CIRCULAR TO PROFESSIONAL INSTITUTES

ORCHARD ROAD DEVELOPMENT COMMISSION (ORDEC)

Objective

1 This is to inform the Professional Institutes on the change in the composition of the members of the Orchard Road Development Commission (ORDEC).

2 The ORDEC was established as part of a series of incentives to enhance and rejuvenate Orchard Road. The aim is to encourage bold, new, innovative developments that will create a positive impact on Orchard Road. Redevelopment and major Addition & Alteration (A&A) proposals that innovatively add value to Orchard Road and our city can be supported with development incentives and be allowed to deviate from current planning parameters, upon the ORDEC’s recommendation. Joint proposals between two or more developments which could bring about enhancement and rejuvenation of the streetblock, are encouraged.

3 This Circular shall supersede our earlier Circular dated 4 Jul 2005 (URA/PB/2005/17-CUDD).

Effective Date

The 5-year validity period (with effect from 4 July 2005) has been extended for 3 years and will expire on 3 July 2013.

Who should know

Architects, building owners and developers

Role of ORDEC

4 The role of the ORDEC is to evaluate whether major A&A or redevelopment proposals, which are not in accordance with current planning parameters as set out in paragraph 5 below, can be regarded as special innovative projects of high quality that merit deviation from these parameters. In so doing, we hope to facilitate the rejuvenation of existing developments, and encourage innovative proposals that will significantly enhance Orchard Road as our premier shopping street.

5 The parameters that can be considered by the ORDEC are:
   a Gross plot ratio (GPR) / gross floor area (GFA);
   b Land use and use quantum; and
   c Building Height.
Members of ORDEC

6 As a result of personnel movement / changes within the various organisations, there are some changes to the composition of ORDEC. The ORDEC will continue to be chaired by CEO, URA, with core members from URA, STB, EDB, LTA, as well as representatives from SLA, NParks, NAC and NHB. The revised composition of the ORDEC is given in Appendix 1.

Evaluation Criteria

7 The proposals will be evaluated based on the following criteria:

   Design Concept
   a The proposed project shall be a quality development, with a unique and innovative design that defines the site as a distinctive destination through its architecture, scale, location, presence and setting in relation to the surrounding developments, pedestrian network, and public realm. Joint proposals between two or more developments (especially from the smaller land parcels) which could bring about enhancement and rejuvenation of the streetblock, are encouraged.

   Community Benefits and Contributions
   b The proposed project shall contribute to the enhancement of the public environment, such as the provision of public spaces & public art, events & performing art venues, improvements to the pedestrian and transport network, or other facilities that benefit the community at large.

   Business Concept & Economic Development Benefits
   c The proposed project shall provide innovative business concepts that differentiates it from others in the industry, and complements existing businesses in terms of the mix of uses, product concepts, and experience offered to end-users. This shall result in benefits to the local business or the national economy by creating new investment opportunities, new jobs, and increased tourism receipts. It shall also demonstrate business and financial sustainability.

Submission Requirements

8 A submission for consideration by the ORDEC shall be made as an application for Outline Permission. It shall be made to Development Control Group, URA using the form DC/ ORDEC (Appendix 2) together with the EDA form. The forms are available for download from the URA website.

9 The submission procedure and detailed submission requirements are listed in the application form. Please note that all submissions for consideration by the ORDEC must be accompanied by the requisite materials and information.
10 It is envisaged that each application would require detailed evaluation by various agencies and ORDEC. A processing fee of $23,800 is hence payable for each application. Following ORDEC’s support and outline permission granted, the applicant can proceed to make a development application during the validity period of the outline permission. The prevailing fee payable for a development application will apply at this stage. All fees payable are subject to 5% Goods and Services Tax.

11 The workflow for the processing of an application to be considered by the ORDEC is shown in Appendix 3. The applicant will be informed within 6 weeks from the date of submission on the scheduled date to make a presentation to the ORDEC. The ORDEC may request for additional briefings / submissions before making a recommendation on the proposal.

12 Please note that the ORDEC’s evaluation is applicable only to the specific proposal submitted for its consideration. An application that is approved with the ORDEC’s support shall not be used or taken as a precedent for any other proposals or development applications seeking deviations from similar planning parameters.

13 I would appreciate it if you could convey the contents of this circular to the relevant members of your organisation. If you or your members have any queries concerning this circular, please do not hesitate to call Ms Yap Lay Bee at Tel: 6321 8179, or for queries on the submission process, our DCG Enquiry Line at Tel: 6223 4811. You could also e-mail us at ura_dcd@ura.gov.sg. We would be pleased to answer queries on this, and any other development control matter. For your information, the past circulars to the professional institutes are available from our website http://www.ura.gov.sg.

14 The Authority reserves the right to amend the contents of this Circular as and when it is deemed necessary.

Thank you.

