



ORCHARD
ROAD
A GREAT STREET

ORCHARD ROAD BUSINESS ASSOCIATION

Management of Pop-up Spaces along Orchard Road (2023)

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

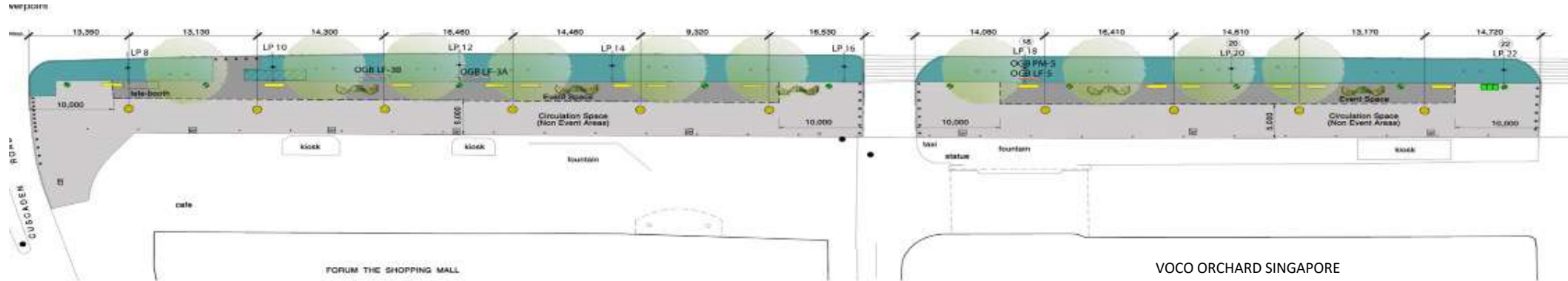
Total No. of Urban Green Rooms (UGRs): 35

Event Spaces – Upper Orchard

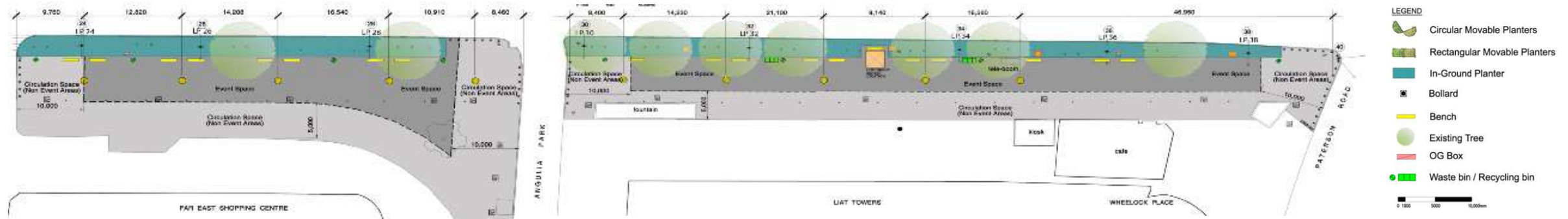
Location of UGR/ pop-up spaces	Dimensions		
UPPER ORCHARD	Length (m)	Width (m)	Total Area
Forum (LP14)	5.18	2.13	11.03
Voco Orchard Singapore (bet LP20 and 22)	14.23	3.00	42.69
Far East Shopping Centre (LP26)	6.70	3.00	20.10
Far East Shopping Centre (LP28)	4.87	3.00	14.61
Liat Towers (bet LP30 and LP32)	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

