

Orchard Road Rejuvenation Initiative - Frequently Asked Questions (FAQs)

***Disclaimer:** These FAQs provide general guidance on the Orchard Road Rejuvenation Initiative (ORRI). All applications are subject to STB's assessment. STB reserves the right to amend the initiative, request additional information, or revise the terms and condition of support where appropriate.*

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A. About the Orchard Road Rejuvenation Initiative

1. What is the Orchard Road Rejuvenation Initiative (ORRI)? Why is STB launching it?

As part of the Orchard Road Rejuvenation Plan, the Singapore Tourism Board (STB) has launched the Orchard Road Rejuvenation Initiative (ORRI) to support private sector stakeholders in introducing new focal points and experiences that strengthen Orchard Road's vibrancy, boost visitorship and drive visitor spend. The initiative seeks to encourage innovative, public-facing projects that enhance Orchard Road's visual appeal and experiential offerings, ensuring the precinct remains an attractive destination for both local residents and international visitors.

Projects should fall within one of the following three categories:

- a) **Building façade enhancements**, such as innovative and artistic exterior improvements, digital display boards, interactive building surfaces, projection mapping or architectural lighting that transform building exteriors into engaging visual experiences and enhance the streetscape.
- b) **Experiential concepts and artwork installations** in common gathering spaces such as mall atriums or privately owned public spaces, including immersive retail experiences, interactive art or event programming. Individual store enhancements or tenant-specific experiences are not eligible.
- c) **Night-time initiatives**, such as illumination projections, night markets or extended operating hour activities with complementary programming that activate the precinct after 6.00pm and create vibrant night-time experiences for both locals and visitors.

2. What is the Orchard Road Rejuvenation Plan?

The Orchard Road Rejuvenation Plan is a long-term effort by the Singapore Government to strengthen Orchard Road's position as Singapore's iconic and must-visit lifestyle destination. It aims to evolve the precinct beyond shopping by introducing more distinctive lifestyle experiences, attractions, public spaces and placemaking initiatives across the four sub-precincts of Tanglin, Orchard, Somerset and Dhoby Ghaut.

The Orchard Road Rejuvenation Initiative (ORRI) is one of the initiatives under this broader plan. Through ORRI, STB supports private sector stakeholders in introducing innovative experiences and focal points that contribute to Orchard Road's continued rejuvenation and vibrancy.

3. What are the objectives of ORRI?

ORRI aims to support stakeholders in introducing new focal points and experiences that enhance Orchard Road's precinct vibrancy, boost visitorship and drive visitor spend.

The initiative seeks to encourage innovative projects that elevate Orchard Road's visual appeal and experiential offerings while strengthening its position as Singapore's iconic and must-visit lifestyle, shopping and tourism destination.

4. Which areas are covered under the initiative?

Projects should be located within the Orchard Road precinct, comprising **Tanglin, Orchard, Somerset and Dhoby Ghaut**.

Projects located at the fringe, outside the defined precinct boundary may also be considered where applicants can demonstrate a compelling case that the initiative will deliver meaningful benefits to Orchard Road and contribute towards the objectives of ORRI. Such proposals will be assessed on a case-by-case basis.

5. When does the initiative launch and how long will it run?

ORRI launches on 17 August 2026. The deadline for **Phase 1 applications is 30 November 2026**. The initiative is expected to run for approximately **two years**. Any subsequent application phases will be announced by STB.

B. Eligibility

6. Who can apply?

The initiative is open to all legal entities, including businesses, associations and other organisations proposing initiatives that contribute to Orchard Road's vibrancy and visitor appeal.

Applicants may submit proposals individually or jointly with other organisations where there is a shared vision and the proposed initiative delivers meaningful precinct-level impact.

7. What type of projects is STB looking to support?

STB is looking for innovative, consumer-facing projects that introduce new focal points and experiences capable of enhancing Orchard Road's vibrancy, increasing footfall and dwell time, and driving visitor spend.

