MAKING PUBLIC SPACES



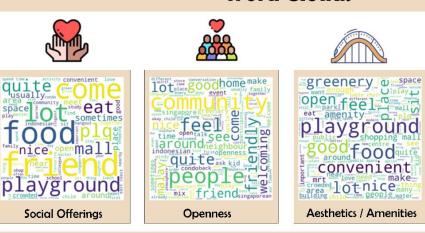
Problem Statement



Our group seeks to design more loveable public spaces which would be more permanent and also help to foster a long-lasting emotional bond and attachment between the community and Paya Lebar, thereby enhancing a sense of ownership, identity and belonging.

95 **Our Stakeholders** interviewees Young Kids Input from Loveability Perform Sentiment nalysis using Pytho different Type of features Framework Perform Decision Tree Young Kids Online Sources (e.g. Reddit, Twitter, Find gaps not yet Stakeholders Perform naturalistic Workers Using their respective Characteristics of the Online Surveys Sources of Data

Word Clouds



Topic Modelling

Positive Sentiments - What are the positive things people talk about regarding public spaces in Paya Lebar?



Generally, for residents in particular, they felt that the communities are friendly and there are many activities for them to participate in, and which they felt is worth spending time for. Most also garee that Pava Lebar is an

foodused

conity plaza

important

kampong Ma lav see 5

areanice geylang seraitime

Cultural Heritage

ymiss people 15 C

ideal place for hanging out with friends as there are many diverse food and shopping choices in the geylang serai market and shopping mall. The good architectural design accompanied with urban planing provides a wide variety of amenities around the Pava Lebar area are also what attracts people there.

Negative sentiments - What are the negative things people talk about regarding public spaces in Paya Lebar?



"cultural_heritage" + "cannot_talk" + "rest_outside" + "cannot_bring" + "public_area" + "difficult_take" + "eat_cannot"

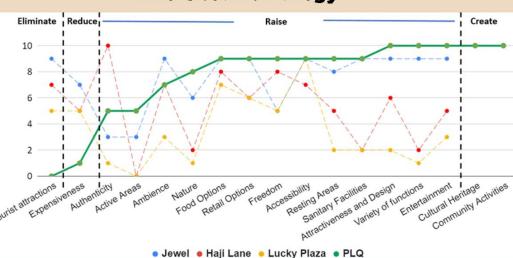
'leg_cannot" + "talk_loudly" + "cannot_eat" + "heavy_food" +

"eat_know" + "area_sometimes" + "sometimes_regulation" +

how they can behave in public spaces e.g sitting, eating and talking. Furthermore, people felt that there is a loss in past memories and the unique cultural heritage in the area of Pava Lebar. For example, malay culture and old shopping malls like Joo Chiat complex. Domestic workers in particular felt discriminated against by others when they visited shopping malls. For example, being questioned by mall security or other shoppers talking about them

Generally, people also felt restricted by

Blue Ocean Strategy



For our Blue Ocean Strategy, we compared it against 3 other competitors; Changi Jewel, Haji Lane and Lucky Plaza, which have some of the most popular public spaces possesing common characteristics with public spaces at Paya Lebar/PLQ. We came up with the following list of factors to compare with our competitors: Tourist attractions, Expensiveness, Authenticity, Community Activities, Freedom, Nature, Active areas, ambience, Resting areas, Cultural heritage, Sanitary facilities, Entertainment, Variety of functions, Attractiveness and design, Food options, Retail options, Accessibility.

From our interview and survey data, our stakeholders mainly express the importance of social offerings, openness, amenities and cultural heritage in making public spaces loveable. Thus, we have included these findings as factors in our strategy and ideated new solutions in these areas to cater to their needs.

Our Proposed Loveability Metrics



Social Offerings

Places for people to meet each other and feeling that people in the community care about each other

Openness

How welcoming the community is to different types of people



Amenities

The physical beauty of the community including availability of parks and green spaces



Cultural Heritage

Historical value of the place bring back old memories

KPI Bar Charts

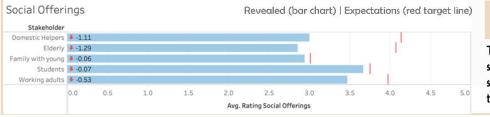
Openness

Elderly 1 0.54

Students 1 0.27

Working adults 1 0.62

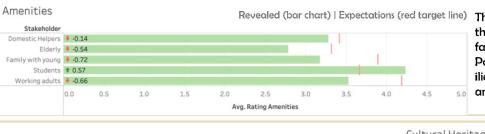
♣ -0.65



current state of Paya Lebar Quarter and their expected state of the place The current state of public spaces does not satisfy the needs of all 5 stakeholders. In particular, domestic helpers and elderly felt that the

Source of data: Face to face interviews, we asked interviewees to rate the

social offerings of public spaces in Paya Lebar were severely lacking for Revealed (bar chart) | Expectations (red target line)



Revealed (bar chart) | Expectations (red target line) The current state of public spaces in Paya Lebar satisfy the amenities needs of the students only. Whereas the other stakeholders-Domestic helpers, elderly, family with young, students and working adults felt that the public spaces in Paya Lebar need to improve in its providence of amenities. In particular, families with young and working adults strongly felt that there were no suitable amenities provided for their needs.

