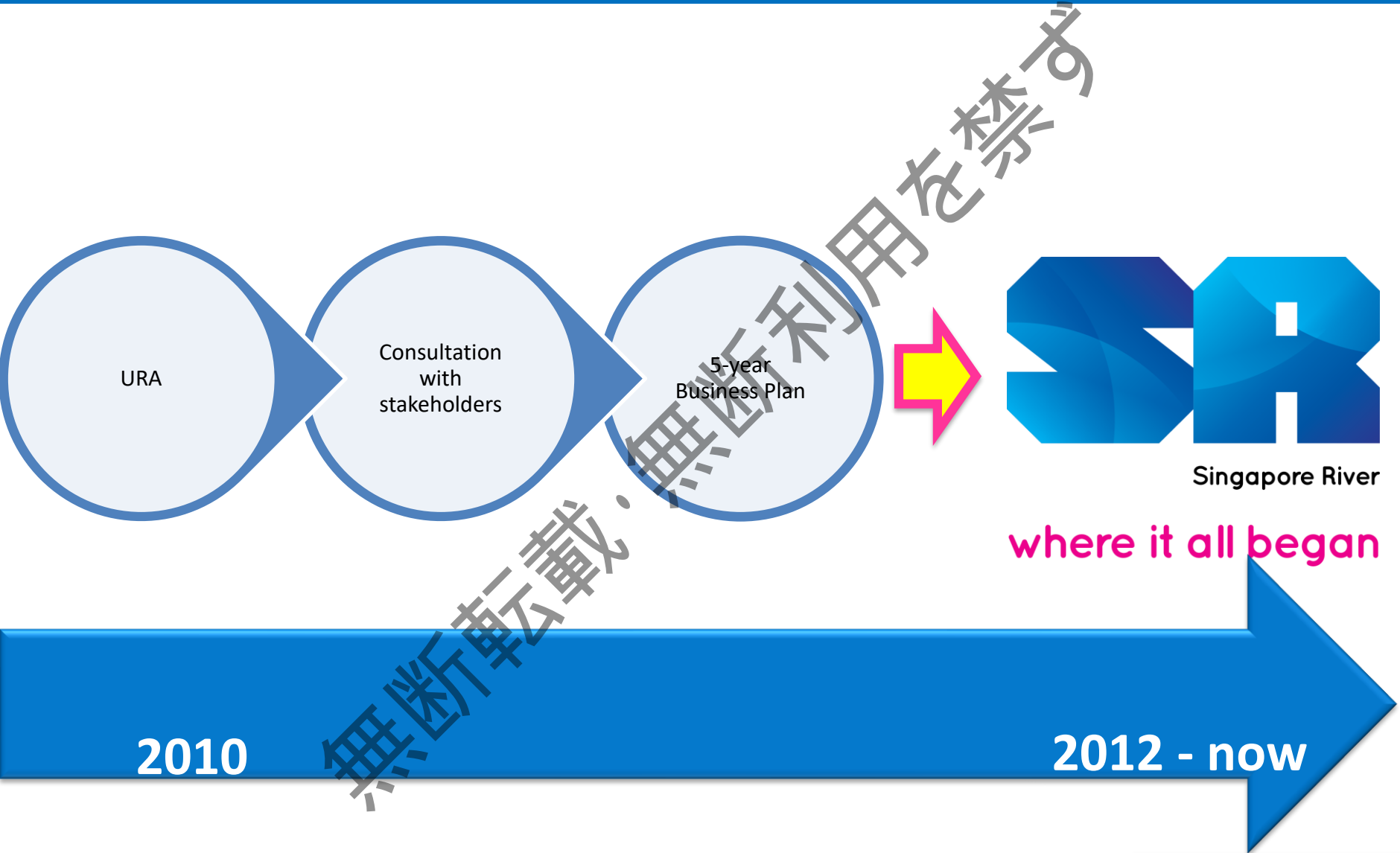
where it all began

SRO - Foundation and
Developmental Years
2012-2016 (Pre-Pilot BID)



