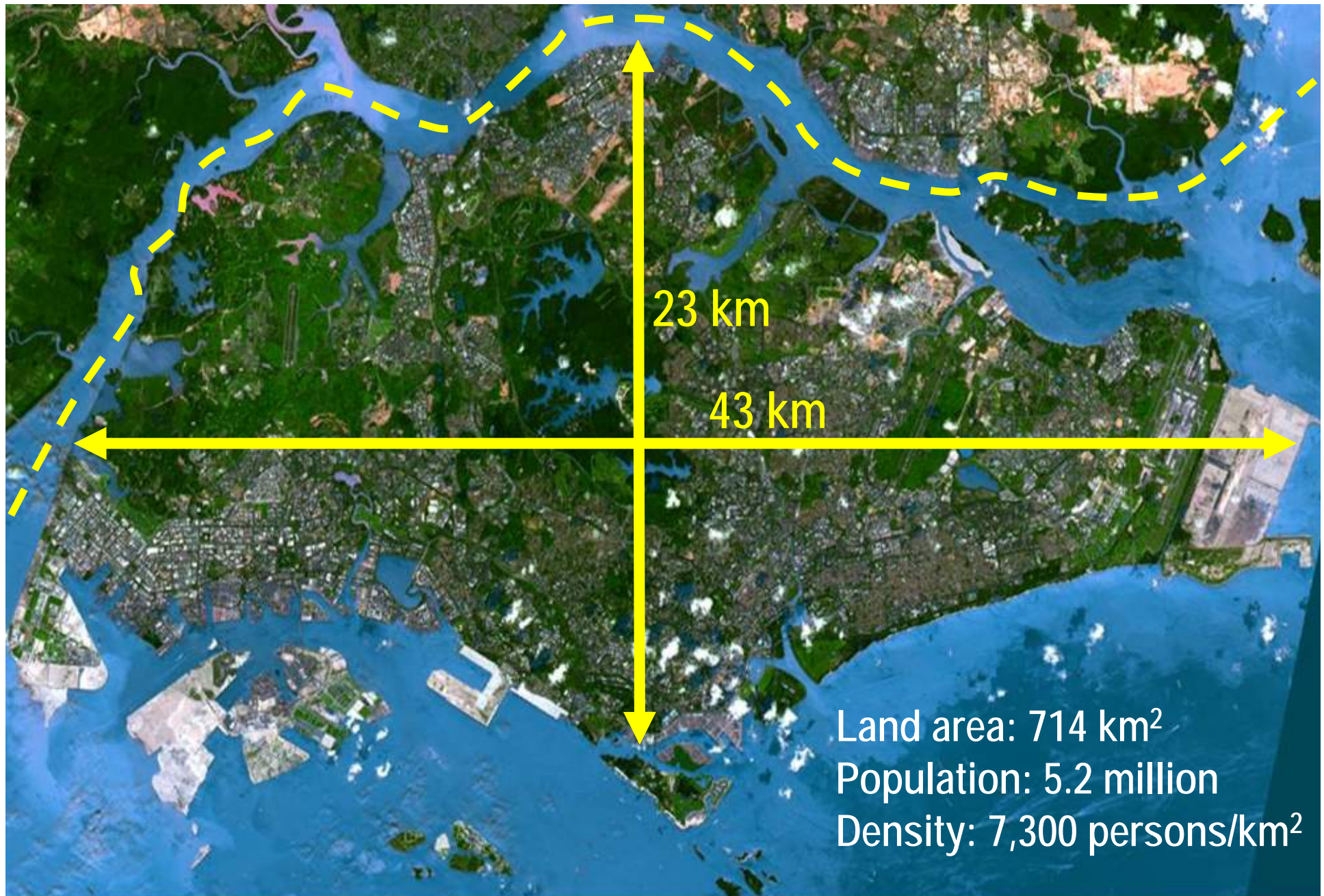


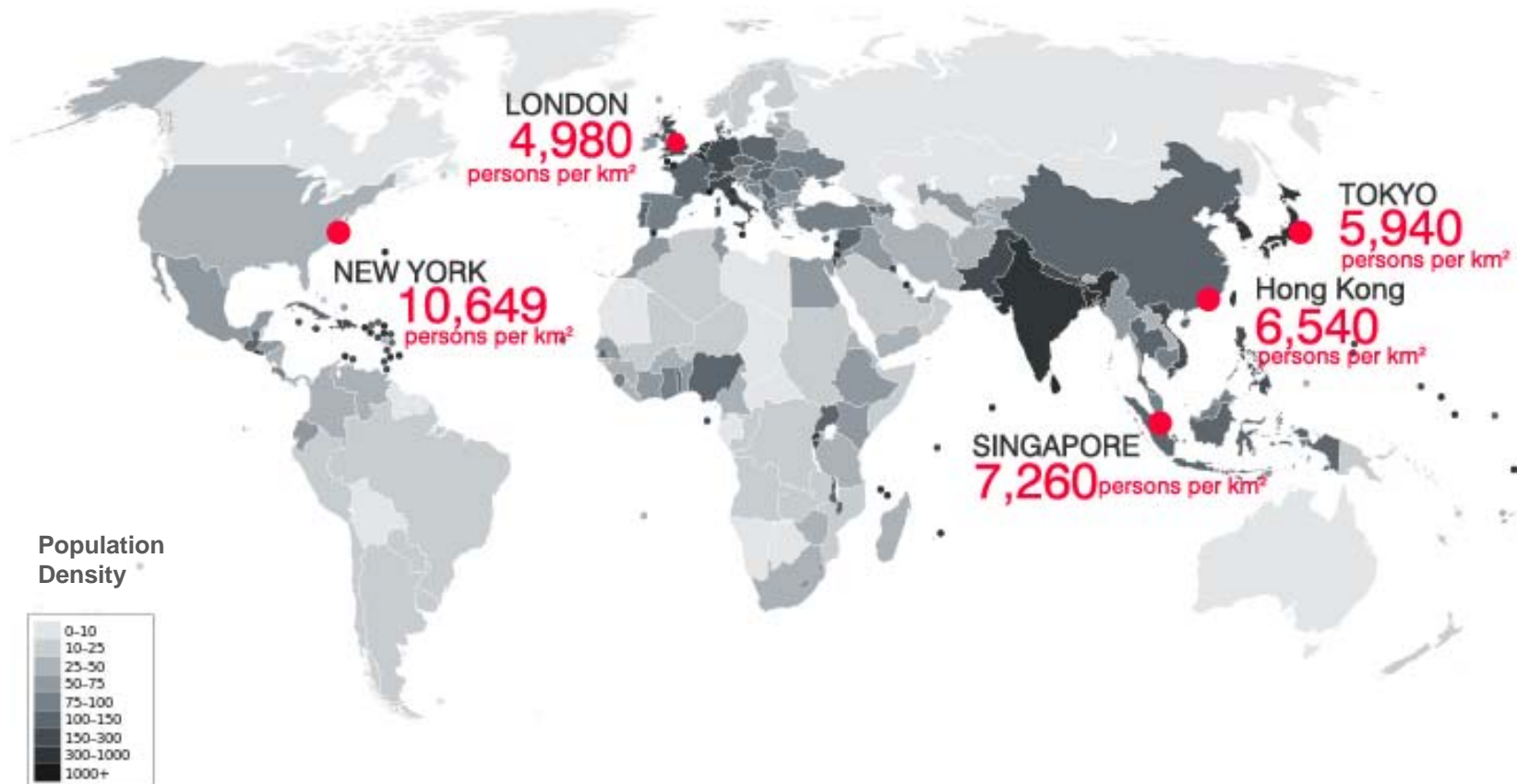
Marina Bay – An Attractive & Sustainable, Environmentally-Friendly District



