

KAMPONG GELAM HISTORIC AREA

PLACE PLAN

ENGAGEMENT - KEY FINDINGS



In August 2022, a comprehensive engagement and consultation exercise was initiated to support the development of the Kampong Gelam Historic Area Place Plan. Its purpose was to obtain broader input from business operators, property/land owners, developers, residents, employees, visitors, and the general public on the precinct's draft Place Plan. The engagement and consultation was conducted via:

1. **One to One Meetings** with partners, stakeholders, individuals, and organisations.
2. **Mass Survey** distributed via flyers and postcards inviting all to submit their views on Kampong Gelam Historic Area.
3. **“Walkshops”** where participants explored Kampong Gelam and discussed various issues.



MASS SURVEY RESULTS



About the Survey

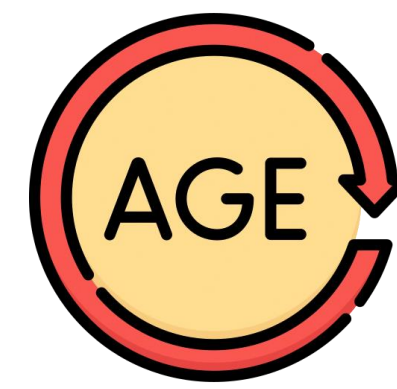
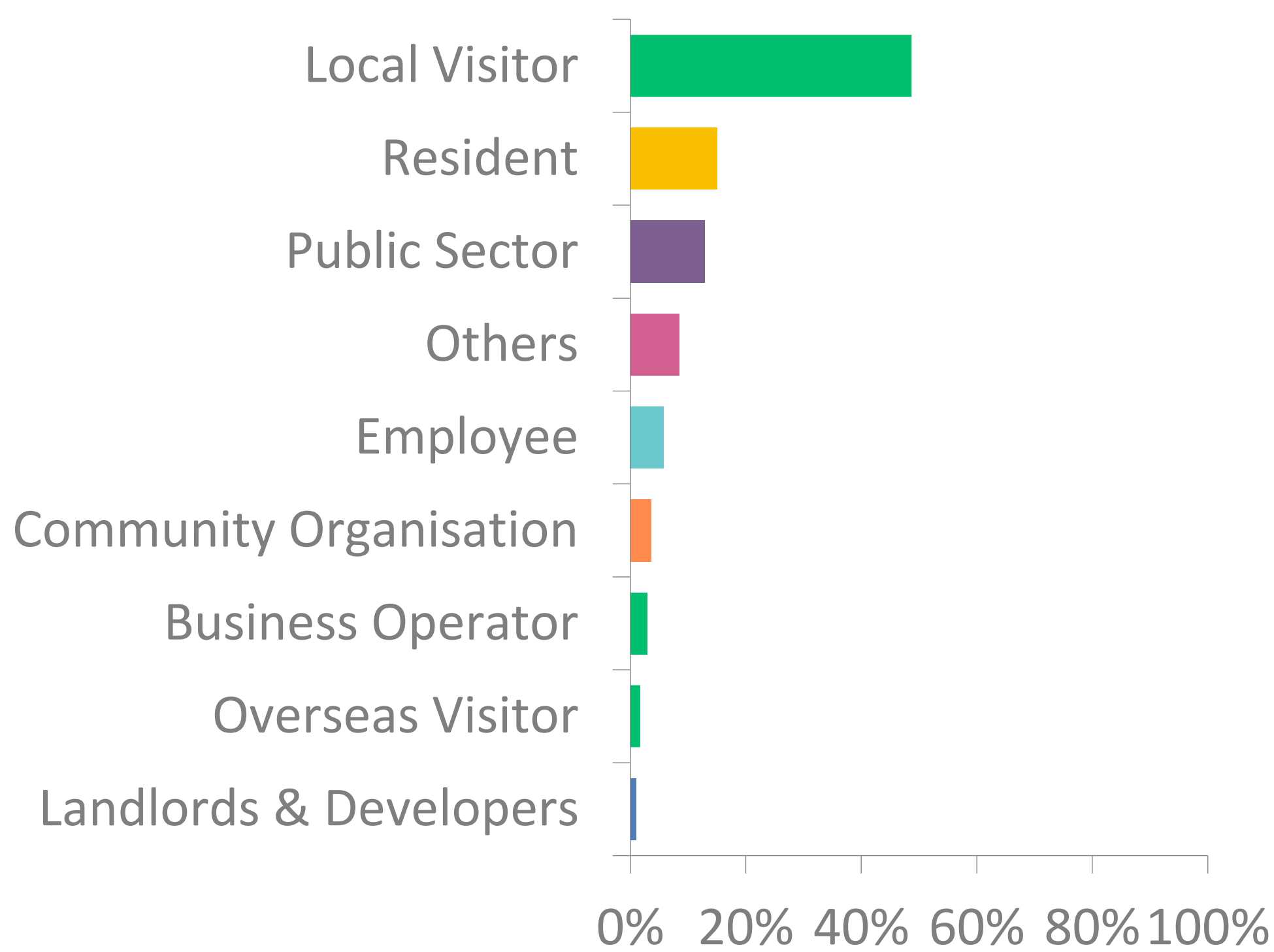
Respondents