Projects should demonstrate clear precinct-level impact, complement Orchard Road's positioning as Singapore's iconic and must-visit lifestyle and shopping destination, and appeal to both local residents and international visitors.

Applicants are encouraged to incorporate sustainability and accessibility considerations where appropriate.

8. What projects are eligible?

Eligible projects should:

- Introduce new or significantly enhanced concepts that have not previously been implemented within Orchard Road;
- Fall within one of the three supported project categories;
- Take place within the Orchard Road precinct, or demonstrate compelling precinct-level benefits where located just outside the boundary;
- Comply with all applicable regulatory requirements; and
- Not have commenced before the proposal is submitted.

For non-event-based initiatives, projects should remain in place for a minimum period of six months. All approved projects should be implemented within one year from the date of project approval.

9. When is a project considered to have commenced?

Projects are considered to have commenced if any of the following has taken place before the proposal is submitted:

- Work on the project has started (for example, tenders have been called);
- Payments have been made to any supplier, vendor or third party; or
- Contractual agreements have been signed with any supplier, vendor or third party.

Projects that have commenced before submission are not eligible for support.

10. Can I submit more than one proposal?

Yes. Applicants may submit more than one proposal under the initiative. Each proposal will be assessed independently on its own merits and against the objectives and evaluation criteria of ORRI.

C. Eligible Project Categories

Building Façade Enhancements

11. What types of building façade enhancement projects are supported?

ORRI supports innovative building façade enhancements that introduce new visual focal points and transform the appearance of Orchard Road in ways that enhance the precinct's vibrancy and visitor experience.

Examples include innovative and artistic exterior improvements, projection mapping, digital display boards, interactive building surfaces and architectural lighting that create engaging visual experiences and strengthen Orchard Road's streetscape.

Projects should introduce new or significantly enhanced façade features that are highly visible to the public, contribute meaningfully to the identity and attractiveness of Orchard Road, and create compelling reasons for visitors to explore the precinct. Proposals should go beyond routine asset renewal or aesthetic improvements and demonstrate how the enhancement creates a distinctive visitor experience or elevates the overall precinct environment.

Applicants are encouraged to consider how their proposed enhancement complements the surrounding streetscape, contributes to Orchard Road's overall character, and delivers a lasting impact beyond the boundaries of an individual development.

12. What types of building façade works are generally not supported?

ORRI is intended to support projects that introduce new visitor experiences rather than routine building maintenance, repairs or asset replacement.

Examples of works that would generally not be supported include:

- Routine maintenance and upkeep works, such as repainting, waterproofing, general cleaning and roof maintenance.
- Repair and inspection works, such as façade repairs, structural repairs, Periodic Structural Inspection (PSI) or façade inspection works, window or glass replacement, and other like-for-like repairs.
- Like-for-like replacement of existing façade features, such as replacing existing digital display boards, façade treatments or architectural lighting with substantially similar installations that do not introduce a meaningful enhancement to the visitor experience.
- Other business-as-usual works that do not contribute to Orchard Road's vibrancy or create new visitor experiences.

The above examples are not exhaustive. STB will assess each proposal on its individual merits and determine whether it aligns with the objectives of the Orchard Road Rejuvenation Initiative.

Experiential Concepts & Artwork Installations

13. What types of experiential concepts and artwork installations are supported?

ORRI supports experiential concepts and artwork installations located within common gathering spaces, such as mall atriums or privately owned public spaces. Examples include immersive retail experiences, interactive art installations, public artwork, digital experiences and event programming that transform existing spaces into engaging and site-responsive visitor experiences.

Individual retail store or tenant-specific enhancements are not eligible.