FUN SIEW LENG (MS)
GROUP DIRECTOR (URBAN PLANNING & DESIGN)
for CHIEF EXECUTIVE OFFICER
URBAN REDEVELOPMENT AUTHORITY
Members of the ORDEC:

<table>
<thead>
<tr>
<th>Chairperson</th>
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<tbody>
<tr>
<td>1 Mrs Cheong Koon Hean</td>
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<tr>
<td>Chief Executive Officer</td>
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<td>Urban Redevelopment Authority</td>
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<th>Core Members</th>
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<tr>
<td>2 Mr Quek Swee Kuan</td>
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<tr>
<td>Assistant Managing Director (New Businesses &amp; Communications)</td>
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<td>Economic Development Board</td>
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<td>3 Mr Lim Bok Ngam</td>
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<tr>
<td>Deputy Chief Executive (Infrastructure &amp; Development)</td>
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<td>Land Transport Authority</td>
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<td>4 Mr Edmund Chua</td>
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<tr>
<td>Assistant Chief Executive (Destination Experience Group)</td>
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<td>Singapore Tourism Board</td>
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<td>5 Ms Fun Siew Leng</td>
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<tr>
<td>Group Director (Urban Planning &amp; Design)</td>
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<td>Urban Redevelopment Authority</td>
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<tr>
<th>Other Members ¹</th>
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<tr>
<td>6 Mr Benson Puah</td>
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<tr>
<td>Chief Executive Officer</td>
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<td>National Arts Council</td>
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<td>7 Mr Michael Koh</td>
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<td>Chief Executive Officer</td>
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<td>National Heritage Board</td>
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<td>8 Dr Lawrence Leong Chee Chiew</td>
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<td>Deputy Chief Executive Officer</td>
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<td>National Parks Board</td>
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<td>9 Mr Vincent Hoong</td>
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<tr>
<td>Chief Executive</td>
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<tr>
<td>Singapore Land Authority</td>
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</tbody>
</table>

¹These members will be invited to attend the ORDEC meetings as and when the submitted proposals require inputs from their respective bodies.
Orchard Road Development Commission
c/o Development Control Group
Urban Redevelopment Authority
45 Maxwell Road #11-00
Singapore 069118
Tel: 6223 4811

PROPOSAL FOR DELIBERATION BY THE ORCHARD ROAD DEVELOPMENT COMMISSION (ORDEC)

Please specify the planning parameter(s)* to be considered by the ORDEC:

................................................................................................................................................
................................................................................................................................................
................................................................................................................................................
................................................................................................................................................

PART I PARTICULARS OF DEVELOPMENT

1 Description of proposal

* Please see the explanatory notes on the submission of outline application for ORDEC's deliberation.
  * To delete where not appropriate
PART II  GROUNDS FOR REQUEST FOR DEVIATION FROM PLANNING PARAMETER(S)

A separate detailed write-up is to be provided for every request. Please see Para 4 of the explanatory note for guidelines on preparing the grounds for request.

PART III  DECLARATION BY THE APPLICANT(S)

I/We certify that the particulars given above are true and correct.

Name of Applicant(s)  Signature of Applicant(s)  Date

<table>
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<th>S/N</th>
<th>Item</th>
<th>Yes</th>
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<tbody>
<tr>
<td>1</td>
<td>Form DC/ORDEC duly completed and signed by the applicant(s).</td>
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<td>2</td>
<td>1 set of plans in ‘A’ series (See Para 3 of the explanatory notes)</td>
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<td>3</td>
<td>a) A massing model (See Para 3 of the explanatory notes)</td>
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<td></td>
<td>b) The massing model shows the proposed building in relation to</td>
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<td>the surrounding developments.</td>
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<td>c) The massing model of the subject development is detachable</td>
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<td>from the base of the model. (This is to facilitate evaluation of</td>
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<td>the subject development relative to its surrounding)</td>
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<td>4</td>
<td>Other supporting documents, materials and/or relevant information</td>
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<td>(See Para 3 of the explanatory notes)</td>
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<td>5</td>
<td>Detailed write-up outlining grounds of request for deviation from</td>
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<td></td>
<td>planning parameter(s) (See Para 4 of the explanatory notes)</td>
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Notes:
1. Please tick every item in the appropriate column and do not leave any columns blank.
2. If the ORDEC deems that the materials / information provided are incomplete or if it requires additional information / materials, the proposal may be returned. If so, evaluation of the request will proceed only upon receipt of the requisite materials / information.

FOR OFFICIAL USE:
This is a DC/City case

Processing Fees Paid : $24,990/-($23,800/- plus 5% GST)

Receipt No / Date: ___________________________ Cashier : ___________________________
(Signature)
EXPLANATORY NOTES TO FORM DC/ORDEC

1 What May be Considered by the ORDEC

The following planning parameters can be considered by the ORDEC:

a) Gross plot ratio/ gross floor area
b) Land use and use quantum
c) Building Height

2 When to Submit a Proposal

A submission for consideration by the ORDEC shall be made as an application for Outline Permission.