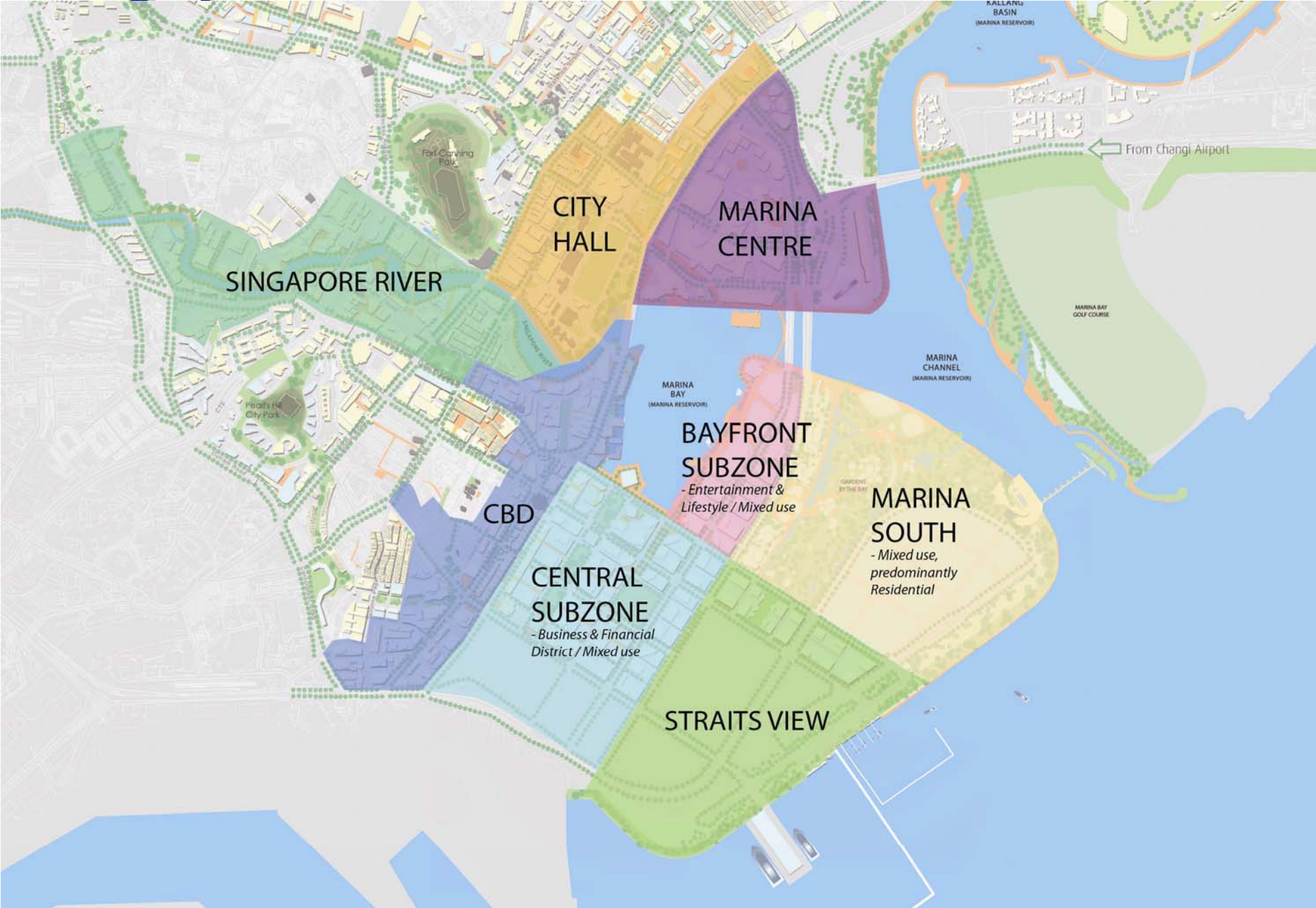
Singapore – An Island State



Singapore – Population Density



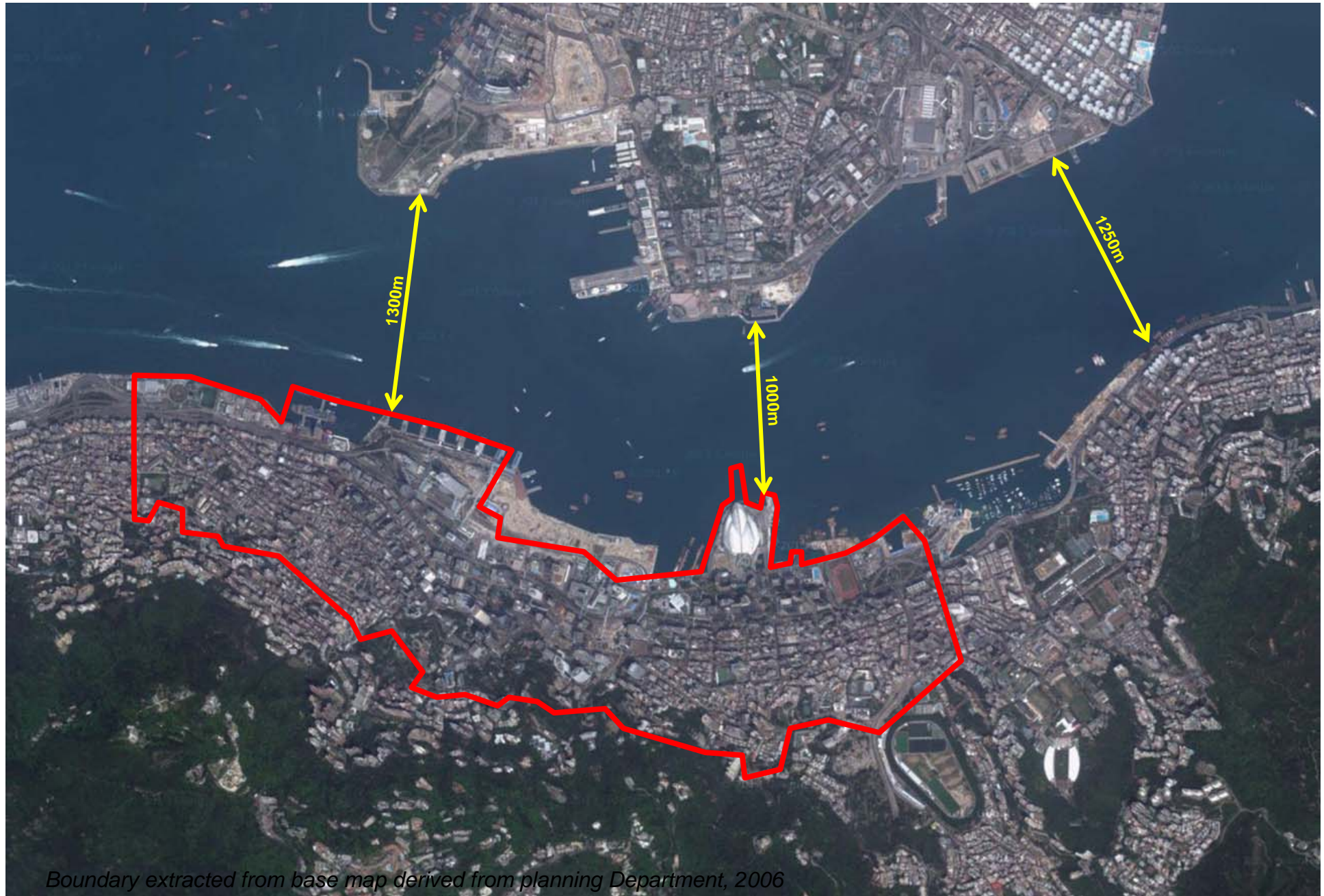
Singapore – Central Area



Marina Bay, Singapore



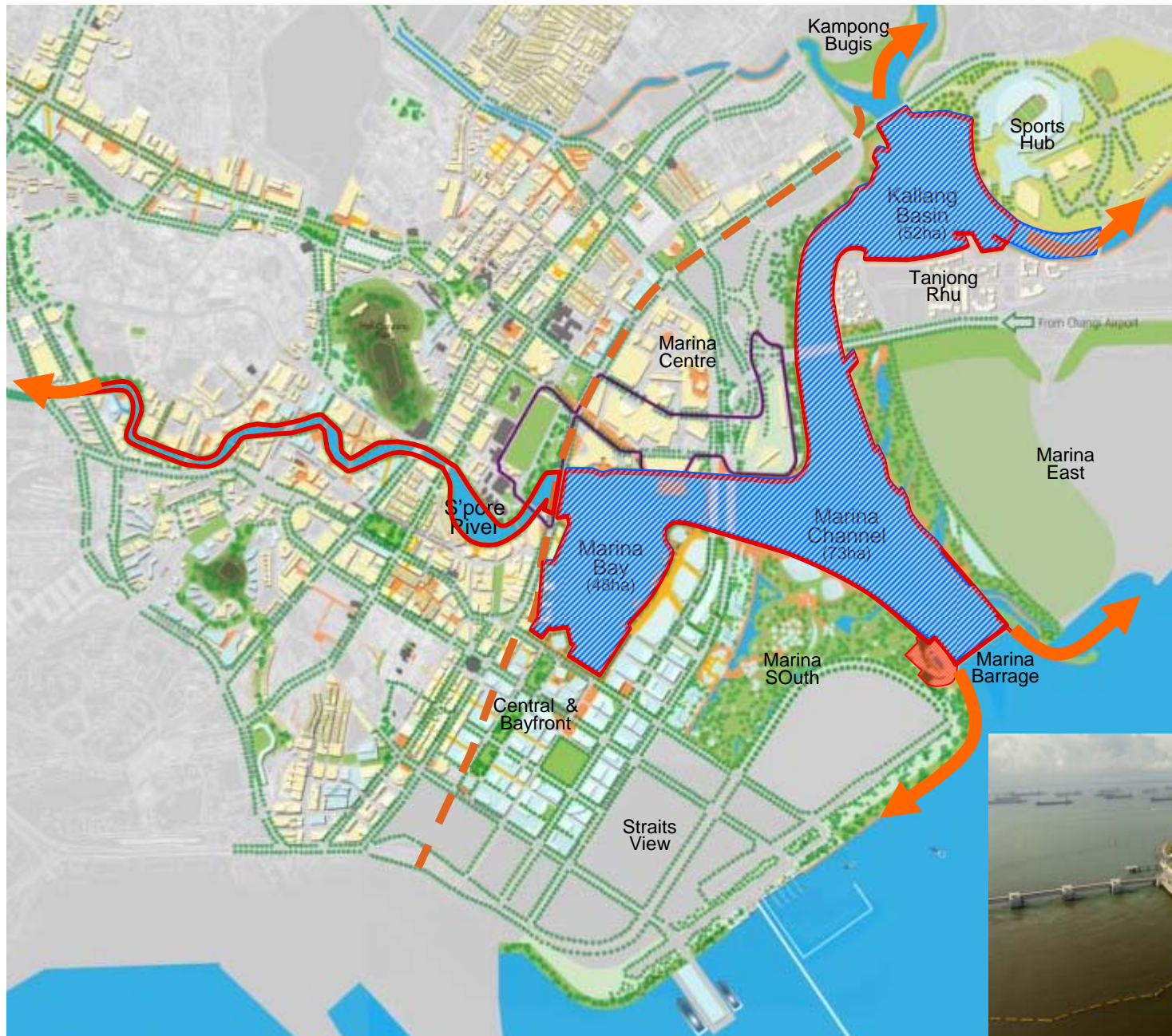
Central, Hong Kong



Boundary extracted from base map derived from planning Department, 2006

Marina Bay – A Sustainable Approach towards Planning and Development

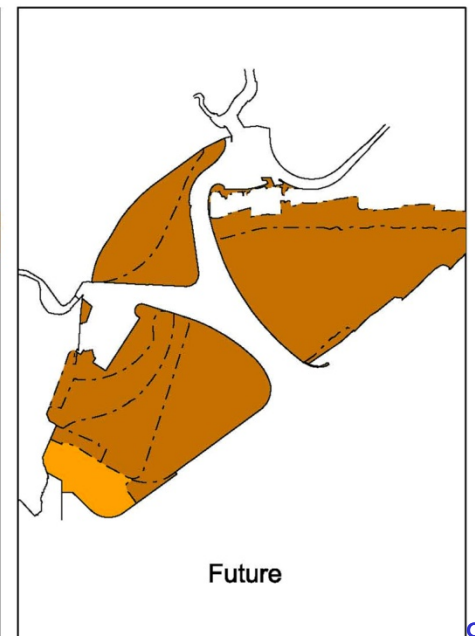
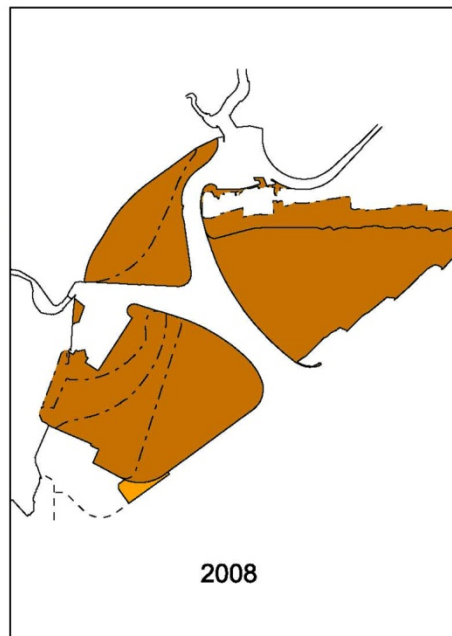
