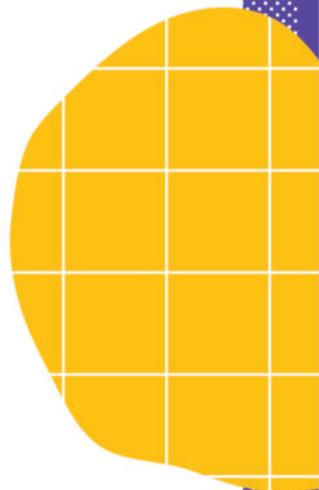
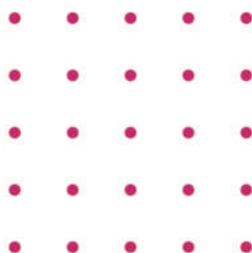
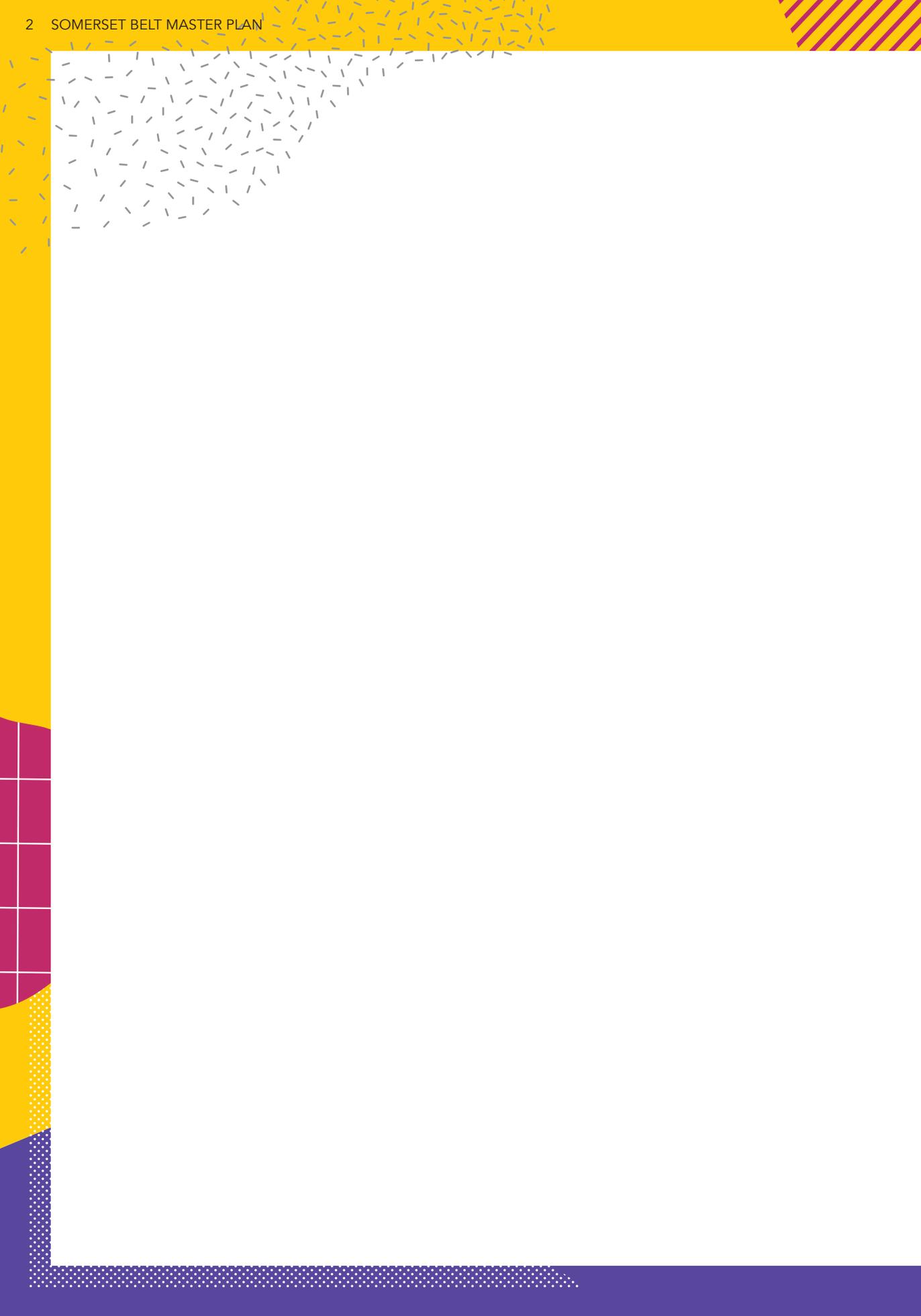




**SOMERSET BELT  
MASTERPLAN**

The title is contained within a yellow speech bubble with a black outline and a tail pointing towards the top right. The bubble is positioned on a white background with a black L-shaped graphic element to its left and a 3D-style rectangular graphic with diagonal hatching to its right.





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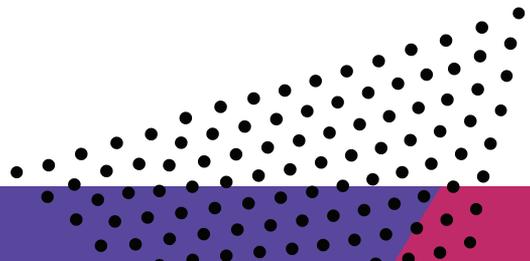
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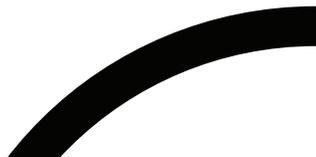
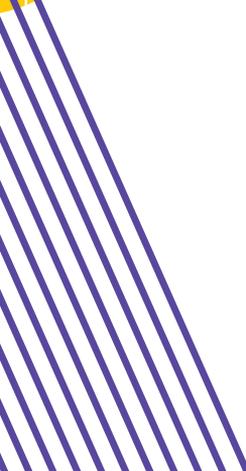
# EXECUTIVE SUMMARY



The Somerset Belt is set to become a vibrant youth precinct in Singapore, as part of the wider Orchard Road rejuvenation plan. In May 2019, the Ministry of Culture, Community & Youth (MCCY) and the National Youth Council (NYC) started work on a Masterplan that sets out the programming and infrastructure strategies to revitalise the Somerset Belt.

This Masterplan is a key partnership project under the SG Youth Action Plan - a platform for Singapore's youths to shape their vision for the country, and for youths to work with one another, with communities, businesses and the Government, to realise this vision together.

Youths had a direct hand in shaping of the Somerset Belt, contributing ideas on programming and infrastructural changes that reflect the vision of the Masterplan.



## Engagement

Staying true to the SG Youth Action Plan, youths were key contributors to the masterplan. The Somerset Working Panel, comprising diverse groups of youths from various communities and businesses, and government representatives, led in engaging fellow youths and provided guidance on the crafting of the plan. The Working Panel was co-led by Senior Parliamentary Secretary Baey Yam Keng and Love, Bonito's Chief Commercial Officer Dione Song.

The development of the masterplan centred on the ideas and aspirations of youths, which were explored and distilled via a participatory placemaking approach. 9,300 youths participated across three phases of the placemaking exercise.

- In Phase 1, youths shared insights on their desires and habits in retail and lifestyle related public spaces.
- In Phase 2, youths co-created solutions together through brainstorming sessions and a full-day Urban Hack. Selected ideas were then prototyped as real-life interventions along the Somerset Belt that lasted up to a week.
- In Phase 3, youths got involved in the decision-making process by validating the overall masterplan concept and giving their input to the preferred design character and programmes for the Belt.



## Concept

Taking inspiration from the dynamic and diverse Singapore youth, the Somerset Belt is set to be “A place for many things, nothing, and everything in between”. Singaporean youths cannot be reduced to a single definition or character, and the Somerset Belt will capture this spirit.

