

Shopping to lifestyle destination: New plans unveiled for Orchard Rd

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ORCHARD Road promises to be much more than the fabled shopping and entertainment strip that it already is in future.

Plans have been made to strengthen its position as a lifestyle location with more green spaces and a car-free zone.

The plans were unveiled on Wednesday by the Singapore Tourism Board (STB), Urban Redevelopment

Authority (URA) and National Parks Board (NParks). Together with the Land Transport Authority, these bodies have completed a six-month review of the plans for the belt.

Consultations were also held with private-sector groups, alongside a study led by Australian property consultancy Cistri.

At the launch of Design Orchard, a mall housing homegrown labels, Minister for Trade and Industry Chan Chun Sing, who is co-chair of the Ministerial Steering Committee for Orchard Road, said the belt must continue

to be a place of innovation and evolution, where new concepts and experiences can be tried out.

Design Orchard is one such initiative. The mall groups more than 60 local brands, including retailer Naiise, sportswear outfit Kydra and social enterprise The Animal Project.

Being housed under one roof gives these homegrown labels the opportunity to build their presence alongside the international brands on the shopping and entertainment strip.

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New plans unveiled for Orchard Road

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The exterior of Design Orchard, a mall housing more than 60 homegrown labels at the junction of Orchard Road and Cairnhill Road. It stands where the Singapore Visitor Centre used to be. BT PHOTO: DESMOND FOO

From shopping to lifestyle destination

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Sited at the junction of Orchard Road and Cairnhill Road (where the Singapore Visitor Centre used to be), the mall has a retail showcase on the first level, incubation spaces on the second and a cafe and events space on its roof.

The plans include making Orchard Road “The Lifestyle Destination” – one with innovative retail concepts, attractions, entertainment and events, said STB, URA and NParks in a statement.

The shopping belt is split up into four sub-precincts – Tanglin, Orchard, Somerset and Dhoby Ghaut – each with distinct identities to be enhanced to cater to the varied interests of Orchard Road’s visitors.

The Orchard sub-precinct will remain the retail heart, with the experience there to be enhanced through more street activities and better pedestrian connectivity, the agencies said.

In a statement, Mr Chan acknowledged that much of Orchard Road’s

past successes as an attraction arose from the public and private sectors cooperating to bring concepts and retail offerings to locals and tourists.

“We will continue our partnership with the private sector to develop Orchard Road as a vibrant lifestyle destination that offers an exceptional experience beyond retail.”

To that end, the Orchard Road Business Association (ORBA) will start a year-long trial in April to introduce activities such as retail and food and beverage pop-ups, arts and entertainment events and event spaces along the pedestrian mall.

ORBA chairman Mark Shaw said the association plans to have more pop-ups and organise more events to generate more buzz.

Ideas for the other sub-precincts include adding more youth-oriented offerings to the Somerset sub-precinct, family-friendly ones to Dhoby Ghaut, and arts and culture offerings to the Tanglin sub-precinct.

To “Bring Back the Orchard” to Orchard Road, NParks is looking to plant trees and shrubs in the colours

of the tropics; Istana Park could also be rejuvenated with themed gardens inspired by botanical and horticultural traditions drawn from Singapore’s history.

But given that Orchard Road is a thoroughfare for those headed to the central area and is heavily built-up on either side, Minister for National Development and co-chair of the Ministerial Steering Committee for Orchard Road Lawrence Wong said changes will take time and require action by both the government and the private sector.

“We will continue to take in feedback and suggestions, and work with stakeholders to refine and progressively implement the plans to make Orchard Road a great street in our City in a Garden.”

A public exhibition on the plans is being held at Orchard Fountain Corner beside 313@Somerset. It will go on till Feb 13.

Details of the plans will be online at <https://ura.sg/orchardrd>. Members of the public are invited to offer feedback till May 31.

Big revamp to turn Orchard into a more lively street

New concepts to boost 4 sub-precincts; part of road may go car-free to link green spaces

Tiffany Fumiko Tay

Travelling from one end of Orchard Road to the other will eventually be a very different experience, as plans are afoot to transform the 2.4km stretch into a more lively street with different offerings in each of its four sub-precincts.

Part of the road may also go car-free to connect green spaces at the Istana Park, Dhoby Ghaut Green and the open space at Plaza Singapura, and turn it into a garden oasis.