Projects should possess broad-based appeal to both local residents and international visitors, contribute meaningfully to Orchard Road's identity and deliver precinct-level benefits. Proposals whose primary purpose is commercial brand promotion or promoting another destination or country, rather than enhancing Orchard Road as a destination, are not considered to be aligned with the objectives of the initiative unless applicants can demonstrate meaningful precinct-wide impact and visitor benefits.

14. How will experiential concepts and artwork installations be assessed?

Proposals will be assessed holistically based on their artistic quality, originality, relevance to Orchard Road and ability to create distinctive visitor experiences that contribute to the precinct's vibrancy.

Applicants are encouraged to demonstrate a high level of artistic ambition and creativity, and where appropriate, collaborate with established artists, curators or creative practitioners. STB will also consider the novelty of the concept, including whether it introduces experiences that are new to Singapore or have had limited prior exposure within the region, where relevant.

In assessing artwork proposals, STB will also consider:

- **Artistic merit**, including the originality, creativity, visual impact and overall quality of the proposed artwork or installation.
- **Audience outreach and engagement**, including the potential to engage broad and diverse audiences and create meaningful interactions with visitors and the surrounding community.
- **Site-specificity**, including how the artwork responds to the site's context and identity, creates a meaningful intervention within the space, and contributes to Orchard Road as an iconic lifestyle destination.

There are no prescribed requirements regarding the profile of the artist or artwork. Each proposal will be assessed on its own merits, considering its overall contribution to the objectives of the Orchard Road Rejuvenation Initiative.

15. What should applicants consider when developing artwork installations?

Applicants are encouraged to develop artwork installations that are accessible, visually engaging and experience-led, and which promote an appreciation for art, beauty and design.

Where appropriate, applicants are encouraged to develop artwork installations that respond to the site's heritage and character, demonstrate strong aesthetic quality, promote an appreciation for art, beauty and design, create interest and curiosity, and respect Singapore's socio-cultural diversity.

Applicants should also ensure that all artwork installations comply with the relevant regulatory requirements, including the use of non-combustible or fire-resistant materials and compliance with applicable fire safety codes, where required.

Night-time Initiatives

16. What types of night-time initiatives are supported?

ORRI supports innovative initiatives that activate Orchard Road after 6.00pm and create compelling night-time experiences for visitors. Examples include illumination projections, light installations, curated night markets featuring distinctive retail, dining, lifestyle or cultural experiences, evening performances, immersive programming and extended operating hour activations with complementary experiences

Projects should encourage visitors to stay longer within the precinct, create new reasons to visit Orchard Road after dark and contribute towards a vibrant and distinctive night-time environment.

Simply extending operating hours without introducing meaningful programming or new visitor experiences would generally not meet the objectives of the initiative.

17. How will night-time initiatives be assessed?

Night-time initiatives will be assessed based on their ability to contribute meaningfully to Orchard Road's after-dark vibrancy and enhance the overall visitor experience. Proposals should create compelling reasons for both local residents and international visitors to visit and spend time in the precinct after 6.00pm, while supporting Orchard Road's positioning as a vibrant lifestyle destination.

Strong proposals are typically experience-led, well-curated and distinctive, offering visitors opportunities to participate, discover or socialise in meaningful ways. Applicants are encouraged to demonstrate how their proposal aligns with evolving consumer preferences, encourages longer dwell time, enhances the attractiveness of the precinct, and generates positive spillover benefits for surrounding businesses.

Where proposals include extended operating hours, applicants should demonstrate how these form part of a broader activation. Simply extending the operating hours of a single business without additional programming or experiential elements is generally unlikely to constitute a meaningful activation. Conversely, precinct-wide or coordinated initiatives involving multiple stakeholders, particularly when complemented by programming such as live performances, workshops, markets, immersive installations or themed experiences, are more likely to deliver meaningful visitor outcomes.

D. Funding Support

18. What funding support is available?

Eligible projects may receive funding support of **up to 70%** of eligible third-party project costs, subject to STB's assessment and approval.

There is no minimum project value under ORRI.