NO. OF RESPONDENTS

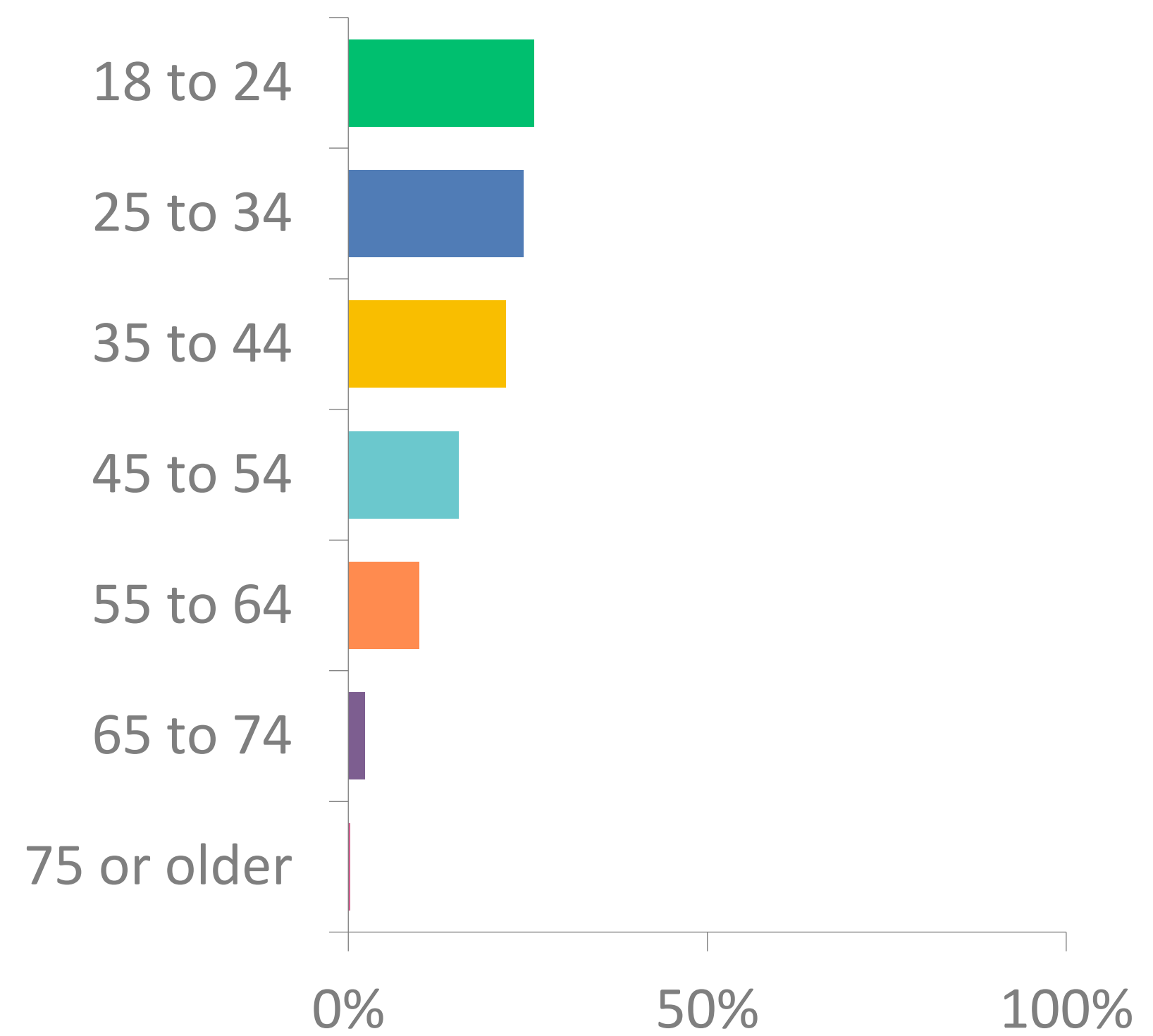
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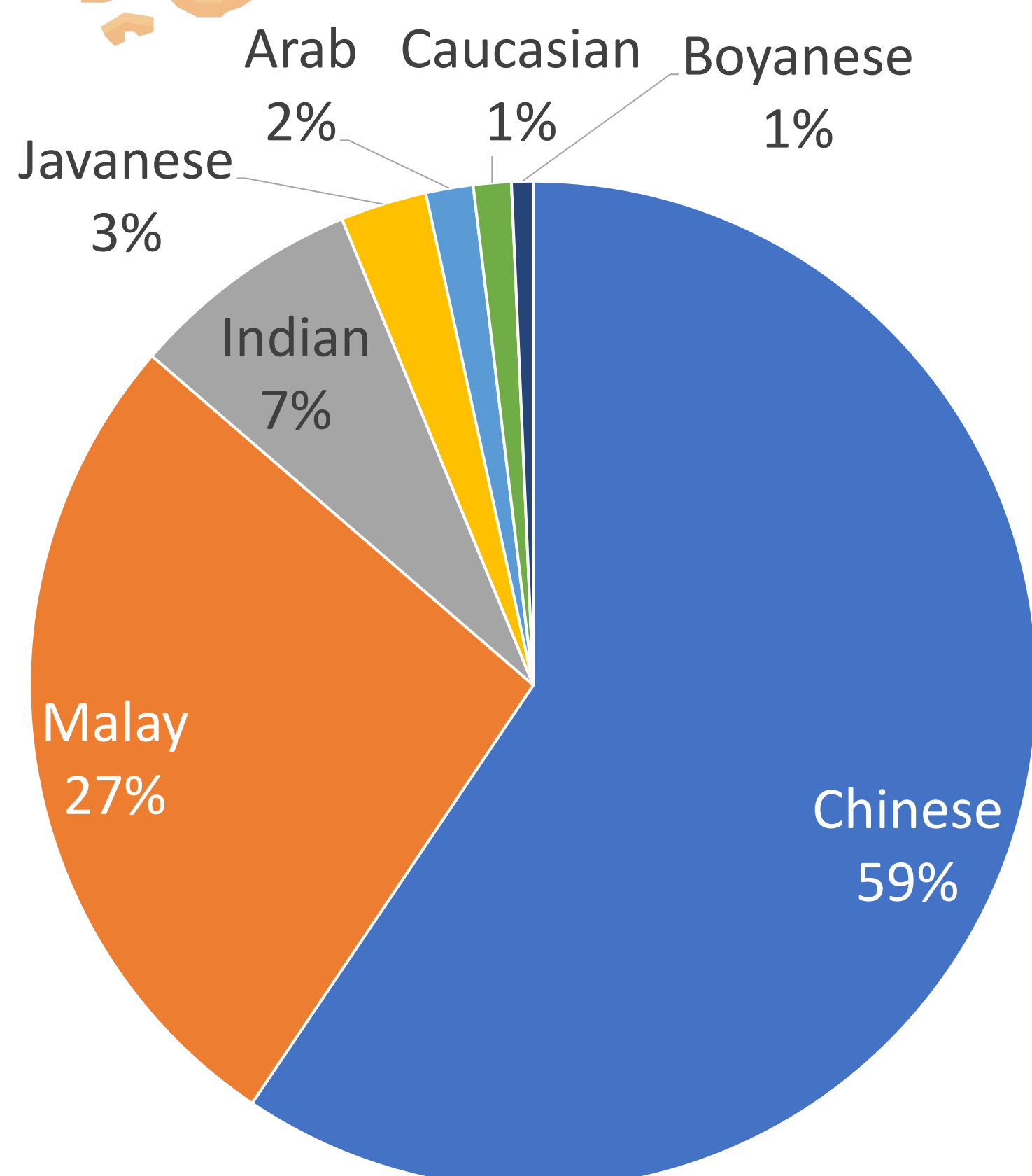
STAKEHOLDER TYPES



