



## ORCHARD ROAD BUSINESS ASSOCIATION

Management of Pop-up Spaces along Orchard Road (2021)

ORCHARD  
ROAD  
A GREAT STREET



# What is this initiative?

- Orchard Road Business Association (ORBA) is responsible for the **curation and management of Urban Green Rooms (UGRs) / Pop-up Spaces** along the Orchard Road pedestrian mall since 1 April 2019.
- All events applications are managed by ORBA. Without the need for Event Organisers (EOs) to apply to Singapore Land Authority (SLA), applications are expected to be more seamless for EOs.

# Aim

- To bring in experiential concepts best suited for Orchard Road; and
- To enliven event spaces along the pedestrian mall and complement the existing offerings.
- With ORBA's role as curators, agencies have relaxed the existing guidelines to allow for commercial activities beyond festive periods. This is to augment activities within the malls, create a unique visitor experience and enhance street vibrancy by offering differentiated experiences.
- Activities could range from retail and food and beverage pop-ups, to arts and entertainment events.





UGR 2



UGR 14

## Examples of Urban Green Room (UGR)/ Pop-Up Spaces



UGR 15



UGR 17

# Event Spaces – Overview

Total No. of Urban Green Rooms (UGRs): 35

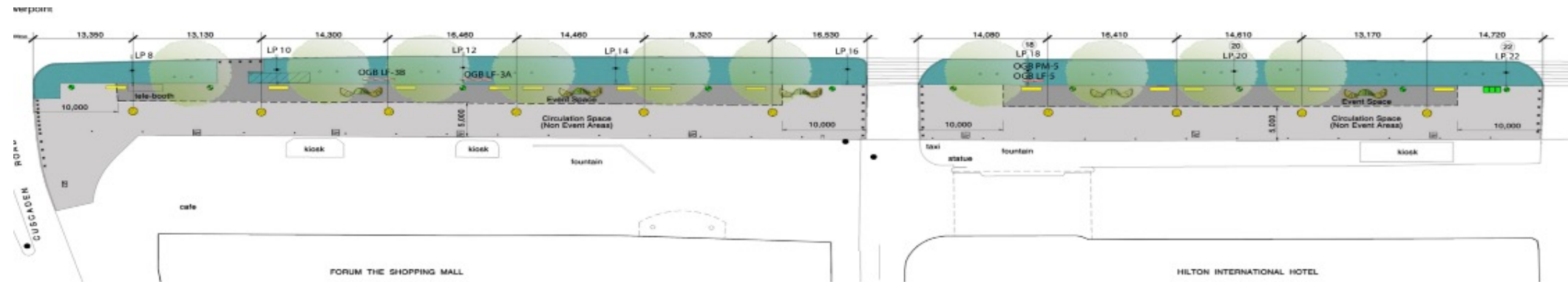
## Event Spaces – Upper Orchard

Location of UGR/ pop-up spaces	Dimensions		
UPPER ORCHARD	Length (m)	Width (m)	Total Area
Forum (LP14)	5.18	2.13	11.03
Hilton Hotel (bet LP20 and 22)	14.23	3.00	42.69
Far East Shopping Centre (LP26)	6.70	3.00	20.10
Far East Shopping Centre (LP28)	4.87	3.00	14.61
Liat Towers (bet LP30 and LP32)	6.40	3.00	19.20
Liat Towers (in front of Shake Shack) (LP34)	16.56	3.00	49.68
Liat Towers (in front of Prive) (LP38)	10.00	3.00	30.00

