

**WINNING IDEAS REIMAGINE FORMER JURONG BIRD PARK AND JURONG HILL WITH INNOVATIVE SPACES FOR WORK AND PLAY**

1. As part of the public engagement for the DMP2025, JTC and URA launched the 'Reimagining Former Jurong Bird Park and Jurong Hill' ideas competition in October 2024 to invite the public and professionals to contribute innovative ideas that reimagine the site into a vibrant space for both work and play.
2. The transformation of the 39ha site — comprising the former Jurong Bird Park, Jurong Hill Park and The Village<sup>1</sup> — will support the growth of Singapore's Western Gateway by injecting new jobs, vibrancy, amenities and recreational spaces into Jurong's industrial ecosystem to benefit the wider community. Participants were encouraged to submit proposals that provide innovative work and play spaces, honour the site's rich industrial and recreational heritage and enhance its integration and connectivity with the wider Jurong Industrial Estate.
3. The competition received 37 submissions which were evaluated by a panel comprising representatives from the planning, architecture, real estate and heritage professional bodies, the National Parks Board, JTC and URA. The panel selected three winners each in the Open and Professional categories, with an additional Honorary Merit award in the Professional category.

**Sensitive rejuvenation into mixed-use industrial spaces**

4. Given the site's location in the heart of Jurong Industrial Estate, many proposals explored ways to sensitively rejuvenate the area into a mixed-use precinct that integrates suitable clean industrial uses with amenities and recreational spaces for workers and visitors to enjoy. The proposals featured innovation-driven industries, such as start-up incubators, workshop spaces, and agricultural R&D labs, co-located

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<sup>1</sup> Currently, 'The Village' comprises a commercial development that houses retail and F&B outlets as well as an open-air car park. It spans 2.6ha and is located opposite the former Jurong Bird Park, at the foot of Jurong Hill.

with retail and F&B outlets, art galleries, community event spaces, lifestyle uses, and green spaces to activate the site.

5. Participants also drew inspiration from the site's greenery and water features, including Sungei Lanchar and waterbodies within the former Bird Park, to reimagine the area as an oasis for wellness and sustainability. From a wellness retreat nestled in the former Waterfall Aviary to floating ring-shaped structures framing the former aviaries, and research labs atop a sustainable subterranean agri-farm, the winning proposals showcased a variety of design approaches that respect the site's topography and surrounding context, while activating the area's natural assets to create new public spaces for rest and recreation.

6. Proposals also thoughtfully explored the preservation and adaptive reuse of iconic landmarks to honour the site's industrial and recreational heritage. Some proposals reimaged Jurong Hill Tower by injecting life through new uses such as museums and exhibitions, communal and F&B spaces. The Garden of Fame is designed to complement the tower's new role by offering a tranquil pocket of space for rest and relaxation.

7. Agencies are now reviewing the winning proposals to distil suitable ideas and concepts into planning and design principles to guide the site's future redevelopment and uses. This includes the adaptive reuse of the Jurong Hill Tower which URA has proposed for conservation as part of the DMP2025.

8. An overview of the winning submissions and honorary merit proposal is provided below.

## Open Category

### 1<sup>st</sup>: A Nest for Talent, Ideas and Wellbeing by *Bird's Eye View*

#### **Proposal Summary**

Drawing inspiration from the site's past as a bird park, the proposal transforms the site into three interconnected zones: an Innovation Zone featuring business hubs and communal spaces for emerging businesses along Ayer Rajah Expressway (AYE), a Recreation Zone with supporting amenities such as a greenhouse-style wellness facility within the former Waterfall Aviary of the bird park and an Exhibition Zone housing a multi-level exhibition hall inspired by Jurong Hill Tower.



*Illustrative site plan*

9. Inspired by the site's previous use as an aviary hosting over 7,000 birds, the team has proposed to transform the site into a space that attracts talent, fosters well-being and exhibits ideas through the introduction of three interconnected zones (Innovation, Recreation and Exhibition) that will activate the site all year round.