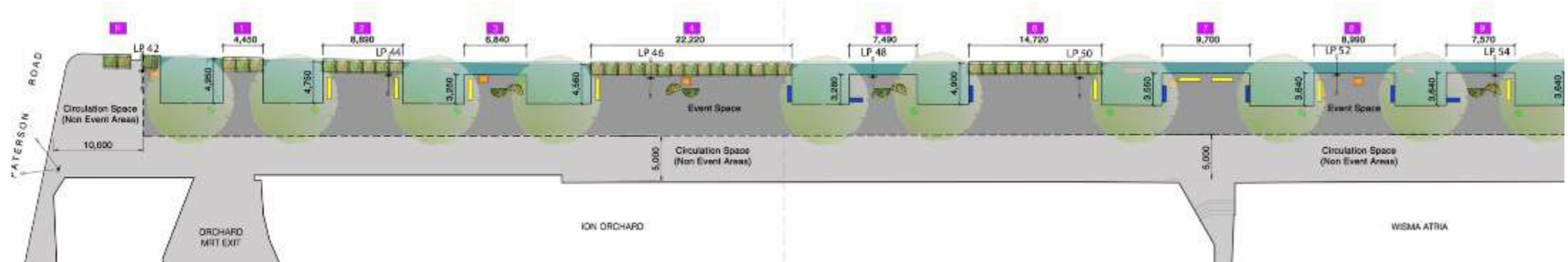


Event Spaces – Main Orchard Belt

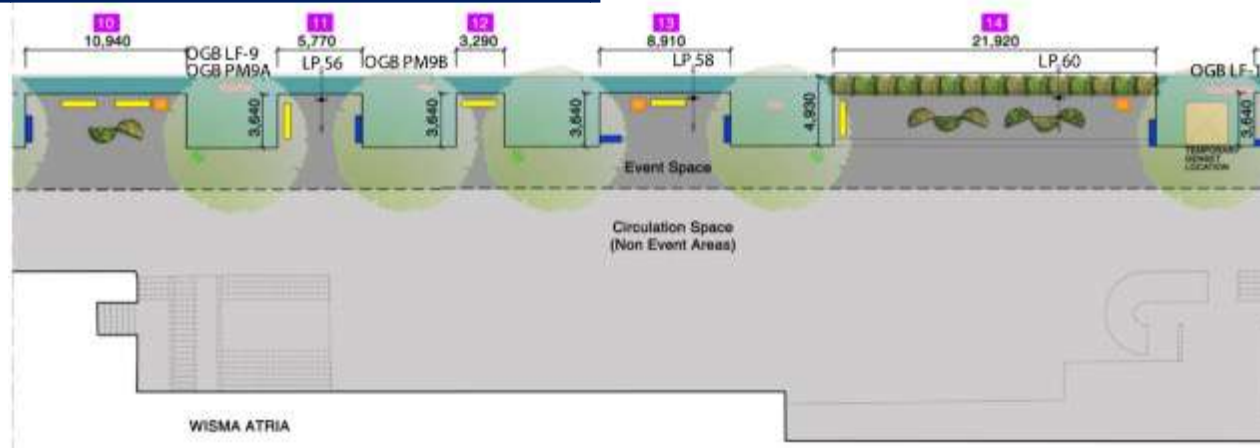
Location of UGR/ pop-up spaces	Dimensions		
MAIN ORCHARD BELT	Length (m)	Width (m)	Total Area
1	4.45	3.25	14.46
2	8.89	3.25	28.89
3	6.84	3.25	22.23
4	22.22	3.25	72.22
5	7.49	3.25	24.34
6	14.72	3.25	47.84
7	9.70	3.25	31.53
8	8.99	3.25	29.22
9	7.57	3.25	24.60
10	10.94	3.64	39.82
11	5.77	3.64	21.00
12	3.29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