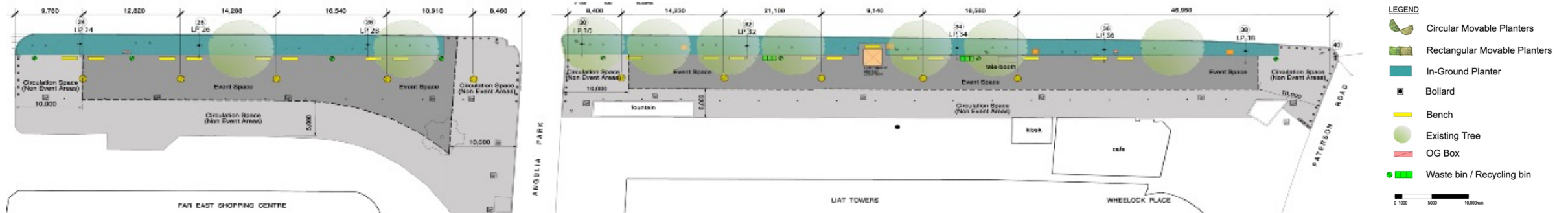


# Event Spaces – Upper Orchard

## Forum The Shopping Mall – Hilton Hotel



## Far East Shopping Centre – Wheelock Place

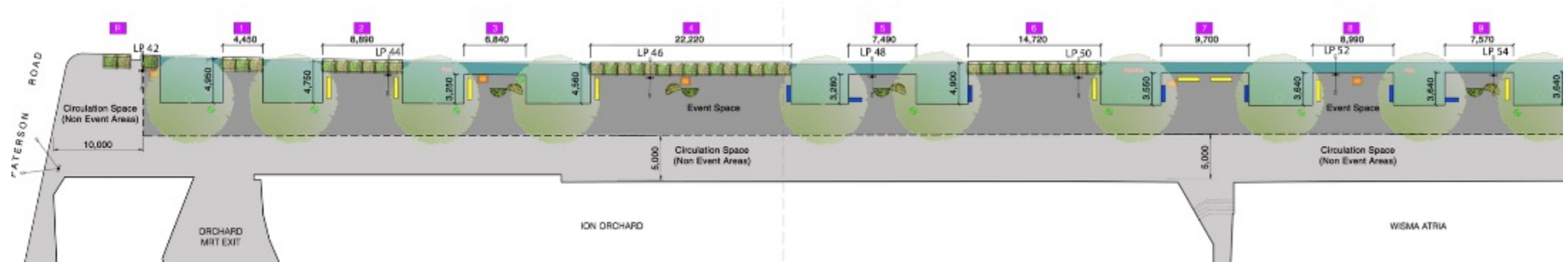


# Event Spaces – Main Orchard Belt

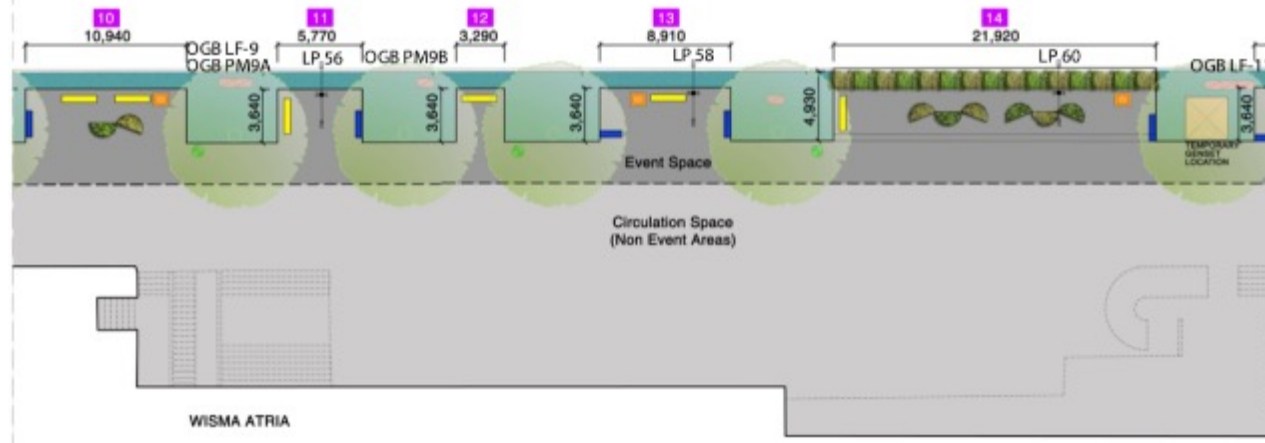
Location of UGR/ pop-up spaces	Dimensions		
MAIN ORCHARD BELT	Length (m)	Width (m)	Total Area
1	4.45	3.25	14.46
2	8.89	3.25	28.89
3	6.84	3.25	22.23
4	22.22	3.25	72.22
5	7.49	3.25	24.34
6	14.72	3.25	47.84
7	9.70	3.25	31.53
8	8.99	3.25	29.22
9	7.57	3.25	24.60
10	10.94	3.64	39.82
11	5.77	3.64	21.00
12	3.29	3.64	11.98
13	8.91	3.64	32.43
14	21.92	3.64	79.79