These were among the proposed plans to rejuvenate Singapore's shopping belt unveiled yesterday,

following a six-month study and consultations with stakeholders.

In a joint statement, the Singapore Tourism Board, Urban Redevelopment Authority and National Parks Board (NParks) said new retail concepts, attractions, entertainment and events will be introduced to the Tanglin, Somerset, Orchard and Dhoby Ghaut sub-precincts to strengthen Orchard Road's position as a lifestyle destination.

The heart of Orchard Road will remain the retail core, with more mixed-use developments to be built on vacant parcels of state land along Orchard Boulevard.

Starting in April, the Orchard

Road Business Association will begin a year-long trial to bring activities, such as retail and food and beverage pop-ups and arts and entertainment events, to the pedestrian walkways along the street.

Side streets such as Killiney Road and Orchard Turn will also be enhanced for better connectivity, while elevated link bridges may be built to make it easier for visitors to cross the junctions of Orchard and Paterson roads, the agencies said.

Dhoby Ghaut will be a green zone with family-friendly attractions such as outdoor playgrounds and sheltered event venues.

Tanglin will be branded a mixed-use neighbourhood with arts and artisanal choices, with the conserved Tudor Court, for example, housing more arts and cultural offerings.

Somerset will strengthen its posi-

tioning as a youth hub with new lifestyle options and the possible transformation of the Grange Road open-air carpark into a dedicated events space, the agencies said.

To "bring back the Orchard", NParks is also looking to plant more trees and shrubs along Orchard Road, starting next year, with a different colour palette for each sub-precinct.

Experts say that the ideas are a good move, but the real transformation needs to happen inside the street's malls.

Plans to rejuvenate Orchard Road were first announced in 2017 by then Minister for Trade and Industry (Industry) S. Iswaran. These included using state land for pop-up concepts and events, creating a local retail showcase and making the street more pedestrian-friendly.

Speaking yesterday at the launch of Design Orchard, the realisation of the local retail and incubation space, Trade and Industry Minister Chan Chun Sing said that Orchard Road has come a long way from its days as a nutmeg and clove plantation, and must continue to be a place of innovation and evolution.

Addressing building owners in the audience, he said that they should not feel constrained by the current rules when coming up with new concepts.

"Orchard Road is not a 2.4(km) IPPT run; we are not aiming for people to pass through Orchard Road in five or 10 minutes. We want people to come here, linger and make sure that they have a different experience at each and every turn," he said, referring to the Individual Physical Proficiency Test.

A public exhibition on the future plans for Orchard Road is being held at Orchard Fountain Corner beside 313@Somerset for two weeks – starting yesterday and lasting until Feb 13 – to gather feedback. Details on the plans and a feedback channel will be available until May 31 at <https://ura.sg/orchardrd>

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New plans unveiled for Orchard Road

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Turning Orchard from a shopping to lifestyle destination

In a bid to rejuvenate Singapore's most famous street and ensure it stays relevant, an ambitious plan has been unveiled to introduce new retail concepts, attractions, entertainment and events along the 2.4km stretch. This comes after a six-month study and consultations with stakeholders. An exhibition on future plans for Orchard Road will be held at Orchard Fountain Corner until Feb 13, for the public to visit and share feedback.



1 New Lifestyle Experience @ Tanglin

Tanglin will be branded a mixed-use neighbourhood with arts and artisanal choices, with the conserved Tudor Court for example used to house more arts and cultural offerings



2 New Vantage Point @ Orchard/Paterson Road Junction

Elevated link bridges may be built to make it easier for visitors to cross the junctions of Orchard and Paterson roads



Design Orchard, a retail and incubation space to showcase and groom local talent

New plans unveiled for Orchard Road

The Straits Times 31 Jan 2019



3 New Mixed-use Developments @ Orchard Interchange

More mixed-use developments to be built on vacant parcels of state land along Orchard Boulevard which is above the upcoming Orchard Interchange MRT along the Thomson-East Coast Line

