



## URA AV Script

Ref	Captions & Texts	Commentary
1	<p><b>Singapore</b> <b>Modern</b> <b>Cosmopolitan</b> <b>Vibrant</b> <b>Distinctive</b></p> <p><b>To make Singapore a great city to live, work and play</b></p>	<p>This is Singapore. Modern. Cosmopolitan. Vibrant. Distinctive.</p> <p>Over 4 million people live on this small island of just 680 sq kms.</p> <p>A comfortable blend of old and new worlds. A financial and commercial hub. A city constantly pulsating with activity.</p> <p>A great place where you can live, work and play!</p>
2	<p><b>Industrialisation</b></p> <p><b>Public Housing</b></p>	<p>The situation was very different before.</p> <p>In the 1960s, Singapore had limited infrastructure. Shortage of proper housing, high unemployment and poor living conditions.</p> <p>With independence in 1965, Singapore embarked on an industrialisation programme to address the high unemployment rate and attract foreign investments.</p> <p>To meet the housing needs of people, a public housing programme was introduced.</p> <p>And a long term planning approach was adopted to</p>



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	<b>Infrastructure</b>	build up our physical infrastructure.
3		<p>All these have now been realised and the Urban Redevelopment Authority or the URA has played a key role in this change.</p> <p>As planner and facilitator, we aim to make Singapore a great city to live, work and play.</p> <p>A city that meets the aspiration and needs of both the young, old, residents and visitors.</p>
4	<p><b>'Thinking Long Term'</b></p> <p><b>The Concept Plan</b></p> <p><b>The Master Plan</b></p>	<p>Singapore's success is largely attributed to our ability to adopt a far-sighted and comprehensive approach in anticipating and integrating various land use needs.</p> <p>The <b>Concept Plan</b> is a long-term strategic land use and transportation plan drawn by up the URA to guide Singapore's physical growth. Reviewed every 10 years it maps out development strategies for the next 40 to 50 years.</p> <p>The broad-concept plan is then translated into the more detailed <b>Master Plan</b> – which prescribes the land use and intensity of every parcel of land in Singapore.</p>
5.	<b>Conservation</b>	Planning is also about creating an environment that will enhance our quality of life. Our urban design



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		<p>plans and building conservation efforts, ensure that Singapore develops into a city that is distinctive in heritage and identity.</p> <p>A place with the physical and emotional trappings of home.</p> <p>People relate to places for their splendour, charm and history.</p> <p>URA has taken a lead role in Conservation planning, retaining historic areas and buildings in a way that is meaningful in today's context.</p> <p>And despite land scarcity, we are able to provide more parks and open spaces, bringing people and nature closer together.</p>
6	<p><b>'Implementing our Plans'</b></p> <p><b>Government Land Sales</b></p> <p><b>China Square</b></p>	<p>Plans are important but equally important is the will and ability to implement them.</p> <p>The government land sales programme ensures our plans are realised.</p> <p>URA provides the planning vision, guidelines and state land. While the private sector provides the capital, creative ideas and business know how to come up with commercially successful developments.</p> <p>One example is China Square, strategically located between the Financial District and Historic Chinatown, it optimises land use while retaining its historical identity. URA set the planning vision, combining new commercial developments to meet financial needs with selective conservation to preserve its rich history. To integrate the old with the new, several land parcels with a mix of conservation buildings and vacant land were sold. The end result, a vibrant mix of office and entertainment with a</p>



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	<b>Facilitating Development</b>	<p>touch of history and identity.</p> <p>And finally to regulate the implementation of our plans, transparent development control guidelines are put in place. URA processes applications for private and public sector development projects.</p>
7	<b>Creating a pro-business culture</b>  <b>Home Office Scheme</b>  <b>Reserve List</b>  <b>New Business Zones</b>  <b>Business Parks</b>	<p>Singapore's success lies in creating a lasting public and private sector partnership, a pro-business culture that is proactive to global dynamics.</p> <p>We have adopted operating frameworks that are flexible and responsive to changing business needs, while optimizing land use. For instance, the Government Land Sales programme incorporates a reserve list, allowing the market the flexibility to adjust supply to meet demand. Sites on this list are openly put up for tender after a developer has express interest by offering a price acceptable to the government. Another example is the zoning of sites, new business zones were created to allow a mix of business and industrial uses on the same site. To cater to the needs of high-technology, high-value add and knowledge intensive activities. We have planned for business parks since the 1990s, this concept was subsequently enhanced when we injected a live-work element. The new science and technology hub, One North, is one such example.</p>
8	<b>Expanding the Business District</b>	<p>URA has planned for the expansion of the core central business district or CBD. Downtown @ Marina Bay expands the CBD seamlessly around</p>



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	<p><b>Downtown @ Marina Bay</b></p>	<p>the bay - from the existing CBD to the adjacent reclaimed land. This will be Singapore's global, finance and business hub of the future. A distinctive multi-purpose destination for business, living, working and leisure. Offering a variety of housing options and a range of cultural and entertainment activities.</p>
9	<p><b>Adopting an integrated approach</b></p> <p><b>Singapore River</b></p>	<p>Yet many of these initiatives could not have been achieved by URA alone, by adopting an integrated approach, we work closely with different government agencies for the greater good.</p> <p>The Singapore River is one example, once a polluted and run-down area, together with other agencies the URA played an important role in the river rejuvenation project. Transforming the river to what it is today.</p>
10	<p><b>Being Open and Transparent</b></p> <p><b>Seeking Public Feedback</b></p>	<p>But all said and done, the people who reside here must see meaning and sense in the changes. The government believes in openness and transparency, as an important way to build trust with the people.</p> <p>Rules and regulations are fairly and consistently applied, development plans, guidelines and policies are published and disseminated. This open approach is reflected in how seriously URA takes feedback. For many of the plans or changes that have significant impact, public views and ideas have been sort through exhibitions, forums and discussions with focus groups. The drafting of the Concept Plan and changes to development control</p>



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		<p>guidelines are cases where public feedback is sort. In many occasions, these activities have resulted in significant modifications to the original proposals. The end result is a strong buy-in from the people for change.</p>
11	<p><b>Thinking Long Term</b> <b>Creating a Pro-Business Culture</b> <b>Adopting an Integrated Approach</b> <b>Being Open and Transparent</b></p>	<p>To sum up, our planning process has been guided by our planning principles.</p> <p>Thinking Long Term Creating a Pro-Business Culture Adopting an Integrated Approach And Being Open and Transparent</p> <p>These planning strategies have guided Singapore's physical development and contributed to its success.</p> <p>For us at URA, we're entrusted with a big responsibility - to reshape the physical environment and capture the changing needs and aspirations of those that call Singapore home.</p>