The Masterplan concept offers a general direction for the Belt's development, guides the precinct's strategies and is anchored by six principles that form the core values of the precinct --

- A place with multiple dimensions and usages
- A place for creative expression
- A place that is welcoming to explore
- A place that is dynamic and continuously transformed
- A place for youths to be with community and self
- A place empowered by community partnerships

## Strategies

The Somerset Belt Masterplan strategies will use precinct-wide actions that will unify and elevate the Somerset experience. They will integrate permanent and temporary infrastructure, ad-hoc and regular programming, and allow for community-led initiatives. There are five broad strategies --

- A Dual Spine Experience
- Memorable and Inviting Connections
- Variety of Quality Public Spaces
- Multi-dimensional Land Use
- Thoughtful, Community-powered Activations

## Site Plan

To illustrate the application of the concept and strategies on the Belt, the Site Plan presents possibilities for each site within the precinct.

## Imagined Future

A product of the youths' collective imagination, conceptual visualisations in this section offer a glimpse into an imagined future of the precinct.



# ACKNOWLEDGEMENTS

**Placemaking Exercise led by**  
Shophouse & Co

**In Partnership with**  
Participate In Design

**Commissioned by**  
Ministry of Culture, Community and Youth  
National Youth Council

The Somerset Belt Placemaking Masterplan is made possible by the valuable contributions and involvement of the many stakeholders across various sectors, government agencies, and Singapore youths from all walks of life. Thank you for generously contributing your time, ideas, expertise, and enthusiasm to co-create a vibrant youth precinct that builds Singapore Youth identity and supports youths' aspirations.

## Somerset Belt Working Panel

Baey Yam Keng  
Senior Parliamentary Secretary  
Ministry of Culture, Community and Youth  
Ministry of Transport

Dione Song  
Chief Commercial Officer  
Love, Bonito

Addie Tan  
Associate Director, CEO's Office  
Razer Inc.

Adrian Ang  
Co-Founder and Chief Creative Officer  
HEPMIL

Andrea Chong  
Digital Influencer  
DC Creative

Annie Lee  
Deputy Chief Executive Officer (Singapore)  
Perennial Real Estate Holdings Limited

Benjamin Kheng  
Artiste  
FLY Entertainment

Carmen Low  
Director  
Afterglow Concepts Pte Ltd

David Chua  
Chief Executive Officer  
National Youth Council

Den Sabari  
Project Director  
LalooLalang

Dennis Tay  
Founder and Chief Executive Officer  
Naiise

Farris Rahman  
Professional Athlete  
Red Bull GmbH, Vans, Stance Socks

Jeff Cheong  
President  
Tribal Worldwide Asia

Kent Teo  
Founder and Chief Executive Officer  
Invade

Lim You Ling  
Director, Urban Design (Central Area, North)  
Urban Redevelopment Authority

Loh Min Lin  
Manager  
Orchard Road Business Association

Ranita Sundramoorthy  
Director, Experience Development Group, Retail & Dining  
Singapore Tourism Board

Rose Tong  
Executive Director  
Singapore Retailers Association

Steven Loh  
General Secretary and Chief Executive Officer  
YMCA

## Agencies

Info-communications Media Development Authority

Land Transport Authority

National Arts Council

National Parks Board

Singapore Tourism Board

Urban Redevelopment Authority

“Cities have the capability of providing something for everybody, only when, they are created by a great soul.”

ability of providing  
body, only because, and  
created by everybody.

”

Jane Jacobs, Urbanist

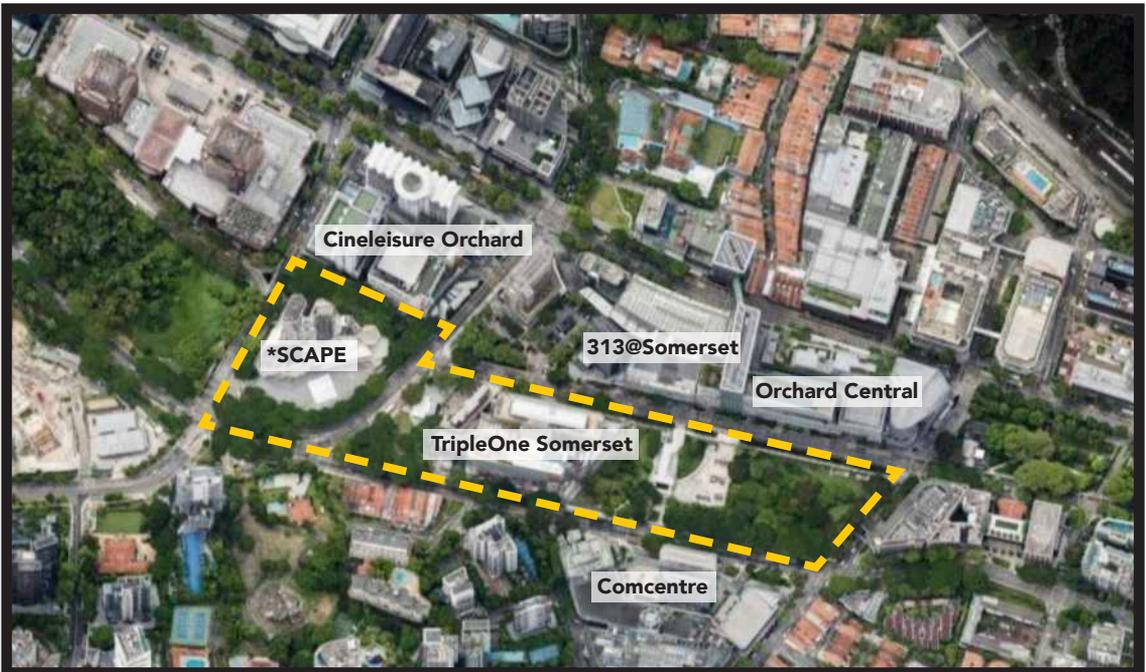
# INTRODUCTION

## A retail and lifestyle precinct shaped by Singapore youths

In January 2019, the Singapore Tourism Board (STB), the Urban Redevelopment Authority (URA) and National Parks Board (NParks) unveiled plans to enhance Orchard Road as a must-visit lifestyle and leisure destination. Orchard Road will offer differentiated experiences that bring out the unique identity of each sub-precinct. The stretch along Somerset Road with \*SCAPE, Youth Park, and Skate Park, was set apart as a vibrant youth district.

In May 2019, the SG Youth Action Plan, a platform for Singapore's youths to shape their vision for the country, was also launched. Through this, youths will get to work with community organisations, businesses and government, to shape the future of Singapore.

The Somerset Belt Masterplan brings both of these strategies together by empowering youths to reenvision their Somerset, and create opportunities for them to work with communities and businesses in realising this vision.



Indicative boundary of Somerset Belt precinct.





## A placemaking masterplan co-created with youths

Youths and other stakeholders were involved from the get go in crafting the masterplan. Going beyond zoning and infrastructure (hardware), the masterplan outlines broad-based strategies including possible programming and partnerships (software). These work together to offer a holistic approach to placemaking.

A Somerset Belt Working Panel, co-led by Senior Parliamentary Secretary Baey Yam Keng and Love, Bonito's Chief Commercial Officer Dione Song, led the development of the plan. Other members of the panel included local entrepreneurs, key stakeholders in the Belt and representatives of the youth community.

A broad-based engagement and co-creation process was designed and ran by appointed placemaking studio Shophouse & Co, in partnership with Participate in Design. This spanned three phases with about 9,300 youths being involved in a research study, co-creating and prototyping ideas, and decision-making processes.





### Phase 1 Insights

- Through Walking Conversations and site observations, youths gave insights on their interest in retail and lifestyle-related public spaces. These showed when and why youths frequented public spaces, how they behaved there and what facilities and features they appreciated.



### Phase 2 Co-Creation

- Youths co-created testable ideas through brainstorming sessions, a lecture that allowed for knowledge-sharing, and a full-day Urban Hack.
- Selected ideas were prototyped along the Somerset Belt for the wider community to experience.