*Incubation offices overlooking main promenade*

10. Leveraging its proximity to NTU and industrial hubs in the west of Singapore, the Innovation Zone is envisioned as a hub for emerging businesses. Intensified office buildings are located closer to the AYE to buffer the communal spaces within from noise. Sungei Lanchar integrates nature-based retention ponds and stormwater solutions with a sunken seating area to form a multi-functional 'living room'. The Innovation Zone also includes amenities like restaurants to foster community bonding and support the wider Jurong Industrial Estate.



*Wellness facility within the former Waterfall Aviary*

11. Sungei Lanchar facilitates the transition into the Recreation Zone where a promenade along the river connects the site to the wider Park Connector Network. A funicular lift is also proposed to improve accessibility through the topographically challenging site. Located within the former Waterfall Aviary is the greenhouse-style wellness facility, a key feature of this zone that is set in a lush indoor environment, with pools, saunas, and steam rooms which harness the residual heat generated by nearby

data centre activities. Additional activity and relaxation spaces are provided in the lushly landscaped parkland around these features.



*Jurong Hill Tower and multi-level exhibition space*

12. The site's identity and heritage are celebrated through adaptive reuse proposals and thoughtful interventions in the Exhibition Zone. Inspired by Jurong Hill Tower, a multi-level exhibition hall with a circular roof is carved into the side of the hill, offering spaces for innovation and to showcase Jurong's history. The Tower is retained and revitalised with a rooftop bar while the Garden of Fame is reimagined as a sculpture park that blends industrial legacy with contemporary art.

**2<sup>nd</sup>: OPEN PARK: The Box, The Ramp, The Screen** by *Sim Wen Wei*

**Proposal Summary**

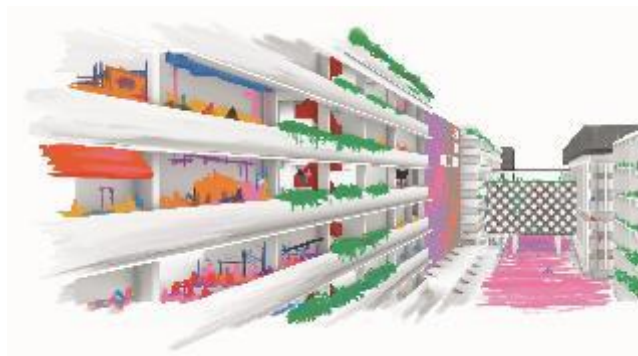
The proposal distills industrial architecture into three key elements: **The Box** concept draws inspiration from the surrounding rectangular factories, aggregating workspaces of various sizes to foster synergistic relationships between the occupants. The Ramp facilitates seamless movements within the site while creating public spaces in between the buildings. A sky bridge is proposed to connect the developments and public spaces to the future Jurong Hill MRT station. The Screen reimagines the use of nettings of the former aviary in the bird park as porous screens to shelter public spaces, conceal building mass and serve as display surfaces for movies.



*Illustration of The Box, The Ramp and The Screen*

13. The proposal challenges the traditional concept of isolation by recognising that real-world usage of spaces is more complex and interconnected than their designated purposes suggest. The proposal sets out a framework that weaves together previously isolated spaces using three architectural elements (The Box, The Ramp, and The Screen) to create an integrated environment that supports creation, exchange, and showcase of Singapore's society, economy, and culture.

14. Industrial developments line the northern boundary of the site, reflecting the rectangular factories and warehouses in the surrounding Jurong Industrial Estate ('the boxes'). Apart from creating a dynamic mixed-use environment, they also aggregate various spaces and types of users to foster synergistic relationships.



*The central boulevard*

15. The 'boxes' are connected by a series of ramps in the form of sky bridges and internal staircases. While their primary function seeks to help people move seamlessly around the site, they are also used as a design element to create public spaces for

large-scale activities. Pedestrian and vehicular connectivity are also carefully segregated along a continuous central boulevard that anchors the proposal. Other community, recreational and commercial activities are interspersed throughout the rest of the site.