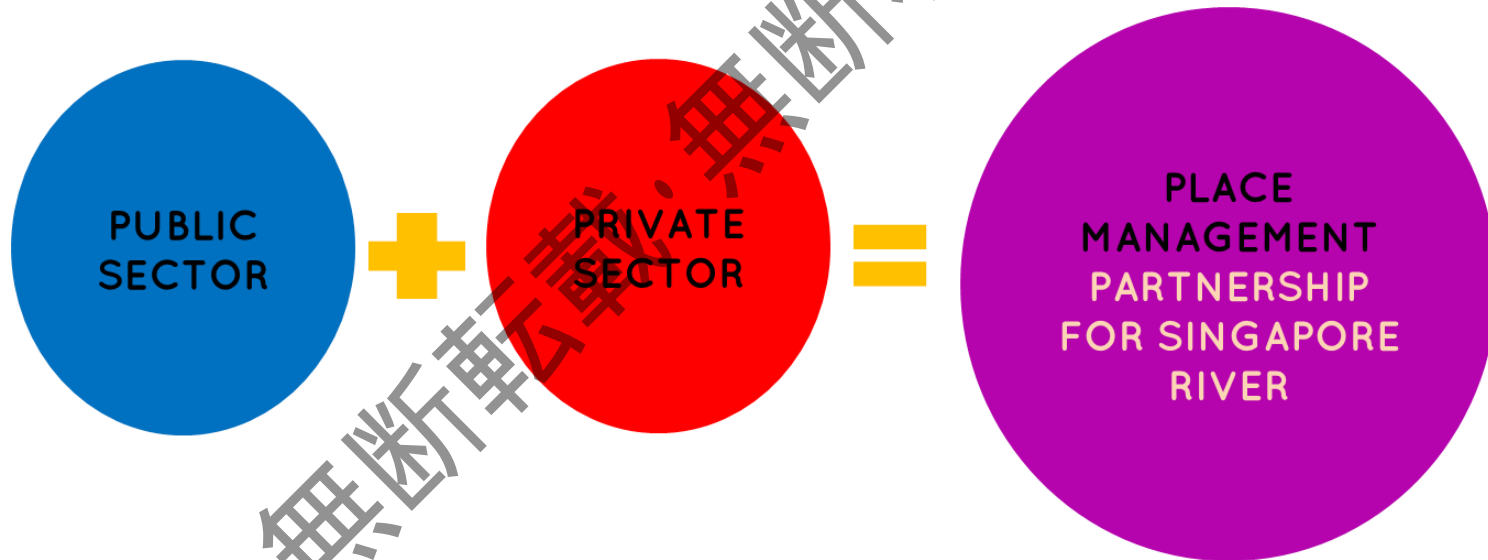
Singapore River

BIRTH OF SRO

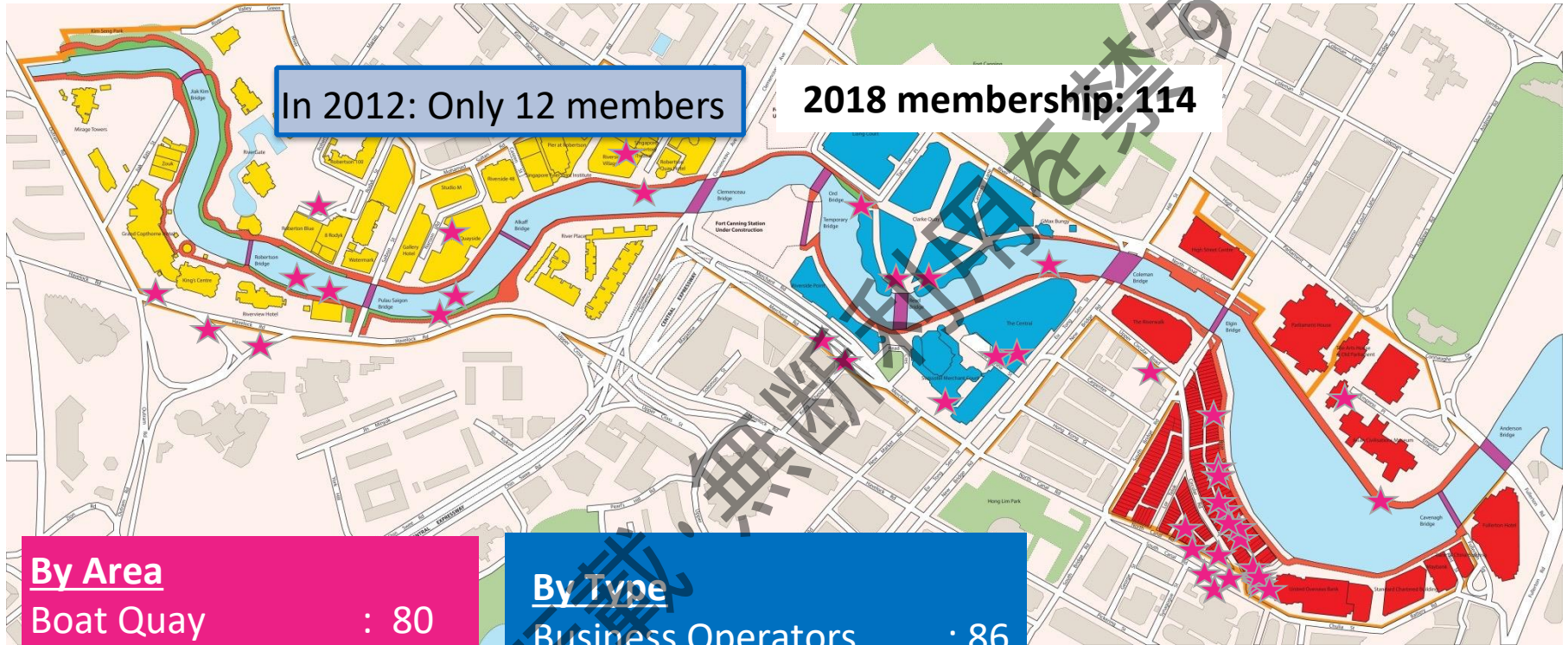


INCEPTION OF SINGAPORE RIVER ONE

- Private sector-led partnership, not-for-profit organisation formed in 2012.
- Adoption of the four-year business plan.
- Place manage Singapore River to boost the attractiveness and competitiveness of precinct, enhance public spaces, marketing & promotions to increase footfall and enhance property value.



SRO Membership Overview to date



By Area

Boat Quay	: 80
Clarke Quay	: 19
Robertson Quay	: 13
Out of Precinct	: 2

By Type

Business Operators	: 86
Property Owners	: 22
Hotels	: 3
Non-Profit	: 3

SRO's Distinction

- Membership based on properties' annual value
- Guided by 4-year work plan where place-making activities were a priority
- Workplan was based on grounds-up consultation with stakeholders
- Connected by a seamless stretch of waterfront promenade and historical river
- The premier waterfront destination in Singapore



where it all began

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CASE STUDY #1

Building Up To enhance EQ Waterfront



Singapore River

ENHANCED BOAT QUAY WATERFRONT PROMENADE

MISSION

To be one of Asia's great waterfront destinations - unique marriage of heritage of river, conserved shophouses and CBD area

DELIVERABLES : BQ WATERFRONT ENHANCEMENT

Opens up the views of both old and new Singapore	Eclectic array of international and local F&B options & other compatible uses	Complement the high energy CQ and idyllic RQ. Be ahead of competition.
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BOAT QUAY REVAMP – MOMENTUM OF CHANGE

'80s



Premier waterfront destination

90's – mid
2000's



Fragmented ownership
Lack of coordinated efforts
No single mgt body

ORA Makeover



Leverage off this makeover

URA Handing over
Precinct Management
to SRO

Towards
Better
Management/
Upkeep

+

Better Image

OUTCOMES FROM THE 'NEW' BOAT QUAY

- Greater **footfall and improved image**
- **Better-managed** waterfront destination
- Desired dining destination for **locals and tourists**
- Encourage **business investment** in BQ



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UNVEILING OF NEW ORAS



Singapore River

Place-Making - Boat Quay ORA Revamp

- Cleaning up of Boat Quay's cluttered waterfront promenade and revamp the area to provide outdoor diners with clearer, unobstructed views of the Singapore River