# Event Spaces – Main Orchard Belt









## UGR 0 - 9 (In front of ION Orchard and Wisma Atria)



## UGR 10 - 14 (In front of Wisma Atria)



### LEGEND

-  Circular Movable Planters
-  Rectangular Movable Planters
-  In-Ground Planter
-  Bollard
-  Bench
-  Existing Tree
-  OG Box
-  Waste bin / Recycling bin

0 1000 5000 10,000mm

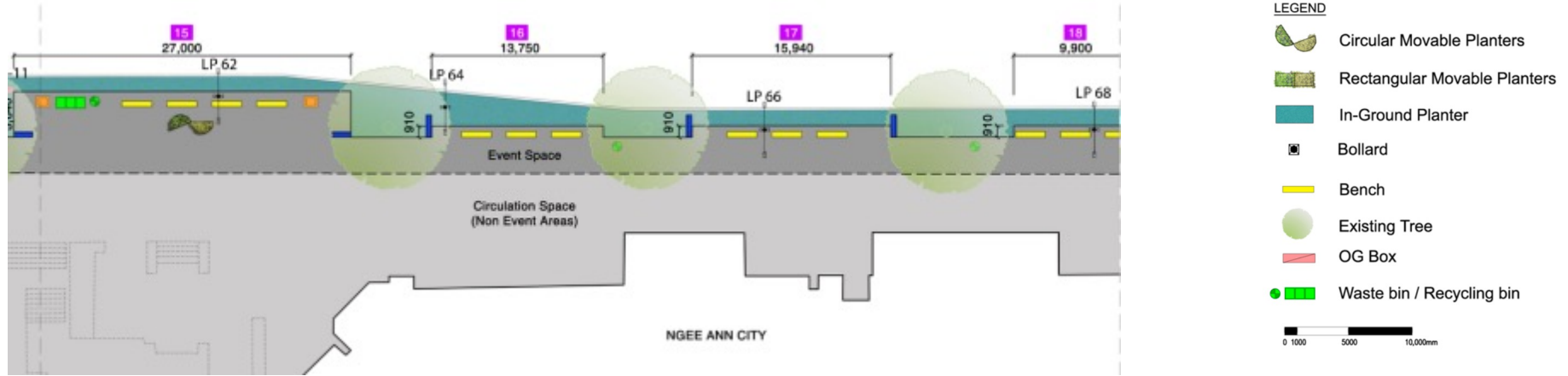


# Event Spaces – Main Orchard Belt

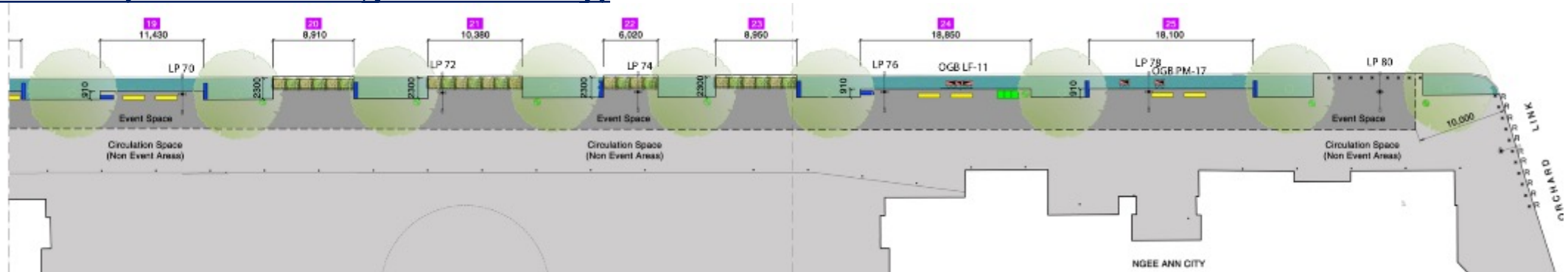
Location of UGR/ pop-up spaces	Dimensions		
MAIN ORCHARD BELT	Length (m)	Width (m)	Total Area
15	27.00	3.64	98.28
16	13.75	0.91	12.51
17	15.94	0.91	14.51
18	9.90	0.91	9.01
19	11.43	0.91	10.40
20	8.91	0.91	8.11
21	10.38	0.91	9.45
22	6.02	0.91	5.48
23	8.95	0.91	8.14
24	18.85	0.91	17.15
25	18.10	0.91	16.47