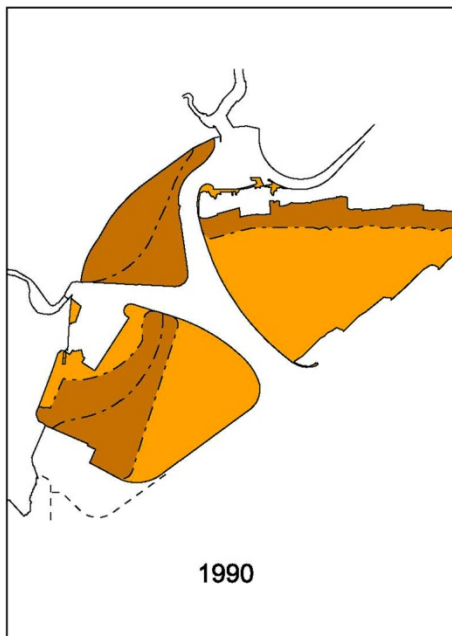
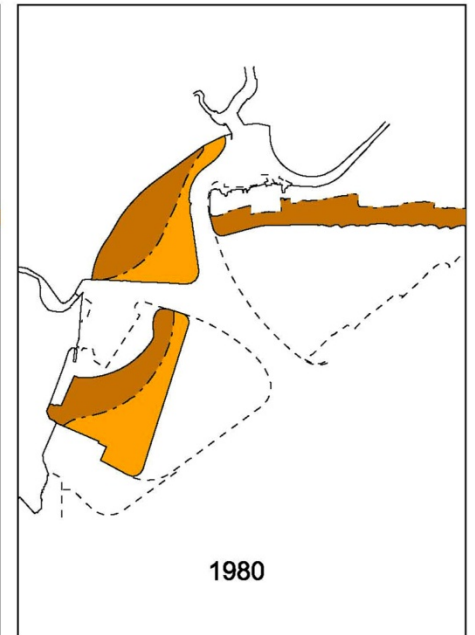
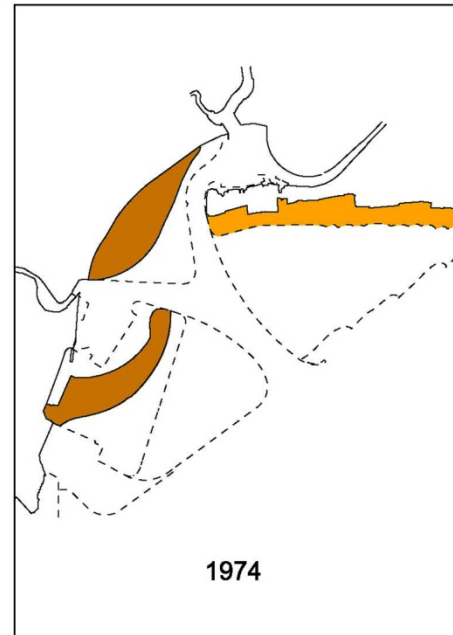
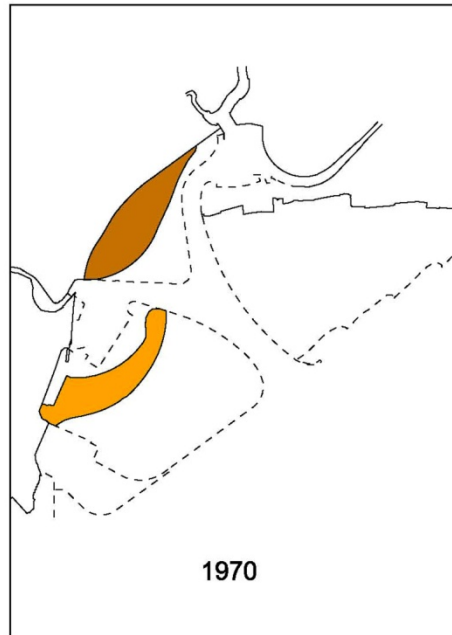
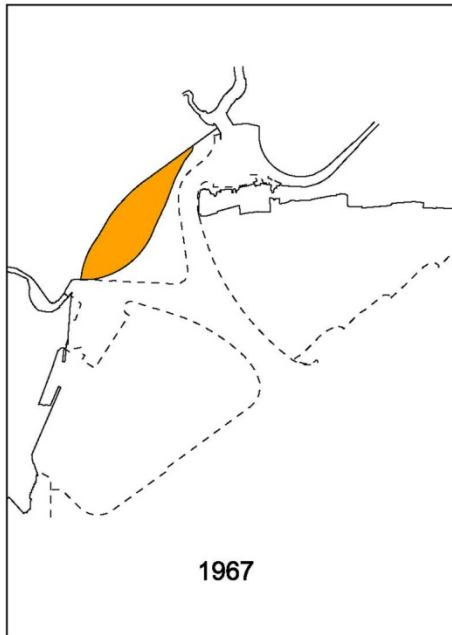
Urban Waterfronts - Marina Reservoir



- Old coast line ran along Beach Road
- Total 173ha of waterbodies created – Marina Bay, Marina Channel & Kallang Basin
- Construction of Marina Barrage
- Continuous waterfront promenade around waterbodies



