

# **GUIDE ON URA'S PRO- ENTERPRISE ORIENTATION AND INITIATIVES**

- Respondents are encouraged to refer to this guide as they answer the Pro-Enterprise Survey 2023: Business Perception Survey questions

# Summary of URA's Pro-Enterprise Initiatives

Pro-Enterprise Orientation	Review of Rules & Regulations	Clarity of Communication	Customer Responsiveness	Compliance Costs
Surplus parking conversion	Incentivising bicycling parking	Minimum Platform Level for landed housing	Planners are readily accessible & provide regular updates (URA Space OIC contact information)	Zero paperwork
Pre-application consultation service	Incentivising indoor rec spaces	Conservation handbooks	Active tracking of cases and queries to provide timely replies	Transparent processing time of submissions
Breakfast/Tea Sessions (Frequent industry dialogue/webinars)	Design flexibility of landed houses	Revamped DC handbooks	Transparent organisational structure & clear information for public who wish to raise issues/appeal to higher authorities	Ensure amount of rules are reasonable & make compliance processes easier
Agriculture guidelines	Simplifying site coverage guidelines	Guidelines for solar panels	All proposals are subject to a detailed review process	Processing fees are reasonable
Rewilding Rail Corridor	Revised Change of Use Lodgement Scheme for Shophouses to Facilitate Businesses	Review of the Urban Design guidelines for Urban Design areas	One-Stop Developers' Portal (OSDP)	
URA-REDAS SPARK challenge	GFA rule reviews	"Do-it-right" series to communicate guidelines in simple, visual guides	SBNB E-service	
Long Term Plan Review (LTPR) Engagements	Simplifying landscape deck guidelines	Greater clarity on signage guidelines for infill sites in conservation areas		
Lively Places Fund	Harmonisation of floor area definitions	Marina South Urban Design Guide		
Reinventing Spaces into Vibrant Places	Review of Factory-Converted Dormitories (FCD) policies arising from commercial dormitories supply crunch			
Punggol Digital District, Woodlands Regional Centre, Jurong Lake District	Admin approval to expedite nightlife pivot			
Ongoing collaborations with professional bodies: Collaboration with Singapore Institute of Architects (SIA) to engage the industry and uplift the architecture profession in Singapore	Review of Conservation Permission duration to reduce regulatory obstacles for businesses			
Pilot BIDs (SingRiver, Tanjong Pagar, Raffles Place, Marina Central, Marina Bay)	Free e-service for lay persons to apply for minor repair and maintenance works to conserved buildings			
Engaging stakeholders through Emerging stronger conversations				
Community-led projects such as Street Closure Fund.				
Kampong Gelam Place Plan				
UD briefing to Singapore Institute of Architects on UD guidelines				
Launch of Strategic Development Incentive (SDI)				
Launch of CBD Incentive Scheme				
Facilitating hotel developments				

# **Component: PRO-ENTERPRISE ORIENTATION**

## **Sub-Component: Understanding Customer Needs and Receptivity to New Business Ideas**



**Flexibility to allow conversion of surplus parking to other uses in Central Area**



**Pre-Application Consultation Service (PACS) to provide applicants with greater upfront certainty**



**Frequent industry dialogues / webinars to seek industry feedback & keep abreast of new trends (Breakfast/Tea Sessions)**



# PRO-ENTERPRISE ORIENTATION

## *Understanding Customer Needs and Receptivity to New Business Ideas*



**Streamlined application process to facilitate agriculture developments**



**Before**

**After**

**Rewilding of Rail Corridor (Central): Belt of native forest being restored**



**The URA-REDAS SPARK Challenge seeks creative ideas that can raise the quality of the urban environment**



# PRO-ENTERPRISE ORIENTATION

## *Understanding Customer Needs and Receptivity to New Business Ideas*



**Lively Places Fund: Seed fund to support community-led space activation**



**Long Term Plan Review (LTPR) Engagements for the major long-term plans and directions shaping Singapore's future**



**Reinventing Spaces into Vibrant Places**



# PRO-ENTERPRISE ORIENTATION

## *Understanding Customer Needs and Receptivity to New Business Ideas*



**Woodlands Regional Centre:** New spaces for business, industry, research & development, and learning & innovation will be introduced



**Jurong Lake District:** Flexi-use sites will be interspersed with business park uses. This will allow companies to locate all their activities and teams in one place.