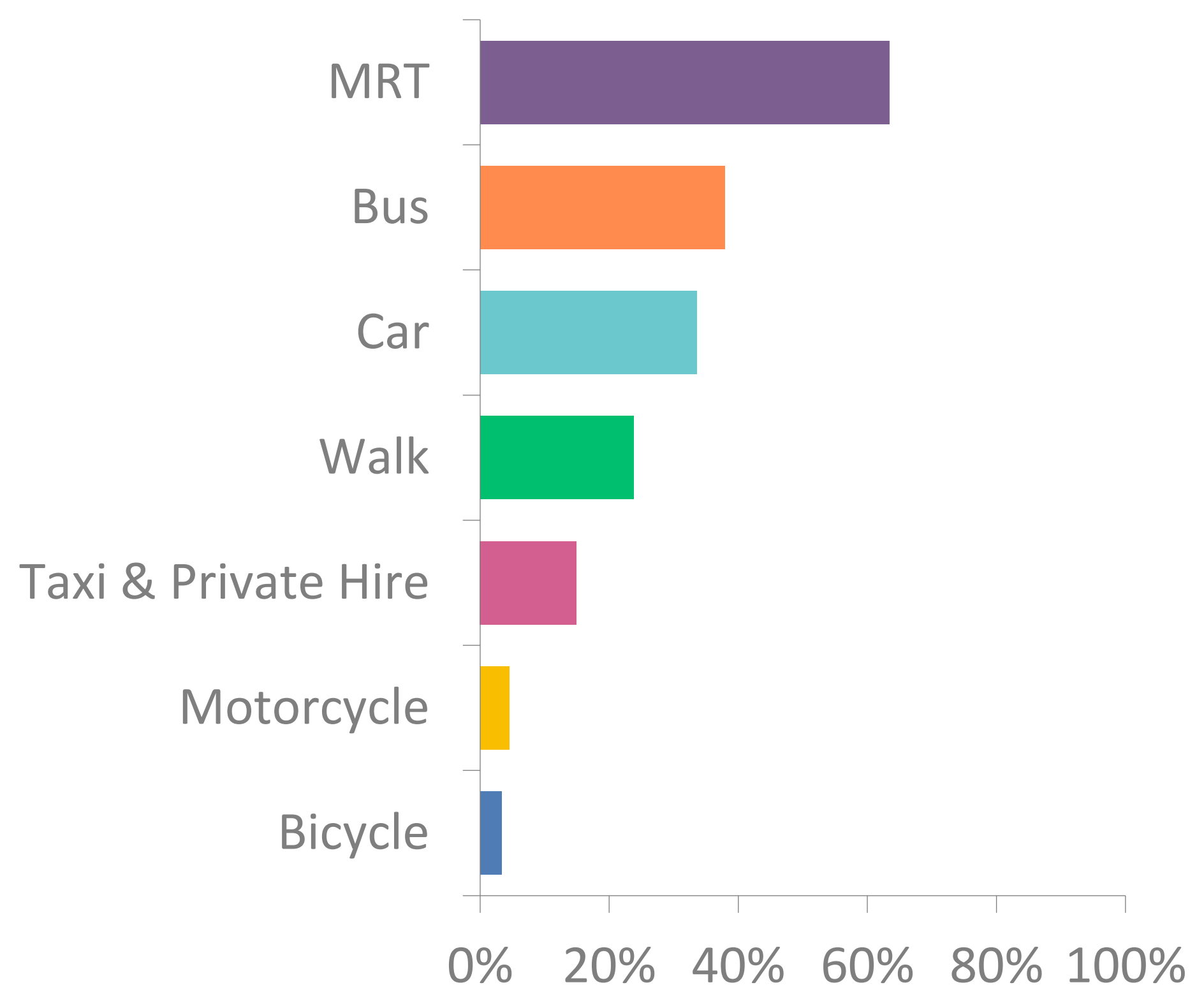
AGE GROUPS



ETHNICITY



MODES OF TRANSPORT TO KAMPONG GELAM

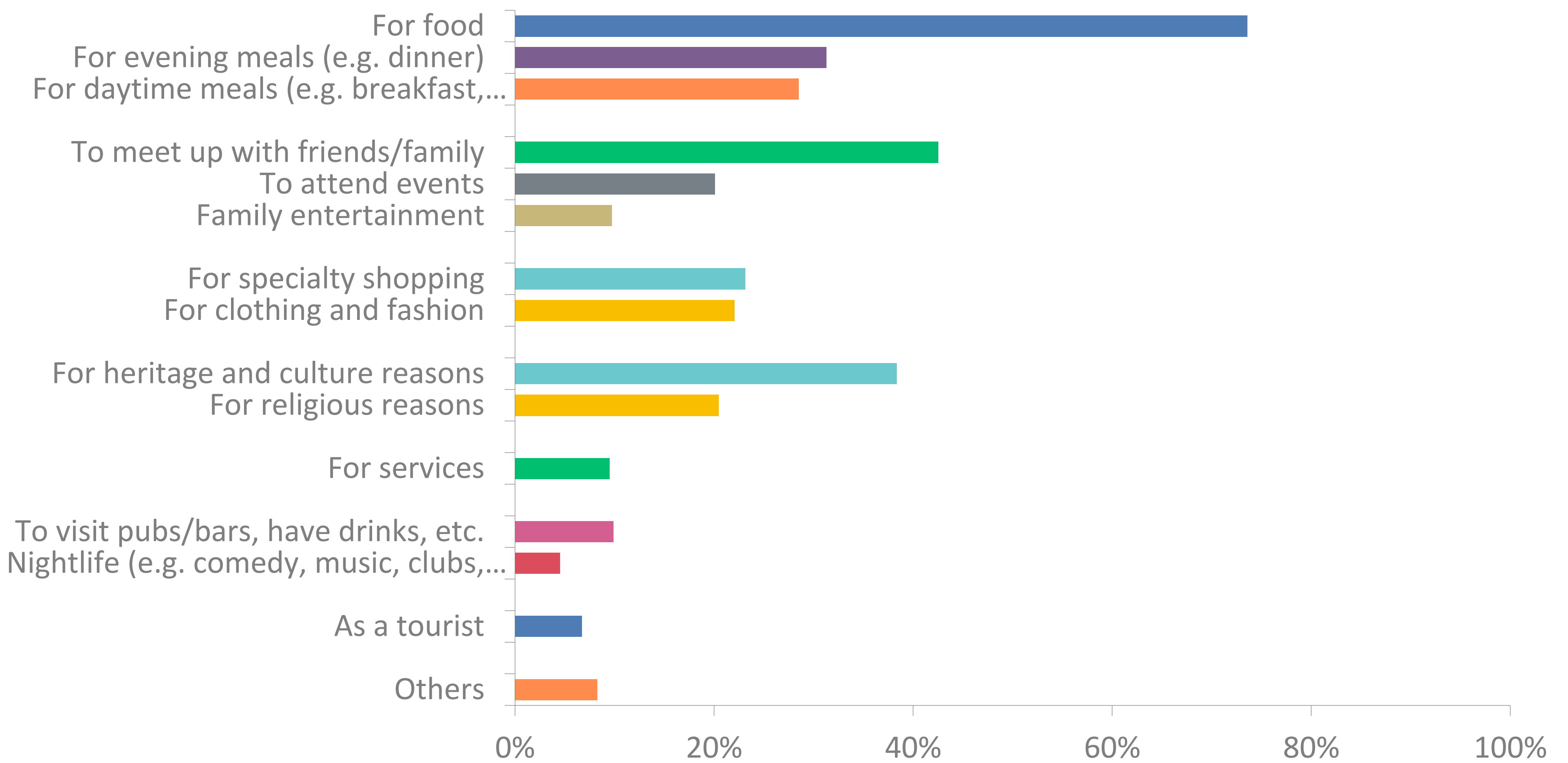