3 How to Submit a Proposal

a) Your application must be made on the prescribed form. The forms are available for download from the URA website.

b) The form must be accompanied by a separate detailed write-up on the planning principles, objectives and grounds for the proposed deviation from planning parameter(s). Failure to provide all the requisite materials / information will render your application incomplete and therefore will not be accepted for consideration. Please refer to Para 4 for guidelines on preparing the grounds for request for deviation from planning parameter(s).

c) The submission must be accompanied by a set of plans that include the following:

i) Site plan, sections and elevations;
ii) 1st storey plan (including such information as platform & levels, landscaping, pedestrian and road network) of the subject development in the context of the immediate adjacent developments;
iii) Architectural perspectives; and
iv) Details and finishes of key building elements.

Additional sets of plans may be required by the ORDEC.

d) A 1:400 scale massing model is also required. In addition, the ORDEC may require, at its discretion, the applicant to provide additional materials such as larger scaled models, or material sample boards, if these are necessary for its evaluation of the proposal.

e) The submission of the massing model shall be made within 2 days from the date of submission of the application form. DCD of URA will liaise with the applicant on the necessary arrangements for the submission of the model. All other requisite materials and information shall be submitted as part of the EDA submission.

f) Other materials, documents or information, e.g. detailed models, survey plans, sketches, photographs, special studies done by consultants etc, that you deem will help illustrate and support your case may also be provided.

4 Guidelines On Preparing The Grounds For Request For Deviation from Planning Parameter(s)

Your detailed write-up should include information on the following:

a) Background & issue

The background of the case and the specific deviations from the planning parameter(s) and guidelines.

b) Description of site, proposed development & surrounding sites

i) The existing/ proposed land use, GPR, GFA, height etc
ii) The context of the subject development vis-à-vis the surrounding developments
iii) Any site constraints/ peculiarities relevant to the subject site
c) **Planning principles, objectives & grounds for request for deviation from planning parameter(s)**

The write-up should address the reasons why deviation from the current planning parameter(s) should be considered for the proposal and include information on the following:

*Design Concept*
- Description of the key architectural and urban design concepts
- Description of any particular aesthetic, creative or technical qualities in design, construction technology or use of materials

*Community contributions and benefits*
- Provision of public spaces & public art, events & performing art venues, improvements to the pedestrian and transport networks, or other facilities that benefits the community
- Itemized cost of construction for community facilities

*Business Concept & Economic Development Benefits*
- Description of mix of uses, product concepts and experience offered to end-users
- Spill-over of activities to surrounding developments or public spaces
- Business strategy, including plans or programmes, marketing and educational activities, that will be conducive to the sustainability of the business concept.
- Value of investments
- Projected patronage (distributed by local and foreign visitor targets)
- Creation of new job opportunities

*Project viability and sustainability*
Information to demonstrate that the proposed deviation from current planning parameters is crucial to its business and financial viability and sustainability. This could include the following:
- Distribution of GFA for various uses showing the estimated revenues and cash in-flow forecast for each component
- Detailed development costs including land price, professional fees, building and fitting up costs, the projected development period
- Annual running costs such as operating and maintenance expenditures
- Financial analyses of the development proposals with details such as Internal Rate of Return and Net Present Value
- Assumptions used in the business model estimation such as weighted average cost of capital etc

**Conclusion**

Please summarise the key issues for the ORDEC’s consideration.

5 **Processing Fees**

- A standard processing fee of **$23,800** is payable for each application for outline permission that is submitted for consideration by the ORDEC.

- All fees payable are subject to 5% Goods and Services Tax. All cheques should be crossed and made payable to “Urban Redevelopment Authority”.

6 **Briefing**

- You will be informed within 6 weeks from the date of submission on the scheduled date to brief the ORDEC on your proposal.

- After deliberation, the ORDEC may support your proposal, with or without additional conditions. Additional meetings with the ORDEC may be convened if it requests for additional submissions or conditions.

7 **General**

- Please note that the ORDEC’s evaluation is applicable only to the specific proposal submitted for its consideration. An application that is approved with the ORDEC’s support shall not be used or taken as a precedent for any other proposals or development applications seeking deviations from similar planning parameters.

- If you have any queries on the ORDEC, please do not hesitate to call our DCG Customer Service Hotline at Tel: 6223 4811.
WORK FLOW FOR THE EVALUATION OF CASES SUBMITTED TO THE ORCHARD ROAD DEVELOPMENT COMMISSION (ORDEC)

Applicant submits a proposal through DCG, URA

URA assesses if all submission requirements are met

URA requests the applicant to provide more information

URA forwards the proposal to the ORDEC for their preliminary evaluation and informs the applicant of the time/date/venue for the presentation

Applicant makes presentation to the ORDEC

ORDEC does not support the proposal

End

ORDEC supports the proposal in full, in part, or subject to conditions

ORDEC convenes another meeting

DCG, URA conveys decision on the outline application to applicant

Applicant proceeds to submit Development Application to DCG, URA

End