# PRO-ENTERPRISE ORIENTATION

## *Understanding Customer Needs and Receptivity to New Business Ideas*

### Punggol Digital District – Planning Vision

This district is intended to become a growth cluster for the digital and cyber-security industries. It is envisaged to be a vibrant, well-connected, and sustainable district with close integration of industries, academia, and the community at large.



### Punggol Digital District (PDD):

Close collaboration with JTC and SIT to create a vibrant enterprise district with integration of industries, academia, and the community at large.



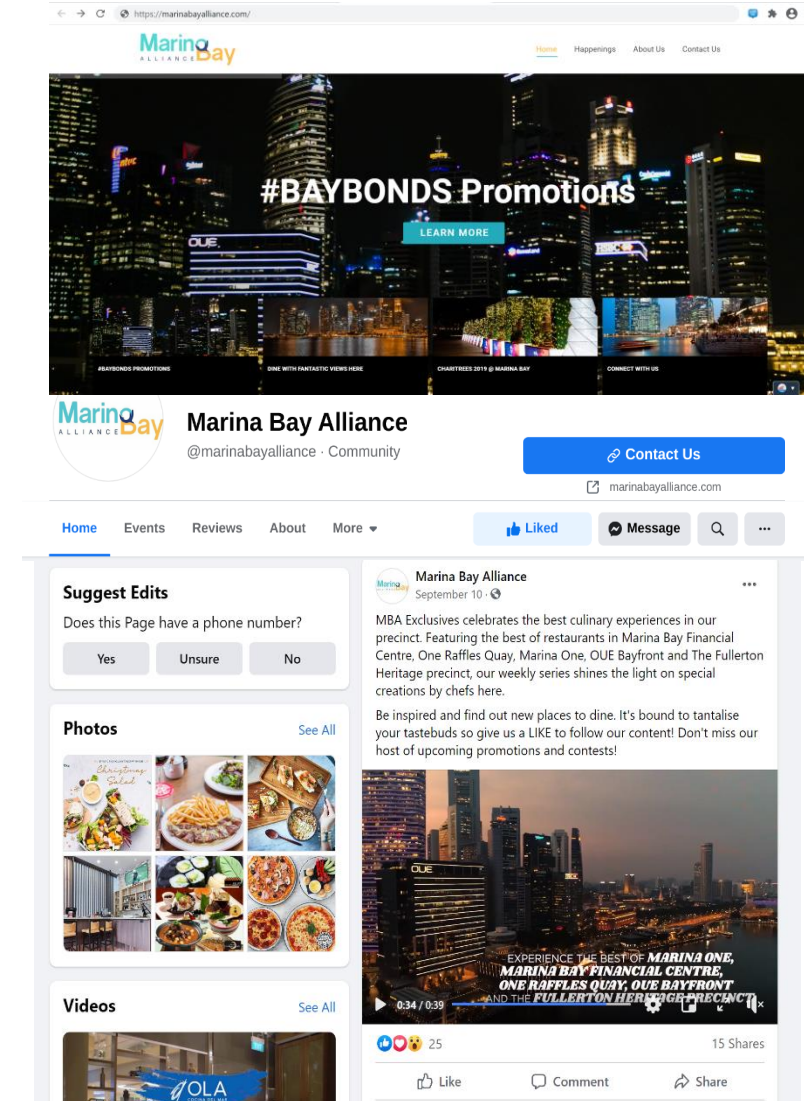
Ongoing collaborations with professional bodies such as Singapore Institute of Architects and Singapore Institute of Planners on projects and consultancy work



# PRO-ENTERPRISE ORIENTATION

## *Understanding Customer Needs and Receptivity to New Business Ideas*

**Pilot Business Improvement Districts (Singapore River, Tanjong Pagar, Raffles Place, Marina Central, Marina Bay) - encourage collaboration and innovation among stakeholders to enhance the precincts and draw more visitors to the area**