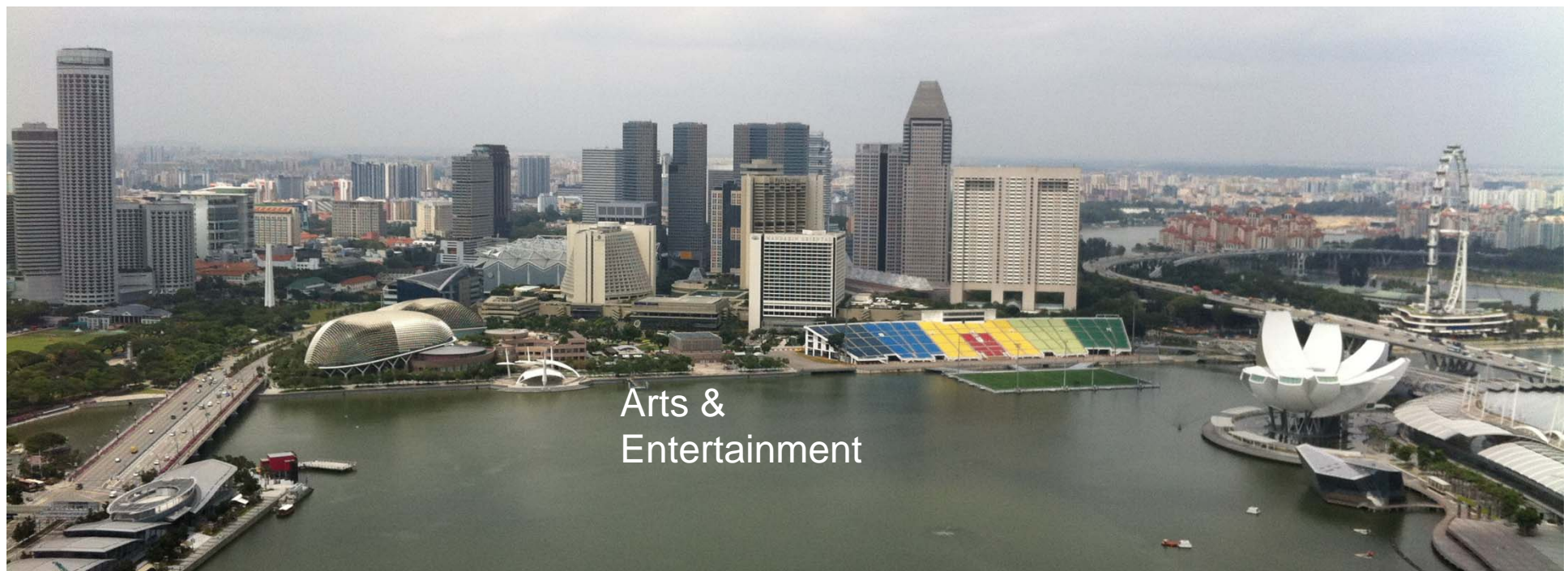
Planning Ahead of Time



Planning Ahead of Time



Matching Planning to Positioning





A lively place filled with lively people



A place that is as hardworking as the people who belong to it



A playful place as well as a place to play

Planning for a Mixed-use District



residential

commercial

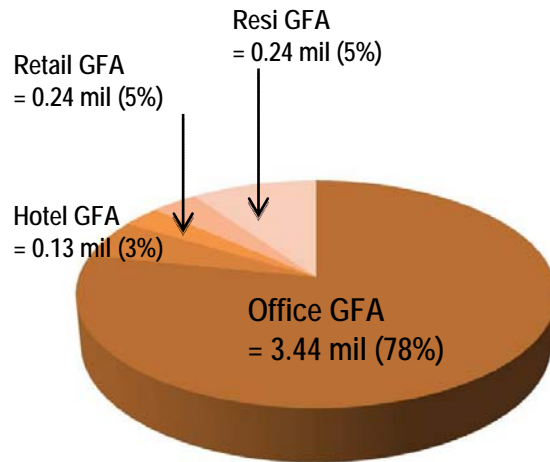
hotel

Planning for a Mixed-use District

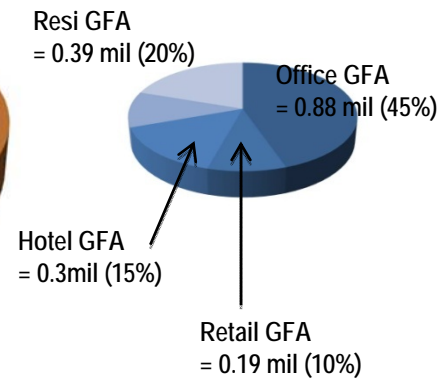
TODAY

FUTURE

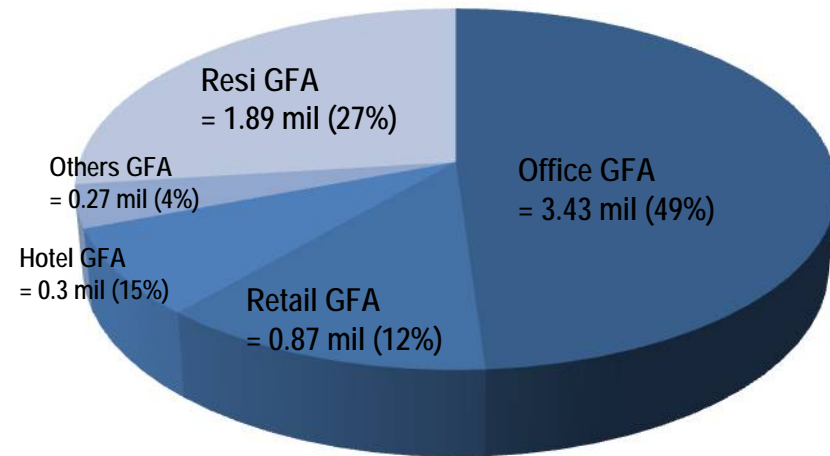
CBD TGFA – 4.4 mil



MB TGFA – 1.97 mil



MB TGFA – 7.01 mil



Flexible Parcellation to Meet Market Needs



- In-built flexibility to meet changing business & market needs
- Regular parcels for easy amalgamation or sub-division
- Accommodates buildings with large floorplates

Flexible Parcellation to Meet Market Needs



- Space beneath open space amalgamated with land parcels to create a 3.55ha site + 1.8ha sub-space for a master developer
- Sold with option of purchasing in phases, win-win solution: risk-sharing between both Government & private sector

Flexible Parcellation to Meet Market Needs

Marina Bay Financial Centre



Flexible Parcellation to Meet Market Needs



- 9 parcels, road & underground space below road and promenade amalgamated to form a 15.5 ha site for integrated resort development
- Water space included to provide greater design flexibility, vary seawall profile

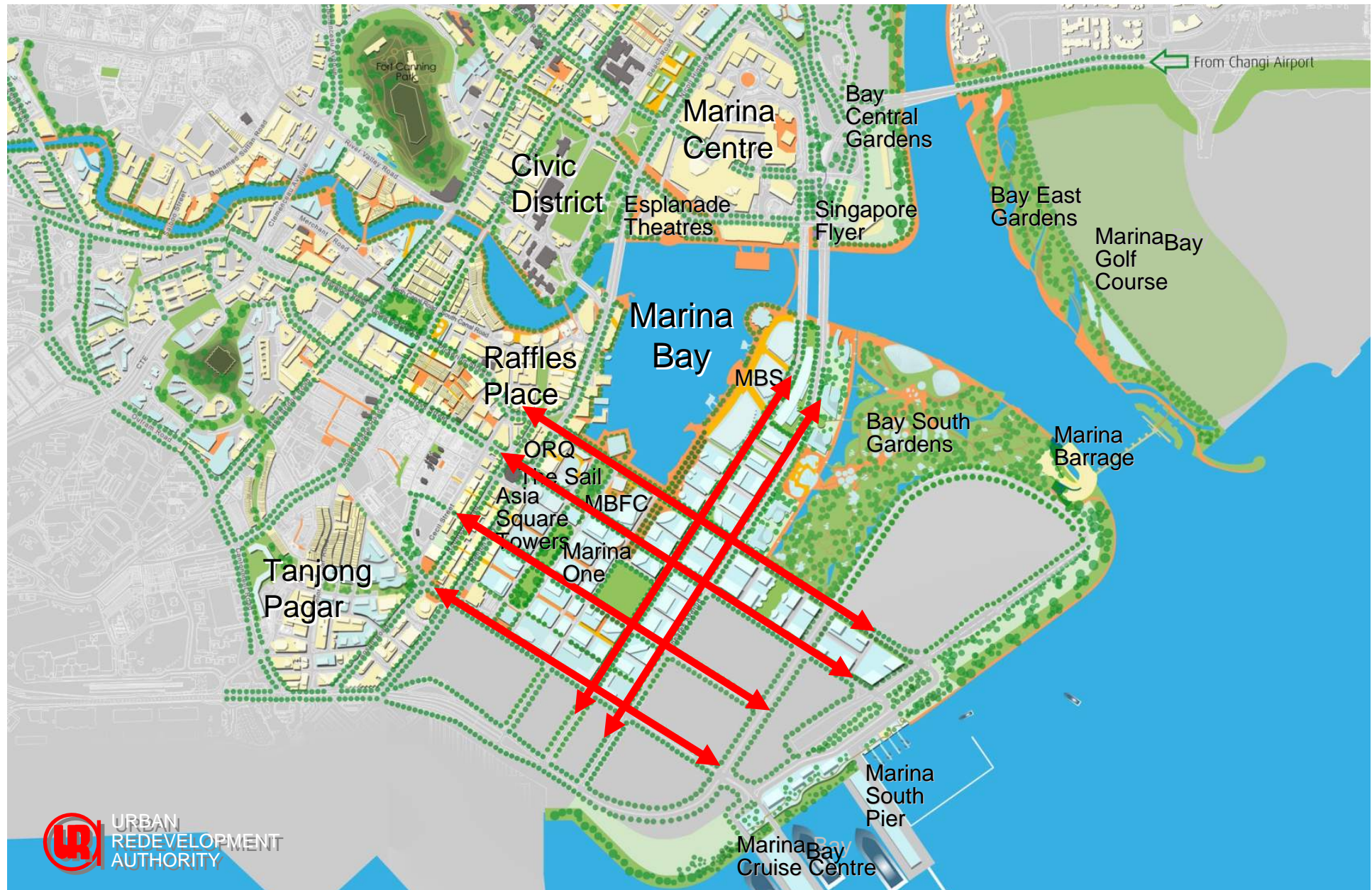
Flexible Parcellation to Meet Market Needs

Marina Bay Sands



Planning for a Highly Accessible District

Seamlessly connected to the existing city centre



Planning for a Highly Accessible District



- State of the art infrastructure services:
 - Rapid Transit System (RTS)
 - New Expressway
 - 3.5km long Waterfront Promenade
 - New Bridge