MASS SURVEY RESULTS

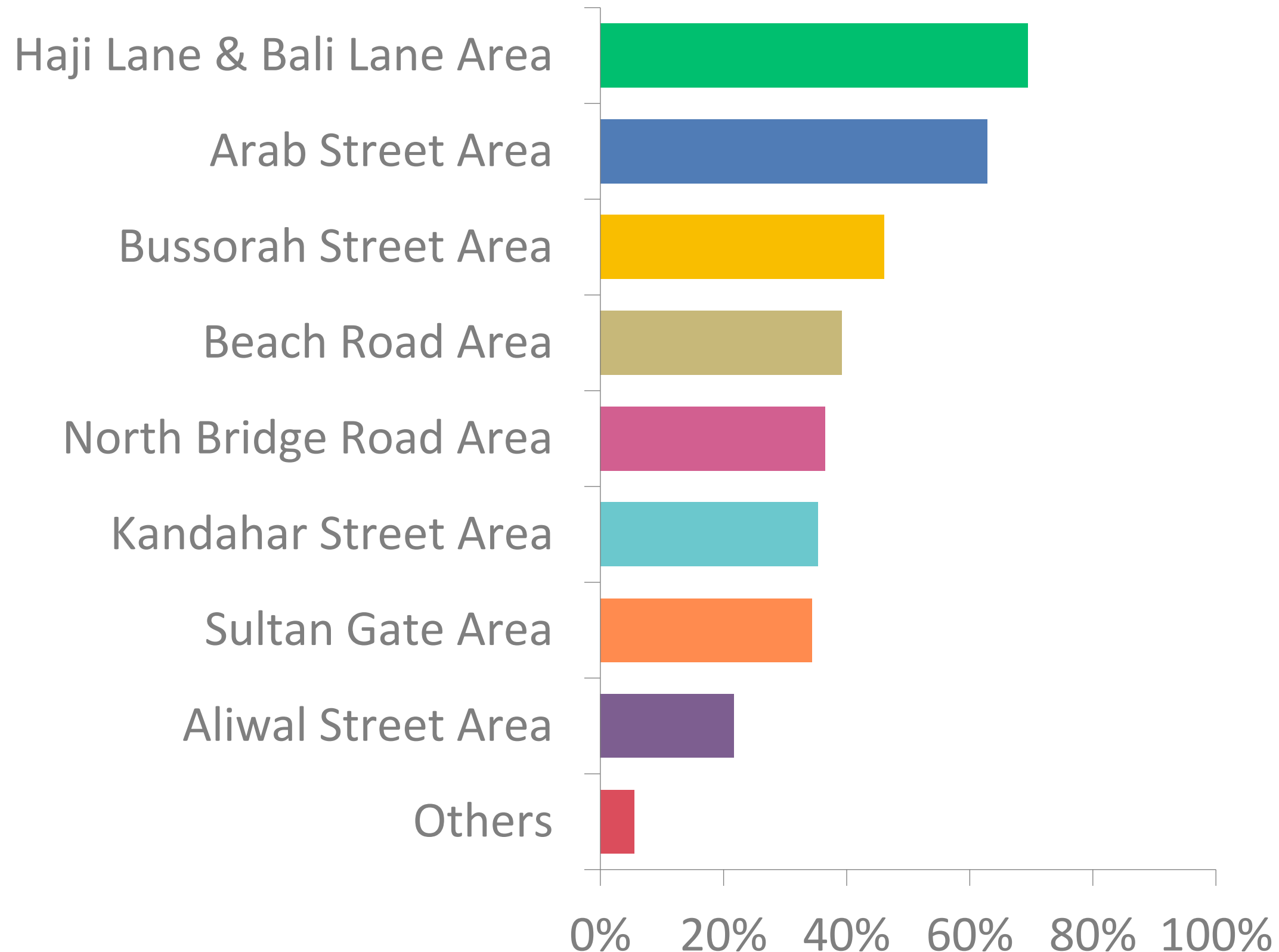


Visiting Kampong Gelam Historic Area

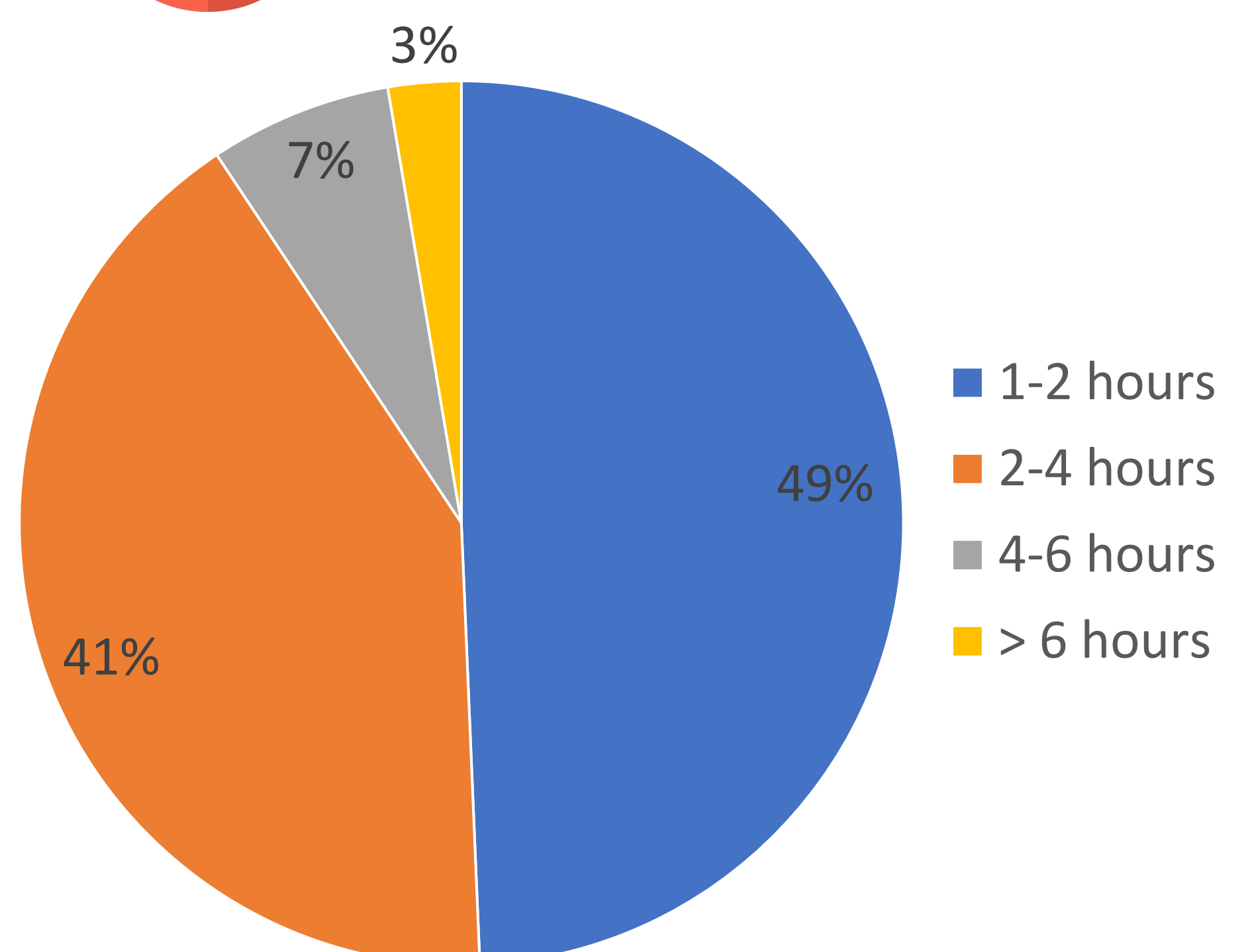
REASONS FOR VISITING



