

## MEDIA RELEASE

### PEOPLE-CENTRIC BUILDINGS WIN TOP BCA AWARDS

*- Top winning building projects lauded for people-centric designs such as open communal spaces to foster community bonding and family-friendly programmes*

**Singapore, 11 May 2018** – The Building and Construction Authority (BCA) has awarded the BCA Universal Design<sup>1</sup> (UD) Mark to 26 exemplary projects this year. Four completed developments, **City Square Mall, Mapletree Business City II, Kampung Admiralty** and **Changi Airport Terminal 4** have clinched the apex UD Mark (Platinum) award.

2. BCA's Group Director for Building Plan and Management, Er. Clement Tseng said, "The UD Mark Awards broke new ground this year, with four Platinum winners. It is a first since the awards were launched in 2012. The winners for this year's BCA Universal Design Mark Awards exemplify emphasis on people-centric designs to create communities and promote inclusivity for families and people, including persons with disabilities and the elderly. Some have even made creative use of open spaces for various functions such as communal spaces to foster community bonding and pedestrian linkways for seamless connectivity between places."

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<sup>1</sup> *Universal Design (UD) means "design for all". UD helps to make our built environment a more inclusive one. UD enables everyone - the young, the old and persons with different abilities - to enjoy inclusive living in familiar surroundings with their loved ones.*

### **City Square Mall**

3. Developer City Developments Limited (CDL)'s City Square Mall is the first mall to receive the Platinum award of the inaugural *BCA-MSF Universal Design Mark for Family-friendly Business* (Refer to Annex B). This is a new UD Mark category recognising businesses which incorporate both user-friendly infrastructure and family-friendly service and processes in their facilities, both of which are indispensable in providing a family-friendly environment. Since receiving their first UD Award<sup>2</sup> in 2010, CDL has continued its efforts to enhance user-friendly features in their mall, and managed to maintain the highest UD Mark award this year for this new category.

4. CDL's Centre Director of City Square Mall, Mr Lionel Chua, said, "Beyond a developer of quality spaces, CDL is also a builder of lives and communities. We believe in constructing spaces that are inclusive and accessible to all. When City Square Mall opened in 2009, we were one of the first malls to provide help call points at the mall's entrances and an air-conditioned sheltered taxi stand cum drop-off point at the basement. Since receiving the BCA Universal Design Award (Gold) in 2010, we have continued to enhance the mall's inclusive and family-friendly shopping experience with various amenities. With constant updates to family-friendly features in and around the mall, City Square Mall has consistently seen a year-on-year increase in its annual footfall."

5. City Square Mall has evolved to incorporate more family-friendly facilities and rejuvenated its open spaces to make it more conducive for community activities and family bonding. For example, the wash area located at Level B2 was converted into a family room that facilitates shared parenting, as both parents can access the room to attend to the needs of their young children. They are also one of the first shopping malls to provide inclusive playgrounds. The outdoor play area located at Level 1 was revamped to include a wheelchair-accessible merry-go-round, so that children of all abilities can play together.

6. Activities and customer service at the mall also reflect the mall's dedication to cater to families. To foster interaction among 3-Generation families, the mall organises

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<sup>2</sup> City Square Mall won the BCA Universal Design Award Gold rating in 2010. The BCA Universal Design Awards were given to deserving completed projects between 2007 to 2012. To raise the bar on UD adoption from the onset of building design, the UD Awards evolved to become the BCA Universal Design Mark which was launched in October 2012. The Mark recognises the projects in both design and completion stages.

events, live shows, fringe events and community activities that attract various age groups. Examples include line dancing, Zumba, fun and engaging live shows during school holidays and educational exhibitions. The customer service team is also trained to identify and help family shoppers who may need assistance, and provide free services such as loan of wheelchairs and strollers. (Refer to Annex C for more details)

### ***Mapletree Business City II***

7. Similarly, Mapletree Business City Pte Ltd is another Platinum winner which was previously presented with the BCA UD Mark Gold<sup>Plus</sup> award in 2013 for its Mapletree Business City (MBC) I and has gone on to apply UD principles to its latest development, MBC II, clinching the top UD Mark award this year.

8. Careful thought and consideration were taken to go beyond the usual user-friendly designs as demonstrated in the new ideas and features in MBC II. For instance, connectivity between MBC I and II as well as added connectivity to public infrastructure were considered during the early planning stages for MBC I. The entire development sits on an elevated lush landscape deck (E-deck) which connects MBC II to the existing MBC I at the 2nd storey, ensuring seamless connectivity between both developments and to the nearby Alexandra Retail Centre and Labrador Park MRT.