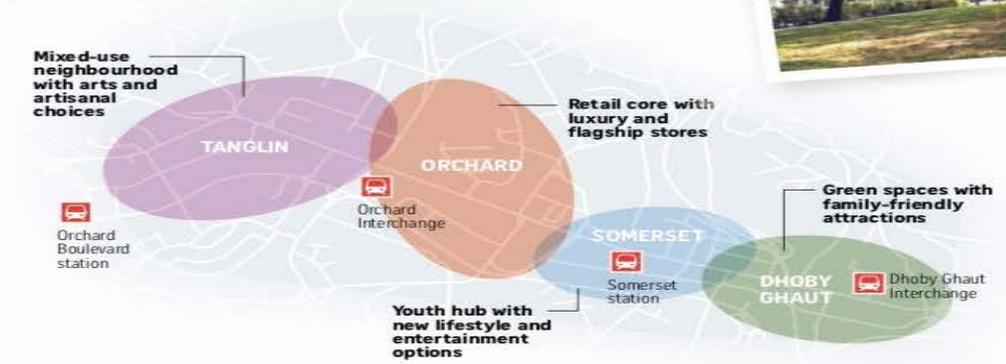
4 New Event Space @ Somerset

Grange Road open-air carpark may be transformed into a dedicated events space

5 New Lifestyle Uses @ Somerset

Somerset will strengthen its positioning as a youth hub with new lifestyle options

ORCHARD ROAD'S FOUR SUB-PRECINCTS



Dhoby Ghaut Green may soon include water-play features and an events space

Source: NATIONAL PARKS BOARD, SINGAPORE TOURISM BOARD, URBAN REDEVELOPMENT AUTHORITY PHOTOS: DESMOND FOO, SAHIBA CHAWDHARY, NATIONAL PARKS BOARD STRAITS TIMES GRAPHICS



重振乌节路其中一个提议包括在索美塞一带建设美观的天蓬，将建筑衔接起来，让访客能免受日晒雨淋，并可同时为乌节路创造另一个独特的亮点。（林泽俊摄） 早报制图/张进坤

重振乌节路计划打造全新体验

全长约3.2公里的乌节路重振计划分两大主题：打造成生活时尚景点；通过植物美化展示昔日果园历史。芙蓉路和汉地路之间的道路已列为纯步行街概念试点区，未来或全面禁车举办各种街头活动。

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从东陵至多美歌，全长约3.2公里的乌节路未来将发展成生活时尚聚点，让访客在每个转角，都能享有新体验。

在最新一轮重振乌节路的计划中，虽未全面落实谈论已久的纯步行街概念，但芙蓉路（Buyong Road）和汉地路（Handy Road）之间约500公尺长的道路，已被列为试点区，未来或全面禁车，将街道归还行人，以举办各种街头活动吸引人潮。

贸工部长陈振声昨晚在“设计·乌节”（Design Orchard）的推介活动上致辞时，宣布了重振乌节路的系列计划。

他说：“乌节路须继续是社会各阶层构建回忆的地方。如果新加坡人来这里，外国访客也会到来，以了解我们的生活和玩乐方式……乌节路也应继续是我们尝试新概念、新生活时尚和零售概念的地方。”

除了新加坡旅游局，市区重建局、国家公园局和陆路交通管理局也参与了提升乌节路体验的构想过程，并咨询了

私人业界的利益相关者。

重振计划主要分两大主题：将乌节路打造成生活时尚景点；通过植物美化乌节，同时展示乌节昔日的果园历史。

当中，未来的乌节路将通过不同体验，进一步凸显不同地区——东陵、乌节、索美塞和多美歌的独特个性。

例如，在东陵一带举办各种活动，展示这区强烈的艺术和文化气息；在乌节路的零售核心点，注入更多街头活动，带动气氛；在被视为青年聚集地的索美塞，提供更多面向青少年的体验，包括将格兰芝路停车场发展成活动空间，试验新项目；以及把多美歌打造成亲家庭的生活时尚区等。

有关当局也计划提升乌节路旁的

一些小街道，包括基里尼路（Kiliney Road）和乌节弯（Orchard Turn）等，让访客发掘乌节路一带鲜为人知的部分，及加强乌节路和周遭邻里的衔接性。

陈振声说：“我们要访客在这里逗留，并确保他们在每个转角处都有不同的体验。”

另外，旅游局、市建局和公园局将进一步绿化乌节路，让乌节路更具特色，有别于其他城市的购物街。除了栽种豆蔻树和丁香树追溯乌节路昔日果园的历史，有关当局也计划通过植物色调，带出整条购物街的连贯性。