MOST POPULAR AREAS



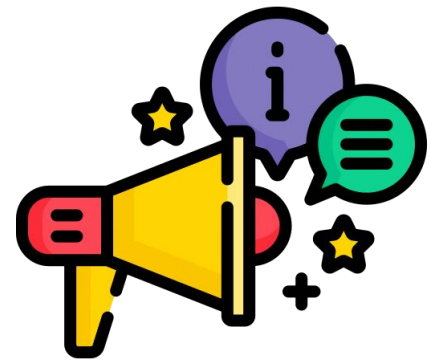
AVERAGE TIME SPENT



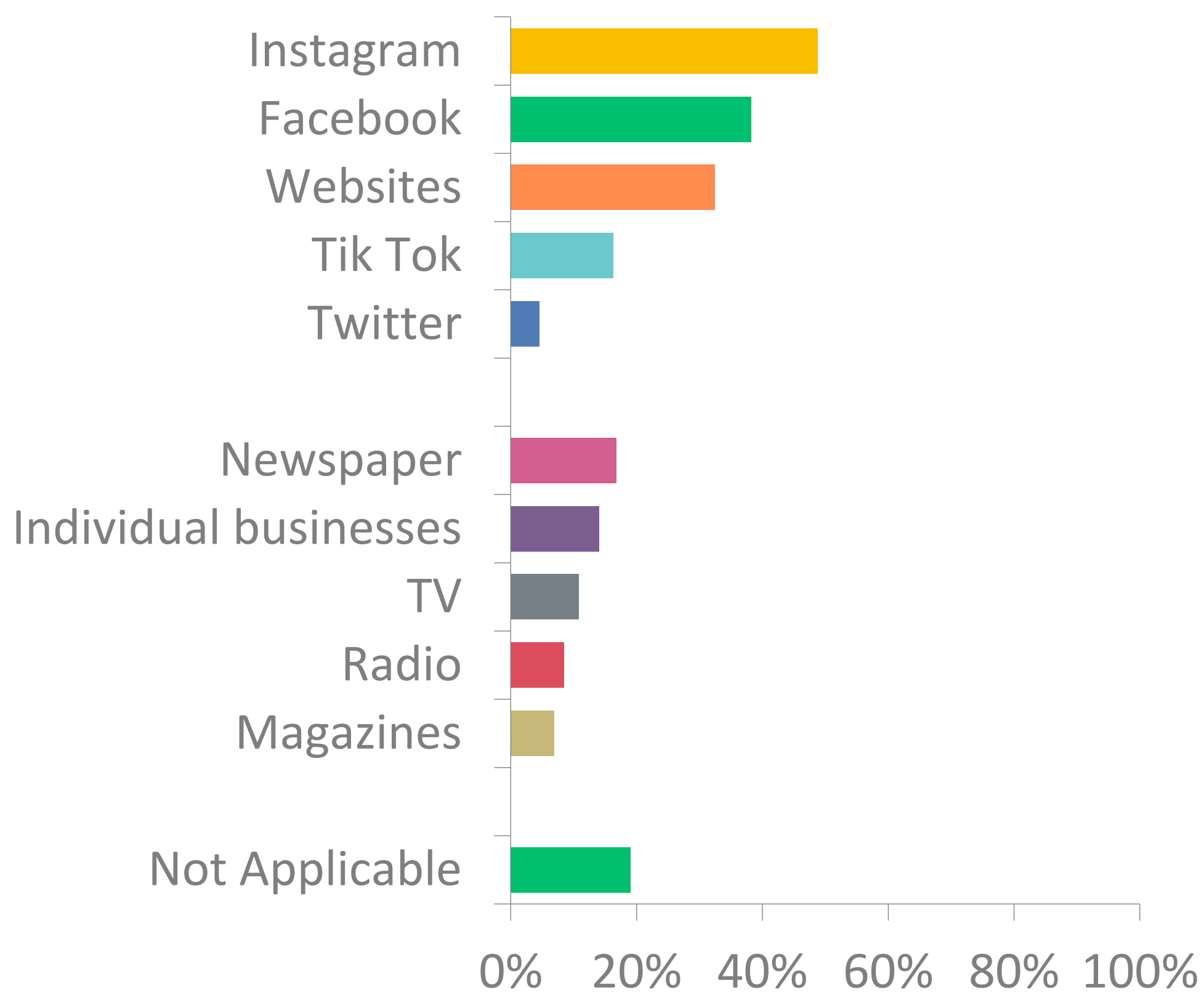
MASS SURVEY RESULTS