9. The unique building form, comprising three low-rise terraced blocks and a 30-storey high-rise business park tower allows the flexibility for tenants to occupy the conventional vertical floors as well as laterally across the blocks. Coupled with the place-making initiatives by Mapletree, the vast greenery, artworks and sporting facilities create a community which encourages users to relax and interact with others amidst their working environment. Wide covered walkways with rain-sensor equipped screens that are automatically deployed to shield pedestrians during rainy weather. Simulation studies on wind-driven rain were conducted by the architect, DCA Architects Pte Ltd during the design stage.

10. Mr Moses Lee, Director of Investments and Asset Management for Singapore Investments said: "Riding on previous successes like MBC I, Mapletree is pleased to be awarded the BCA UD Mark Platinum Award 2018. This reaffirms Mapletree's commitment to design and build user-centric developments that provides a holistic and enriching work environment for all its users."

### ***Kampung Admiralty***

11. The mixed-use development, Kampung Admiralty, which is managed by the Housing and Development Board (HDB) is also another Platinum award winner. The 11-storey complex is Singapore's first integrated development that adopts UD principles extensively to create an inclusive, well-designed and user-friendly environment for senior residents of all abilities to live comfortably and independently. For instance, the development incorporates a 900-seater hawker centre which is well-lit and well-ventilated as well as a medical centre which brings specialist care and day surgeries targeted at common ailments faced by the elderly. Key elderly-friendly features include grab bars, the use of non-slip vinyl floor, the installation of retractable laundry hanger and built-in induction cooker. The active-ageing hub also offers day programmes for seniors and has day care and rehabilitation services for those with greater needs. (Refer to Annex C for more details)

### ***Changi Airport Terminal 4***

12. Platinum winner Changi Airport Terminal 4 (T4) was designed with a focus on an immersive, accessible and inclusive experience for its visitors. For instance, a start-to-end self-check-in option is introduced in T4 to allow passengers the flexibility of checking in at their own convenience. Automated Bag-Drop machines have belts that are at a low height of 10cm from the ground, making it easy for passengers to lift their luggage onto the machine. T4 is also designed with a kerb-less interface at the Departure drop-off point where all users are able to experience levelled access in and out of the terminal, for ease of pushing and loading of passengers' luggage from vehicles. It is also friendlier for passengers using wheelchairs or strollers.

(Refer to Annex C for more details)

### ***About BCA UD Mark awards***

13. Introduced in October 2012, the BCA Universal Design Mark is a voluntary certification scheme that promotes Universal Design. This scheme recognises developments, developers and architects who extensively apply a user-centric philosophy in their design, operations and maintenance of their projects and developments. It also raises greater public awareness towards user-friendly buildings.

The BCA-MSF Universal Design Mark for Family-friendly Business is a new category which recognises businesses with user-friendly infrastructure and family-friendly service and processes.

14. The BCA Awards ceremony will be held on the evening of 22 May 2018 at the Resorts World Sentosa. Guest-of-Honour Minister of Social and Family Development Mr. Desmond Lee, who is also Second Minister for National Development will present the award winners with a BCA Universal Design Mark plaque during the ceremony.

**Annexes:**

Annex A – About the BCA Universal Design Mark awards 2018

Annex B – About the BCA-MSF Universal Design Mark for Family-Friendly Business

Annex C – BCA Universal Design Mark awards winners

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**About Building and Construction Authority**

The Building and Construction Authority (BCA) of Singapore champions the development of an excellent built environment for Singapore. BCA's mission is to shape a safe, high quality, sustainable and friendly built environment, as these are four key elements where BCA has a significant influence. In doing so, it aims to differentiate Singapore's built environment from those of other cities and contribute to a better quality of life for everyone in Singapore. Hence, its vision is to have "a future-ready built environment for Singapore". Together with its education arm, the BCA Academy, BCA works closely with its industry partners to develop skills and expertise that help shape a future-ready built environment for Singapore. For more information, visit [www.bca.gov.sg](http://www.bca.gov.sg).

### About the BCA Universal Design Mark Award

Universal Design (UD) means “design for all” and helps to make our built environment more inclusive. Introduced in October 2012, the BCA Universal Design Mark is a voluntary certification scheme that accord recognition to developers, building owners and architects who have applied Universal Design principles in their projects.

This scheme assesses projects at their design stage, facilitating the incorporation of Universal Design from the start of their development.

Only **completed** developments or projects may be awarded a display plaque indicating Platinum, Gold<sup>PLUS</sup>, Gold and Certified.

For **ongoing** projects, Universal Design Mark ratings will be determined based on design and indicated as Gold<sup>PLUS</sup> (Design), Gold (Design) or Certified (Design).