**#BayBonds F&B marketing campaign in Marina Bay to attract families and visitors back to the precinct**



# PRO-ENTERPRISE ORIENTATION

## *Understanding Customer Needs and Receptivity to New Business Ideas*

Collaboration with Singapore Institute of Architects (SIA) to engage the industry and uplift the architecture profession in Singapore





# PRO-ENTERPRISE ORIENTATION

## *Understanding Customer Needs and Receptivity to New Business Ideas*

Engaging stakeholders from Singapore River and Kampong Glam through the Emerging Stronger Conversations (ESC) to reflect on the challenges and impact of COVID19 and how to further public-private sector collaborations to enhance their precincts



Community-led projects such as Street Closure Fund transforming streets into active public spaces attracting more footfall to the area and benefitting businesses





# PRO-ENTERPRISE ORIENTATION

## *Understanding Customer Needs and Receptivity to New Business Ideas*



### Draft Place Plan for Kampong Gelam Historic Area

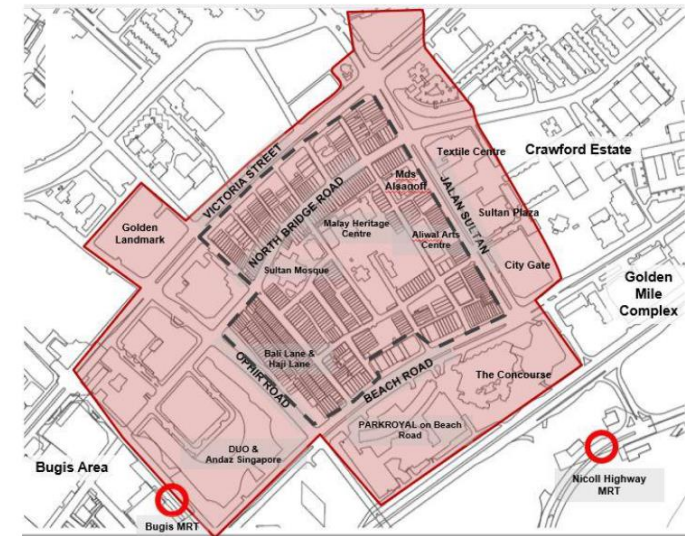
#### The Kampong Gelam Alliance (KGA) has unveiled its draft Place Plan for Kampong Gelam.

The draft Place Plan was borne out of the Emerging Stronger Conversations held at the end of 2020. At the session facilitated by the Urban Redevelopment Authority (URA), a group of core KGA members and other Kampong Gelam stakeholders including residents, institutions, and heritage businesses, considered the impact of the COVID-19 pandemic

on the precinct. We discussed ways to leverage Kampong Gelam's unique heritage to enhance its resilience and relevance to each generation of Singaporeans.

We are asking for your views about the plan to chart the future of Kampong Gelam. Here are our thoughts on future projects and activities for the area.

Please visit our website [www.listeningtokg.org](http://www.listeningtokg.org) and let us know what you think by completing our survey and postcard.



Authentic Identity	Multicultural Community	Local Businesses & Brands	Multi-layered Experiences
Living history, vibrant heritage and culture	Respect for the Islamic religion	Local Independent Businesses	Two National Monuments - The Sultan Mosque and Istana Kampong Gelam
Iconic Cultural & Community & Commercial institutions	A multi-ethnic Singaporean community with strong connections to the area	Strong entrepreneurial spirit, Kampong Gelam brands	Streets with character and unique shopping experiences
Strong community of supporters	Diverse community	Street shopping and dining	Conserved buildings each with a story to tell
Social space for Malay/ Muslims and all Singaporeans of any age		Strong traditional and halal offerings	Celebrate the history, culture and arts
		Strong connection to SEA and globally	

**Kampong Gelam Place Plan: Maps out strategies to strengthen four key aspects of the precinct in the long term: celebrating history, heritage, culture and the arts; creating public spaces and activating places; improving connectivity; as well as curating tenant mix and protecting traditional trades.**