# Event Spaces – Main Orchard Belt

## UGR 15 - 18 (In front of Ngee Ann City)



## UGR 19 – 25 (In front of Ngee Ann City)

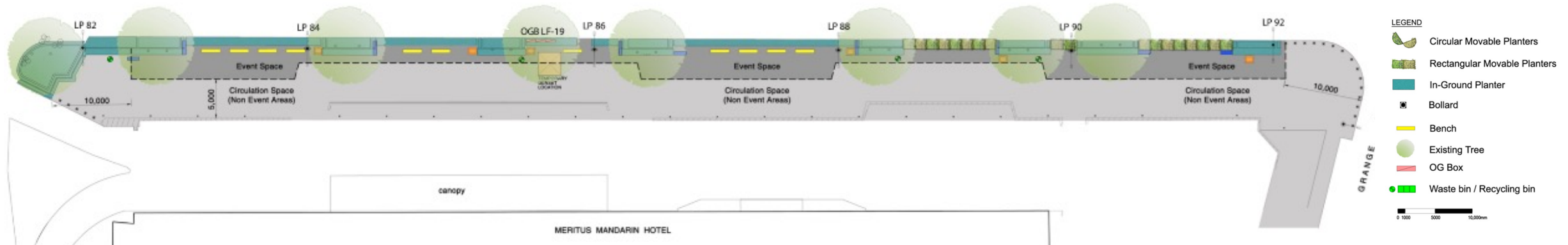




# Event Spaces – Mandarin Gallery

Location of UGR/ pop-up spaces	Dimensions		
	Length (m)	Width (m)	Total Area
MANDARIN GALLERY			
Mandarin Gallery (Fronting Victoria Secret)	22.00	3.00	66.00
Mandarin Gallery (Fronting Main Entrance)	26.00	3.00	78.00
Mandarin Gallery (Fronting Michael Kors)	16.00	3.00	48.00

## Mandarin Gallery



# Fees

	Commercial Events	Commercial-Experiential Events	Non-Commercial Events
<b>Application Fee</b>	\$200	\$200	\$400
<b>ORBA Management Fee (Off-Peak)</b>	<b>\$10 psm per day</b> (Based on minimum area of 100 sqm)	<b>\$3 psm per day</b> (Based on minimum area of 100 sqm)	<b>\$20 per day for first 100 sqm</b>  \$0.20 psm per day for subsequent additional area
<b>ORBA Management Fee (Peak)</b>	<b>\$15 psm per day</b> (Based on minimum area of 100 sqm)	<b>\$5 psm per day</b> (Based on minimum area of 100 sqm)	
<b>Security Deposit</b>	\$2,000 nett	\$2,000 nett	\$2,000 nett

**Off-Peak Months**     January, February, March, July, August, October  
**Peak Months**         April, May, June, September, November, December

- ORBA Management Fee is based on a minimum area of 100 sqm and is inclusive of SLA TOL fees as well as subject to prevailing GST.
- It excludes other Government Permits which the Event Applicant will have to apply for as required by the relevant authorities (for eg. BCA Cat B license, Public Entertainment License (PELU), FSB license and others).
- Electricity can be tapped from the nearest lamp post (PM Box). Electricity charges will be billed according to SP Services prevailing rates by ORBA based on usage calculated from the final meter reading after the event. A fee of \$1,000 will be charged by STB's appointed LEW for the turn-on and off of power.