### Categories

- Non-Residential (New)
- Non-Residential (Refurbished)
- Residential (New)
- Parks and Public Spaces
- Family-Friendly Business

### Judging Criteria

1. **Process:** How Universal Design is incorporated during a project’s planning and development stages
2. **User-friendliness:** How much of a user-centric approach is shown in the planning, design and provision of -spaces and facilities such as washrooms, lockers, pavilions, playgrounds and signage
3. **Design integration:** How Universal Design concepts, technologies and ideas are all integrated and implemented in a project / development
4. **Accessibility and inter-connectivity:** How well the project / development is seamlessly connected to other buildings and infrastructure, and how has its accessibility improved within the development
5. **Safety:** How safety in the development has improved through the selection of materials, lighting provisions, and other features additional handrails, grab bars and handles
6. **Operations and maintenance:** How much an organisation, as part of the project team, is committed to creating an inclusive built environment by establishing corporate policy, operation and maintenance procedures, communicating clearly with its end-users and training for its operators and staff.



## **BCA-MSF Universal Design Mark for Family-Friendly Business**

### ***Enhancing infrastructure and service standards is key to a family-friendly Singapore***

- The new BCA-MSF Universal Design Mark for Family-Friendly Business is a collaboration between the Ministry of Social and Family Development (MSF) and the Building and Construction Authority (BCA).
- The Mark gives recognition to businesses that incorporate both user-friendly design in their facilities (hardware) and family-friendly processes and services to meet the needs of family customers (software).
- The Mark recognises businesses' efforts to make their premises accessible, convenient and safe for families, and which adopt service standards and processes that improve the service experience of families, including the young, the old and persons with disabilities.
- The judging criteria includes strategy, accessibility, user-friendliness, service, operations and maintenance, and user experience. Depending on the score, businesses may be recommended for a Certified, Gold, Gold<sup>PLUS</sup> or Platinum award.
- The award is valid for two years. This is to encourage businesses to constantly look for ways to innovate and improve, and strive to continue achieving higher levels of service excellence.
- Businesses which are keen to apply for the new Mark must ensure that at least 60% of their staff have attended MSF's family-friendly service courses. Applications are open through the year starting from 3Q2018 – please see [www.bca.gov.sg/friendlybuilding](http://www.bca.gov.sg/friendlybuilding) for details.

## **About MSF's Family-Friendly Service Courses**

### ***Enhancing service standards***

- A family-friendly environment goes beyond building the infrastructure and amenities. It is important for businesses to pay equal, if not more, importance to the software aspect of family-friendliness. Businesses should seek to be equipped to understand and provide support to family customers with different needs, including those with young children, elderly with dementia and persons with disabilities.
- MSF has worked with NTUC LearningHub to develop and roll out two Workforce Skills Qualifications (WSQ) Service Excellence training courses for service professionals to enhance family-friendly service for family customers, including families with young children, elderly with dementia and persons with disabilities.
  - 1) WSQ Demonstrate the Service Vision (MSF):
    - A one-day course for frontline service staff such as receptionists, retail associates and cleaning staff to enhance their capability to deliver quality service to families with different needs.
    - Participants will learn about their role in delivering service according to their organisation's vision, mission and values, and how to demonstrate family-friendly behaviour.
  - 2) WSQ Lead with Service Vision (MSF):
    - A two-day course for corporate leaders and service staff with leadership roles, such as business owners and service team leaders, to enhance their capability to develop plans and strategies to make their businesses more family-friendly.
    - Participants will learn how to foster a customer-centric culture and lead teams to enhance the customer experience for families, e.g. reward and recognition systems for frontline staff, and innovative processes and activities to attract families.
- Please see [www.ntuclearninghub.com](http://www.ntuclearninghub.com) for details. NTUC Learning Hub's mission is to be the leader in continuing education and training by providing learning that transforms employability and creates a better life for working people of all collars, ages and nationalities.

## **About FamilyMatters@Business**

Through its FamilyMatters@Business initiative, MSF encourages businesses to adopt strategies, infrastructure and services that cater to families. Not only would families benefit from family-friendly infrastructure and services, businesses would also reap the rich potential of the family market.

For more information on FamilyMatters@Business, visit [www.msf.gov.sg/familymatters](http://www.msf.gov.sg/familymatters).



## Total number of BCA Universal Design Mark Award winners: 2012 – Present

Year	No. of winners
2013	26
2014	31
2015	37
2016	25
2017	30
2018	26

## BCA Universal Design Mark Award 2018:

## A. Winning Projects by Ratings

	Completed	Ongoing
Platinum	4	-
Gold <sup>PLUS</sup>	7	7
Gold	6	2
Certified	-	-
Total	17	9
Grand Total	26	

## B. Winning Projects by Sector

	Public	Private	Joint Venture
Platinum	2	2	-
Gold <sup>PLUS</sup>	1 completed + 2 ongoing	6 completed + 3 ongoing	1 ongoing
Gold	3 completed + 1 ongoing	3 completed + 1 ongoing	-
Certified	-	-	-
Total	9	16	1
Grand Total		26	