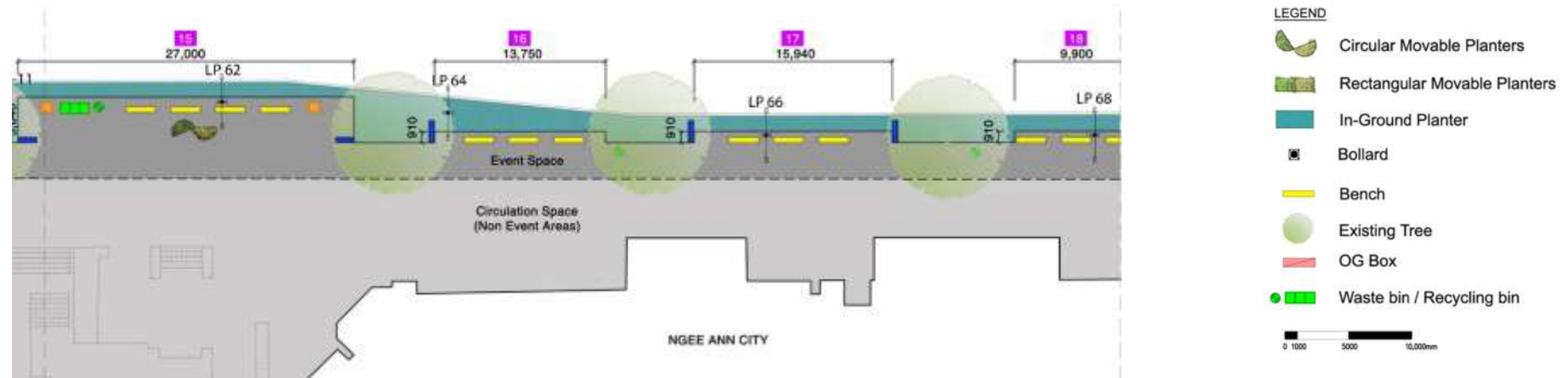


Event Spaces – Main Orchard Belt

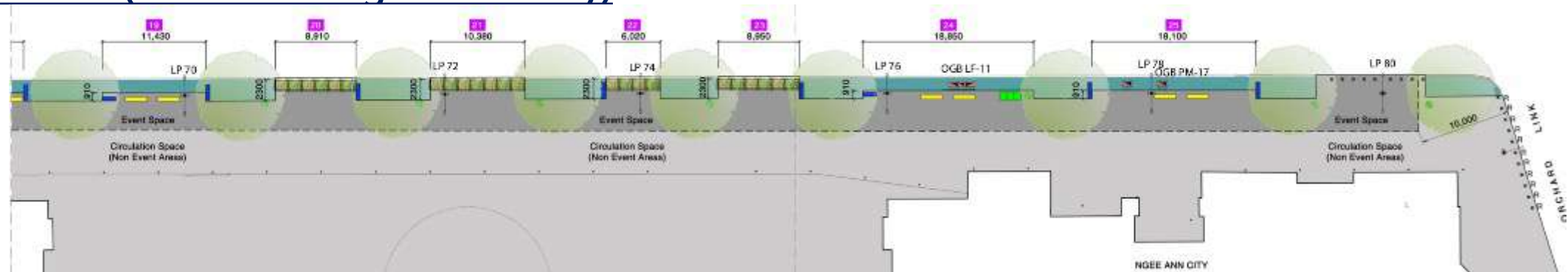
Location of UGR/ pop-up spaces	Dimensions		
MAIN ORCHARD BELT	Length (m)	Width (m)	Total Area
15	27.00	3.64	98.28
16	13.75	0.91	12.51
17	15.94	0.91	14.51
18	9.90	0.91	9.01
19	11.43	0.91	10.40
20	8.91	0.91	8.11
21	10.38	0.91	9.45
22	6.02	0.91	5.48
23	8.95	0.91	8.14
24	18.85	0.91	17.15
25	18.10	0.91	16.47

Event Spaces – Main Orchard Belt

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



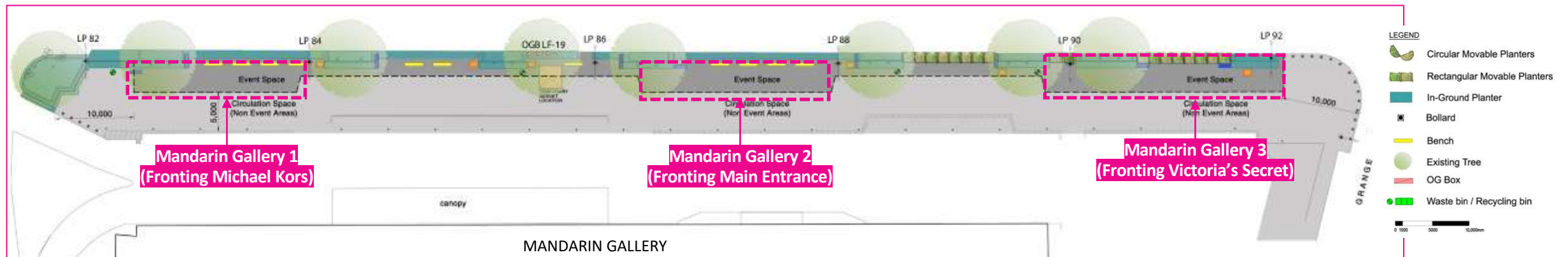
UGR 19 – 25 (In front of Ngee Ann City)



Event Spaces – Mandarin Gallery

Location of UGR/ pop-up spaces	Dimensions		
MANDARIN GALLERY	Length (m)	Width (m)	Total Area
Mandarin Gallery 3 (Fronting Michael Kors)	16.00	3.00	48.00
Mandarin Gallery 2 (Fronting Main Entrance)	26.00	3.00	78.00
Mandarin Gallery 3 (Fronting Victoria's Secret)	22.00	3.00	66.00

Mandarin Gallery



ORBA Management Fee Structure

	Commercial Events	Commercial-Experiential Events	Non-Commercial Events
Application Fee	\$200	\$200	\$400
ORBA Management Fee (Off-Peak)	\$10 psm per day (Based on minimum area of 100 sqm)	\$3 psm per day (Based on minimum area of 100 sqm)	\$20 per day for first 100 sqm \$0.20 psm per day for subsequent additional area
ORBA Management Fee (Peak)	\$15 psm per day (Based on minimum area of 100 sqm)	\$5 psm per day (Based on minimum area of 100 sqm)	
Security Deposit	\$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 will be charged by STB's appointed LEW for the turn-on and off of power.
- The above rates are valid till 30 April 2023 only and is subject to further changes thereafter.
- To facilitate a successful refund of the Security Deposit, Event Applicants are responsible to providing clear photos of the site before set-up, during the event and after removal of the set-up.



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.)

Commercial-Experiential Events



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.)

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

Step 1: Please submit the NRTOL Application Form and make payment for the application fee of \$200 (excl. GST) to book the Urban Green Room(s).

