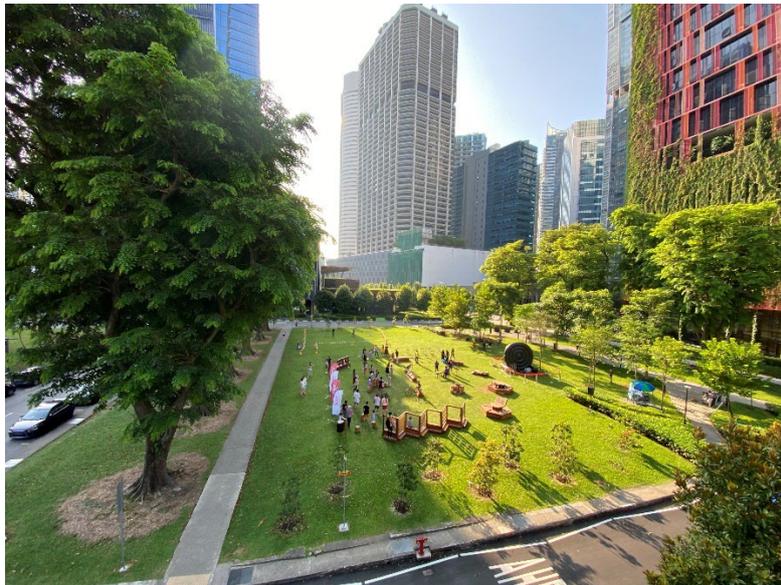




DISCOVER TANJONG PAGAR

Media Release – Embargoed until 29 November 2022, 4pm

Discover Tanjong Pagar's (DTP) proactive placemaking efforts in Tanjong Pagar garners top-tier win at Municipal Service Awards 2022 – the first pilot Business Improvement District (BID) awarded by MSA



Caption: Discover Tanjong Pagar (DTP) eco-playground, Singapore's first inclusive eco-playground designed and built by a business-led body formed through URA's pilot Business Improvement District (BID) Programme.

Singapore, 29 November 2022 – Discover Tanjong Pagar (DTP)[^] has been acknowledged for their placemaking role in the Tanjong Pagar area by attaining the Municipal Services Award (MSA) Community Category conferred by the Municipal Services Offices (MSO) under the Ministry of National Development (MND) on 29 November 2022. The MSA recognises excellent citizen-centric delivery of municipal services, inter-agency collaborative efforts and partnership with the community to achieve effective solutions in addressing municipal issues on the ground. Under the Community Category, the award recognises projects led by our community partners which have improved our living environment together with our partner agencies and Town Councils.

This win is a testament to DTP's years of successful programming in the precinct, from enlivening and enhancing public spaces to engaging activities aimed at involving the community and enriching the social fabric of the area. It is also the first business-led body formed through the Urban Redevelopment Authority's (URA) pilot Business Improvement District (BID) Programme to achieve the MSA win as a collective group of commercial and public stakeholders.

Chairman of Discover Tanjong Pagar and Managing Director of Carlton City Hotel (Singapore) (新加坡卡尔登城市酒店董事总经理), Kenneth Li (李本俊) said, "We are humbled by, and give our heartfelt thanks to the eight DTP members, the working team and the authorities involved for this vote of confidence. It is heartening to see that DTP's placemaking efforts in Tanjong Pagar have taken root



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since its inception in 2019 and have grown over time. We believe integrated and coordinated efforts by the stakeholders are greater than the sum of its parts. Through just starting small, experimentation and organising varied activities in carrying out programming efforts in the precinct, a strong ecosystem of partnerships and networks have been built amongst our different stakeholders, such as property owners, business operators, residents, community groups and the authorities. It also strengthens social and economic resilience, enabling us to tackle common challenges together."

^ The Discover Tanjong Pagar pilot Business Improvement District (BID) is made up of eight commercial stakeholders, and they include Carlton City Hotel Singapore by The Carlton Collection, Downtown Gallery by OUE Limited, Guoco Tower by GuocoLand Singapore, Icon Village by Far East Organization, International Plaza by Tian Teck Group, Oasia Hotel Downtown Singapore managed by Far East Hospitality, Orchid Hotel and Sofitel Singapore City Centre. The pilot BID programme was launched in 2017 by the URA to encourage stakeholders to take greater ownership in enlivening and enhancing the attractiveness of their precincts

Turning ideas to reality

DTP, a collaborative precinct partnership of property and business owners, came together in 2019 to drive the transformation of Tanjong Pagar into a more connected and vibrant district through placemaking.