国家发展部长黄循财指出，所有城市都有各自受欢迎的购物街和社区，而在新加坡，乌节路就是我国最重要的购

物区。不过，乌节路正面对其他城市的激烈竞争，须适应快速变化的零售潮流。

“这是位于中央区两公里长的主要街道，车道两旁高楼林立，因此，任何改变都需时间进行，也需政府和私人业界的参与。”

他说，有关当局将继续收集反馈和建议，并和所有利益相关者合作，改善及逐步落实计划。

乌节路商联合会主席邵在忠说，有关当局虽提供了不错的建议，“但我觉得要不同地主、商场业主，街道利益相关者一起合作，将是一大挑战”。

相关新闻刊第4页

重振乌节路计划打造全新体验

LianHe ZaoBao 31 Jan 2019



资料来源 / 国家公园局

照片 / 国家公园局构想图

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当局指出，过去这些年，新加坡享有“花园里的城市”的声誉，而乌节路过去曾是种植豆蔻、丁香和水果的果园，恰巧提供了前所未有的机会，让这个地方找到独特之处，有别于其他国际购物街。

邓玮婷 蔡欣颖 报道

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绿化乌节路，栽种植物追溯其果园历史等种植计划预计明年逐步展开。

新加坡旅游局、市区重建局和国家公园局昨天公布重振乌节路的系列计划，其中包括以“昔日果园·乌节再现”（Bring Back the Orchard）为主题的种植计划。

当局指出，过去这些年，新加坡享有“花园里的城市”（City in A Garden）的声誉，而乌节路过去曾是种植豆蔻、丁香和水果的果园，恰巧提供了前所未

有的机会，让这个地方找到独特之处，有别于其他国际购物街。

公园局景观设计处副处长杰森·赖特（Jason Wright）答复《联合早报》询问时说，乌节路就坐落在新加坡植物园和福康宁公园之间，中间也有个公园设在总统府正对面，地理位置较具战略性。

“公园局将努力创建一道绿色市区长廊，并通过在街道种植会开花的植物和灌木，把这些历史性景点衔接起来。”

以植物色调制造美感

此外，这个长廊或也会增建小型公园（pocket parks）、亲家

庭游乐设施和活动空间，以提升整个访客体验。

绿化计划分为几个部分，包括在乌节路几个地点种植豆蔻树和丁香树，以追溯乌节路的果园历史；让总统府正对面公园（Istana Park）通过主题花园形式，焕然一新；并让沿着东陵路至槟榔路（penang road）的植物，依循从浅色变深、再变浅的色调进行种植等。

例如，在乌节路两端种植颜色颇浅的黄雨树（Yellow Rain Tree）和仙丹花（ixora），而到了乌节路核心购物区，植物颜色则变得五彩缤纷，有红、橘和粉红等。除了九重葛（Bougainvillea）全年都会开花，其他种类的植物则主要在三四月和九月十月开花。

赖特说：“植物色调旨在制造视觉美感，加强乌节路不同区域的独特性，进而引发一种行走

一趟旅程的感觉。”

他说，他们的目标是从明年起，逐步落实种植计划。

几乎每月一次到乌节路的郭晓文（25岁，糕点厨师）认为，乌节路整体感觉太商业化，因此种植花草树木能让乌节路增添自然色彩。

“我觉得种植不同颜色的花草树木，将提升整个道路的美感，大家也会愿意放慢脚步欣赏。”

公众可在2月13日前，到313@索美塞旁的乌节喷水角落，参观乌节路未来发展计划的公共展览，也可在5月31日前浏览网站（ura.sg/orchard1d）查阅详情，并提出反馈。

杨忠礼升禧环球房地产投资信托管理总裁何鑫说：“有关乌节路的未来计划是我所期待的，也有助乌节路成为世界上其中一个主要的生活时尚景点。”

设有商店和餐饮选择，但一些访客不清楚地下通道的所在位置，导致他们可能不会到伟乐坊一带的购物区。拟议中的行人天桥将更好的衔接一带的购物区，促进人流。

除了上述地点，旅游局和市区建局也有意通过设计独特的有盖设施，加强乌节路和格兰芝路（Grange Road）路段之间的衔接性，方便行人走动。

多元化品牌活动将引进商场人行道

从零售和餐饮的快闪店至街头表演，乌节路一带商场前的人行道将引进多元化品牌和活动，吸引国人与旅客前来消费。

从今年4月至明年3月，旅游局和市区重建局将展开一年试验计划，把福临购物中心（Forum The Shopping Mall）至文华购物廊（Mandarin Gallery）前的人行道交由乌节路商联会管理，并负责构思如何使用这些空间。