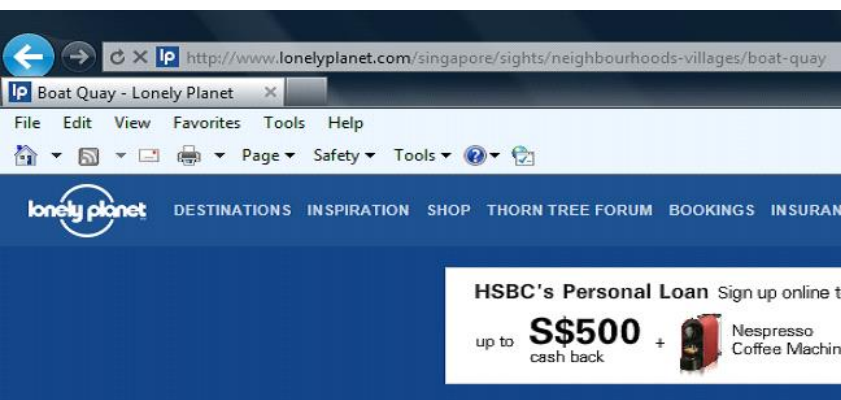


Working Together - A Better Singapore River Campaign



- As touting was also a major concern, SRO began the anti-touting initiative with like-minded BQ stakeholders and with support from govt. agencies to put an end to misleading pricing and touting by some outlets.
- The campaign helped to a great extent to reduce this anti-social issue.

Negative Reviews posted on Trip Advisor



“This place has lost its sparkle.”

○○○○○ Reviewed 25 October 2013

The Good =) ~Many F&B outlets ~Near walk from City Hall MRT. The Bad =(~Used to have many **touts** along the main walkway. ~Because of high rentals, some outlets maybe over-priced. My Tip for future visits: ~Go to restaurants that are well known with locals, some places have a bad-track-record.

HSBC's Personal Loan Sign up online to

up to **\$500** cash back



Nespresso Coffee Machine

processing fee waiver



HSBC

Singapore / Asia

Highlights [Things to do](#) Hotels Essential information Tips & articles Image gallery

All things to do in Singapore (1342)

Boat Quay

SIGHTS / NEIGHBOURHOODS & VILLAGES

COLLECTIONS

- Restaurants (290) >
- Entertainment (190) >
- Sights >
- Activities (161) >
- Shopping (159) >
- Transport (68) >
- Tours (14) >
- Events (8) >

Closest to the river mouth, this was once Singapore's centre of commerce, and remained an important economic area into the 1960s. By the mid-1980s, many of the shophouses were in ruins, businesses having shifted to hi-tech cargo centres elsewhere on the island. Declared a conservation zone by the government, the area has become a major entertainment district filled with colourful restaurants and bars. You'll find riverfront restaurants serving all manner of Singaporean delicacies, though the restaurant **touts** are aggressive. Parallel with Boat Quay one block to the south is Circular Road, where there are dozens of bars. After work thirsty businessmen swarm here from the CBD.



Sign up online to enjoy the following:

Up to **\$500** cash back

+ Nespresso Coffee Machine

+ **\$88** processing fee waived



Find out more

Terms and conditions apply.

HSBC

SEND THIS



Related activities to book



\$37



\$35



\$22



\$39

Shifted Boat Quay's image internationally - Trip Advisor

Boat Quay Is this your business?

881 Reviews | #53 of 748 things to do in Singapore | **Certificate of Excellence**

The Quays | Piers & Boardwalks, Points of Interest & Landmarks, Sights & Landmarks

As featured in All you need to know for that short stopover and 2 other guides

Overview

Tours & Tickets

Reviews (881)

Q&A (2)

Location

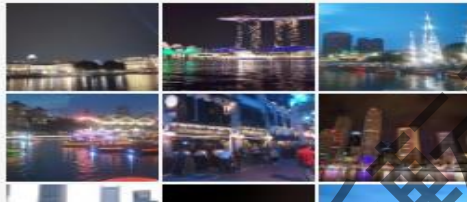
Book a Tour

Save

Write a Review

“Good River View, Nice Bistros, Pubs and Food”

Review of Boat Quay



Boat Quay

Boat Quay, Singapore, Singapore (The Quays)

1800 6736 2000 | Website | Improve this listing

Book In Advance

Ranked #53 of 748 things to do in Singapore

881 Reviews

Certificate of Excellence

Type: Piers & Boardwalks, Points of Interest & Landmarks, Sights & Landmarks

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CASE STUDY #2
Transformation of Circular Road



Singapore River

Pedestrianisation of Circular Road



Circular Road is now closed to vehicular traffic every Fri and Sat (6pm to 1am)