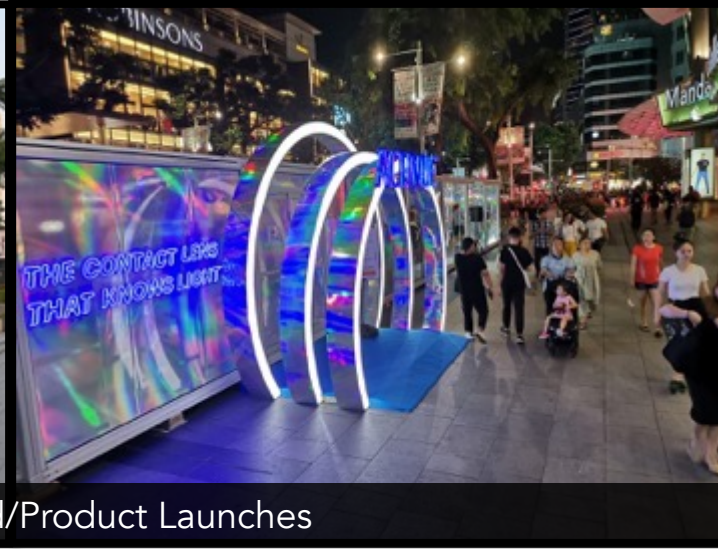


**Examples of Commercial Pop-Up Stores**  
**EXPERIENTIAL | UNIQUE | INNOVATIVE**





# Commercial Events



**Commercial Events** are required to have experiential components that can enhance the Orchard Road street experience. Experiential components may include, but are not limited to, workshops, photo-taking opportunities, interactive elements, and /or offerings which educate the visitor on Singapore's heritage/identity.

The space within all Commercial Events shall be allocated as follows:

- Maximum **30%** of activation space allocated for sales and product display; and
- Minimum **70%** of activation space allocated for experiential elements (photo/art installations, workshops, etc.)



# NEW: Commercial-Experiential Events



Branded Street Furniture



Art Exhibition By Brand



Interactive Set-up By Brand

**Commercial-Experiential Events** are undertaken by commercial brands and are artistic and/or experiential and interactive in nature. The incorporation of brand logos and/or product interpretations are allowed but without any form of sales or product display.

Examples of Commercial-Experiential Events are sculptures, artworks, performances, or musical performances.

100% of activation space for Commercial-Experiential Events shall be allocated for experiential elements (photo/art installations, workshops, etc.)

# NEW: Commercial-Experiential Events

Branding and / or logos can be displayed on the Commercial-Experiential Event, but is limited to a size of maximum 900 square centimetres, or 10% of the size of the artwork, whichever is smaller.

Branding and / or logos that have been incorporated into the artwork and exceed the above size guidelines are subject to the relevant agency's approval. Artists' names may be incorporated into the design, and will be excluded from the computation of the 900 square centimetres or 10% of the size of the artwork.

In addition:



"Orchard Road – A Great Street" branding, with title of "Held on" is to be included on the event set-up. The applicant is to ensure that the logo is proportionally sized and to seek ORBA's approval for the use of the logo.



STB's Passion Made Possible ("PMP") logo is highly encouraged to be incorporated where possible. The applicant should apply to STB for usage rights of the PMP logo, and submit a mock-up of the logo usage to STB for final approval, prior to final fabrication of the activation.

# Non-Commercial Events



Government Events



Public Art Exhibition By Non-Profit Organization

**Non-Commercial Events** include Public Exhibitions, National Events, Charity Events; whereby the event applicant must be a ministry, organ of the state, statutory board, institution of a public character under the Charities Act or school under MOE. 100% of activation space must be allocated for experiential elements (photo / art installations, workshops, etc.).

The nature of the event must be non-commercial and non-profit driven.