*Jurong Hill Tower repurposed as a gallery*

16. Heritage structures like Jurong Hill Tower and the former aviaries and enclosures are envisaged to be repurposed for cultural and commercial uses. The former aviary nettings are repurposed as porous screens to shelter public spaces, conceal building mass, and double as a medium for digital displays such as movies.

### **3<sup>rd</sup>: Passing 'Jurang' of Jurong by Rionaldi Gunari**

#### **Proposal Summary**

The proposal introduces a subterranean innovation hub with connecting tunnels beneath the site, preserving the natural habitat on the surface and encouraging the creation of community and recreation spaces. Four distinct zones define the site's perimeter, each serving different functions while accentuating the existing characteristic within each zone. The development champions sustainability through eco-friendly facilities, optimising existing infrastructure and prioritising pedestrian movements across the site.



*Underground cave serving as a hub for innovation and collaboration*

17. Prioritising the protection of the existing natural habitats and heritage within the site, the proposal seeks to carefully balance the introduction of industrial and recreational uses through the activation of the site's vast underground space.



*Illustrative site plan*

18. The four edges of the site are imagined to be 'Jurang' (loosely translated as 'cliff') of the site, each with its own characteristics. The northern edge is transformed into a vibrant hub with office buildings and supporting amenities like a food hub. Sungei Lanchar along the western edge is transformed into an active waterfront while also supporting sustainability initiatives like district cooling. The southern edge is also envisioned to house integrated green developments. While the eastern edge creates a transit corridor to the future Jurong Hill MRT station, movement across the site is further enhanced through a pedestrian-centric network of walking and cycling trails and an autonomous microbus system.



*Festive food hub surrounded by a lush natural landscape*

19. The edges are connected through tunnels that provide shortcuts across the site. Connecting the tunnels is a man-made cave centrally located within the site, that serves as a hub for innovation and collaboration.

## Professional category

1<sup>st</sup>: **Jurong Stratum** by *Kenneth Chiang*

### Proposal Summary

Jurong Stratum aims to reconcile contrasts in Jurong's industrial landscape through layering, looping, and adjacencies, featuring three distinct loops that connect four main zones. The Undercroft houses the dense industrial developments along AYE that weaves in public spaces connected by the Central Loop. The Marshland centres around water-based activities, while the Valley Heart comprises three ring-shaped buildings supporting indoor recreational facilities. The Jurong Hill zone retains and enhances key heritage elements such as Jurong Hill Tower, creating spaces for community gathering and reflection on Singapore's development.



*Illustrative site plan*

20. Jurong Stratum aims to be a catalyst in exploring how contraries (for example naturalisation versus industrialisation) can be reconciled to form a reinvigorated oasis in the Jurong industrial landscape, embracing the ideas of layering, looping and adjacencies to create a diversified experience for all to enjoy. The design builds on the site's existing infrastructure and re-engages people's memories, with a layout that recreates the sense of discovery.

21. The proposal strategically places high-density developments in the already urbanised northern area of the site, splitting traditional industrial buildings to create a public zone between them. A sunken multi-story high-tech agricultural farm and protruding ventilation shafts turn the ground floor into a playscape with elements like playgrounds — the area aptly called the Undercroft. The playscape is complemented by retail and F&B establishments placed along Jalan Ahmad Ibrahim. The elevated R&D labs, commercial offices and the playscape are connected by the Central Loop.

22. To support the working community, the Valley Heart is designed as a holistic environment for work and play. It is formed by three ring-shaped buildings — Activity Ring which houses the former waterfall aviary, Inclusive Ring that reuses the walk-in aviaries and Essentials Ring that takes advantage of the site's terrain. These rings are paired with indoor recreational facilities and are connected by the Garden Loop.



*Former Flamingo Lodge given a tropical makeover*

23. The Marshland provides more recreational activities as smaller waterbodies are amalgamated to support water-based outdoor activities. The former Bird Park Pools Amphitheatre is repurposed into a grandstand for watersports while the former Flamingo Lodge is given a tropical makeover, housing food options, event spaces and facilities supporting the water activities.



