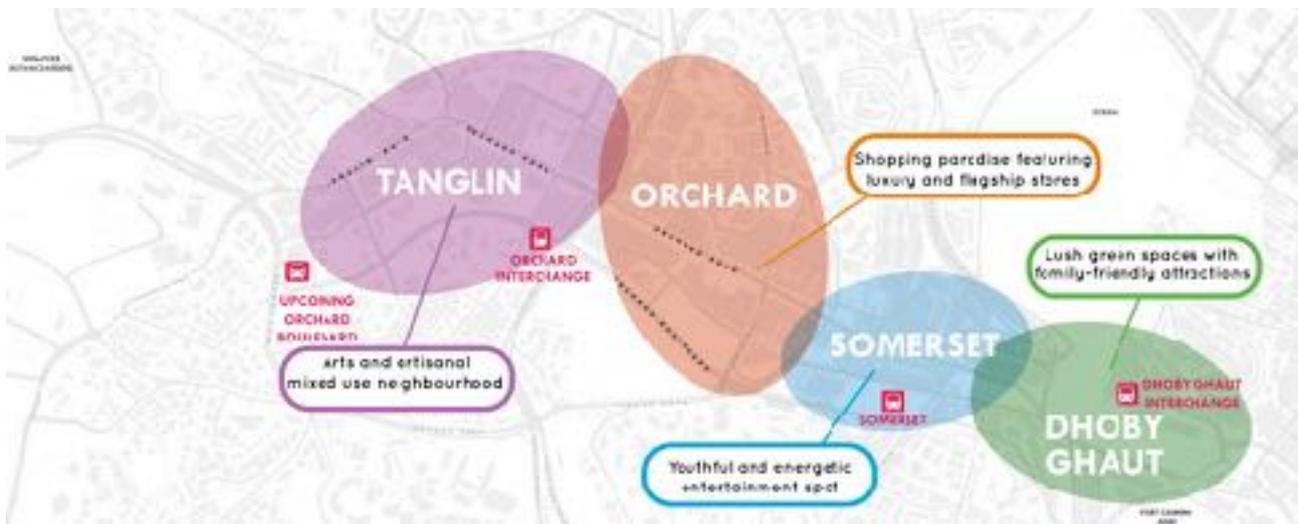


The Lifestyle Destination

Different precincts and side streets along Orchard Road can be strengthened and differentiated with the injection of innovative and unique non-retail offerings. There will be something for everyone on Orchard Road.

One Precinct, Many Experiences

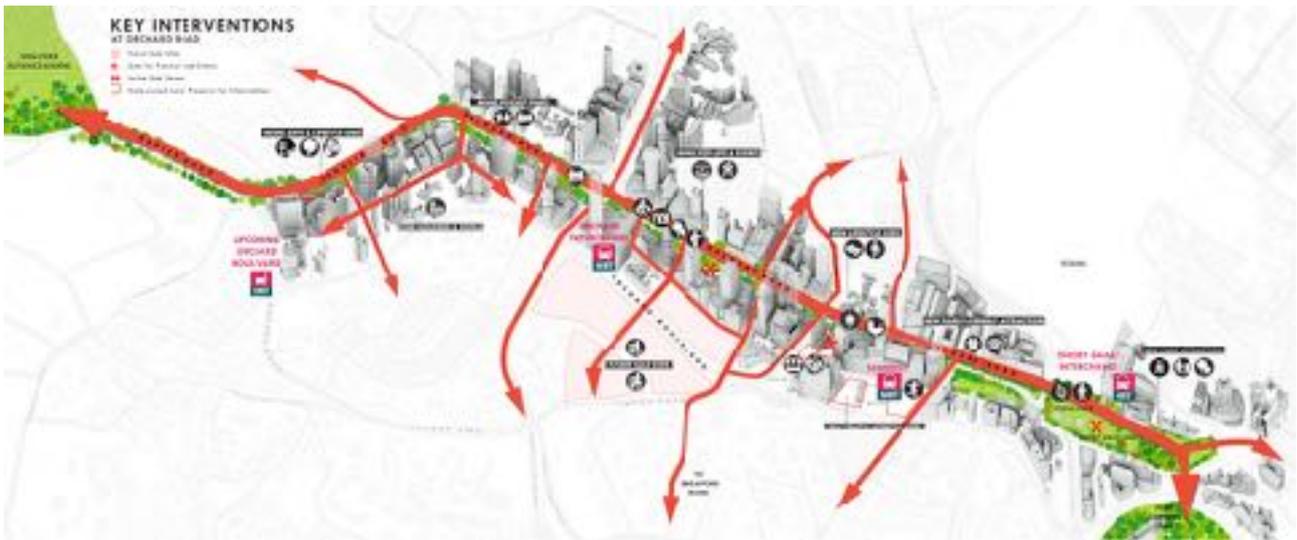
Orchard Road is more than just a shopping street. Each of the sub-precincts, namely Tanglin, Orchard, Somerset and Dhoby Ghaut, stitched together by Orchard Road, has a different personality. There are opportunities to introduce new retail concepts, lifestyle attractions and events to enhance the unique experience of each sub-precinct.



A Street of Discovery

Orchard Road is well known for its tree-lined boulevard, but there are also many interesting streets and lanes branching out from the main road that offer a sense of discovery to the Orchard Road experience.

Historic side streets like Emerald Hill and Cuppage Terrace can be enhanced; streets like Killiney Road and Orchard Turn can be activated to improve connectivity to the surrounding residential areas, and new lifestyle uses introduced off the main street.



[View the high-res image](#)

1. New lifestyle experience at Tanglin

The conserved Tudor Court can house a greater diversity of uses, including arts and cultural offerings. The covered canal behind can be turned into an attractive courtyard space enlivened with public art and outdoor dining, making it a focal area for local residents and hotel guests.



2. New vantage point at Orchard/Paterson Road Junction

Elevated link-bridges can make it easier to cross the junction of Orchard and Paterson Roads, and provide opportunities to take the picture-perfect shot of Orchard Road.



3. New mixed-use developments at Orchard Interchange

The vacant State Land parcels at Orchard Boulevard present opportunities for exciting mixed-use developments above the upcoming Thomson-East Coast Line Orchard Interchange MRT, which can also be connected to Orchard Road via bustling side streets.



4. New event space at Somerset

The car park at Grange Road has hosted retail and F&B events like Flashbang. With rapid evolving trends and demand for more events, the car park can be transformed into a dedicated events space with dining and entertainment use to form a cluster of lifestyle offerings with the Design Orchard showcase across the street. They can also be linked by sculptural canopies to create a signature node on Orchard Road.



5. New Lifestyle Uses @ Somerset

We can work with the stakeholders to enhance the connectivity across buildings and introduce more lifestyle uses in this area.



<https://www.ura.gov.sg/Corporate/Planning/Master-Plan/Regional-Highlights/Central-Area/Orchard-Road/The-Lifestyle-Destination>