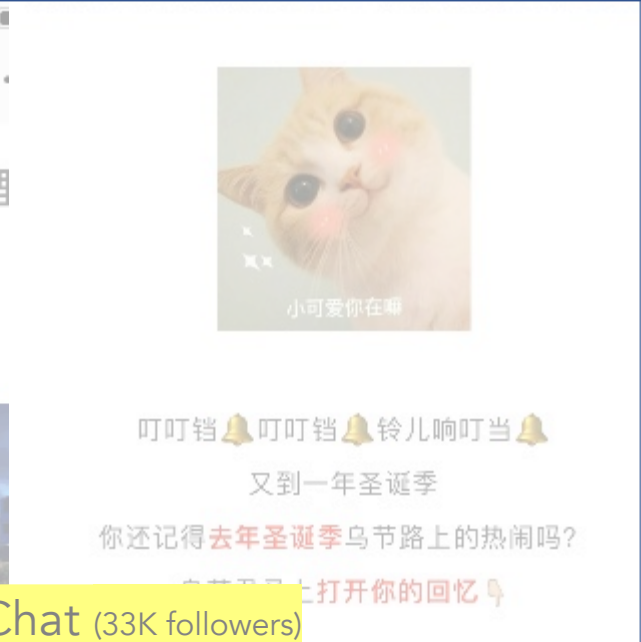


# **Discontinuation of the Use of Vehicles on the Orchard Road Pedestrian Mall (ORPM)**

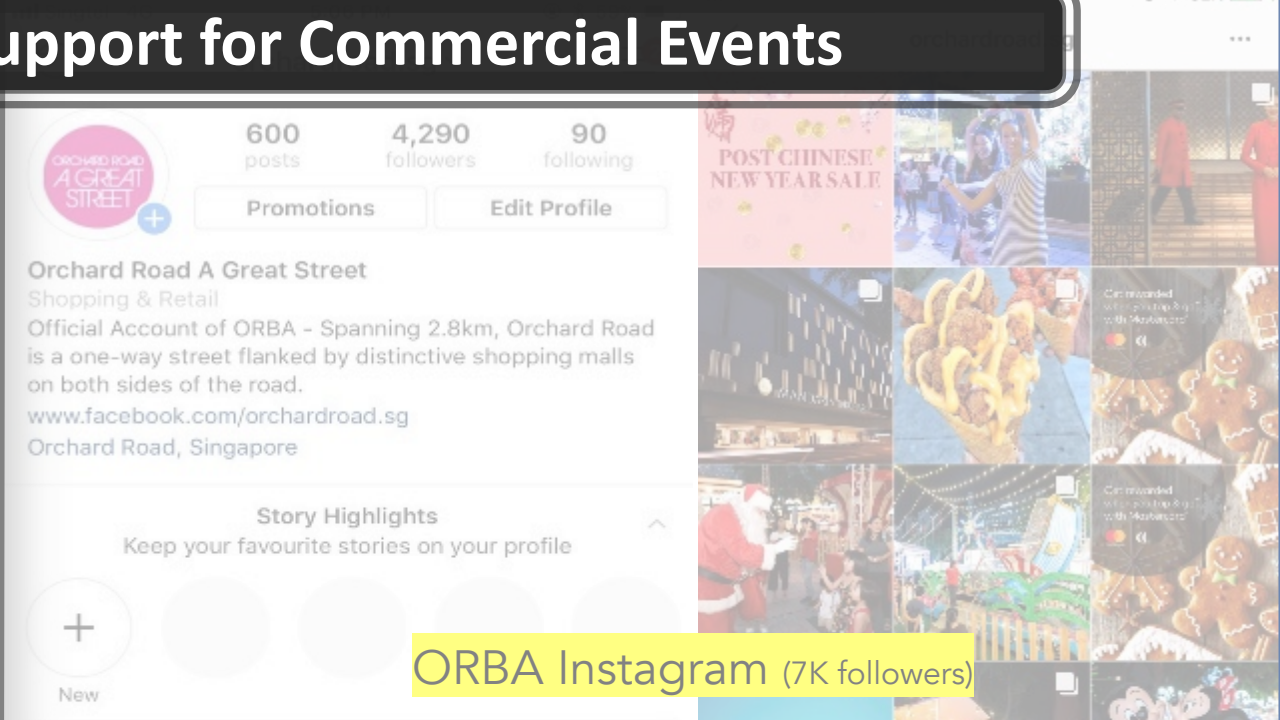
Since 21 October 2020, PUB and LTA have informed ORBA that the Orchard Road Pedestrian Mall (ORPM) is not designed for vehicular loading and henceforth, NO vehicles are allowed to be driven or parked on the ORPM.

Therefore, car display/food trucks/forklifts are NOT allowed.

Please take note of this restriction in your planning and make alternative provisions for set-up, such as hiring a lorry crane that can be parked by the road carriageway to hoist the materials onto the ORPM directly.