### Phase 3 Decision-Making

- Using insights from Phase 1 & 2, a draft masterplan was crafted and shared with youths.
- Youths voted for their preferred design character and elements for the Belt through a series of roadshows and online surveys. These were considered in the final Masterplan.



The Masterplan illustrates an overall vision that shows possibilities of programming and placemaking in the precinct. This is realised by precinct-wide strategies and individual site strategies that aim to elevate and characterise the Somerset Belt experience. It ends with imagined visualisations to offer a glimpse into the potential future look and feel of the precinct.



## Phase 1 Ethnographic Study

May to June 2019

A study was conducted with youths to understand their desires and habits in public spaces in retail and lifestyle districts.



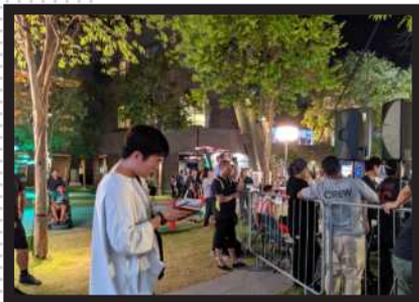
**Desktop Research**  
Knowledge Building



**SHCO Photowalk™**  
Visual Audit



**PiD Walking Conversations™**  
Interactive Discussion



**SHCO Ethnography**  
Field Study

## Phase 2 Co-Creation

July to October 2019

Youths co-created solutions in a full-day Urban Hack & prototyped them along the Somerset Belt.



**Urban Youth Catalyst Brainstorm**  
Discussion



**Urban Youth Catalyst Lecture**  
Knowledge Sharing



**Urban Hack**  
Rapid Ideation



**Prototype Day**  
Idea Testing

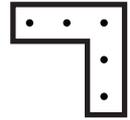
**KEY INSIGHTS ABOUT YOUTHS IN PUBLIC SPACES IN RETAIL & LIFESTYLE DISTRICTS**



# Phase 3 Decision-Making

November to December 2019

Youths commented on the overall vision & imagined futures of the Belt. Draft Masterplan was reviewed with various agencies & the Working Panel.



PROBLEM STATEMENT FOR THE SOMERSET BELT



Community Pop-Ups



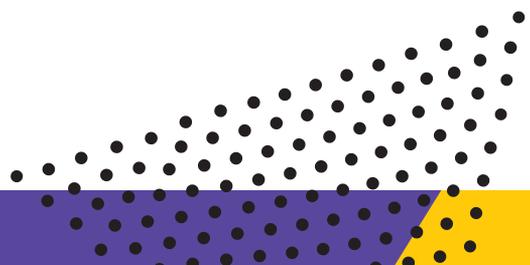
Online Engagements



Final Masterplan

The Masterplan consists of...

- Concept
- Strategies
- Site Plan
- Imagined Future



## CONCEPT

**A place for many things, nothing, and everything in between**

**Singaporean youths are dynamic and diverse.**

They embody many characteristics and actively shape the future. Going with the flow, these hyper-connected and self-aware individuals pursue different experiences in community, and in solitude. There is no single definition or character of a youth in Singapore, and Somerset Belt is imagined in that spirit.



**Somerset Belt is a place for many things, nothing, and everything in between.** It is a place for all, where the active and the quiet can co-exist. It is a place that is adaptable and nimble to respond to the dynamism of the youths and the world they live in today. It is also a canvas for self-expression and experimentation to unlock a rich, multi-dimensional experience for youth.



**Varied and flexible spaces for many possibilities.** Spaces in the belt will adapt and change with community-powered programming built on diverse youth interests and sub-cultures. Opportunities for youth entrepreneurship, personal development, and community building ensure that the Belt remains open for all youths.





## Principles

Central to the vision for the new Somerset Belt are placemaking principles that form the core values of the precinct. Somerset Belt will be...

- A place with multiple dimensions and usages
- A place for creative expression
- A place that is welcoming to explore
- A place that is dynamic and continuously transformed
- A place for youths to be with community and self
- A place empowered by community partnerships

The next sections detail key strategies for the precinct, guided by these principles.





# STRATEGIES

How youths will experience and and interact with spaces in the belt in central to strategies in this masterplan. It aims to integrate infrastructure, programming, and communities in a innovative yet intuitive ways.

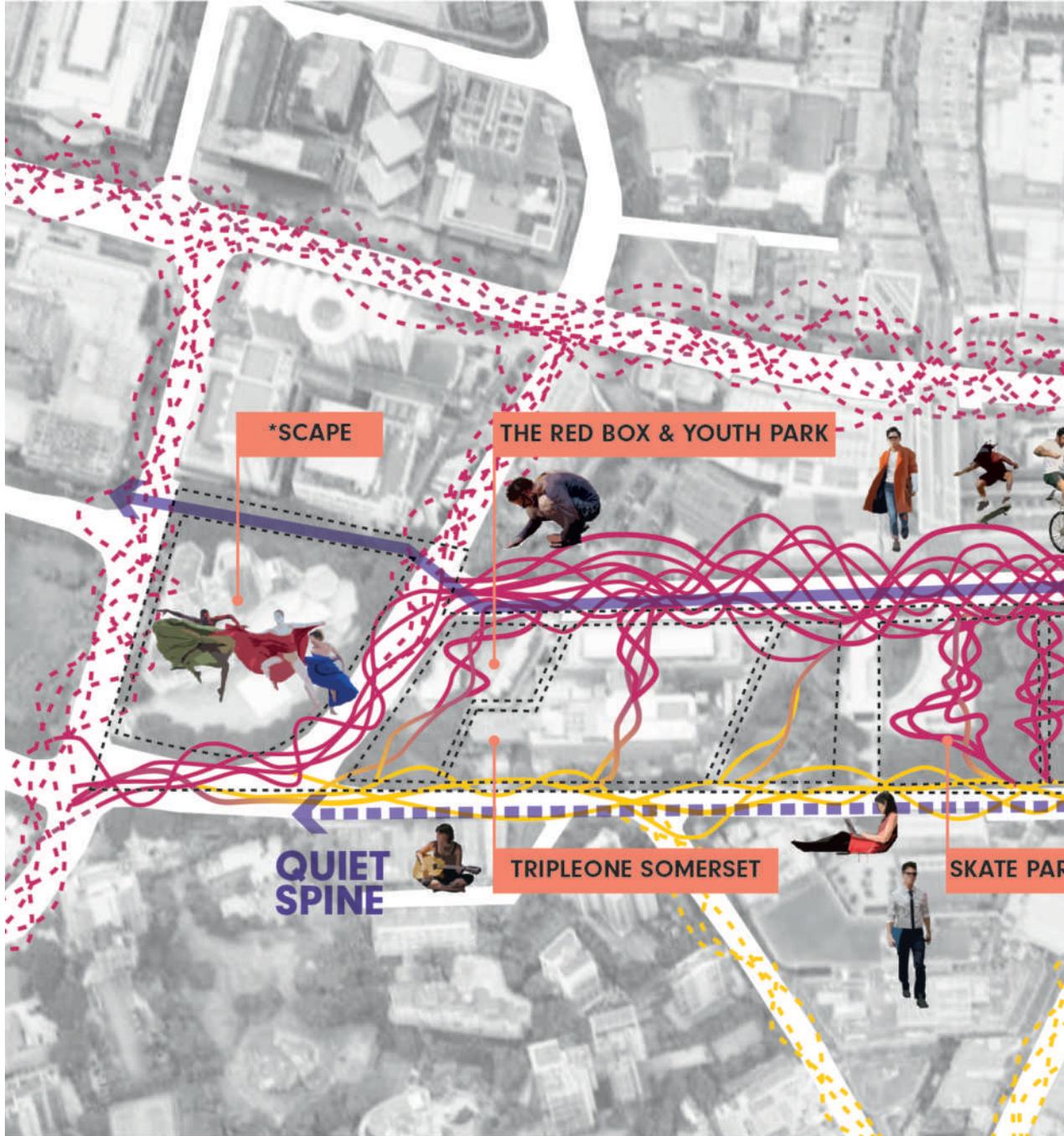
This section outlines 5 broad strategies to guide the development of Somerset Belt --