Creating a Pedestrian-Friendly Precinct



At-grade open landscaped walkway & covered walkway



Underground pedestrian links

-  Underground Pedestrian Links
-  2nd Storey Pedestrian Links

Creating a Pedestrian-Friendly Precinct



- Underground Pedestrian Links
- 2nd Storey Pedestrian Links

Encouraging Sustainable Transport

- Network of Cycling Paths to encourage cycling within the city



— Promenades & Bridges accessible to Pedestrians & Cyclists

— Proposed Dedicated intra-town cycling network at Marina Bay

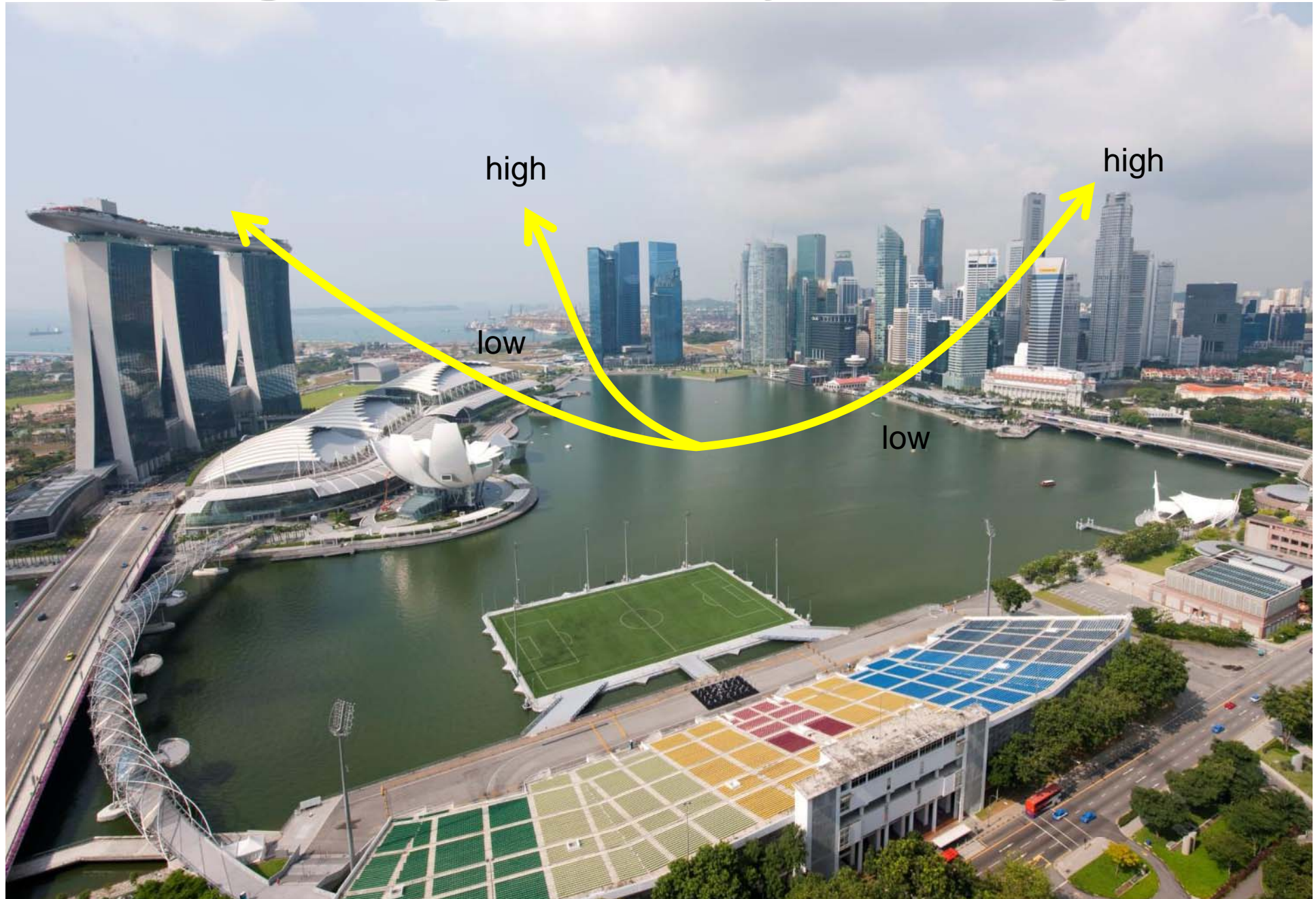
- - - Future Pedestrian/Cycling Paths

Putting Emphasis on Architectural & Urban Design Excellence

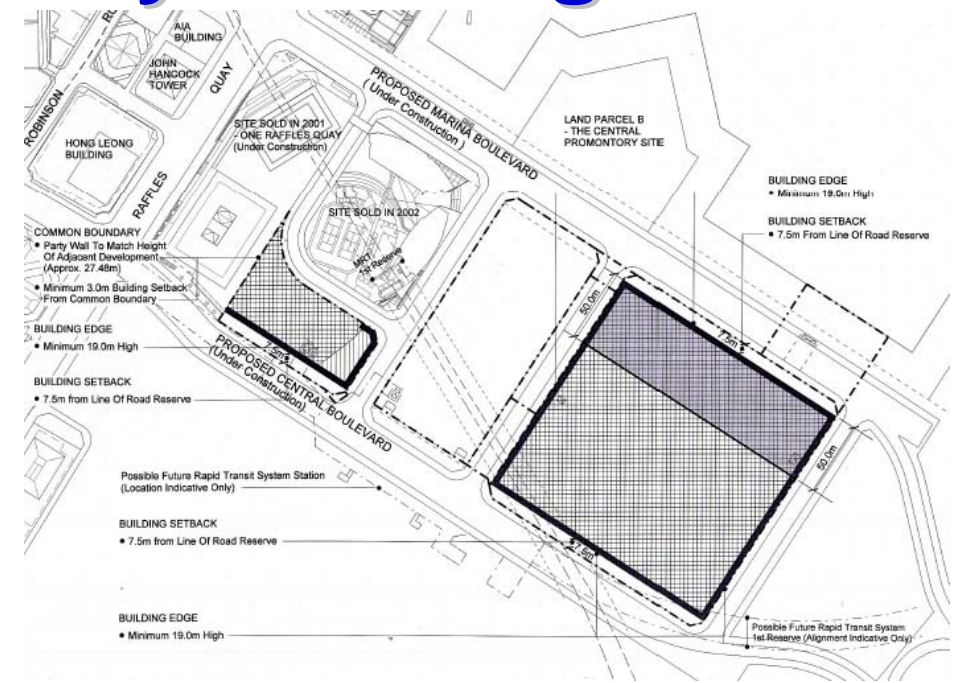
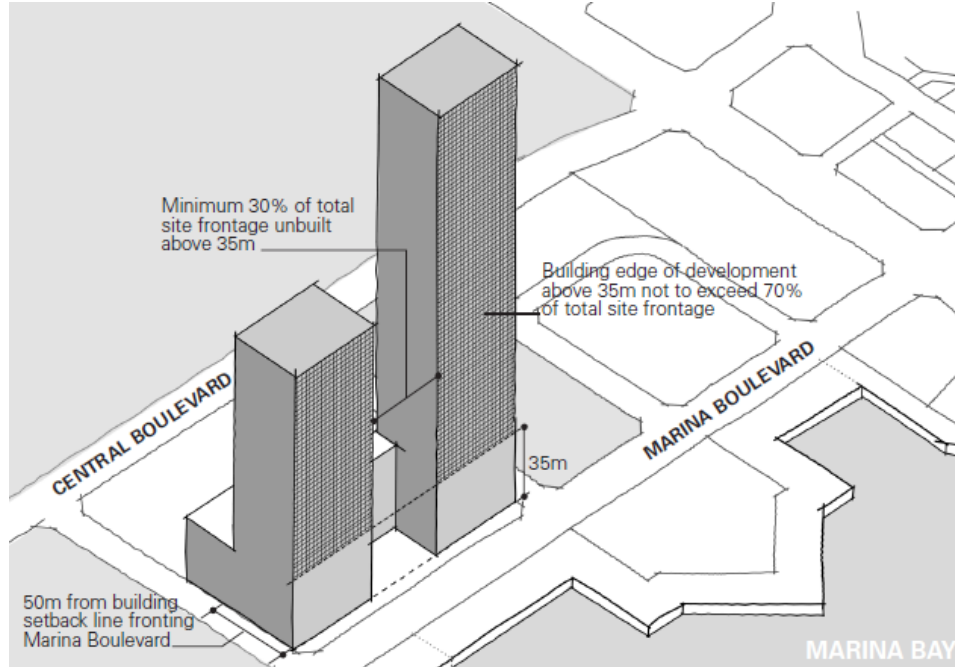
- Development of area guided by set of planning & urban design guidelines to ensure coherent precinct identity & high level of integration