In November 2019, DTP sought permission to use the State land of about 17,760 sq ft (1,650 sqm) bounded by Tras Link, Wallich Street and Peck Seah Street (between Sofitel Singapore City Centre at Guoco Tower and Orchid Hotel) to create a pop-up public space using moveable chairs decorated by DTP stakeholders, their children and residents. The area soon became a popular spot for the community and visitors. Amidst the pandemic, in August 2020, DTP together with residents, hawkers from Tanjong Pagar Food Centre and URA formed a "human heart" in a collective moment of unity during the NDP Anthem Moment, paying tribute to frontliners. In December 2020, they drew large heart shapes on the grass to outline safe distances for the community who wanted spend time at the green spaces in a safe and socially distanced manner. DTP also pledged to plant 100 trees in the precinct as a show of support for the One Million Trees movement led by NParks. (40 trees planted in Tanjong Pagar to date). Thereafter, DTP decided to adopt the State land and named it "DTP Community Green" to create a sense of ownership for the place and to curate future activations.

To create a welcoming environment and more activities for young and old, DTP conceptualised an inclusive eco-playground at the DTP Community Green after seven months of meaningful research, collaboration, and partnership across the private and public sectors. It also marked a significant milestone as Singapore's first inclusive eco-playground designed and built by a business-led body formed through URA's pilot BID Programme.

The playground, promoting multi-generation learning, imagination and interaction, is made of upcycled wood from felled old trees. It was designed in collaboration and feedback from critical end-users from Tanjong Pagar such as children, early education practitioners and educators, parents, grandparents and technical specialists.

Since its installation in end Jan 2022, the space is now a well-used place for families, especially those with young children, residents, pet owners and visitors. The versatile playground transforms from a



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multi-generation play area in the day to a gathering spot for residents (and pets), visitors and couples in the evening. The social connection in the community, as well as the vibrancy generated from the eco-playground, is invaluable.

The eco-playground was launched on 26 March 2022 by Ms Indranee Rajah, Minister in the Prime Minister's Office, Second Minister for Finance and Second Minister for National Development, Adviser to Tanjong Pagar GRC Grassroots Organisations (Tanjong Pagar-Tiong Bahru) and supported by URA, National Parks Board (NParks), Singapore Land Authority (SLA), National Environmental Agency (NEA), Land Transport Authority (LTA), PA and SportsSG.

Kenneth added, "Clearly, it is also a heavy responsibility for DTP to work with all the members, partners, and authorities in the months and years ahead to deliver impactful outcomes in rejuvenating the precinct. Drawing from this precinct's diverse demographics and unique elements, we strive to build an enhanced live, work and play experience. We envision a Tanjong Pagar with public spaces that strengthen the community's social and economic networks, seamlessly bringing people and businesses together. Through DTP's collective vision and placemaking efforts, we continue to forge a deeper sense of ownership for the Tanjong Pagar community as we foster a stronger appreciation, develop, adapt and seed solutions relevant to the diverse context of this amazing precinct."

DTP Placemaking Highlights

Other DTP's efforts included a district race for families that had pit stops to check in at various parts of the area and Mid-Autumn Festival celebrations at the DTP Community Green involving residents and community groups such as People's Association and Tanjong Pagar GRC Grassroots Organisations (Tanjong Pagar-Tiong Bahru). In addition, DTP conceived the "Tanjong Pagar Gives Back" annual movement to encourage the public to fulfil the Christmas wishes of under-privileged children, elderly and migrant workers. Their efforts over the years have benefitted 2,600 beneficiaries.

DTP also worked with LTA to actualise signalised and raised crossings, addressing the community's feedback for pedestrian crossings and walkability along Tanjong Pagar Road and Tras Street. This has since provided a safe route to the DTP Community Green, especially for children and seniors.

Such activities helped to connect the various communities in Tanjong Pagar, enhanced appreciation for the precinct and served to draw traffic to the area that could support the smaller businesses in the precinct.

[Link to pictures](#)

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About Discover Tanjong Pagar (www.discovertanjongpagar.sg)

Set up in 2019, Discover Tanjong Pagar is a collaborative partnership of property and business owners that have come together with a common aim to drive the transformation of this unique precinct. Working alongside the public sector and business partners, Discover Tanjong Pagar represents, promotes, and delivers a range of programmes and campaigns supporting businesses and the wider Tanjong Pagar community.

The eight stakeholders of Discover Tanjong Pagar include Carlton City Hotel Singapore by The Carlton Collection, Downtown Gallery by OUE Limited, Guoco Tower by GuocoLand Singapore, Icon Village by Far East Organization, International Plaza by Tian Teck Group, Oasia Hotel Downtown Singapore managed by Far East Hospitality, Orchid Hotel and Sofitel Singapore City Centre.

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