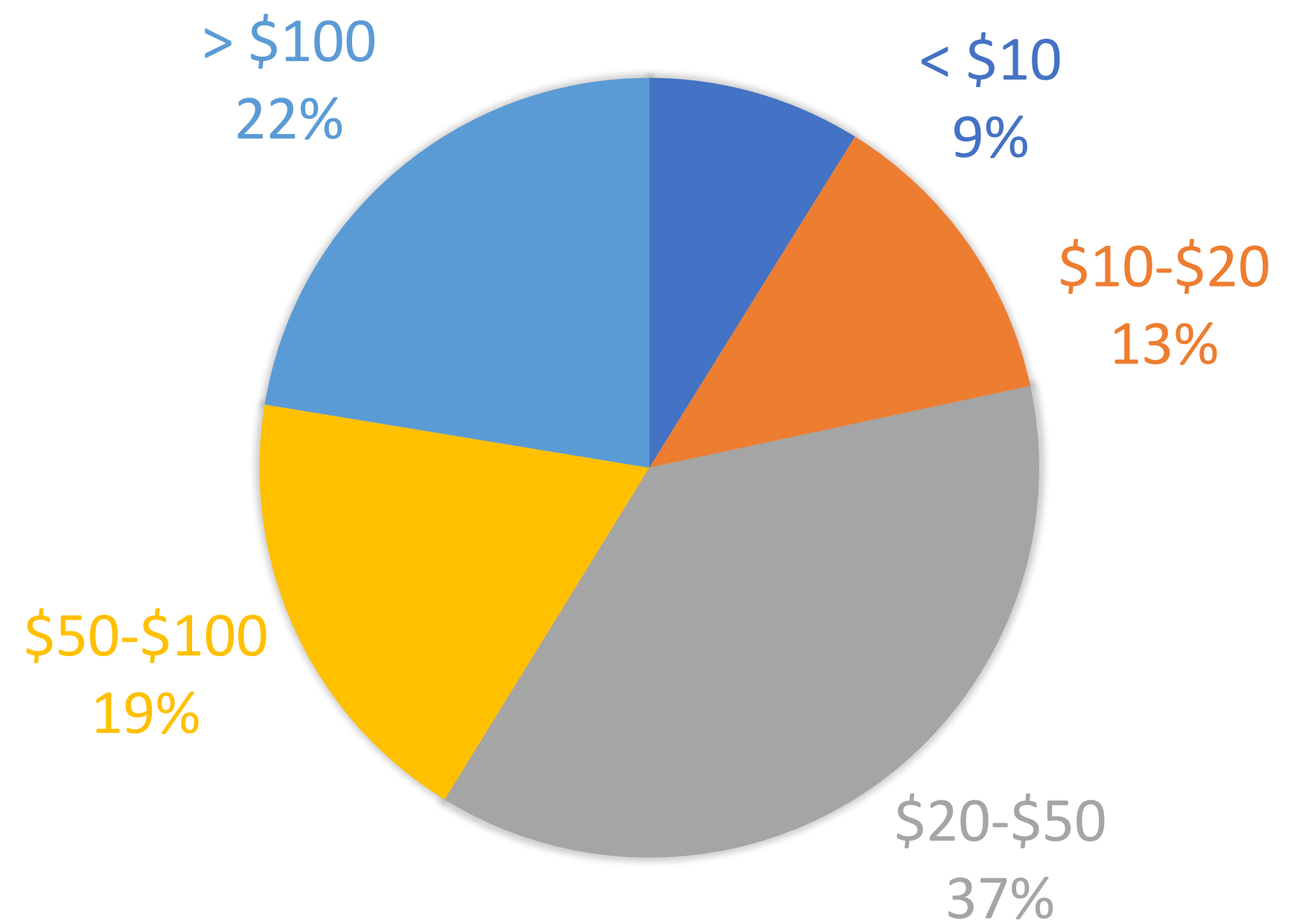
Visiting Kampong Gelam Historic Area



INFORMATION SOURCES



SPENDING PER VISIT

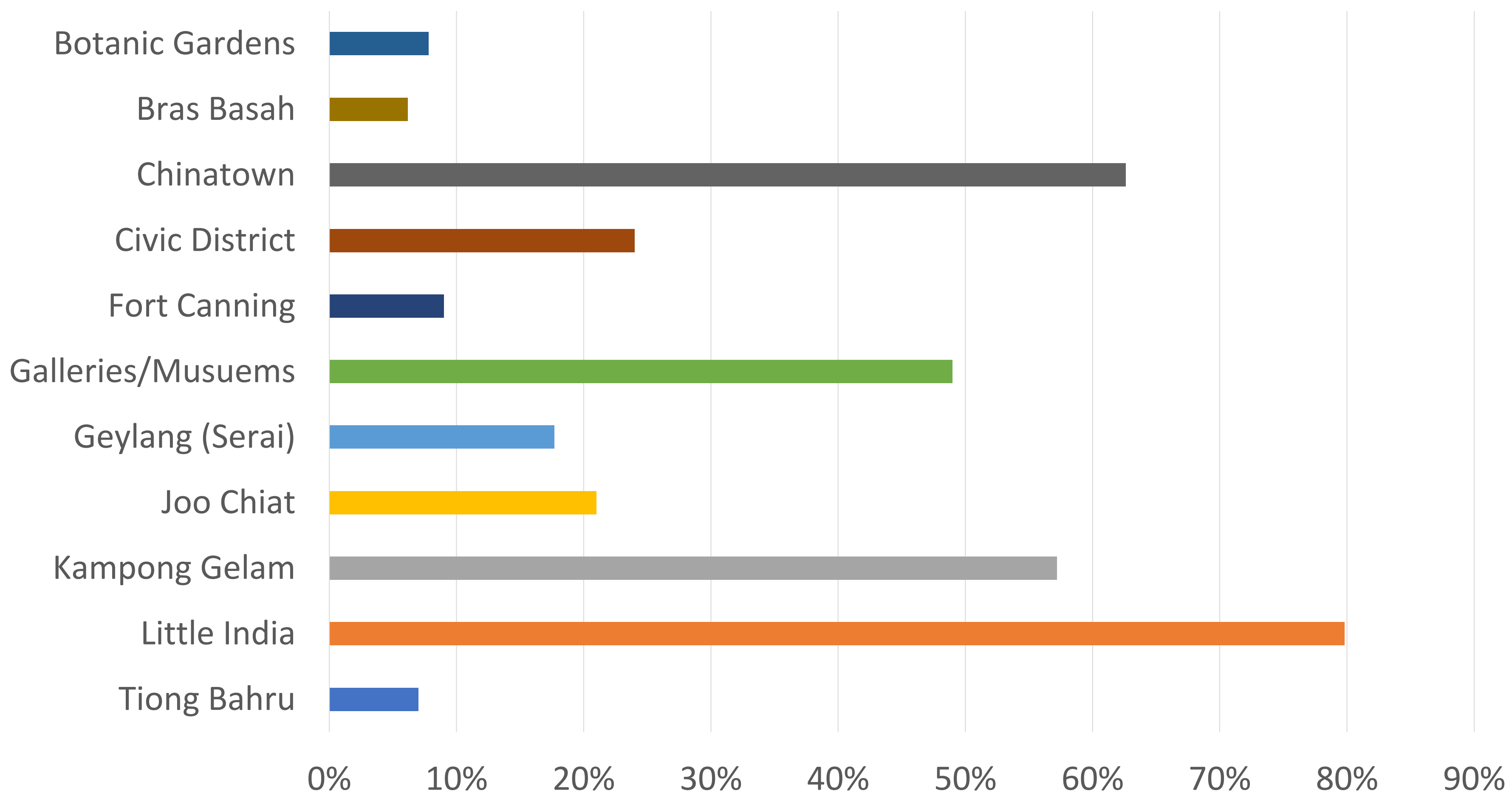


Most spending is on food and beverage. Specialist goods such as *kebaya*, books, carpets, etc. account for majority of those spending > \$100/visit.