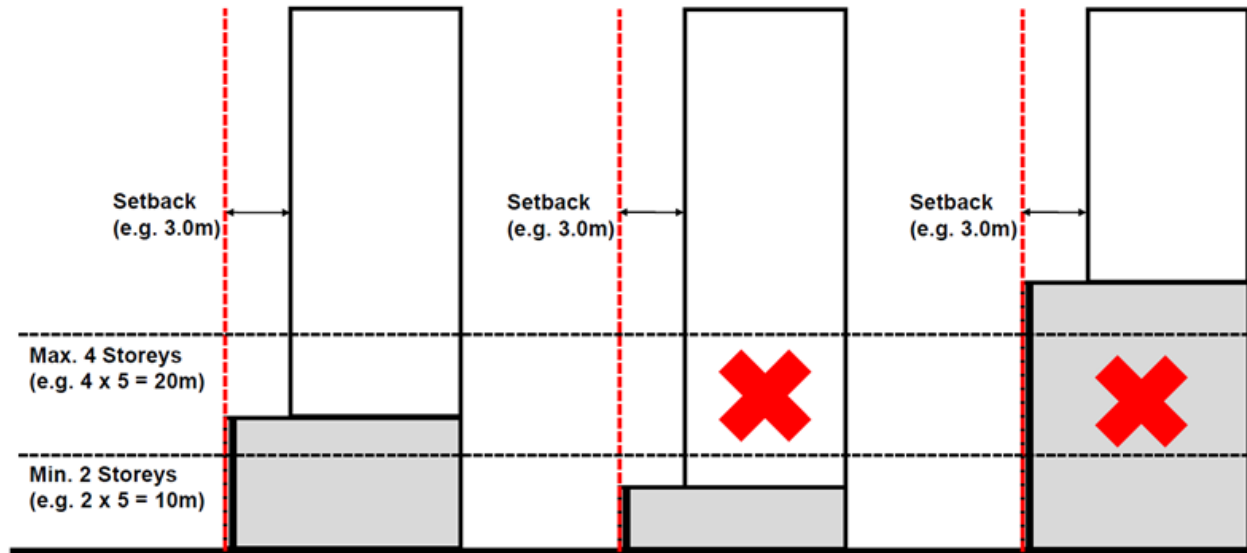


# PRO-ENTERPRISE ORIENTATION

## *Understanding Customer Needs and Receptivity to New Business Ideas*

### QP Engagement | Key Urban Design Elements

What do we mean by minimum and maximum height of building edge?



UD briefing to Singapore Institute of Architects members on UD guidelines to help architects understand what URA looks out for in a submission and improve the quality of their submission



Facilitating hotel developments



# PRO-ENTERPRISE ORIENTATION

## *Understanding Customer Needs and Receptivity to New Business Ideas*

**Launch of the Strategic Development Incentive (SDI) Scheme aimed at encouraging the redevelopment of older buildings in strategic areas into new bold and innovating developments that will positively transform the urban environment.**

Circular No : URA/PB/2019/03-CUDG  
Our Ref : DC/ADMIN/CIRCULAR/PB\_19  
Date : 27 March 2019

### **CIRCULAR TO PROFESSIONAL INSTITUTES**

#### **REJUVENATION INCENTIVES FOR STRATEGIC AREAS: Strategic Development Incentive (SDI) Scheme**

##### Who should know

Developers, building owners, architects and engineers.

##### Effective Date

With effect from 27 March 2019

##### **Objectives**

1. The Strategic Development Incentive (SDI) Scheme is intended to encourage the redevelopment of older buildings in strategic areas into new, bold and innovative developments that will positively transform the surrounding urban environment.
2. This scheme provides a framework to evaluate and guide proposals that deviate from existing planning parameters for the site, but have a positive and transformational impact on the surrounding environment that will help rejuvenate the area.