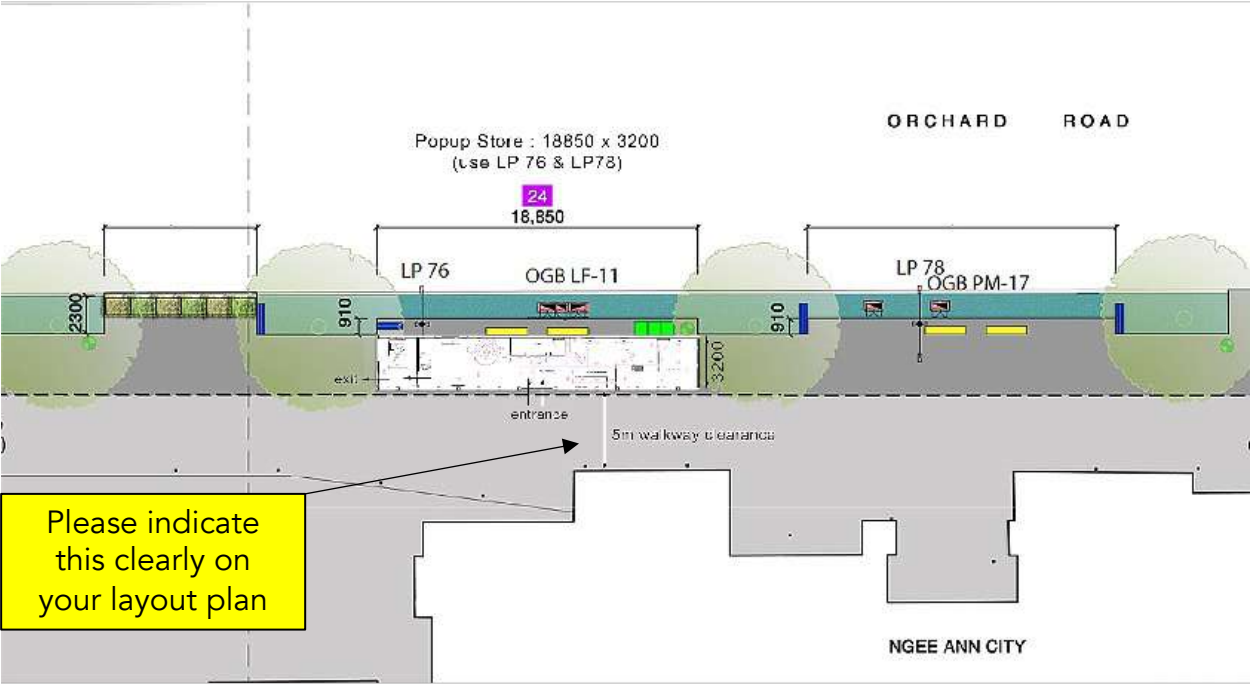
Step 2: Please submit Items 1 – 4 to ORBA at least 30 days from the date of event commencement.

1. Event Proposal;
2. Event Layout Plan & Superimposed Visuals of Pop-up on UGR;
3. Cleaning Plan; and
4. 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; or
 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 will be charged by STB's appointed LEW for the turn-on and off of power.*

Mandatory Requirement by SPF

All Pop-ups must provide a 5-metre walkway clearance at the frontage to ensure smooth pedestrian traffic flow.