- Dual Spine Experience
- Memorable & Inviting Connections
- Variety of Quality Public Spaces
- Hybrid of Land Uses
- Thoughtful, Community-Powered Activations



## Strategies

# Dual Spine Experience



Lively and vibrant energy through commercial and ad-hoc activities

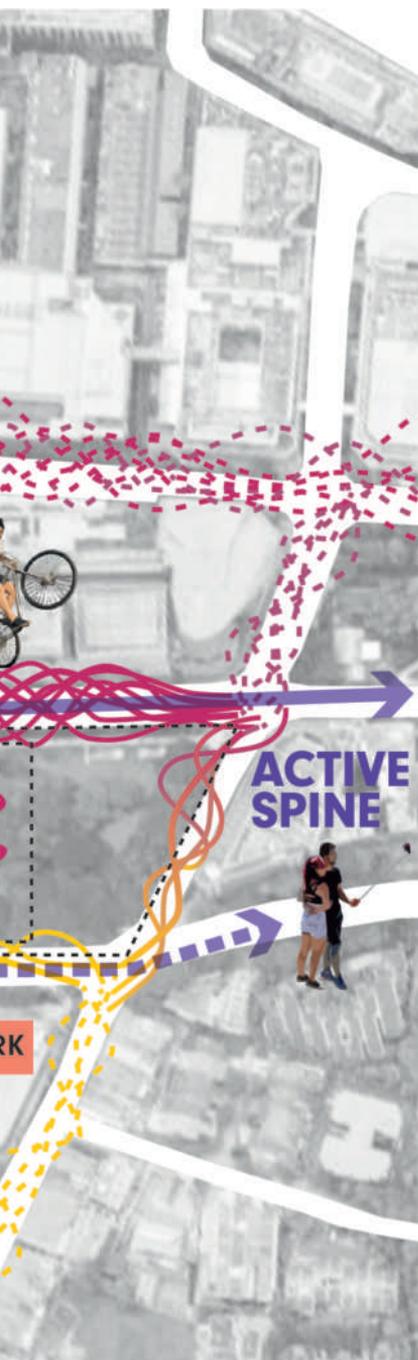


Quiet, chill-out vibe with little activities and reflective atmosphere



Intersecting energy, activity and qualities across the B

Note: Sketches and locations show conceptual intent only. Subject to changes.



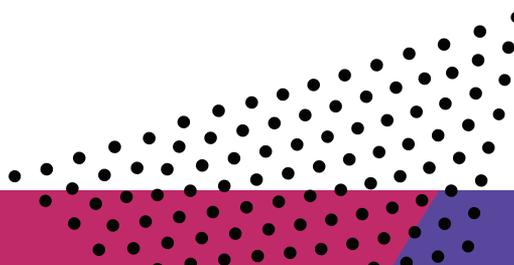
Somerset Belt will be organised around 2 distinct experiential spines that offer contrasting experiences - the Active and Quiet spine.

The Active Spine is **pedestrian-friendly with a vibrant street-life and a dynamic character**, extending the Orchard Road experience with a unique youthful spirit. Imagine a busy walkway featuring urban art, busking zones, and activities that spill-out from the buildings into the streets.

In contrast, the Quiet Spine is respectful of the adjacent work and life areas and is **restful with a zen vibe** with softer lighting, rest stops, and landscaping. It's a space for quiet walks with friends or a

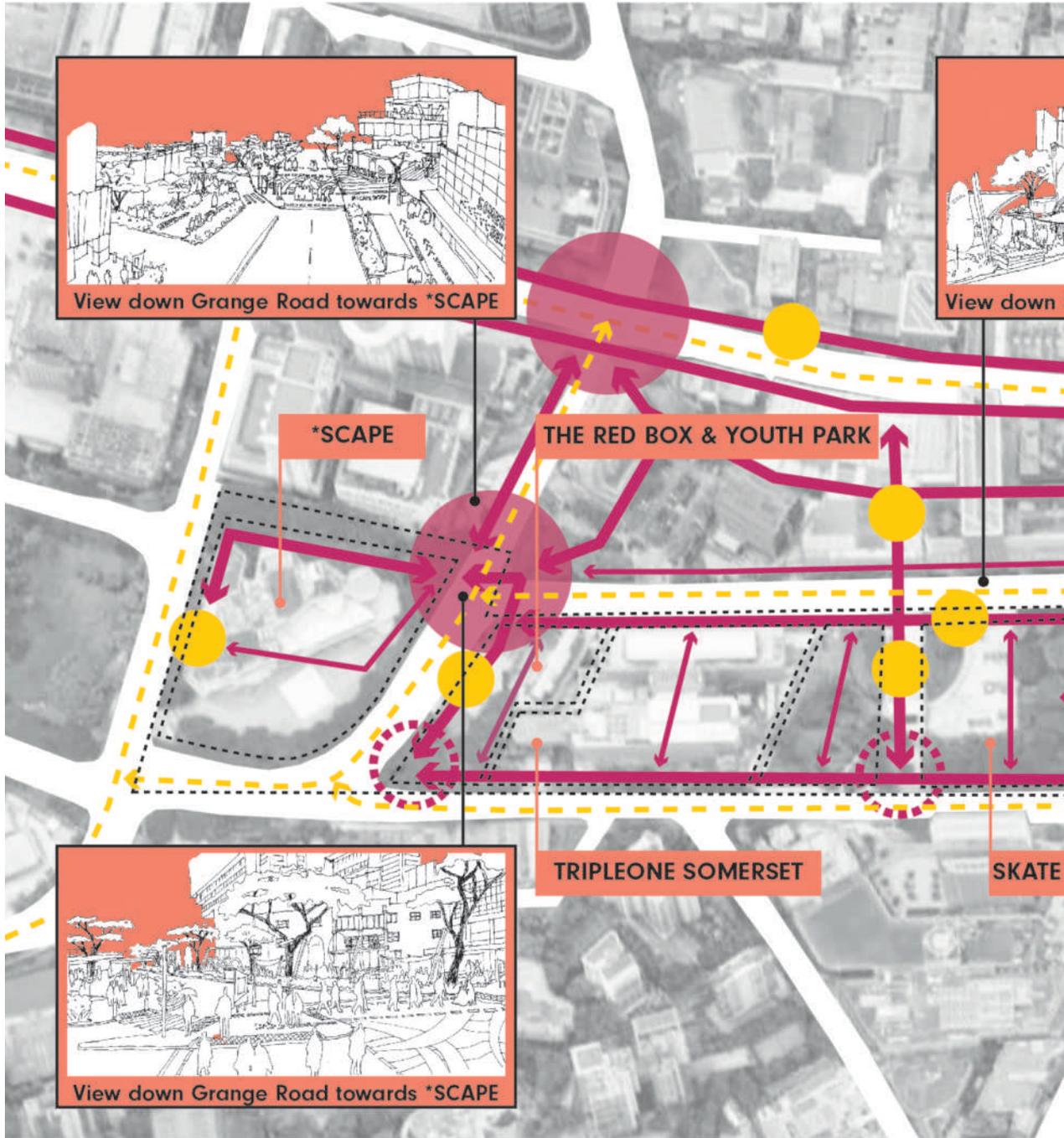
break from the hustle.

Various buildings, spaces, and facilities across the Belt will offer its own unique combination of the two characters, brought to life through programmes & placemaking. Youths can find their own space to do many things, nothing, or their own version of in-between.