**Launch of the CBD Incentive Scheme to better support the continued growth and evolution of our CBD as a dynamic global hub, and reposition our CBD as a 24/7 mixed-use district.**

**The incentives aim to encourage the conversion of existing, older, office developments into mixed-use developments that will help to rejuvenate the CBD.**

### **CBD Incentive Scheme to breathe life into old buildings**

By Amy Tan / EdgeProp Singapore | March 28, 2019 8:14 AM SGT

Tags: [CBD Incentive Scheme](#) [SDI Scheme](#)

A CBD Incentive Scheme has been announced on March 27 to encourage building owners to convert existing office buildings in the CBD to mixed-use developments as part of URA's plans to rejuvenate the city centre.

The scheme is applicable to the areas around Anson Road, Cecil Street, Shenton Way, Robinson Road and Tanjong Pagar. It will offer an increase in gross plot ratio (GPR) so that developers can build more units.

According to Tricia Song, head of research at Colliers International, some sites such as AXA Tower and International Plaza, which have already received a 25% increase in base plot ratio, could receive another 25% increase in GPR.



# REVIEW OF RULES & REGULATIONS

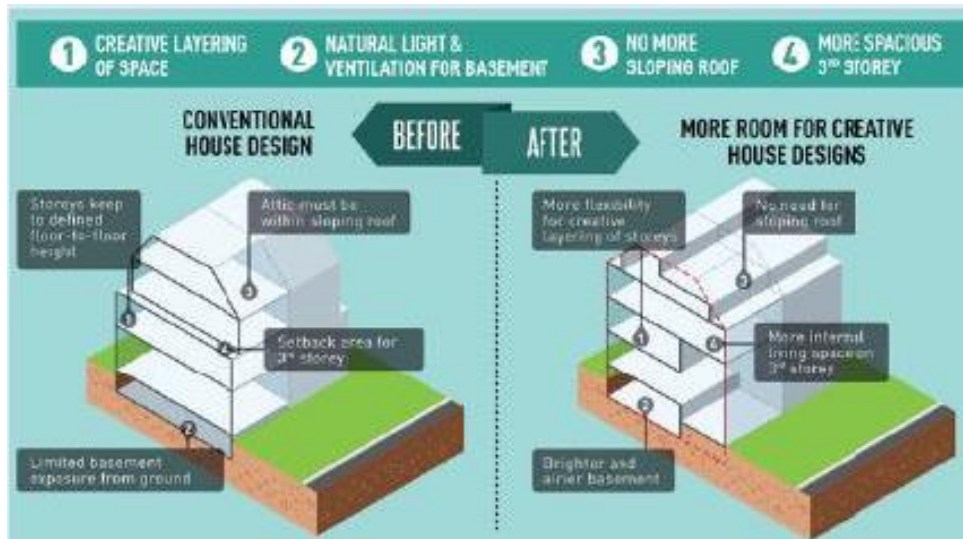
## *Removal of Regulatory Obstacles and Timeliness of Review*



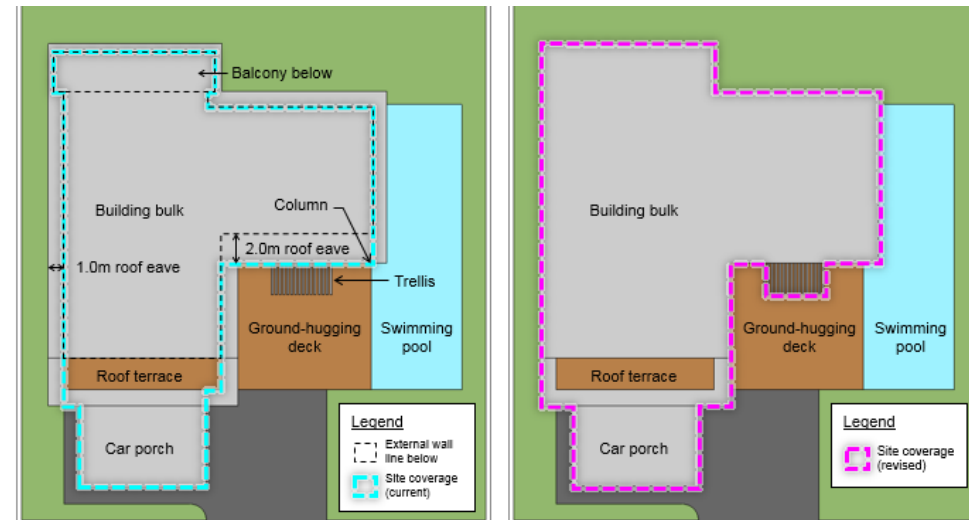
**Incentivising Bicycle Parking Provisions**



