

Project

313@somerset, retail mall in Singapore

Client

Lend Lease Asian Retail Investment Fund/
Lend Lease

Project Value

Over S\$1b

Assignment

Development Management
Concept Design
Retail Design
Retail Planning
Marketing
Leasing
Design & Construction
Asset Management
Property Management

Completion date

December 2009

Brief

Located at the very heart of the busiest district in Singapore, in the midst of bustling human activity and the favourite gathering place for locals and tourists alike, 313@somerset is an exciting new retail centre that promises to bring a whole new dimension to the 'Orchard Road Experience'. Built right above the Somerset MRT station and easily accessible by public transport, 313@somerset has been earmarked to be Singapore's leading retail destination, providing mid level fashion and food in an environment where a unique sensitivity and approach to customer service creates a refreshingly different experience. Spanning 291,129sqft of net lettable area, the centre has a 100,000 footfall daily.

The Lend Lease team has designed this retail centre as a vibrant mall specialising in flagship concept stores on each level, designed in such a way that allows fast and convenient connectivity between all floors. The mall has 177 retailers and was 100% leased even 4 months prior to opening.

Connecting 3 shopping malls along Somerset is the Discovery Walk. Specially designed to be a "Walking Street" that reflects a relaxed ambience and acts as a peaceful sanctuary away from the buzzing Orchard Road area, this street operates 24 hours daily. A uniquely themed streetscape, the precinct is internally air-controlled, creating a landmark dining precinct offering an enviable cluster of top-drawer restaurants and lounges.



Awards

BCA Green Mark Platinum – New Buildings

Lend Lease received the Green Mark Platinum Award from Building Construction Authority of Singapore (BCA) in 2008 for 313@somerset, the only one along Singapore's premium retail belt, Orchard Road. The BCA Green Mark award promotes environmental sustainability in buildings and rewards eco-friendly company practices.

BCA Universal Design Award 2010

313@somerset has incorporated Universal Design to all areas of the building and all Centre Concierge staff are trained to provide personalised services to visitors with special needs.

BCA Design & Engineering Excellence Award 2010

The project calls for stringent engineering design and planning given the tight site and high daily human traffic of at least 55,000 through the site during construction phase. In addition, the site had a mass rapid transit system running underneath operating throughout the construction period. These challenges were further intensified with having the Stamford canal running through the site which calls for diversion in order to incorporate the universal design – a first in Singapore.





Sustainability initiatives at 313@somerset

The project teams at 313@somerset are committed to delivering a sustainable future for all our stakeholders and we recognise the importance of being accountable for **what we take, what we create and what we leave behind**.

Our project has already achieved the BCA Green Mark Platinum Award and our team continues to strive for excellence in our work environment. Initiatives include:

- Solar panels to harness the sun's energy to power the Centre's car park lighting.
- CO and CO2 sensors at loading docks and car parks to control fan usages.
- Energy saving stand-by escalators to reduce energy consumption during lower peak period.
- Low-energy LED façade.
- High frequency ballasts for down-lights and T5 fluorescent lamps in lieu of T8.
- Extensive use of energy & water sub-metering for base building and tenants to closely monitor energy uses.
- Water efficient tap fittings to highest practical level and efficiency throughout to reduce water consumption and water wastage.
- Usage of NEWater (Public Utilities' Recycled Water) for cooling towers and sprinkler make-up water.
- First privately developed building in Singapore to use Sprinkler Tank for Thermal Energy Storage Bank, thus allowing the building management to perform load shifting, load shaving and energy conservation.
- Co-generation plant produces heat from bio-diesel made from waste cooking oil to heat up hot water to supply the Centre's requirement.
- Intelligent lighting control system, lighting controls and lighting sensors in atrium, top-level car-park to save energy during the day, motion sensors for staircases.
- Mechanical Grease Extraction System. Self-cleaning, in-built mechanical cutter and pump for grease extraction minimizes access to grease pit and improves indoor air quality.
- The long facades facing North-South incorporates high performance, "Low-E" double glazed system with insulated back panels to exposed areas to optimise HVAC loads as well as enhance occupant comfort.
- Gearless lift system coupled with AC VVVF drive uses less energy. Light-weight decorations and sleep mode are also featured.
- Energy Recovery Wheel is installed to capture the cooling energy from the exhaust air that is from the air-conditioned space which is then transferred to pre-cool the fresh air going into the air-conditioning system.

- Collection of rainwater for toilet flushing, vertical greening in sky terrace and landscaping in discovery walk.
- Use of recycled materials, low VOC paint & low emissive materials to the project including reuse of carpet tiles and workstations from leasing office to centre management office.
- Green Lease and Tenancy Collaboration.

Eco Tour

To ensure the knowledge gained on 313@somerset about sustainable design, outcomes and benefits are not forgotten, 313@somerset will provide Eco Tours. It is our way of advocating the community by sharing what we have learnt.

313@somerset has set up a S\$1 million Retail Training and Employment Centre which promotes employee productivity via free training from retail training and employment centre, a first in Singapore and Asia.

Working with Singapore Workforce Development Agency (WDA) and SPRING Singapore, this initiative was prompted by the Singapore retail industry's need for skilled workers gearing towards service excellence. 313@somerset is the first retail mall in Singapore to have achieved the Approved Training Organisation status.

Accredited Retail Courses

- Sustainable Retail Practices (Certificate – Diploma Level)
- Introduction to Retail (Certificate level)
- Maintain Professional Image (Certificate Level)
- Customer Service Excellence (Certificate Level)
- Food & Beverage – Hygiene Practices



Lend Lease is also credited with a few firsts in its design, construction and initiatives for 313@somerset:

- First commercial building in Singapore to use Sprinkler Tank for Thermal Energy Storage Bank. This will allow the building management to perform load shifting, load shaving and energy conservation.
- Green Lease (1st to implement in Singapore) 313@somerset will implement Green Lease which binds all sustainable components with obligations from the property manager and retailers. Lend Lease has created tools and programs to educate retailers and provide the infrastructure to implement Green Lease for maximum results. The Green Lease will inculcate sustainable behaviours, seek to educate, create awareness and will benefit not just the property manager but the retailers with reduced operating costs and improved productivity.