## Strategies

# Memorable & Inviting Connections



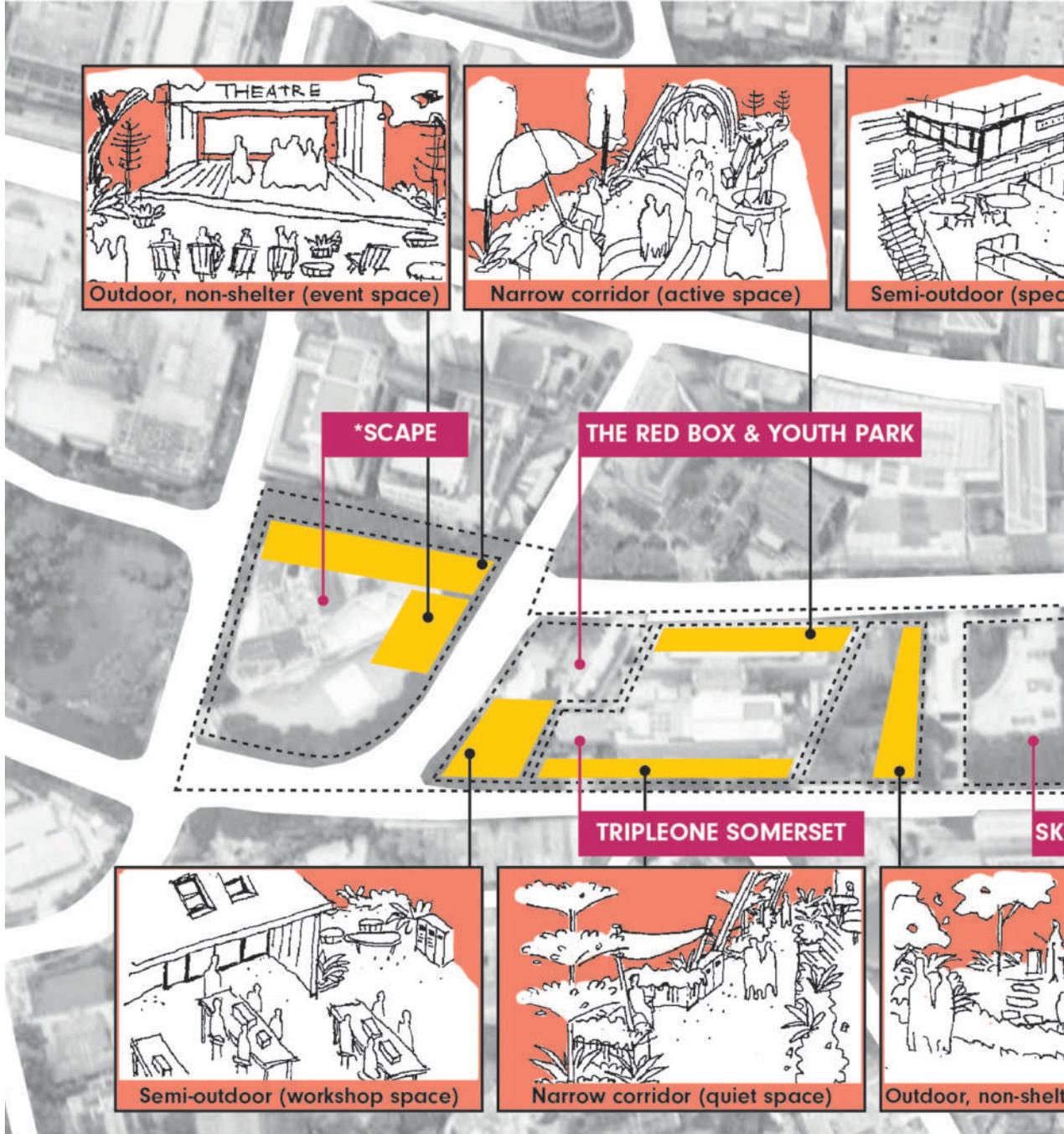
-  Primary entrance/ Touchpoints for pedestrians
-  Primary pedestrian circulation
-  Vehicular entrances
-  Secondary entrances for pedestrians
-  Secondary pedestrian circulation
-  Vehicular circulation

Note: Sketches and locations show conceptual intent only. Subject to changes.

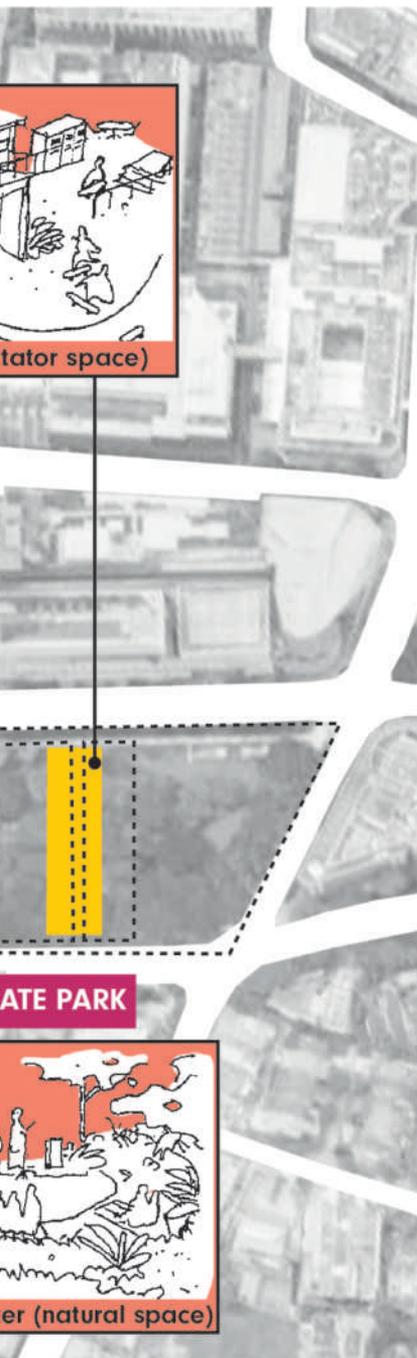


## Strategies

# Variety of Quality Public Spaces



Note: Sketches and locations show conceptual intent only. Subject to changes.



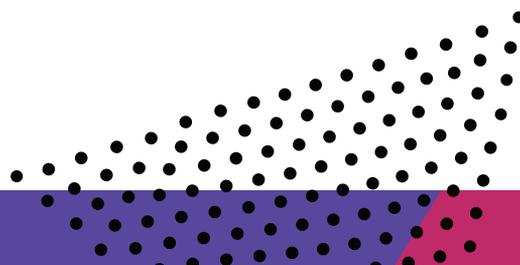
Public spaces facilitate inclusive experiences in the Belt that aid youths across different interests and social groups to gather, interact, and engage with one another.

Different types of public spaces will create **different opportunities for social experiences**, ranging from intimate corridors along \*SCAPE and the Red Box, expansive open spaces in the vicinity of Skate Park, as well as semi-sheltered outdoor spaces where activities can spill-out into the public realm.

The various public spaces also **embody different**

**characteristics** which will support active programmes, while also encouraging youths to linger and rest.

Public spaces will also consider thermal comfort and **employ passive and active cooling strategies** to create a comfortable and pleasant outdoor experience.



## Strategies

# Hybrid of Land Uses



Note: Sketches and locations show conceptual intent only. Subject to changes.

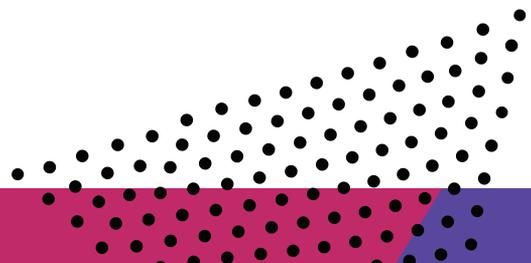


Somerset Belt will reflect the multi-faceted interests of youths. Unique hybrids of commercial and civic land usage will offer interesting and dynamic experiences, with **complementary uses that will strengthen the sense of place.**

This is to **entice new visitors to the area, and more importantly give reasons for return visits.**