**Incentivising Indoor Recreational Space in Private Residential Developments**



**Promoting Design Flexibility for Landed houses**



**Simplifying Site Coverage Computation to Reduce Compliance Costs**

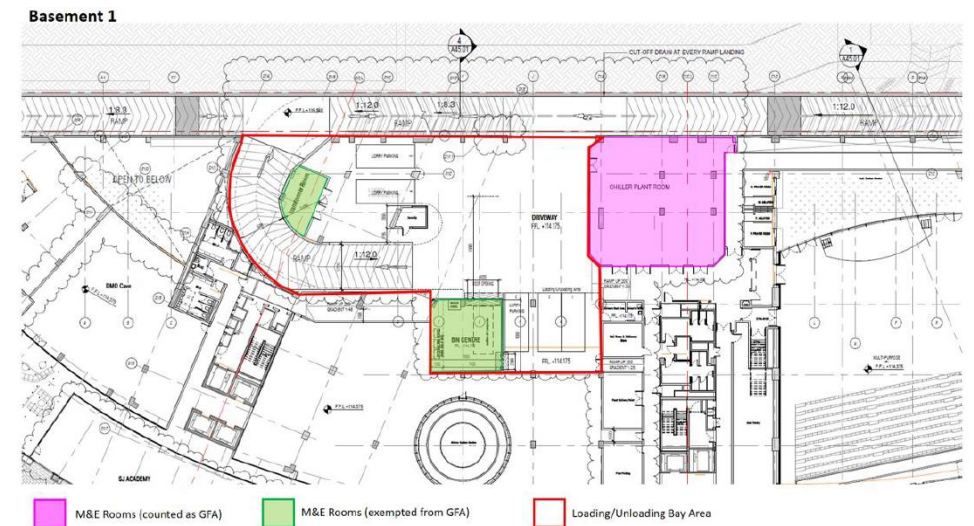
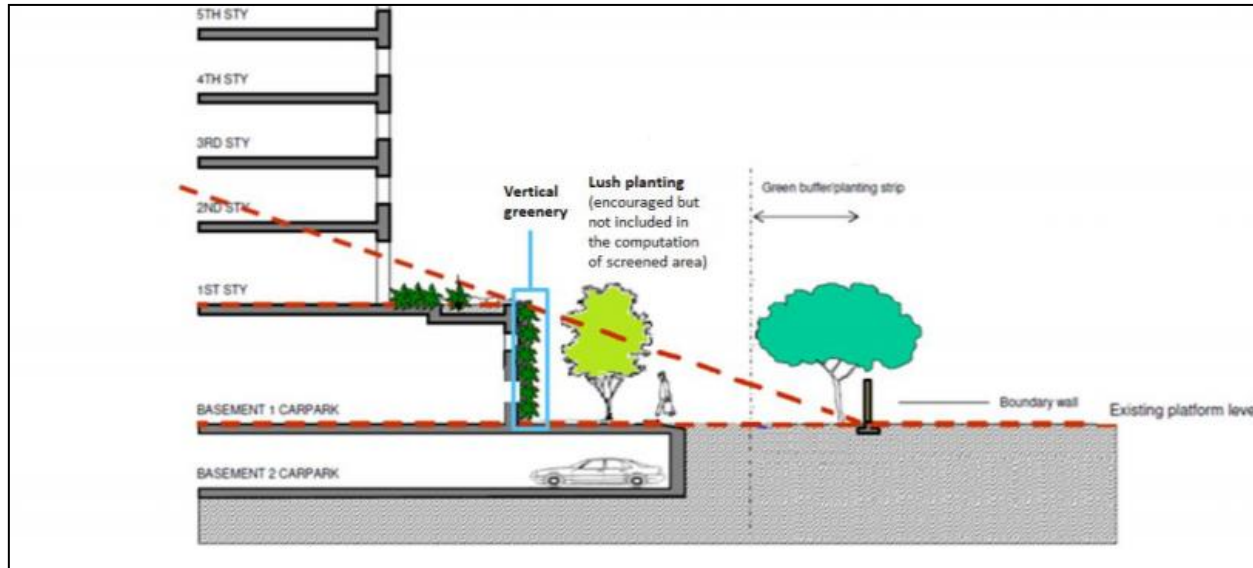