Optional Fees

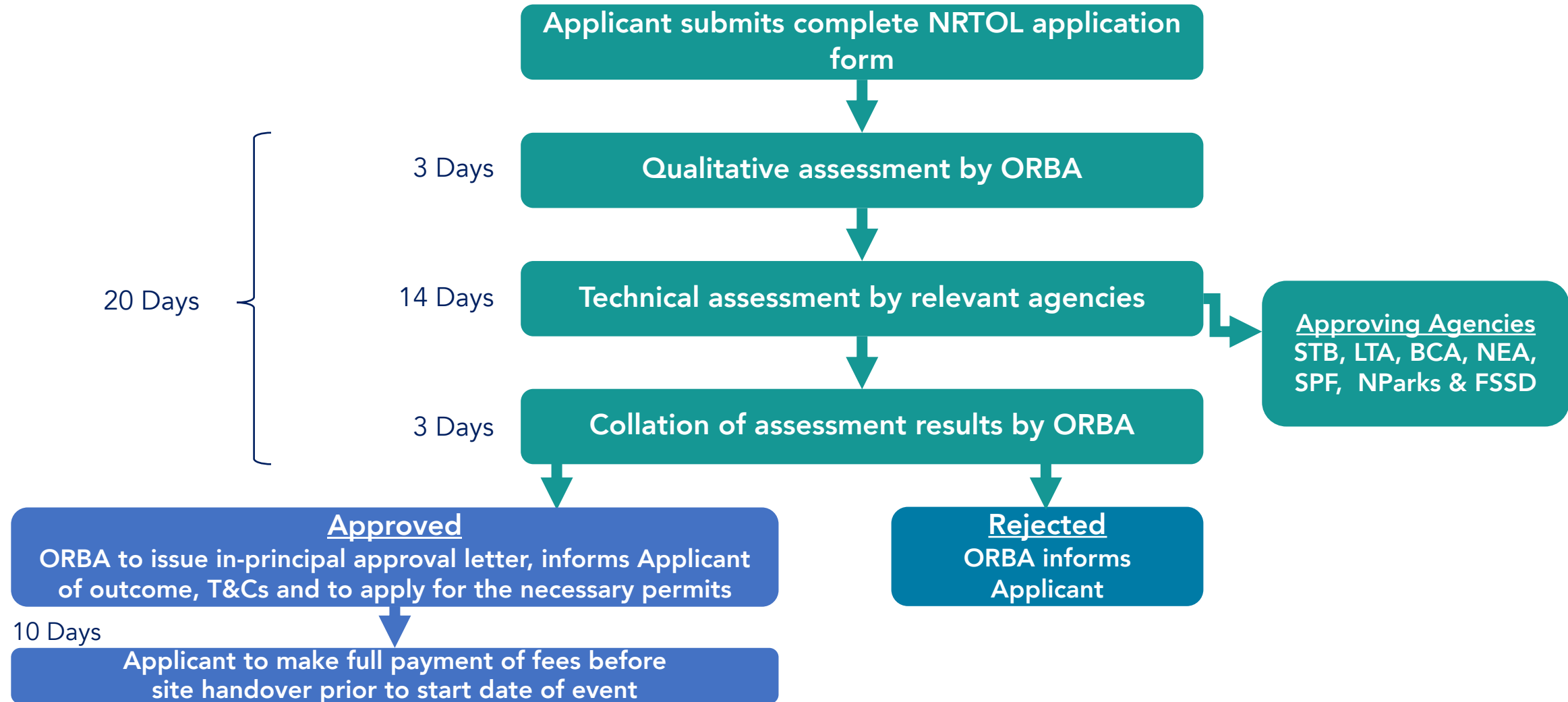
Site Recce Fee

No.	Rate for ORBA's Attendance	1 st 30 mins (S\$)	Subsequent 30 mins (S\$)
1	Monday to Friday, 10am to 5pm	\$150.00	\$100.00

LEW's Fees (for tapping of power from OG boxes/Lamp Poles)

No.	Rate for LEW's Attendance	1 st 2 hours (S\$ per hour)	Subsequent per hour (S\$)
1	Office Hours Monday to Friday, 8am to 6pm	\$177.00	\$142.00
2	After Office Hours Monday to Friday, 6pm to 12 midnight	\$295.00	\$236.00
3	Saturday, 8am to 12 midnight	\$330.00	\$295.00
4	Sunday & Public Holidays, 8am to 12 midnight	\$353.00	\$330.00

Application Procedure & Timeline



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



ORCHARD ROAD GLASS PANELS



PAST ACTIVATIONS



BACKGROUND

As part of the earlier phase of the Orchard Road Rejuvenation Plan, these sleek glass panels were installed to enhance public spaces along the Orchard Road Pedestrian Mall, to further amplify Orchard Road's image as a premium lifestyle destination. These laminated, heat-strengthened vertical glass panels feature abstract visuals of Singapore's history and natural fauna.