Creating a Signature Skyline Image



Creating a Signature Skyline Image



Creating a Signature Skyline Image



Creating Differentiation – City in a Garden

Gardens by the Bay, Bay South



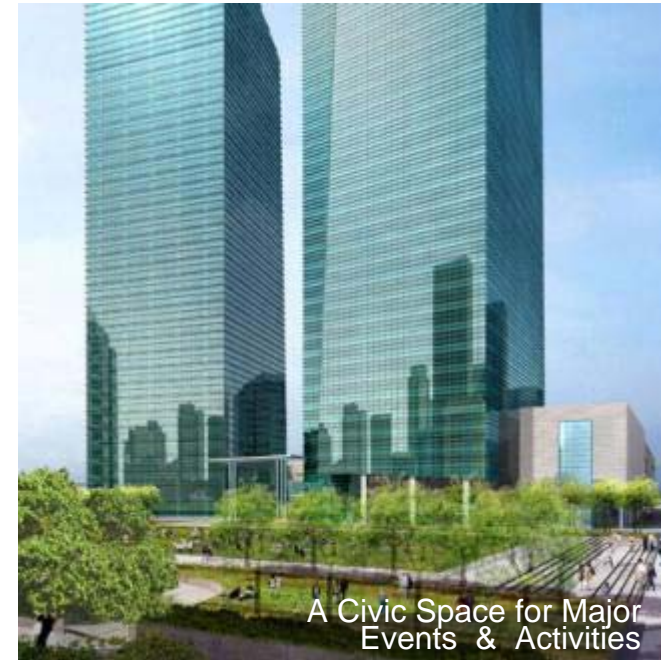
Courtesy of Gardens by the Bay

Creating Differentiation – City in a Garden



Creating Differentiation – City in a Garden

Vibrant Open Spaces



A Civic Space for Major Events & Activities



A Green Oasis

A Major Focal Point for Retail & Culture

Creating Differentiation – City in a Garden

The Lawn @ Marina Bay



Creating Differentiation – City in a Garden



Yellow – Wealth & Prosperity



Pink – Happiness



Green – Harmony

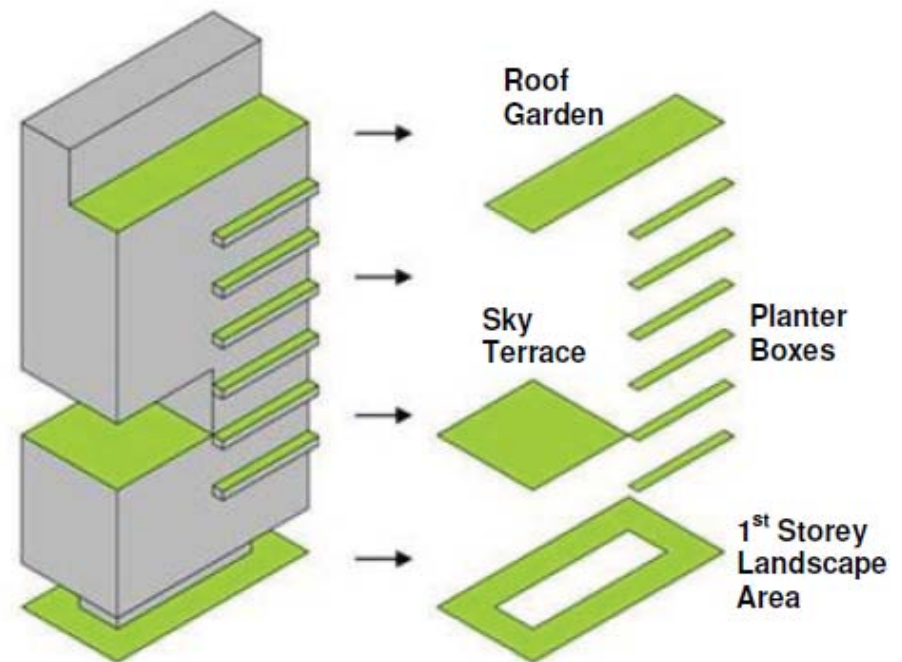


Creating Differentiation – City in a Garden

Landscape Replacement Policy



- All development guided to include green spaces equivalent in size to site area
- Sky terraces, landscaped terraces & roof gardens



(As a guide, 40% of these area are to consist of permanent planting)

Creating Spaces for People

Waterfront Promenade – Spaces & Attractions



Creating Spaces for People

Youth Olympic Park



Creating Spaces for People

The Helix

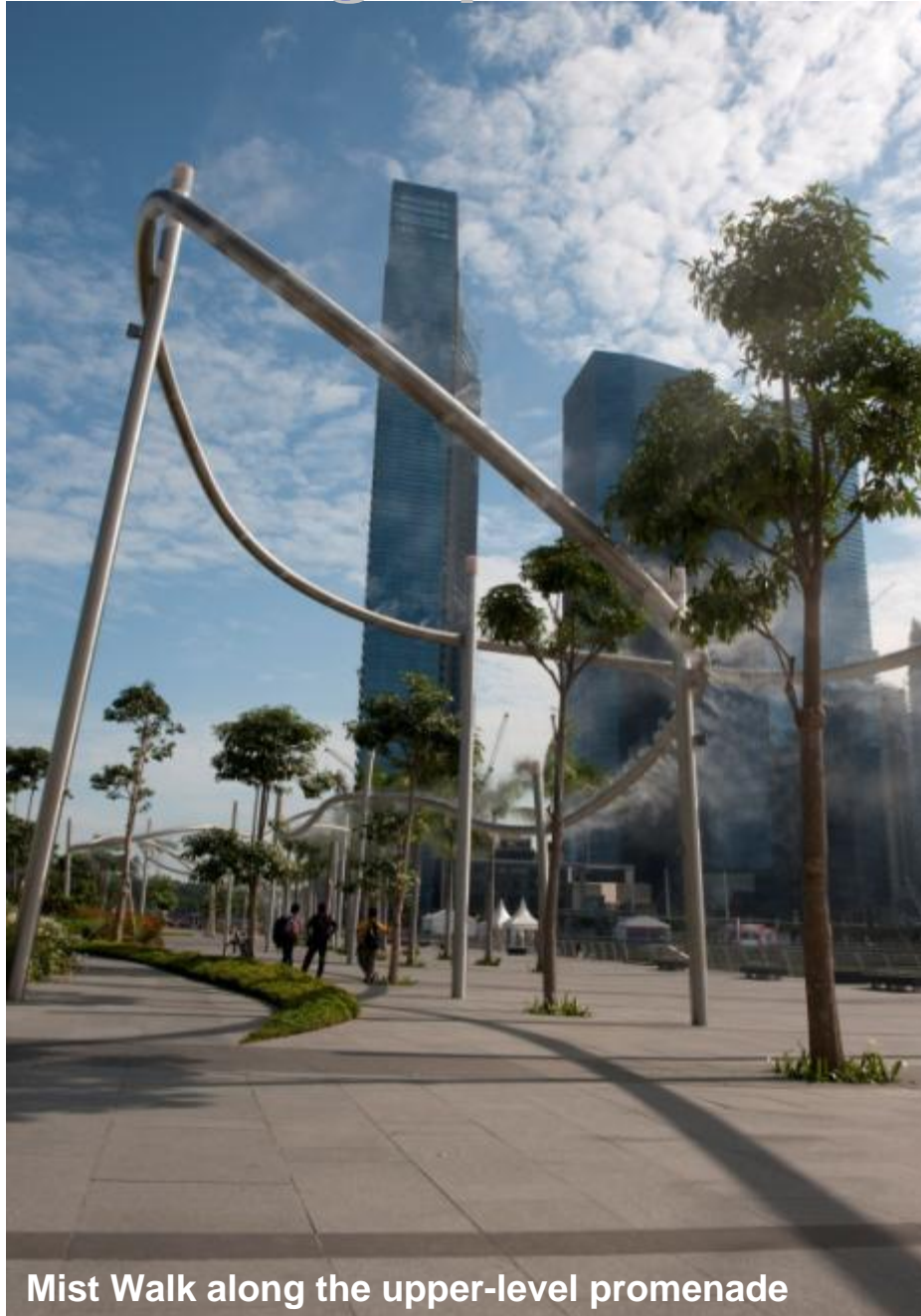


Creating Spaces for People

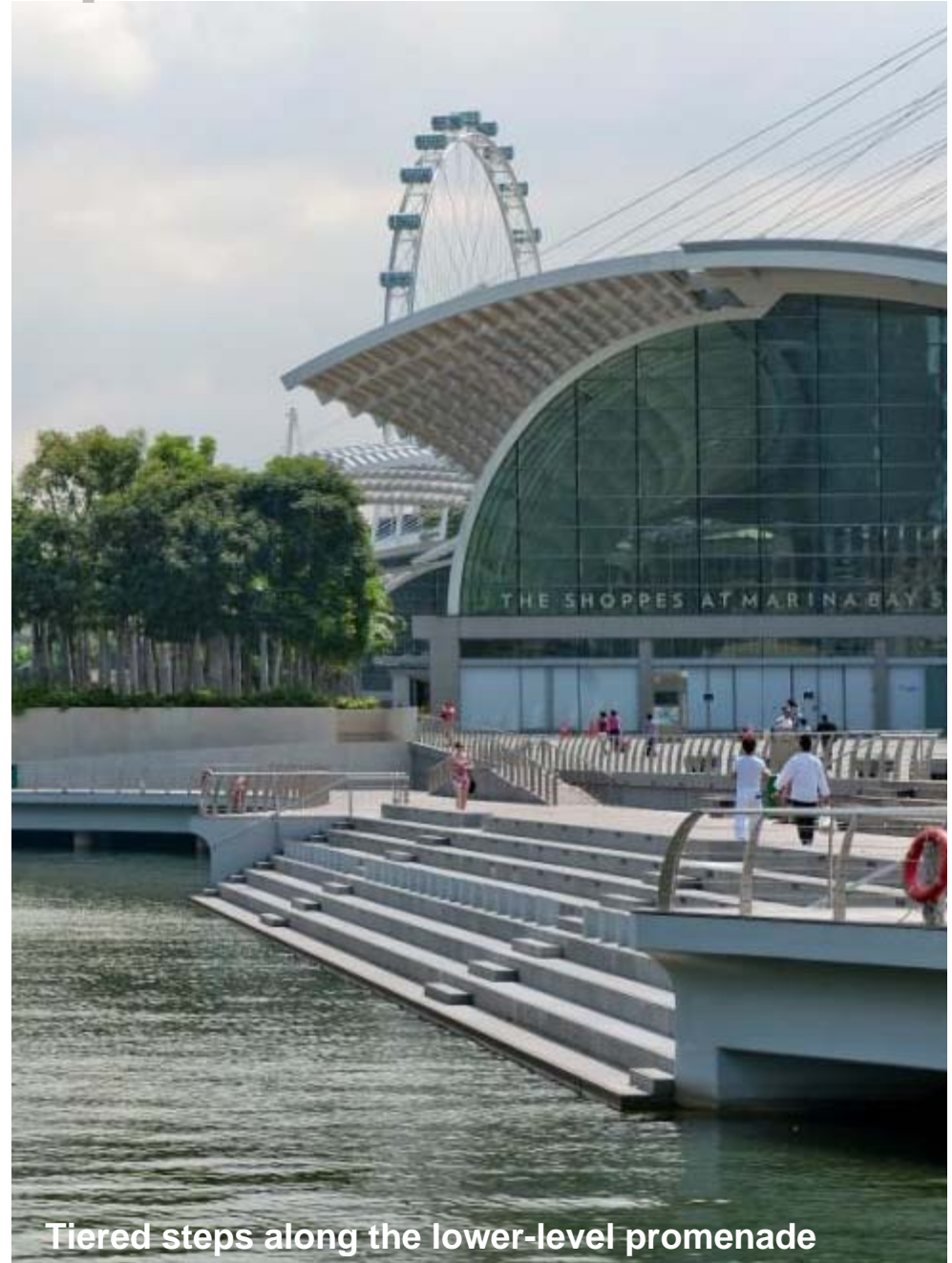
Events Plaza



Creating Spaces for People



Mist Walk along the upper-level promenade



Tiered steps along the lower-level promenade

Creating Spaces for People

The Promontory @ Marina Bay



View of Interim Event Space at the Promontory

Creating Spaces for People



Buildings with Night Lighting



Photo Courtesy of Daniel Cheong

Encouraging Public Art



Wind Arbour by Ned Kahn
(Marina Bay Sands)