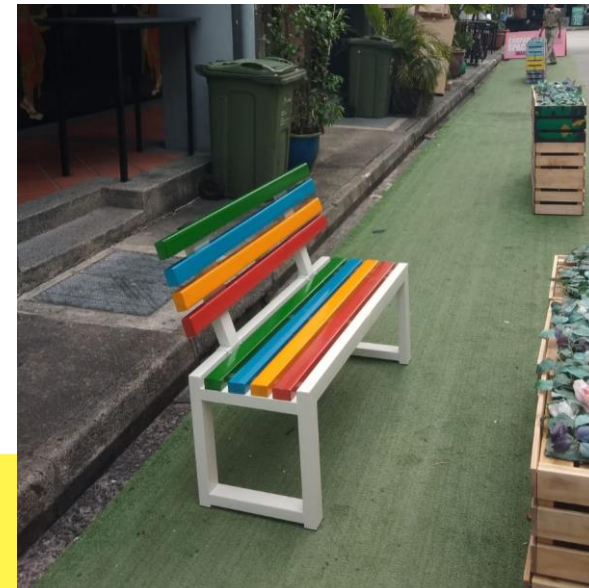
Higher Traffic and Awareness

- Significantly **more locals were aware** of the Car free weekends at Circular Road in 2019 (**32%**) compared to last year (29%).
- Among locals, **52% (increase from 47%)** felt that having “Car free weekends” was **more convenient**, and **46% (increase from 41%)** were **more likely to visit**



Phase II – Carpark Spaces Re-Imagined

- Since December 2018, SRO has re-imagined spaces that used to be 30 carpark lots; and activated them to become green spaces where there is an extension of sidewalk



Collaboration with LOPELAB on installation of Parklets

- In June 2019, SRO worked with LOPELAB to bring more public installations to Circular Road, and came up with 5 parklets of various designs utilizing eco-pallets from DBS Marina Regatta 2019. These parklets are open public spaces, which took over carpark spaces, and are meant as seating areas
- These eco-pallets are made from 100% recyclable material made from compressed grass and is an effort of SRO towards environmental friendliness



Carpark Spaces Re-Imagined – Street activations

- In conjunction with phase 2 of CSR, SRO had also planned out a series of street activations with the theme of **“Street Lounge”** and **“Street Workout”** to lure visitors to the rejuvenated street since the start of CSR this year.
- Some of the past activations includes acoustic music performances, DJ spinning and exercise workouts (in partnership with Virgin Active).
- SRO regularised these activations on a monthly basis so as to build up a regular event calendar and followings during the road closure.



Carpark Spaces Re-Imagined – Stakeholders involvement

- Through such activations, we hope to engage more stakeholders to join in our efforts and participate in these events, which we hope to help build up the ownership of our street.
- Activations includes a music performance of the students from Studio 72 and an art-jamming session with Artsence (a new art studio along South Bridge Rd).



BFF Art Jamming @ Circular Road

Jointly hosted by Singapore River One and Artsence@South Bridge.

Every night and you are wondering what to do or where to go with your BFF... why not come down to Circular Road and have a jamming fun time doing coloured pencil art together!

- Paint a coloured pencil picture from beginning to end for your beloved, BFF or even yourself.
- No prior Art training is required as you will be guided by a colour pencil artist.
- All materials are provided.

VENUE : Circular Road
DATE : 12 July 2019, Friday
TIME : 6:00pm to 7:30pm
SEE : \$30.00 per couple or \$17.00 per person



ARTSENCE
 Artsence@South Bridge is an Art Studio and Art Gallery founded and designed by people who are passionate in the arts and the art community. Their mission is to build communities through creativity reaching out to all who want to know, learn, interact and immerse in the art.

Registration and Payment:
 Via Bank Transfer
 Please visit www.artsencesb.com
 Or Payment at
 Artsence@SouthBridge Pte Ltd
 280 South Bridge Road
 Singapore 058665
 Tel: 65 - 6226 1040

Via PayNow QR Code
 1. Upon scanning the respective QR Code, key in the amount and "BFF ARTJAM"
 2. Kindly email enquiries@artsencesb.com
 Name
 Transaction Reference
 Contact Number



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Thank you!



Singapore River