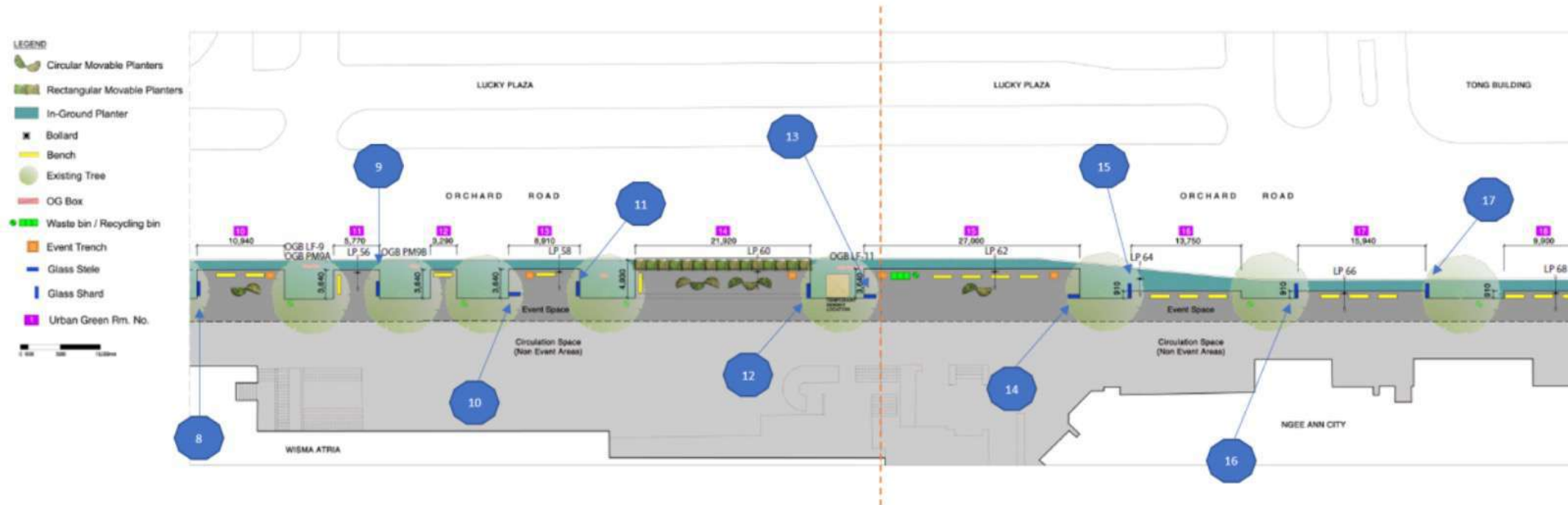


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S/N	LOCATION	AREA	TITLE OF GLASS PANEL	DIMENSION IN MM
1	UGR 4/LP 46	ION Orchard	Golden Shower Tree	1805 (w) x 3020 (h)
2	UGR 5/LP 48	ION Orchard	Orchard Road ca 1890	1510 (w) x 3020 (h)
3	UGR 6/LP 50	ION Orchard	Spanish Dagger	1805 (w)x 3000 (h)
4	UGR 7	ION Orchard	Purple Coral Tree	1800 (w) x 2900 (h)
5	UGR 7	ION Orchard	Caribbean Royal Palm	1800 (w) x 3010 (h)

LAYOUT PLAN

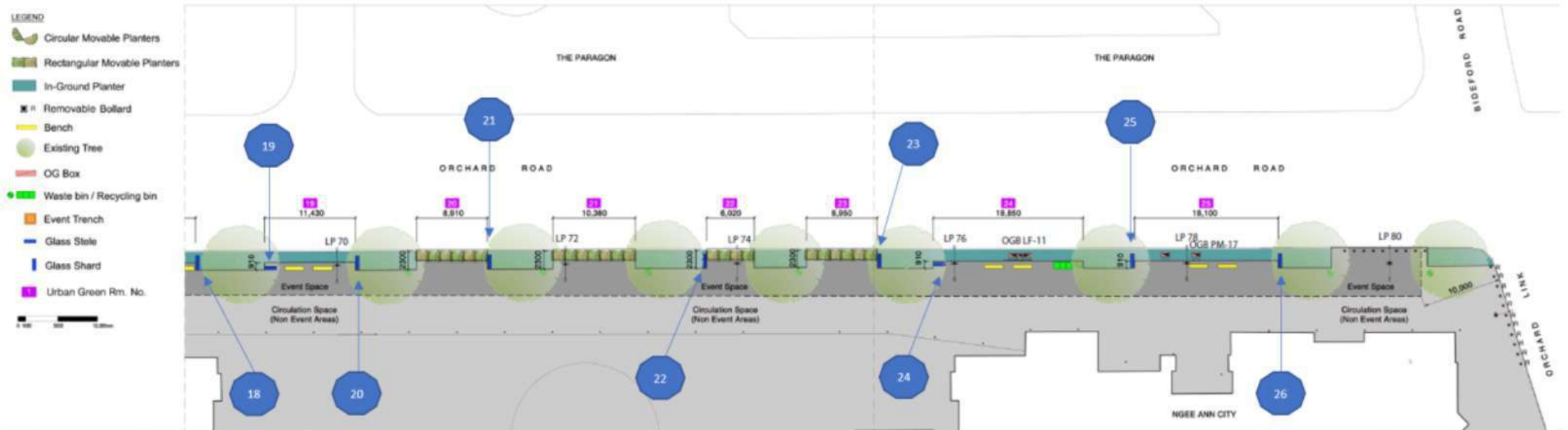
Location: Wisma Atria (Panels 6 – 13) and Ngee Ann City (Panels 14 - 26)



S/N	LOCATION	AREA	TITLE OF GLASS PANEL	DIMENSION IN MM
6	UGR 8/LP 52	Wisma Atria	Dward Umbrella Tree	1785 (w) x 2995 (h)
7	UGR 9/LP 54	Wisma Atria	Corner of Orchard Road and Scotts Road looking towards Tanglin, ca 1890	1482 (w) x 2995 (h)
8	UGR 10	Wisma Atria	Tree Fern	1780 (w) x 3000 (h)
9	UGR 11/LP 56	Wisma Atria	Pink Poui	1780 (w) x 2995 (h)
10	UGR 13/LP 58	Wisma Atria	Koek Market, ca 1900	1480 (w) x 2985 (h)
11	UGR 13/LP 58	Wisma Atria	Vanda Miss Joaquim	1780 (w) x 3000 (h)
12	UGR 14/LP 60	Wisma Atria	Sea Almond	1780 (w) x 3005 (h)
13	UGR 15/LP 62	Wisma Atria	Orchard Road Market (After Renovation) ca 1910	1485 (w) x 2990 (h)