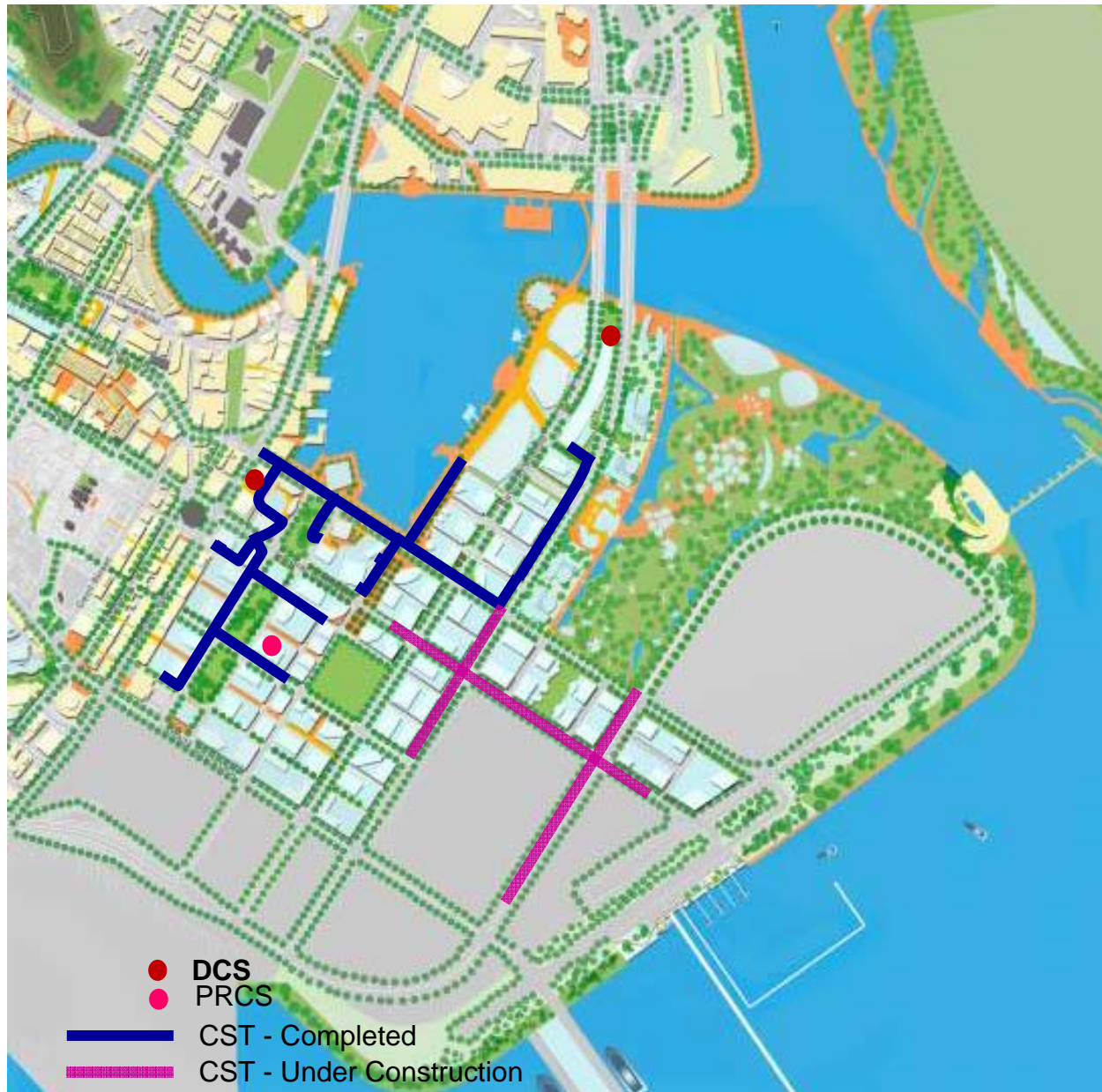
Rain Oculus by Ned Kahn
(Events Plaza)



Sol le Witt Mural – Arcs & Circles
(Hotel Tower 1 Lobby)

Using Innovative Infrastructure & Systems

Common Services Tunnel (CST)



- State of the art infrastructure & services:
 - Common Services Tunnel (CST)
 - District Cooling System
 - Pneumatic Refuse Conveyance System



Having Eco-friendly Buildings



BCA GREEN MARK



Asia Square

- Joint URA-BCA incentive scheme
- Minimum provision standards to be met, higher requirement in CBD / Marina Bay



Marina Bay – Building the Brand & Identity

Working Hard on Marketing

- High-profile international real estate tradeshows
- International industry conferences
- Targeted investor marketing



Organising Signature Events

Spearhead year-long signature events in collaboration with private sector & stakeholders

Marina Bay Singapore Countdown



Organising Signature Events

Spearhead year-long signature events in collaboration with private sector & stakeholders

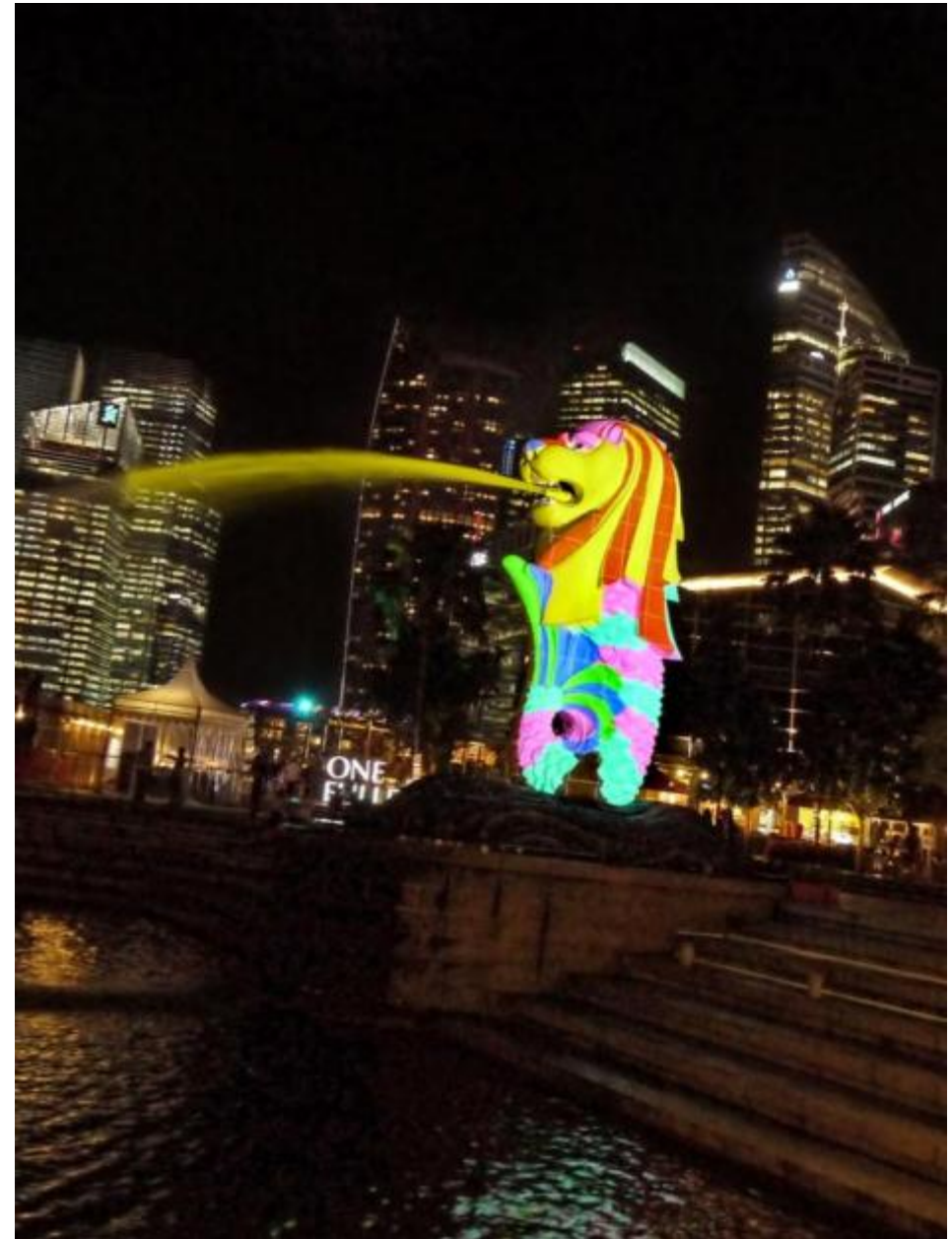
F1 Singapore Grand Prix



Organising Signature Events

Spearhead year-long signature events in collaboration with private sector & stakeholders

