

## **Annex C: Potential projects identified for the Place Plan**

### ***Identity***

Kampong Gelam is more than a commercial district. Its history, heritage and culture form the foundation of the community. Potential projects that can strengthen and celebrate Kampong Gelam's history and soul include:

- Partnering community talents, businesses and agencies to create public artworks that tell Kampong Gelam's unique stories
- Identifying and mapping traditional trades, heritage businesses and key landmarks on a virtual map that serves as a repository of information for visitors, businesses, researchers and other members of the public
- Establishing a campaign to encourage use of the precinct's logo on items such as bags, merchandise and relevant documentation
- Showcasing the history and heritage of Kampong Gelam on infographics panels at Bugis MRT station
- Levelling up stakeholders' knowledge of Kampong Gelam to better promote the precinct, such as through orientation programmes for new stakeholders and meet-your-neighbour events
- Identifying stakeholders who are willing to be profiled as ambassadors and providing them with training, and also inviting former residents to reconnect with Kampong Gelam through these ambassadors

### ***Economy***

Kampong Gelam is home to a unique mix of businesses in Singapore. Its distinctive trades and enterprises make it an attractive destination. Potential projects that support Kampong Gelam's economy include:

- Developing a skills/apprenticeship scheme that allows younger generations to work with senior business operators to promote cross-learning and support
- Defining desired types of businesses/uses to improve the mix in Kampong Gelam, and developing a list of interested tenants and vacant shop units to "matchmake" landlords with new businesses.
- Creating a "Share-a-shop-space" campaign offering small free/ affordable space for new start-ups or small businesses to add offerings to the area and understand what types of businesses work in Kampong Gelam.
- Creating a business curation group made up of key stakeholders and agencies to propose a list of preferred trades and businesses, work with landlords to curate streets and tenant mix, give input on change of use policy to better support businesses and curate the experience in Kampong Gelam.
- Establishing regular business forums to share information, resources and grant information

### ***Placemaking***

Kampong Gelam comprises an intricately woven fabric of distinctive public spaces that provide room for everyday life and for communities to develop. Potential projects that support placemaking in Kampong Gelam include:

- Improving the greenery of the area to soften the landscape and lower the ambient temperature. This could be done by adding potted plants to the side lanes or using car park lots for trees-in-pots
- Setting up community gardens that can be used for community programmes, family outings and volunteering activities.
- Organising a tree planting campaign incorporating a tree donation drive and community events
- Making use of the Sultan Gate open space for small events such as community activities, fairs, weddings and performances
- Establishing a comprehensive cleaning and maintenance programme, including cleaning ambassadors/cleaning team in charge of regular litter removal and maintenance

- Working towards the elimination of illegal dumping through measures such as educating stakeholders on proper waste disposal, especially for shops undergoing renovation

### ***Connectivity and access***

Kampong Gelam is one of the most centrally located precincts in Singapore. The plan identifies potential projects that can further enhance its connectivity and access such as:

- Setting up designated drop-off and pick-up points and wayfinding signages to these locations
- Raising awareness of car parks at buildings in the vicinity by sharing information on their rates and entrances. This can be done through QR codes displayed in shops for visitors to download the information.
- Making public spaces and streets more family-friendly and wheelchair accessible through improvements such as signal crossings and zebra crossings
- Introduce cycling lanes and bike parking areas to improve accessibility for cyclists

### ***Activation***

Events and activities can bring Kampong Gelam to life while celebrating its unique qualities. Potential initiatives to activate Kampong Gelam include:

- Developing a calendar of key events for Kampong Gelam that the historic area will be known for. The predictability of the events will also allow stakeholders to collaborate with each other.
- Organising new cultural events and programmes focused on Kampong Gelam's unique offerings such as fashion, textile trades and street arts
- Organising a half-yearly neighbourhood get-together
- Introducing curated trails created by the local community to encourage exploration of the precinct and showcase the lesser-known areas and businesses