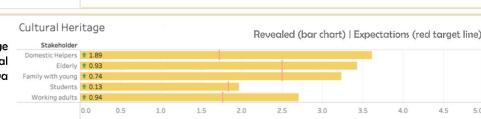
The current state of public spaces in Paya Lebar satisfy the cultural heritage needs of all stakeholders. For most stakeholders, their demand for cultural heritage is not high, even though they acknowledged public spaces in Paya Lebar to have a rich cultural heritage.

The current state of public spaces in Paya Lebar satisfy the needs of the elderly, working adults and students in being open and inclusive of diverse communities. Whereas domestic helpers and families with young felt that

the public spaces in Paya Lebar need to improve in its openness. In particu-

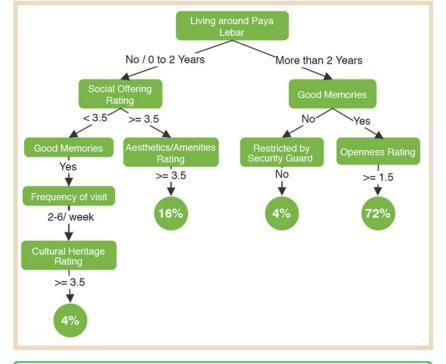
lar, family with young felt that the openness of public spaces in Paya Lebar

is severely lacking for them.

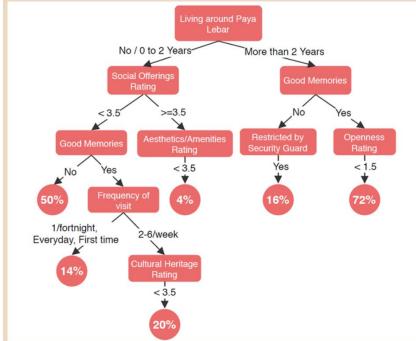


Decision Tree

What contributes to a place being loveable?



What contributes to a place being NOT loveable?



Our decision tree have identified factors that play an important role in determining the lovability of public spaces at Paya Lebar. We can see that having good memories at Paya Lebar, not being controlled by security guard and high ratings for social offerings, openness, cultural heritage, aesthetics and amenities, contributes to making the public spaces at Paya Lebar loveable for the users themselves.

The purpose of the lovability decision tree helps us to enhance the current factors that contributes to the lovability of public spaces at Paya Lebar, this will then deepen the users' feelings and connection towards Paya Lebar.

Our decision tree have identified factors that play an important role in determining the lovability of public spaces at Paya Lebar. We can see that low ratings for social offerings, openness, cultural heritage, aesthetics/amenities, restrictions by security guards contributes to people not loving public spaces at Paya Lebar as mentioned by the users themselves.

The purpose of the lovability decision tree helps us to identify factors of why people do not love PLQ and how we can improve on these factors to increase the loveability of the place for its users.

Our Proposed Ideas

Passing down Intangible Cultural Heritage



We propose to increase cultural heritage related activities focusing on food, bake, and play in public spaces such that the exposure to the public is greater and ideal for nurturing greater appreciation and engagement in our own heritage in the long run.

To promote better inclusivity and openness of the public in Paya Lebar, we propose organising meaningful community activities and events that can actively engage and encourages more communication between the public, as well as deepening their attachment to the place.

Facilitating conversations & Interaction for the Public

Reviving the Kampung Spirits

We propose installing a kampung museum where it houses antiques or items that holds memories of our kampung days. This would help to retain the cultural heritage memories in a physical form to reminiscence how PLQ used to be. Building a sense of connection between the public and how public spaces used to be, acts as a catalyst to deepen the connection to our public spaces

Immersing in Arts & Entertainment

We propose demarcating a spacious sheltered but transparent rooftop multi-functional area designed with good aesthetics elements such as greenery, good lighting to create an optimal ambience. To make the area more exciting for gatherings, having a variety of events scheduled regularly such as movie-picnic nights where people can vote on the movies they want to watch. The area can also be easily converted to accommodate dance and nusic performances for all to participate.

Conclusion

Through this project, we had many meaningful conversations with different stakeholders in Paya Lebar and understood their needs and stories. As public spaces are shared resources where communities come together and create good experiences, we aim to identify a set of metrics which would help to measure lovability which is defined as one's emotional connection to a place. Understanding of various stakeholders' needs is essential, so as to possibly combine ideas through co-creation of public spaces where various needs can be met concurrently to create more loveable public spaces. With this set of framework, it also provides a more informed understanding of the public's view of public spaces.

With that, we thank all our interviewees and surveyees for taking the time to answer our questions and our professors, Tan Kar Way and Dr Charles Phua for their guidance in our project.



Powered by: | pandas gensim python numpy lean + able av Spaces Studio