ABSTRACT

The introduction of the draft Master Plan for the Civic and Cultural District in 1988 has resulted in the preservation and rehabilitation of many historic buildings located within the District, some of which are adapted for new economic uses. It is important that the adaptive reuse of these buildings is economically viable. Thus, the need for a careful market analysis and marketing strategy for these buildings. The study focuses on Stamford House and CHIJMES, both historic buildings within the Civic District, and examines the adaptive reuse process and the marketing strategy of each building. While the adaptive reuse project needs to comply with the planner's objectives as laid down in the Master Plan, it also has to meet the commercial objective of the private developer who undertakes its rehabilitation and adaptive reuse. The study establishes that the adaptive reuse of the two projects are successful as they are not in conflict with the objectives of the Master Plan, and they manifest potential in fulfilling the commercial objectives of the private developer.

Keywords

Civic and Cultural District
Rehabilitation
Adaptive Reuse
Marketing Strategy
Planner's Objectives
Developer's Objectives