LAYOUT PLAN

Location: Ngee Ann City (Panels 14 - 26)



S/N	LOCATION	AREA	TITLE OF GLASS PANEL	DIMENSION IN MM
14	UGR 15/LP 62	Ngee Ann City	The Overhead Railway Bridge, Orchard Road ca 1913	1480 (w) x 2995 (h)
15	UGR 16/LP 64	Ngee Ann City	Frangipanni	1780 (w) x 3005 (h)
16	UGR 17/LP 66	Ngee Ann City	Chinese Fan Palm	1790 (w) x 3025 (h)
17	UGR 17/LP 66	Ngee Ann City	Common Pulai	1780 (w) x 3000 (h)
18	UGR 17/LP 66	Ngee Ann City	Dendrobium Caesar	1780 (w) x 2980 (h)
19	UGR 18/LP 68	Ngee Ann City	Orchard Road Looking South From Railway Bridge, ca 1920	1780 (w) x 2990 (h)
20	UGR 19/LP 70	Ngee Ann City	Rain Tree	1485 (w) x 2990 (h)
21	UGR 19/LP 70	Ngee Ann City	Bird Of Paradise	1785 (w) x 2785 (h)
22	UGR 20	Ngee Ann City	West Indian Mahogany	1785 (w) x 3005 (h)
23	UGR 22/LP 74	Ngee Ann City	Spanish Boyonet	1780 (w) x 3005 (h)
24	UGR 23/LP 74	Ngee Ann City	Flooding on Orchard Road, Outside Cold Storage, ca 1925	1782 (w) x 2990 (h)
25	UGR 24/LP 76	Ngee Ann City	Caribbean Royal Palm	1480 (w) x 2990 (h)
26	UGR 25/LP 78	Ngee Ann City	Torch Ginger	1780 (w) x 2995 (h)

LAYOUT PLAN

Location: Mandarin Gallery (Panels 27 - 35)



S/N	LOCATION	AREA	TITLE OF GLASS PANEL	DIMENSION IN MM
27	LP 82	Mandarin Gallery	Orchard Road, ca 1950s	1480 (w) x 2980 (h)
28	LP 82	Mandarin Gallery	Senegal Mahogany	1480 (w) x 2980 (h)
29	LP 84	Mandarin Gallery	Heliconia	1480 (w) x 2995 (h)
30	LP 86	Mandarin Gallery	Anahaw Palm	1480 (w) x 2990 (h)
31	LP 86	Mandarin Gallery	Orchard Road, ca 1950s	1480 (w) x 2995 (h)
32	LP 88	Mandarin Gallery	Chittagong Wood	1482 (w) x 2995 (h)
33	LP 90	Mandarin Gallery	Banana	1485 (w) x 2990 (h)
34	LP 92	Mandarin Gallery	Aerial View Of Orchard Looking Towards Orchards Circus At The Junction Of Orchard Road And Clemenceau Avenue, ca 1966	1480 (w) x 2990 (h)
35	LP 92	Mandarin Gallery	Where Orchard Road Meets Dhoby Ghaut, ca 1970	1484 (w) x 2995 (h)

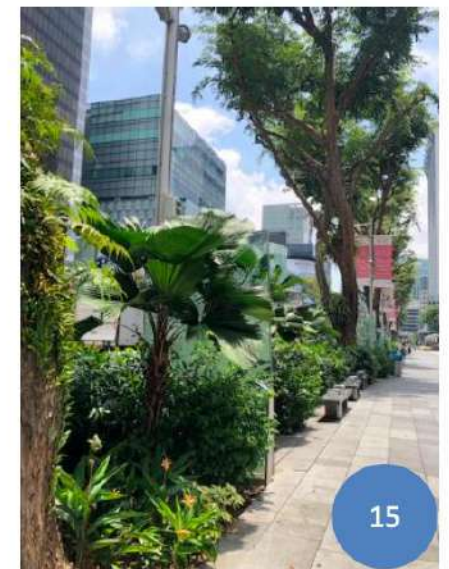
SITE PHOTOS

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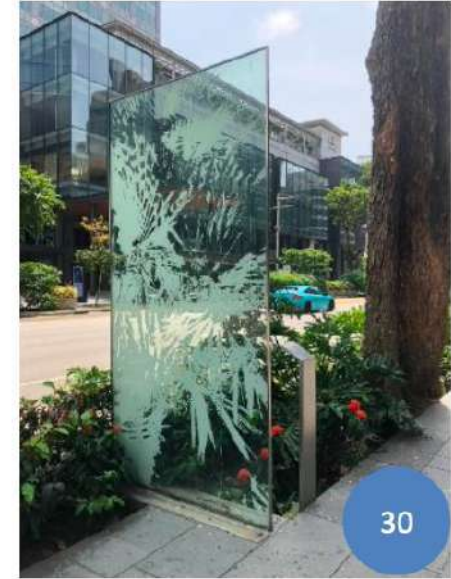
SITE PHOTOS