乌节路商联会主席邵在忠昨天受访时说，商联会将在下来几个月制定细节以落实计划，但会引入零售餐饮的快闪店，以及艺术与娱乐活动，提升访客在乌节路的整体体验。

他说：“我们会同时引入更多快闪店和文化项目，让街道变得活力十足，为国人与旅客提供更多体验式活动。”

对此，受访学者强调，当局所引入的品牌和活动须别出心裁，才能有效吸引本地消费者。

文安理工学院旅游业文凭课程高级讲师詹家敏博士建议，每次举行的活动和设立的快闪店应该有不同主题，以便善加利用空间和提供不一样的消费体验。举例说，主办方可以举行展示本地服饰品牌的时

装节，沿街的快闪店售卖相关品牌衣服。

主办方也须确保所售卖的商品物有所值，吸引本地消费者和旅客购买。如果快闪店和商场所售卖的物品相同，主办方或许需要和店主商量，达到互补的效果。

南洋理工学院商业管理系高级讲师黄天福指出，网络购物和各大品牌进驻邻里商场，导致本地消费者无需到乌节路就能购买所需物品。因此，乌节路须寻找或举行具有代表性的活动。他举例：“我认为圣诞装饰是乌节路的一大强项，主办方可往这方面设想，举办更多类似活动。”

在本地工作10年的菲律宾人罗素说：“我觉得乌节路和10年前相比，没有太大变化。试验计划可考虑售卖电子产品和运动用品，同时确保价格在可负担范围。”

另一方面，当局提议将总统府正对面的公园（Istana Park）和多美歌格林（Dhoby Ghaut Green）的绿色空间和狮城大厦前的空地衔接，开放部分道路让行人往来。该区也可设有游乐场和嬉水设施，或灵活变成活动场地等。

乌节路巴德申路交界处天桥让人“打卡”

到访乌节路的旅客日后在“越过”繁忙的乌节路和巴德申路交界处时，有望使用行人天桥，并且以繁华乌节路为背景拍照留念。

这是重振乌节路计划提出的其中一项建议，协助不熟悉乌节路的旅客“过马路”。这座天桥也有意打造成“打卡”地点，让

旅客以繁忙的乌节路为背景，拍照留念。

陆路交通管理局是在2009年7月永久性关闭往来乌节路和巴德申路（Paterson Road）交界处的行人过道，禁止公众直接从爱察·乌节（ION Orchard）前直接过马路到伟乐坊（Wheelock Place）。

乌节路和巴德申路之间的交界处，当时是乌节路最繁忙的路口之一，过马路的人流量非常高，影响了整条街的车速。为了改善该路段的车流量和顾虑到行人安全，陆交局便把行人过道转到地下。

尽管名为ION Paterson Link的地下通道可以避开日晒雨淋，又

乌节路——生活时尚聚点

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乌节路——生活时尚聚点

一条道路，多种体验——这是乌节路的未来憧憬。
在重振乌节路计划下，这条购物街不单是商场林立的购物天堂，未来也计划举办各种街头活动，吸引年轻人和家庭前去，为乌节路注入活力和朝气。



- 1 东陵新生活时尚体验**
- 受保留的杜德阁可举办艺术和文化活动
 - 后方有盖水道上方可化为具吸引力的庭院空间，提供户外用餐体验和放置不同公共艺术装置



6 多美歌格林小公园 A 包容性游乐场



B 嬉水设施



- 2 鸟瞰乌节 (乌节路和巴德申路交界处)**
- 增建高架桥，让访客可更易于往来乌节路和巴德申路之间，也可在桥上鸟瞰乌节路，拍照留念。



- 3 乌节转换站新综合发展项目**
- 建造中的汤申—东海岸线的乌节地铁站转换站上方，将建设综合发展项目，可衔接乌节路热闹街道。



早报制图 / 蔡新友

- 4 索美塞新活动空间**
- 格兰芝路停车场可发展为活动空间，提供不同用餐和娱乐体验，迎合潮流和公众需求，也可通过设计独特的雕塑天篷和毗邻的设计，乌节衔接起来。



- 5 索美塞新生活休闲用途**
- 加强建筑之间的衔接性，提供更多空间举办生活时尚活动



(市区重建局构想图)



(公园局构想图)