i Light Marina Bay



Organising Signature Events

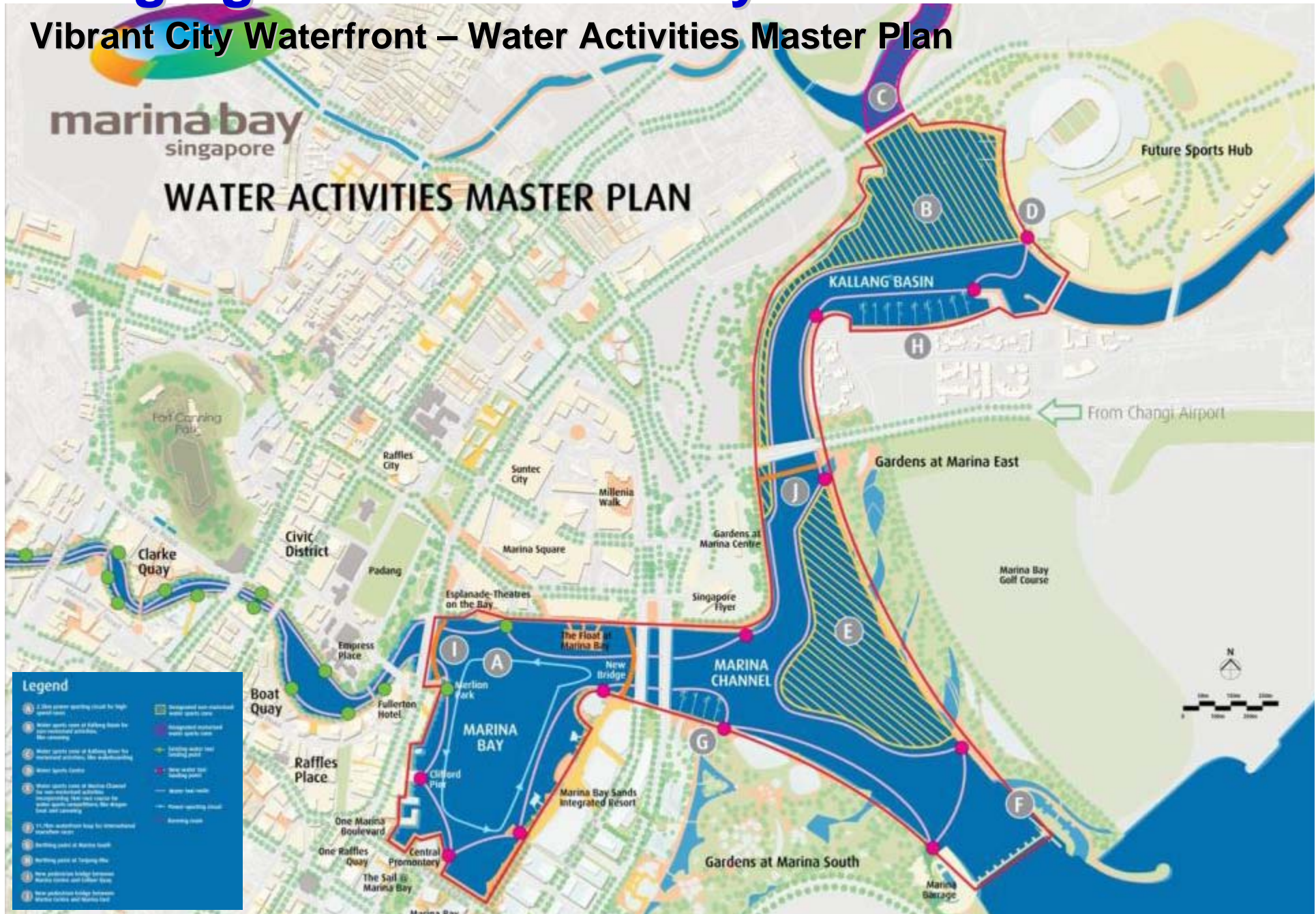
Spearhead year-long signature events in collaboration with private sector & stakeholders

Singapore 2010 Youth Olympic Games



Bringing in the Community

Vibrant City Waterfront – Water Activities Master Plan



Bringing in the Community



Bringing in the Community



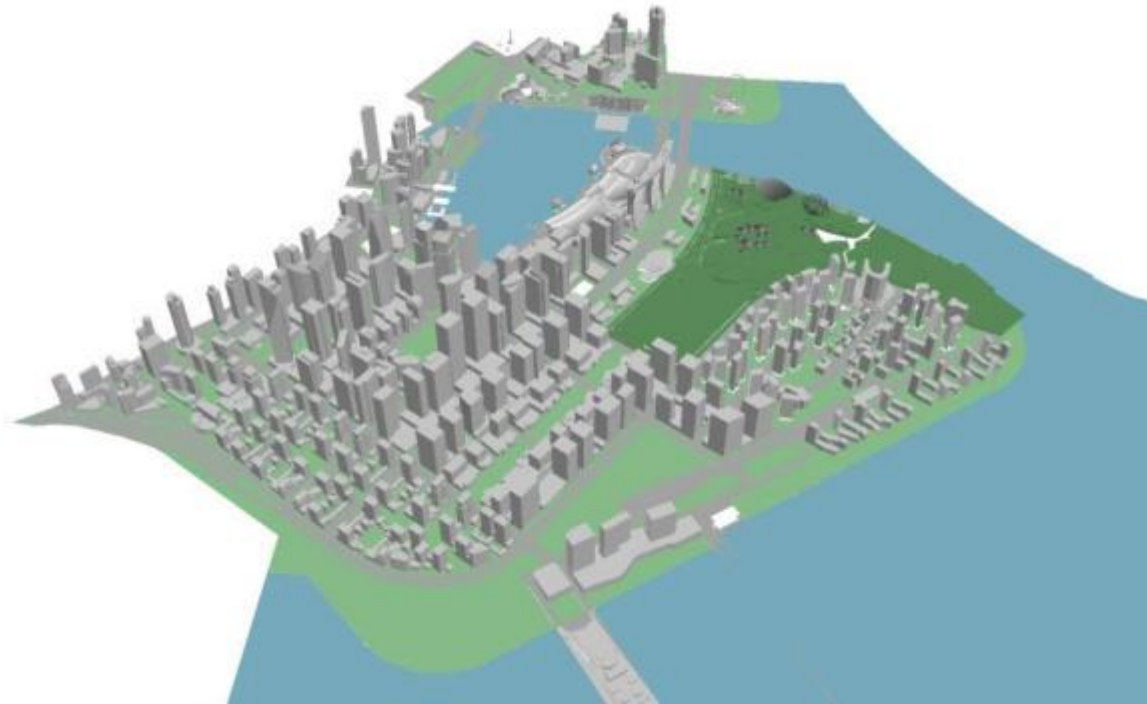
Building up the Brand & Identity



Screenshots from Japanese telco Softbank television advertisement, featuring popular Japanese boyband SMAP.

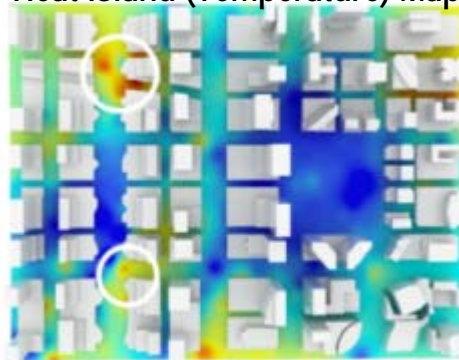
Shot on location at Marina Bay Sands.

More Emphasis on Sustainable Design Principles

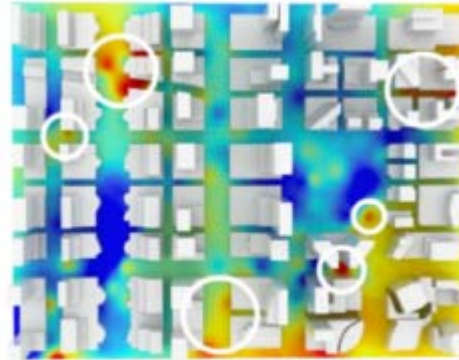


- Joint URA-NUS Research Climatic Studies – improve heat island effect and increase air movement at street level
- Sustainability audit of master plan

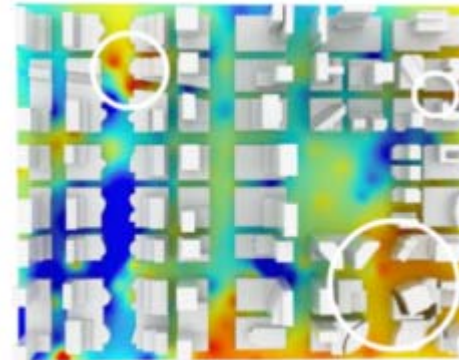
Heat Island (Temperature) Map



Maximum Temperature
1400hrs - 1500hrs

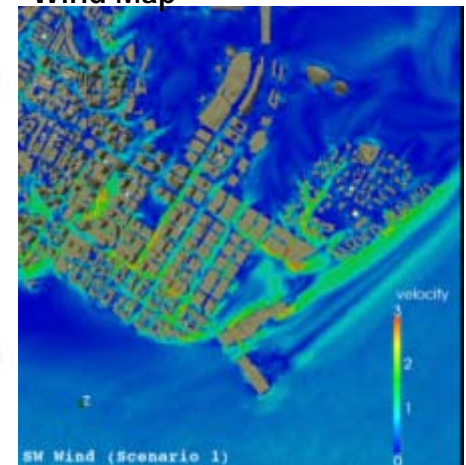


Average Temperature



Minimum Temperature
0500hrs - 0600hrs

Wind Map



Marina Bay to date...

Attracts 22 million local and overseas visits every year
Rates consistently high on satisfaction levels in visitor surveys
(4.35 on a scale of 1 to 5)

Chosen as locals' favourite waterfront district in Singapore

**Information extracted from visitor survey conducted in Sep 2011*





Source: Sim Swan Lin