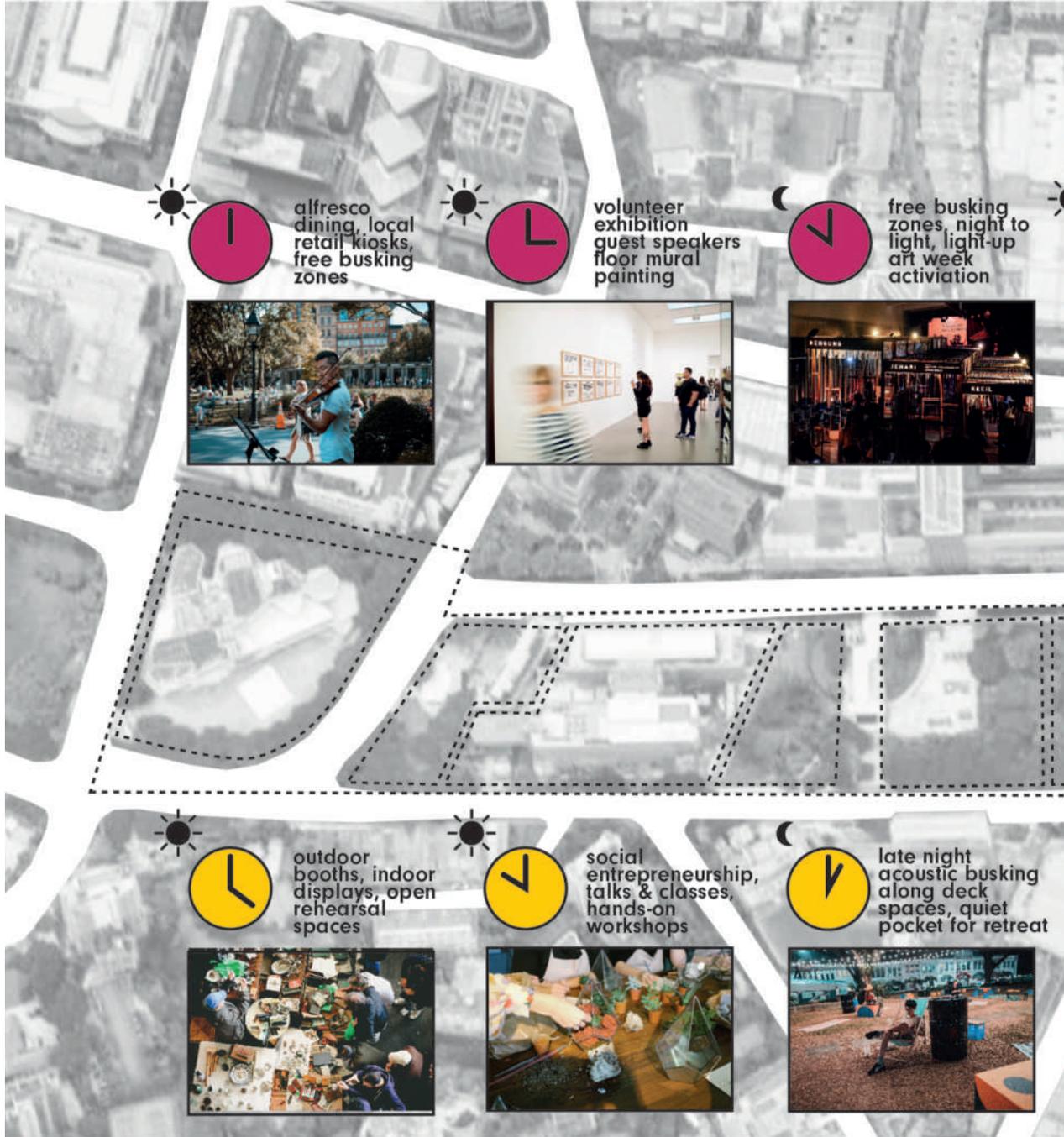
The flexibility to innovate hybrid combinations of offerings on each site will also **enable youths to imagine and realise new possibilities**, exploring new models that bring together

creative expression, social impact, and commercial sustainability. The precinct will remain **nimble and adaptable for seasonal usages and new ideas** from youths.



## Strategies

# Thoughtful, Community-Powered Activations



 Potential activations along the Active Spine at different hours of the day

 Potential activations along the Quiet Spine at different hours of the day

Note: Sketches and locations show conceptual intent only. Subject to changes.

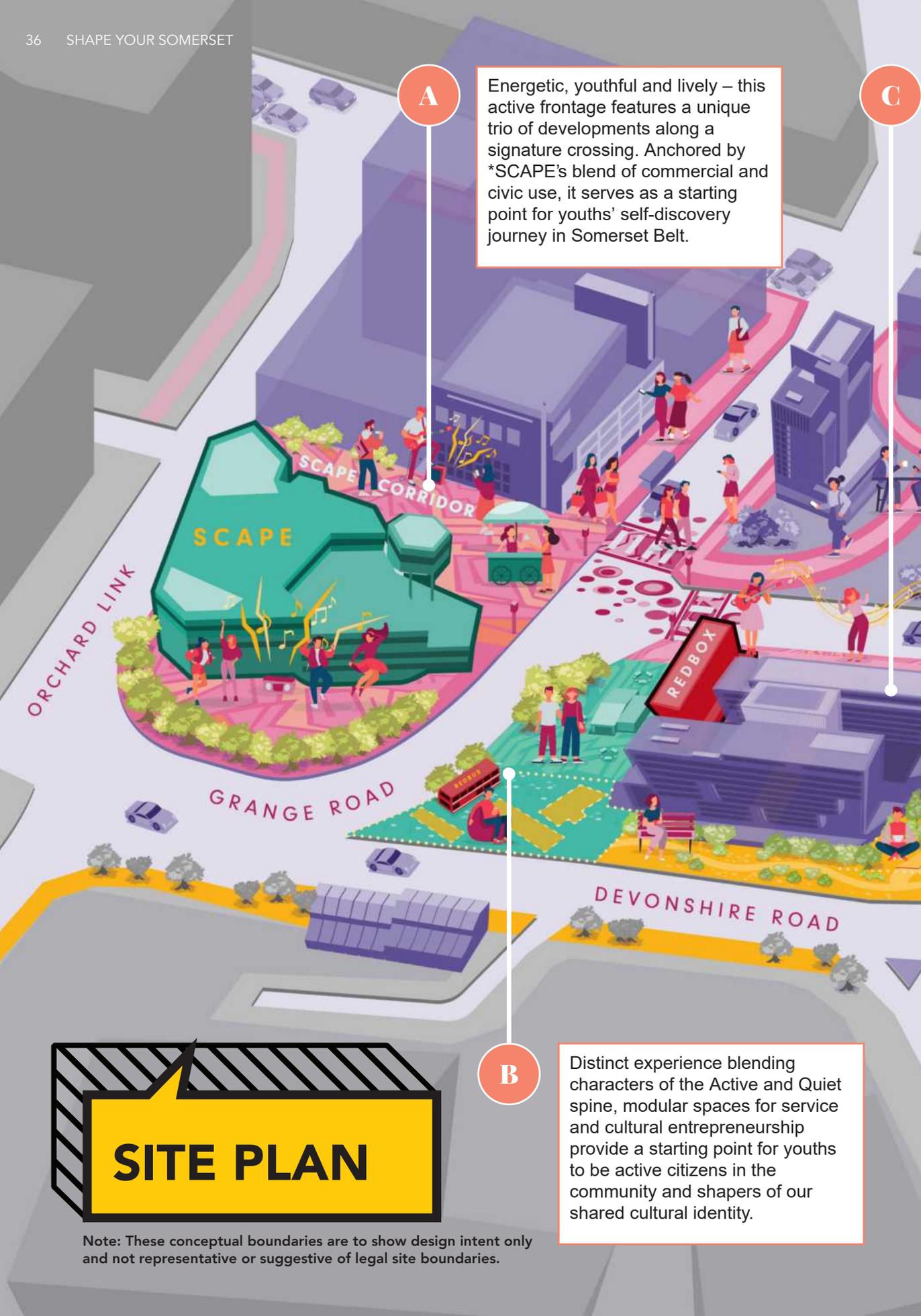


A precinct comes to life with people, and Somerset will see community-powered programming, taking on a thoughtful and timely approach.

Somerset Belt will feature a **balance of regular programmes and ad-hoc community initiated activities**, supported by flexible infrastructure and other resources. Youths will be empowered to take ownership of various platforms and spaces in the Belt. Taking into account the **natural rhythms of youths' lifestyles**, the precinct's event schedule will give special consideration to evenings and weekends, and holidays.