Funding support will be provided on a reimbursement basis upon successful completion of agreed deliverables and submission of the required supporting documentation.

19. What expenses are eligible?

Support may be provided for eligible third-party expenses, assessed on a case-by-case basis.

Examples of eligible expenses include:

- Professional services (including audit and survey)
- Hardware, equipment and software
- Production costs
- Materials and consumables
- Marketing

Eligible expenses must be incurred by, invoiced to and paid for by the applicant. The eligibility of all project expenses remains subject to STB's assessment.

20. How will funding be disbursed?

Funding support is provided on a reimbursement basis.

Before reimbursement can be processed, applicants will be required to submit:

- Third-party invoices;
- Proof of payment;
- A Project Completion Report; and
- Any other supporting documentation required by STB to verify the achievement of agreed project deliverables and milestones.

21. Can I apply for more than one grant to support my project?

Applicants **are not allowed** to receive more than one Government grant or funding scheme to support the same project or project scope.

If you are intending to apply, have applied, or have obtained any other Government grants, tax incentives or financial incentives for the proposed project, you are required to declare this during the application stage.

Applicants whose projects may not be suitable for ORRI may wish to explore other STB funding schemes, such as the Experience Step-up Fund (ESF), Kickstart Fund (KF) or Leisure Events Fund (LEF), subject to the eligibility requirements of those schemes.

E. Application Process

22. How do Orchard Road stakeholders participate?

Interested stakeholders should submit their proposal via FormSG at this [link](#).

Following which, an STB officer will reach out to assist further and advise on any additional information or supporting documentation required for assessment.

23. What information should I include in my proposal? *

Applicants should provide sufficient information for STB to assess the proposal.

Depending on the nature of the project, this may include:

- Project concept and objectives;
- Proposed implementation timeline;
- Budget and funding requirements;
- Design concepts or visualisations;
- Programming details;
- Expected visitor outcomes and precinct impact; and
- Any other supporting information requested by STB.

STB may request additional information during the assessment process where required.

24. How long will the application assessment take?

Applicants may expect a processing time of up to **90 days** from the date STB receives a complete set of application documents.

Processing time may vary depending on the complexity of the proposal and the completeness of the information submitted.

25. Should I discuss my proposal with STB before submitting an application?

Yes. Applicants are encouraged to engage the designated STB officer early, particularly if the proposal is novel, involves multiple stakeholders or requires clarification on eligibility. Early engagement allows STB to better understand the proposed concept and advise applicants on the initiative's objectives, eligibility requirements and application process.

F. Assessment & Evaluation

26. How will proposals be evaluated?

Proposals will be assessed on their merits and their ability to contribute to the objectives of ORRI. Depending on the nature of the proposal, STB will consider factors such as:

- Potential to increase footfall, international visitorship and/or visitor spend;
- Visitor satisfaction and appeal to target audiences;
- Branding and public relations value;
- Enhancement of Orchard Road's visual appeal and experiential offerings; and
- Overall contribution to Orchard Road's vibrancy and precinct-level impact.

Relevant evaluation criteria will be applied depending on the nature and scope of the proposal.

27. What makes a strong proposal?

Strong proposals are those that introduce genuinely new focal points or experiences that contribute meaningfully to Orchard Road's vibrancy and visitor appeal.

Strong proposals should clearly demonstrate their potential to create compelling visitor experiences, encourage longer dwell time and deeper exploration of the precinct, appeal to both local residents and international visitors, strengthen Orchard Road's positioning as Singapore's iconic, must-visit lifestyle destination, deliver meaningful precinct-level benefits, and demonstrate a well-planned and feasible implementation approach.

28. Is funding guaranteed if I apply?

No. Submission of a proposal does not guarantee funding support.

All applications will be assessed on their individual merits. STB may approve, reject or revise the terms and conditions of support upon evaluation of each application.