## ORBA's role in Marketing Support for Commercial Events



# Submission Requirements

**Event Organiser must submit Items 1 – 4 to ORBA at least 30 days from the date of event commencement.**

1. NRTOL Application Form;
2. Event Proposal;
3. Event Layout Plan; and
4. Cleaning Plan.

**If Tapping Power from State Lamp Post\*, please provide the following to ORBA:**

5. Single Line Drawing
6. Cert of Compliance Form
7. CS3 Form

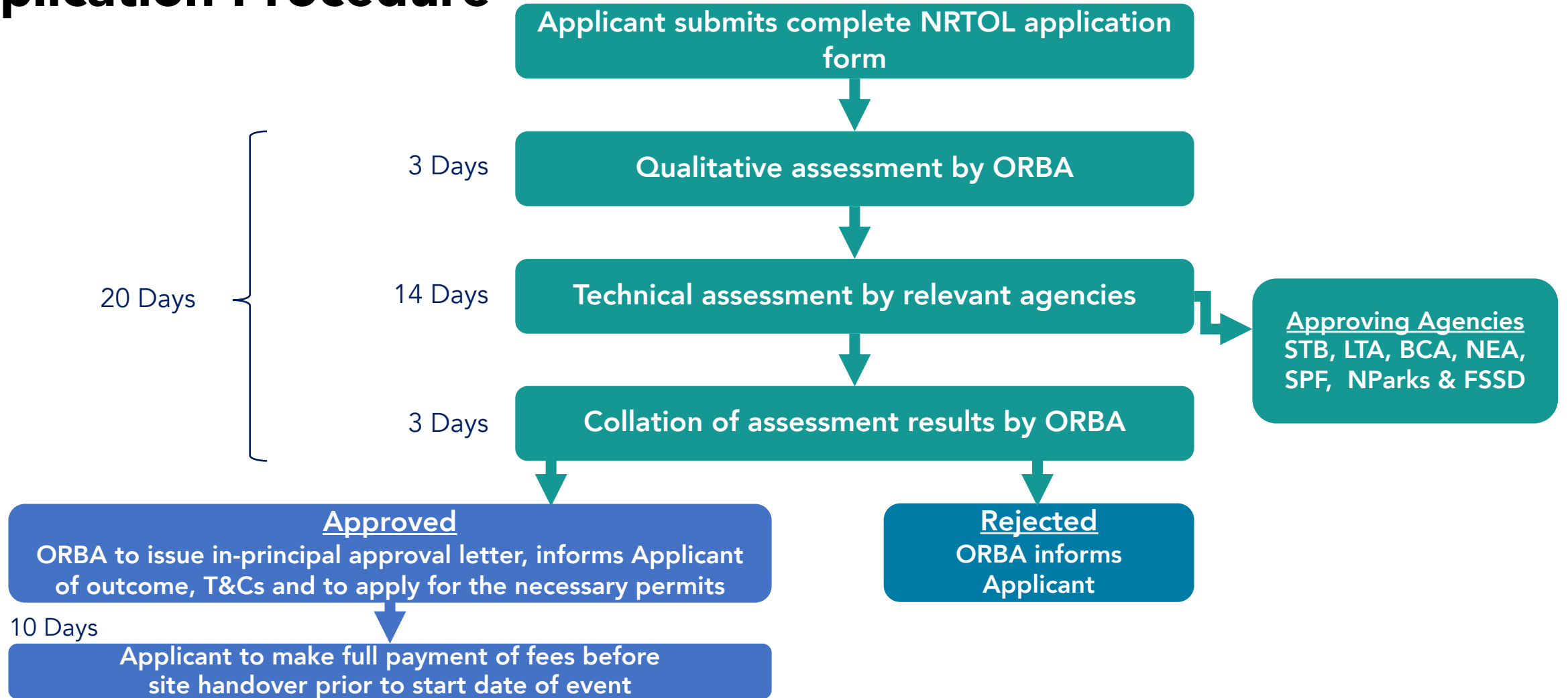
8. If Providing Own Generator:

Please get your appointed Licensed Electrical Worker to apply to EMA for the SI license and display the license on the deployed generator. The details of the SI license must be provided to ORBA during pre-event site handover.

*\*Electricity can be tapped from the nearest lamp post (PM Box). Each lamp post supplies up to 30 amp single phase of power. The Event Organiser may apply for multiple lamp posts/OG boxes, but it is subject to availability and site conditions. Hard copies of Items 5 – 7 must be signed by the event applicant's LEW and submitted to STB's Facilities Manager and appointed LEW on the day of site handover and power turn-on. A fee of \$1,000 will be charged by STB's appointed LEW for the turn-on and off of power.*



# Application Procedure



\* Please note that the approval timeline is subject to change based on the complexity of the proposal and the completeness of information received.





# Thank You!

For further enquiries, please email [info@orchardroad.org](mailto:info@orchardroad.org).

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