MOST FREQUENTED HERITAGE AREAS

Kampong Gelam is the 3rd most popular heritage area for respondents.



MASS SURVEY RESULTS



Proposed Values & Charter for Kampong Gelam Historic Area

Survey respondents were asked for their thoughts on the proposed **Values** and **Charter** for Kampong Gelam Historic Area. Approximately 90% of all respondents expressed support.

Draft Values

- **COMMUNITY:** Our community spirit is encapsulated in the idea of Kampong. We embrace our role as the hub for Malay/Muslim culture and celebration, and we draw strength from our connection with the diverse cultures of Singapore.
- **RESPECT:** In this Kampong, we come together as custodians of heritage and ambassadors of mutual respect.
- **RESILIENCE:** As a Kampong in the City, we connect tradition with modernity, memory with possibility, continuity with change.



What do you think of our Draft Charter for Kampong Gelam?

- Community** | We honour our Kampong by learning our heritage, by listening to each other's memories, by speaking our stories.
- Enterprise** | Commerce has been at the heart of Kampong Gelam. We will encourage business and enterprise, old and new. They give vitality to our Kampong.
- Respect** | We are respectful of our Kampong, our people, our institutions, our places of worship, our trades, our residents, and our buildings. We will use that to help us grow.
- Resilience** | As a Kampong, we pay attention to our needs as well as the needs of our neighbours because we recognise that we are always stronger together.
- Sustainability** | We always give back to the community the good that our Kampong gifts to us.

In the **final Place Plan**, both the **Values** and **Charter** are combined into one framework consisting of **COMMUNITY, ENTERPRISE, RESPECT, RESILIENCE, SUSTAINABILITY & DYNAMISM.**

KAMPONG GELAM HISTORIC AREA

“WALKSHOPS”



The four “Walkshops” under the themes of Celebrate, Create, Connect, and Curate were well-attended and generated a great deal of enthusiasm and engagement. The format and key issues discussed with participants at each workshop are set out below.

KAMPONG GELAM WALKSHOPS | 14 & 15 Jan 2023

	CELEBRATE (15 Jan, PM)	CREATE (15 Jan, AM)	CONNECT (14 Jan, AM)	CURATE (14 Jan, PM)
THEME	CELEBRATE OUR HISTORY, HERITAGE, CULTURE & ARTS	CREATE PUBLIC SPACES & PLACE ACTIVATION	IMPROVE CONNECTIVITY	CURATE TENANT MIX & PROTECT TRADITIONAL TRADES
DISCUSSION VENUE	Sultan Mosque	Sultan Mosque	Sultan Mosque	Sultan Mosque
CONTENT	Art Galleries, Cultural Mapping, Festivals & Events, Precinct Identity, Storytelling	Cleanliness, Facilities & Amenities, Public & Green Spaces, Waste Management	Accessibility & Inclusivity, Active Mobility, MRT & Bus Stations, Walkability, Wayfinding & Signage	Heritage Businesses, Enterprise, Incubator Spaces, Tenant Mixes
SOME POINTS OF INTEREST	Aliwal Arts Centre, Art Murals in KG, Cuturi Gallery, Sultan Mosque, Wardah Books	Art Murals in KG, Beach Road, Haji Lane, Sultan Gate Open Space, Victoria Street	Beach Road, Haji Lane & Arab Street, Kandahar Street, North Bridge Road, Ophir Road	45/47 Sultan Gate, Kampong Glam Café, Kebaya by Ratianah, Sifr Aromatics, Wardah Books
GUIDING QUESTIONS	<ul style="list-style-type: none"> What events/festivals are integral to Kampong Gelam and how do we sustain them in the long-run? Where are the places of cultural, heritage, and community significance in Kampong Gelam? How do we engage the wider Singaporean public to cultivate a sense of place in Kampong Gelam? 	<ul style="list-style-type: none"> Are there any facilities/amenities missing in Kampong Gelam? What do you think of Kampong Gelam’s environment? Is overall maintenance and hygiene well-kept? Are there any public spaces in Kampong Gelam for hanging out / gathering? 	<ul style="list-style-type: none"> Is it comfortable to walk in/to Kampong Gelam? How ‘visible’ is Kampong Gelam from MRT stations, bus stops, etc? Is it convenient for those with physical impairments to traverse in Kampong Gelam? 	<ul style="list-style-type: none"> How can heritage businesses be better supported? What do you think about the current tenant mix in Kampong Gelam? How do we make Kampong Gelam more inviting to local enterprises?



KAMPONG GELAM HISTORIC AREA “WALKSHOPS”



The key points and suggestions raised during the “Walkshops” are reflected below – these were subsequently reviewed and incorporated into the final Place Plan. The four “C” themes were reformatted into five areas of focus: **IDENTITY, ECONOMY, PLACEMAKING, CONNECTIVITY & ACCESS, and ACTIVATION** for clarity and to better encompass and categorize the targeted projects and services.

CELEBRATE



- Activations and programs based on calendar events
- Involve more residents, both former and present
- Greater promotion and publicity of events
- Having multiple activities and identities is positive
- Not every part of Kampong Gelam has to be “activated”

CREATE



- Family and elderly-friendly facilities
- Regular road closures and pedestrianisation
- Directory map showcasing heritage businesses
- Murals with plaques telling Kampong Gelam’s stories
- Community spaces for stakeholders to come together

CONNECT



- Better signage and wayfinding from MRT stations
- Greater visibility of Kampong Gelam from fringe areas
- Create a “sense of arrival” when entering the precinct
- Pedestrianisation and promotion of activities and street life
- Less vehicular traffic and greater walkability in the precinct

CURATE



- Collaboration between businesses to create unique products
- Support for heritage businesses
- Create a common Kampong Gelam “brand”
- Introduce unique businesses that will elevate the precinct
- Incubator spaces for aspiring enterprises