STB reserves the right to reject any application where the proposal does not meet the objectives of the initiative, fails to comply with the initiative requirements, or where the applicant is otherwise deemed ineligible. The reasons for rejection are not exhaustive.

G. Project Delivery

29. Can I make changes to my project after it has been approved?

Applicants should consult STB before making any material changes to an approved project.

Depending on the nature of the proposed changes, STB may require a variation agreement before the changes can be implemented. Any material changes to the approved project are subject to STB's prior approval, and STB reserves the right to reject any proposed changes that are not aligned with the objectives of the initiative or the approved project scope.

Examples of material changes may include changes to the project scope, location, implementation timeline, programming, budget allocation, key project partners or agreed project deliverables. Variation requests will be assessed on a case-by-case basis.

30. Who is responsible for maintaining the project after implementation?

Applicants are responsible for all maintenance; operational and lifecycle costs associated with their projects following implementation.

31. Will STB conduct site visits?

Yes. STB may conduct site visits before, during or after project implementation where necessary to facilitate project assessment, verify deliverables or review project outcomes.

32. Under what circumstances may STB reduce, withhold or recover funding?

STB reserves the right to reduce, withhold or recover funding where applicants fail to comply with the terms and conditions of support, do not deliver the agreed project outcomes or otherwise breach the funding agreement.

Each case will be assessed on its individual circumstances.

H. Regulatory Requirements

33. Are applicants responsible for obtaining regulatory approvals?

Yes. Applicants are responsible for obtaining all approvals, permits and licences required for their project. Approval under ORRI does not replace or constitute regulatory approval from the relevant authorities.

Depending on the nature of the proposal, approvals may be required from agencies such as:

- Building and Construction Authority (BCA)
- Land Transport Authority (LTA)
- Urban Redevelopment Authority (URA)
- Singapore Civil Defence Force (SCDF)
- Singapore Police Force (SPF)
- Singapore Food Agency (SFA)
- National Parks Board (NParks)

This list is not exhaustive. Applicants remain responsible for determining which approvals are applicable to their project.

34. Will STB obtain regulatory approvals on behalf of applicants?

No. Applicants are responsible for obtaining all necessary approvals directly from the relevant authorities before implementing their projects.

35. Are there any safety or operational requirements for events?

Applicants are responsible for ensuring that their projects are delivered safely and in accordance with all applicable regulatory requirements.

For larger public events or activations, applicants should consider appropriate crowd management, emergency response planning and security arrangements. Depending on the scale and nature of the event, engagement of Auxiliary Police officers and consultation with the Singapore Police Force may be required.

Applicants are also responsible for ensuring that all relevant licences and permits have been obtained prior to implementation.

I. Publicity & Intellectual Property

36. Will STB help publicise successful projects?

STB may support publicity for successful projects where appropriate. The level and form of publicity support will depend on factors such as the scale, tourism potential and visitor appeal of the initiative, and will be considered on a case-by-case basis.

37. Who owns the intellectual property created under the project?

Unless otherwise agreed, intellectual property arising from the project will remain with the applicant. Applicants may be required to grant STB the right to use project information, photographs or other materials for publicity and reporting purposes, where applicable.

J. General

38. How does ORRI differ from other STB funding schemes?

ORRI specifically supports projects that introduce new focal points and experiences which contribute to the long-term rejuvenation of the Orchard Road precinct.

Projects that are not aligned with the objectives of ORRI may be more suitable for other STB funding schemes, such as the Experience Step-up Fund (ESF), Kickstart Fund (KF) or Leisure Events Fund (LEF), depending on the nature of the proposal.

39. Can projects generate commercial revenue?

Yes. Projects may generate commercial revenue where appropriate. However, the primary objective of the proposal should be to enhance Orchard Road's vibrancy and visitor appeal. Proposals whose primary purpose is commercial promotion, rather than delivering meaningful precinct-level benefits, may not align with the objectives of the initiative.