*Jurong Hill Tower remains an icon atop Jurong Hill*

24. The proposal celebrates site's heritage through an Industrial Living Museum housed in the iconic Jurong Hill Tower and refreshed Garden of Fame. Spaces like the People's Theatre are also introduced to host community gatherings and outdoor screenings.

**2<sup>nd</sup>: The Jurong Nest: Reimagining the former Jurong Bird Park** *by ZED Collective THX*

### **Proposal Summary**

Jurong Nest aims to transform the site into a dynamic hub that integrates work, leisure and heritage. Connecting back to the site's history as a bird park, the proposal plays on the concept of four nests: the Business Nest combines workspaces, retail outlets and cultural facilities to foster a vibrant atmosphere. Recreation and Adventure Nests take advantage of the site's natural terrain to introduce recreational and cultural facilities. Jurong Hill Park within the Heritage Nest is retained as a green lung, while Jurong Hill Tower and the Garden of Fame are repurposed as a cultural hub and node respectively.



*Illustrative site plan*

25. The proposal aims to establish an inclusive regional hub for work, leisure and heritage, fostering connections between the natural environment and the surrounding industrial ecosystem. Connecting back to the site's history as a bird park, the proposal plays on the concept of four nests — Business, Recreation, Adventure and Heritage.

26. The Business Nest located along the northern section of the site houses flexible co-working spaces, tech incubators, and R&D facilities to cater to the needs of professionals and innovators. These spaces feature biophilic designs with natural lighting and indoor gardens, enhancing productivity and well-being. Retail outlets, cafes, and restaurants will line key frontages, creating a lively streetscape.



*Adventure Nest*

27. The Recreation and Adventure Nests take advantage of the site's natural terrain to introduce adventure facilities like zip lines, climbing walls and canopy walks.

Through varied indoor and outdoor facilities, the site includes a sports complex that will serve both recreational and competitive needs. The former waterfall within the Adventure Nest is proposed to be retained and transformed into a versatile space for events and performances, maintaining its status as a cherished landmark.

28. Existing structures are repurposed into an arts centre, fostering local talent and cultural exchanges, through performances, exhibitions and workshops. With food and retail spaces, regular markets and community events, the site is revitalised into a cultural and community hub. Carefully-designed plazas and amphitheatres will provide natural gathering spaces, encouraging community interaction and celebration.



*Heritage Nest*

29. Jurong Hill Park within the Heritage Nest is retained as a green lung, with nature trails and canopy walks, while a transformed Sungei Lanchar with a promenade serves as a sanctuary for biodiversity and eco-education. Jurong Hill Tower will be repurposed as a cultural hub, hosting exhibitions, events, and offering panoramic views from an observation deck. Meanwhile, the historic Garden of Fame will be rejuvenated as a serene cultural node, preserving its historical significance.

### 3<sup>rd</sup>: Jurong Hill Experience Park by Broadway Malyan

#### **Proposal Summary**

Jurong Hill Experience Park transforms the site into a nature-integrated destination. The Wetlands naturalises Sungei Lanchar to create an extensive wetland ecosystem, the Makers' Hive introduces an industrial-led community space with flexible studios for collaboration, and the Cave houses the former waterfall aviary and is connected to The Cliff and the future Jurong Hill MRT station via elevated paths that make use of the unique terrain. Within Jurong Hill Peak, Jurong Hill Tower is reactivated to host cultural and recreational spaces. An elevated pathway called the Mobility Ribbon weaves through the five areas, providing universal access for cyclists, pedestrians and other mobility users.



*Illustrative site plan*

30. The Jurong Hill Experience Park imagines the transformation of the site into a vibrant, nature-integrated destination that celebrates its heritage while embracing the future. It aims to enhance the site's unique position as the sole green space within the Jurong Industrial area by transforming it into Jurong Experience Park, a destination that serves cyclists, workers, residents, and visitors.

31. A key feature of the proposal is a 5km elevated pathway called the Mobility Ribbon that weaves through five distinct areas of the site (The Wetlands, Makers' Hive,

The Cliff, The Cave, and Jurong Hill Peak), providing universal access for cyclists, pedestrians and other mobility users.