With events that **gather micro-communities of youth interests and sub-cultures**, Somerset Belt can be transformed in many different ways throughout the year.





A

Energetic, youthful and lively – this active frontage features a unique trio of developments along a signature crossing. Anchored by \*SCAPE’s blend of commercial and civic use, it serves as a starting point for youths’ self-discovery journey in Somerset Belt.

C

B

Distinct experience blending characters of the Active and Quiet spine, modular spaces for service and cultural entrepreneurship provide a starting point for youths to be active citizens in the community and shapers of our shared cultural identity.

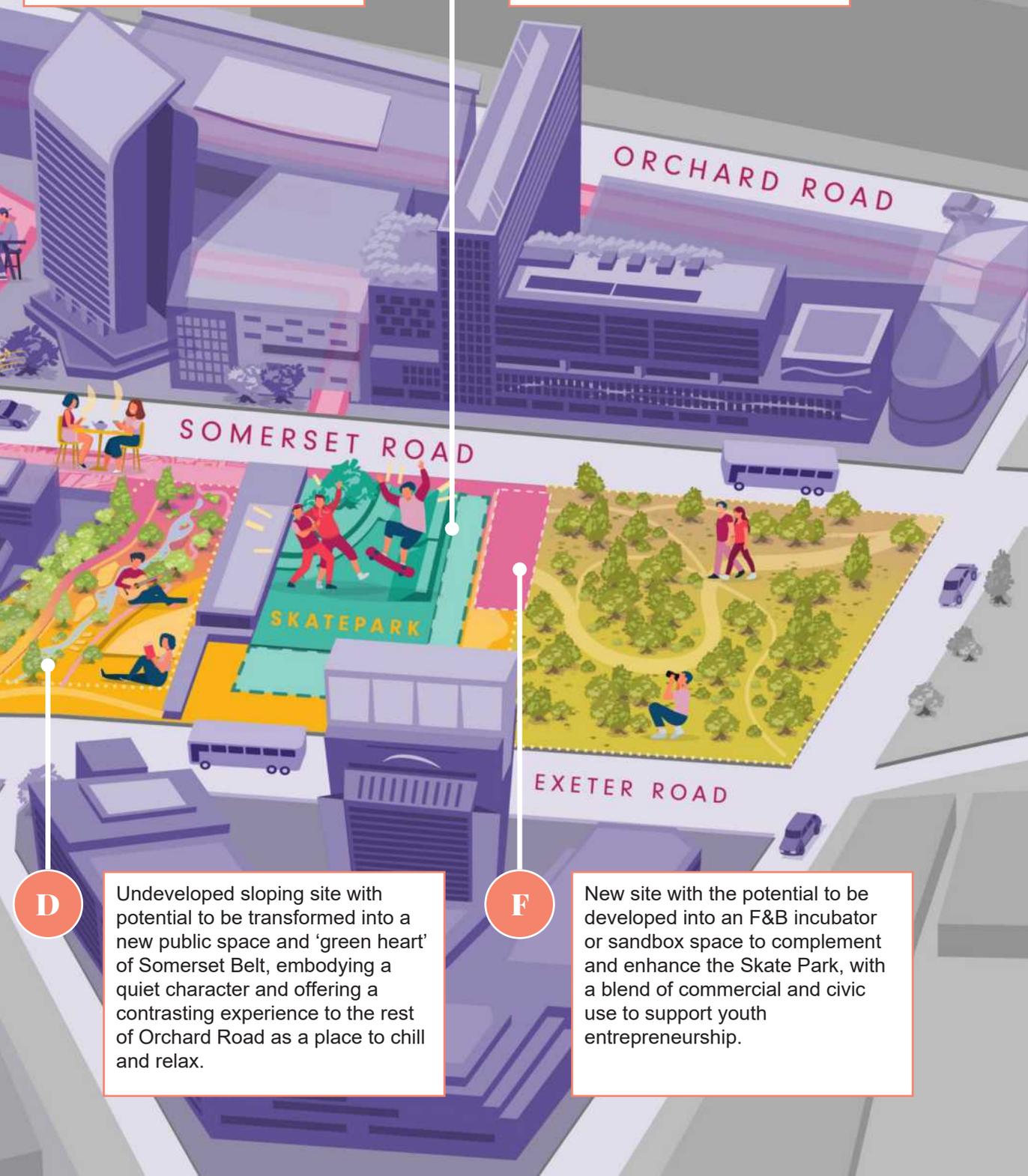
# SITE PLAN

Note: These conceptual boundaries are to show design intent only and not representative or suggestive of legal site boundaries.

Building on the internal 24-hour linkway, TripleOne Somerset can allow visitors to move seamlessly across the precinct, with street frontages that mirror the respective characters of the spines.

E

An expanded Skate Park serves as a strong anchor of identity in the Belt and as a symbol of youth self-expression in Singapore.



D

Undeveloped sloping site with potential to be transformed into a new public space and 'green heart' of Somerset Belt, embodying a quiet character and offering a contrasting experience to the rest of Orchard Road as a place to chill and relax.

F

New site with the potential to be developed into an F&B incubator or sandbox space to complement and enhance the Skate Park, with a blend of commercial and civic use to support youth entrepreneurship.

# IMAGINED FUTURE

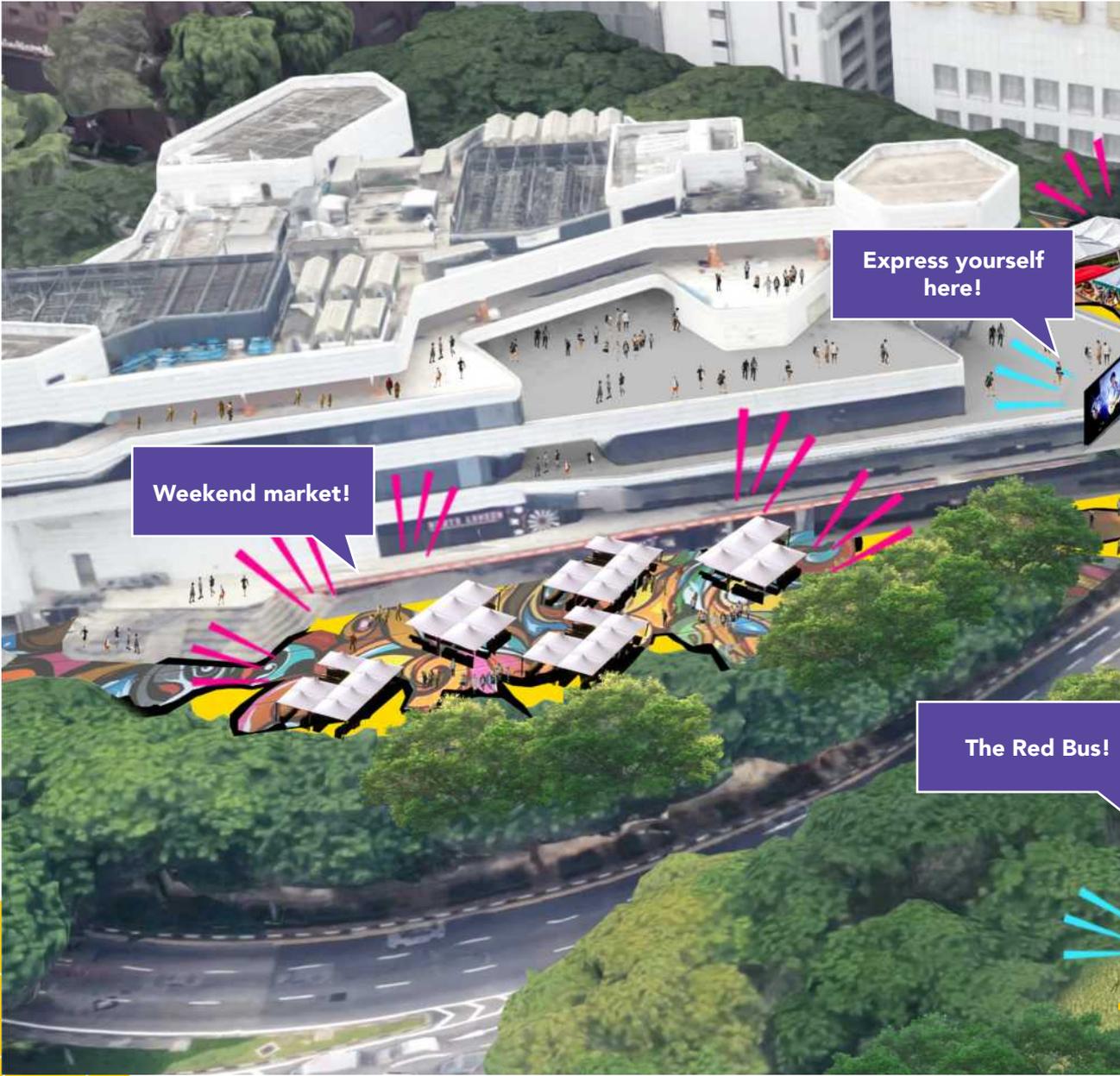
## What could Somerset Belt look like after implementing the concept, principles, and strategies? What design character should Somerset Belt take?