ORCHARD
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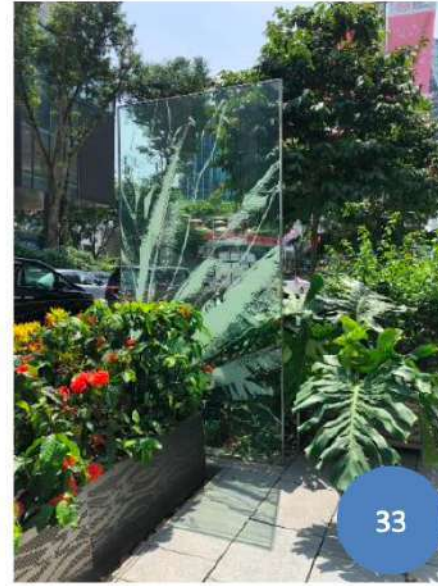
SITE PHOTOS

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SITE PHOTOS

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RATE CARD

One-time Application Fee	\$200	
<u>Single-sided</u> Signage with Product/Service Promotion Element	\$80 per panel per day Minimum 10 Glass Panels	\$70 per panel per day More than 10 Glass Panels
<u>Double-sided</u> Signage with Product/Service Promotion Element	\$160 per panel per day Minimum 10 Glass Panels	\$140 per panel per day More than 10 Glass Panels
<u>Single-sided</u> Signage without Product/Service Promotion Element	\$40 per panel per day Minimum 10 Glass Panels	\$35 per panel per day More than 10 Glass Panels
<u>Double-sided</u> Signage without Product/Service Promotion Element	\$80 per panel per day Minimum 10 Glass Panels	\$70 per panel per day More than 10 Glass Panels

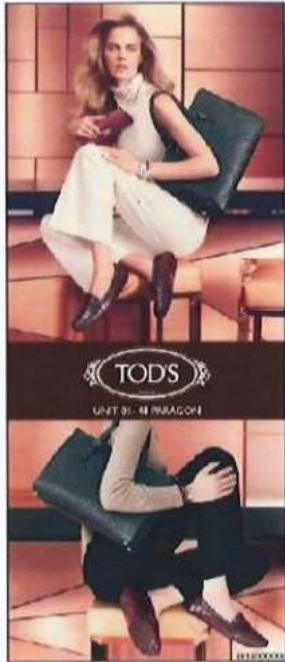
*The above fees excludes security deposit, production & installation, insurance and any other Government Permits which the Applicant will have to apply for as required by the relevant authorities (for eg. BCA Cat B license and others).

EXAMPLES

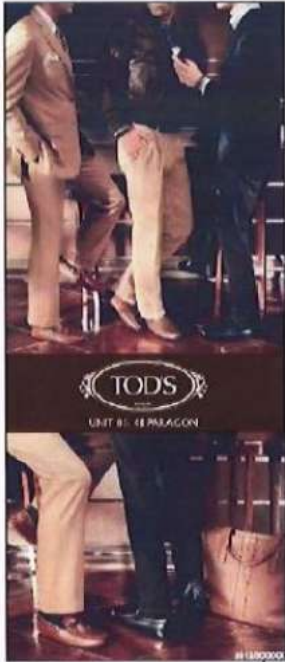
- **Signage with Product/Service Promotion Element**

- Brand/Product launches;
- Orchard Road F&B Promotion; or
- Mall/Retailer Opening/Launch on Orchard Road.

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Featuring Lifestyle Images



Lifestyle Image paired with festive greetings



Lifestyle images visuals with Product visuals (Front & Back)



Brand Logo

EXAMPLES

- **Signage with Signage without Product/Service Promotion Element**
 - Orchard Road Precinct Events, for eg. 'Orchard Road Black Friday Promotion' or 'Great Singapore Sales 2022'; or
 - Art Exhibitions.



Art Exhibition



Orchard Road Precinct Events

CONDITIONS

- A minimum booking period of 14 days/2 weeks is required.
- The images on the glass panels must be designed as an artwork. Some form of product placement may be supported, but there can be no direct product advertising/sales messages.
- The artwork must be designed as a series, utilising multiple panels and not as an ad-hoc individual advertisement.
- ORBA and STB reserve the right to reject any application that do not meet the submission criteria.
- ORBA Management Fee is inclusive of SLA TOL fees as well as subject to prevailing GST.
- Fees excludes production & installation, insurance and any other Government Permits which the Applicant will have to apply for as required by the relevant authorities (for eg. BCA Cat B license and others).
- Set-up and Teardown days will also be charged at the same prevailing rates as the display period.
- A refundable security deposit of \$3,000 nett is required.
- In the event of any damage caused to any state-owned asset, the Applicant shall be subject to the full penalty imposed by the relevant government agency and / or authority.



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Thank You!

For further enquiries, please email juliana@orchardroad.org.