*Makers' Hive overlooking Jurong Hill Tower*

32. Located along the AYE, Makers' Hive is designed as an industrial-led community space featuring flexible studios and workshops with vernacular-inspired architecture, including large openings and overhanging canopies that enable creation in a natural setting. The space fosters creative interaction between industrialists, consumers, and visitors.

33. A naturalised Sungei Lanchar is extended to interconnected waterbodies along the western edge of the site, creating an extensive wetland ecosystem (The Wetlands). A nature boardwalk, integrated with the Mobility Ribbon, provides scenic access through this green space.



*The Mobility Ribbon weaving the districts*

34. The retained waterfall aviary in The Cave connects to The Wetlands, supporting a dynamic ecosystem that nurtures biodiversity. Unique elevated pathways that take advantage of the site's steep terrain connect The Cave to The Cliff and the future Jurong Hill MRT station, offering varied experiences for pedestrians and cyclists.

35. At Jurong Hill Peak, the Jurong Hill Tower is reactivated to host cultural and recreational spaces including a living museum, exhibition space, observation deck and café. The Garden of Fame is integrated with a new public plaza and water features, connecting it to the site's broader water network.

## Honorary merit: The Jurong Philharmonic by Mitsubishi Jisho Design Asia

### Proposal Summary

The Jurong Philharmonic concept creates an 'acoustic oasis' that uses sound to shape the urban experience, with interventions mirroring orchestral sections that gradually transition from industrial noise to natural symphonies as visitors explore deeper into the site. Incubators, start-up offices and industrial developments are proposed along the northern and southern edges of the site while quieter uses such as community spaces are introduced through the adaptive reuse of existing structures like the amphitheater. Educational opportunities and family-friendly areas are interwoven across the site to foster community connection.

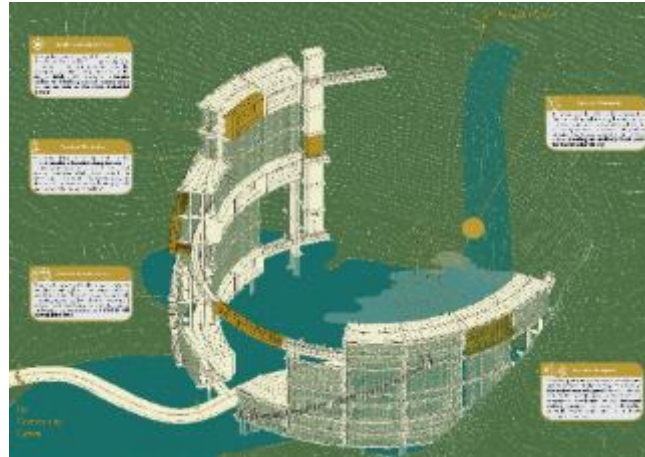


*Illustrative site plan*

36. The Jurong Philharmonic uses sound to shape the urban experience. Anchored by the concept of Nature's Song, the design features key interventions that mirror sections of an orchestra, ranging from the subdued pianissimo of birds and insects to the thunderous fortissimo of a roaring waterfall.

37. Responding to the surrounding industrial estate, the proposal locates the incubators and start-up offices around the northern and southern periphery of the site. This also responds to the loud ambient noise from industrial uses and busy roads. Moving inwards, community spaces are introduced through the adaptive reuse of

existing structures like the amphitheatre, which also emphasises the proposal's sustainability initiatives. Educational opportunities, scenic lookouts, family-friendly areas, and dining zones are interwoven across the site to foster community connection.



*Misty Ladder*

38. A comprehensive blue-green strategy, highlighted by the Community Canal (naturalised Sungei Lanchar), guides water and ecological planning. The canal culminates at the reactivated waterfall that creates an auditory focal point for the site. A unique structure named Misty Ladder creates spaces to observe and listen to the waterfall.

39. Public memory and the area's history are also recalled using bricks, a material rooted in the area's past, for the construction of buildings and structures as well as the reactivation of Jurong Hill Tower.