To answer these questions, youths were involved in brainstorming and prototyping ideas of their future Somerset. Potential design characters were then brought to the wider public in a series of online and offline engagements to gather feedback. The consolidated insights informed the 'look and feel' of a future Somerset Belt.

A product of the youths' collective imagination, these visuals capture the adaptable nature of a future-ready Somerset which will continually evolve to become a place central to youth culture and identity in Singapore.



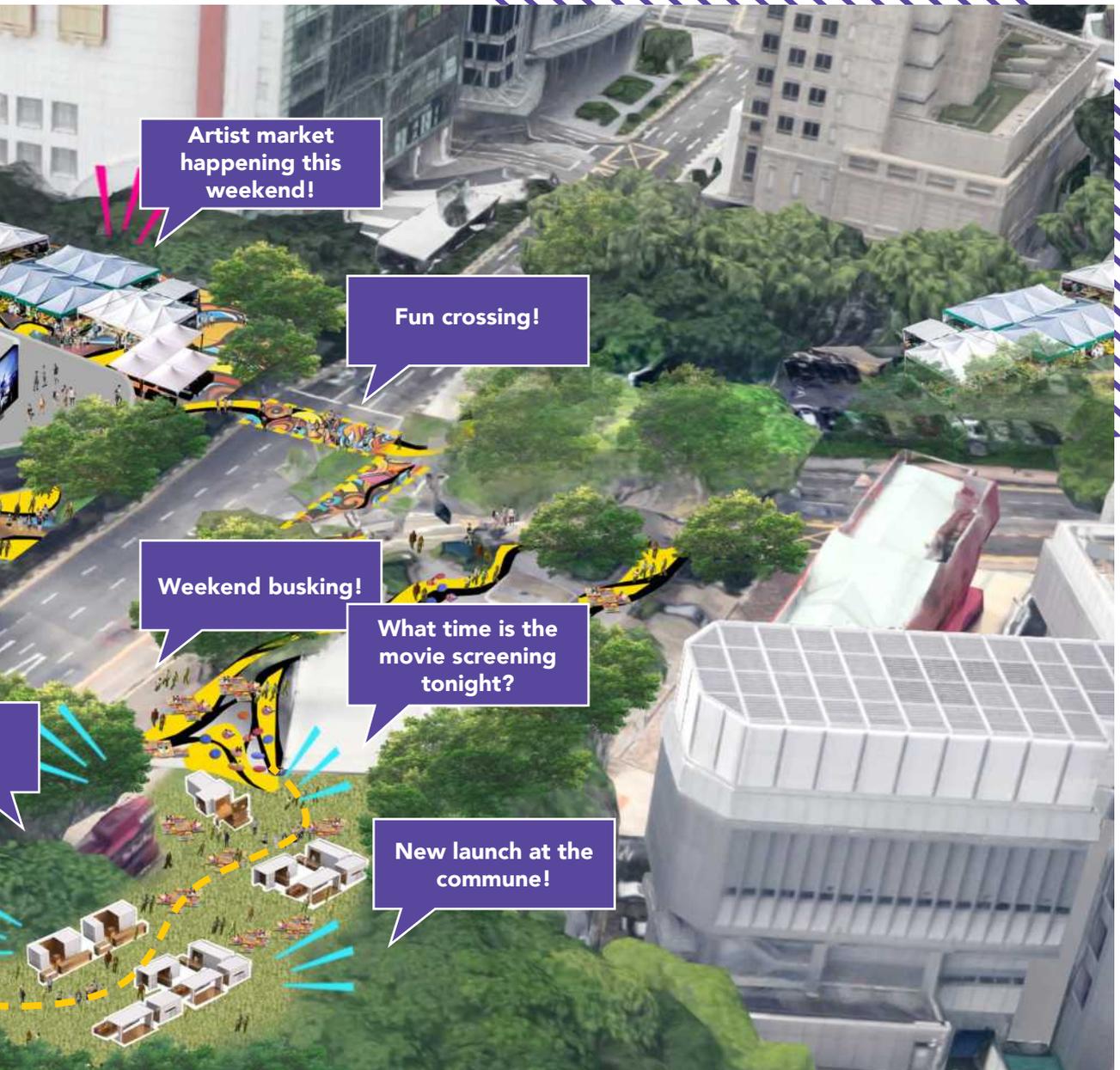




**Weekend market!**

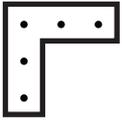
**Express yourself here!**

**The Red Bus!**



## A Place of Many Things

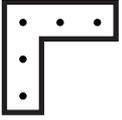
The crossing outside \*SCAPE serves as a main touch-point from Orchard Road at the beginning of the Somerset Belt experience. Youths imagine inclusive and ever-changing offerings in these mixed use buildings, with diverse seasonal programmes and activities that bring life to the colourful street.





## A Place to Simply Be

Somerset Belt offers a place for youths to take a break from doing many things, with public spaces that can be used for respite to do nothing with friends or to simply be alone. Hanging out in green spaces, one can enjoy busker performances, bury oneself in a good book, or simply watch others and life go by.





### Creative. Cultural. Communal.

With a series of flexible and adaptable spaces at sites such as the Youth Park and the Red Bus, youths can actively shape our creative culture. Studio cabins and semi-outdoor workshop spaces could become venues for brainstorming, cultural entrepreneurship, and sharing sessions.





## A Distinct Sense of Place

Somerset Belt will build on its identity and existing sense of place by working with communities there. A refreshed Skate Park will celebrate its distinctive urban sports subculture with an open frontage and better meet the needs of its current users. Complementary uses, programmes, and enhancements such as flexible urban furniture, new vantage points, music, and F&B options, will elevate the experience of the space.



Building this masterplan with our Singapore youths has been an exciting journey. We are thrilled to see the energy and affinity our youths have for the spaces in Somerset. But we've just begun. To help turn our dreams into reality, MCCY, NYC and \*SCAPE will be leading partnership efforts, working with youths, communities, businesses and government agencies, to co-create and co-deliver new experiences along the Somerset Belt. Please stay tuned at [www.shapeyoursomerset.sg](http://www.shapeyoursomerset.sg) or IG @ SomersetBeltSG for more details on what's happening and how you can be involved.



**“ Development of the Somerset Belt Masterplan was guided by the Somerset Belt Working Panel, which included youths and representatives from different sectors. The views of youths were central to the Masterplan: coming up with ideas that could be tested and implemented in the Belt as well as iterating and sharing feedback along the way. This partnership and co-creation with our youths does not stop with the release of the Masterplan. We will continue to involve and collaborate with them to test and refine these Masterplan concept ideas throughout the year. ”**

Baey Yam Keng  
Senior Parliamentary Secretary  
Ministry of Culture, Community and Youth  
Ministry of Transport