# REVIEW OF RULES & REGULATIONS

## *Removal of Regulatory Obstacles and Timeliness of Review*



### Revised Change of Use Lodgement Scheme for Shophouses to Facilitate Businesses



### GFA Rule Reviews

### Simplifying Landscape Deck Guidelines to Reduce Compliance Costs



# REVIEW OF RULES & REGULATIONS

## *Removal of Regulatory Obstacles and Timeliness of Review*



Circular No : URA/PB/2022/09-DCG  
Our Ref : DC/ADMIN/CIRCULAR/PB\_22  
Date : 01 September 2022

### CIRCULAR TO PROFESSIONAL INSTITUTES

#### Who should know

Building Owners, Developers, Architects, Engineers, Registered Surveyors and Real Estate Agents

#### Effective date

With effect from 01 June 2023

### HARMONISATION OF FLOOR AREA DEFINITIONS BY URA, SLA, BCA AND SCDF

1. This circular is to inform the industry of the new harmonised floor area definitions that will be adopted by URA, SLA, BCA and SCDF.

#### Revised floor area definitions

5. In consultation with industry representatives from the professional institutes, URA, SLA, BCA and SCDF have jointly reviewed the different floor area definitions to harmonise requirements across agencies, which aims to pave the way for coordinated submissions and improved productivity for the built environment profession. The key changes are summarised as follows:
  - a) All agencies' floor areas will be measured to the middle of the wall.
  - b) All strata areas will be included as GFA.
  - c) All voids will be excluded from strata area.
  - d) BCA and SCDF will adopt an aligned definition for SGFA computation.

### Review of Factory-Converted Dormitories (FCD) policies arising from commercial dormitories supply crunch with other agencies






# REVIEW OF RULES & REGULATIONS

## *Removal of Regulatory Obstacles and Timeliness of Review*

### Review of conversion of surplus carparks in Central Area to ensure the continued relevance of the existing guidelines

A Singapore Government Agency Website

 URBAN REDEVELOPMENT AUTHORITY  
To make Singapore a great city to live, work and play

Who We Are ▾ Planning ▾ Property ▾ **Guidelines ▾** Car Parks ▾ Land Sales ▾ Get Involved ▾ Resources ▾

To minimise the risk of spread of COVID-19, The URA Centre is closed until further notice. Members of the public are to use our [e-services](#). [Read more here.](#)

Home ▸ Guidelines ▸ Circulars ▸ Clarification on Conversion of Surplus Car Parking Spaces

### Clarification on Conversion of Surplus Car Parking Spaces

Published: 03 August 2020

Circular No : URA/PB/2020/06-CUDG, LTA/DBC/F20.033.005  
Our Ref : DC/ADMIN/CIRCULAR/PB\_20

#### CIRCULAR TO PROFESSIONAL INSTITUTES

Who Should Know:  
Developers, Building Owners, Architects and Engineers

Effective Date:  
3 August 2020 to 27 November 2024

1. This circular seeks to clarify the allowable uses and the treatment of additional gross floor area (GFA) arising from the conversion of surplus car parking spaces<sup>1</sup> in excess of the lower bound parking standard in designated areas under the CBD Incentive Scheme and island-wide.


**CBD Incentive Scheme**

2. In March 2019, URA introduced a set of incentives to encourage the conversion of existing, older, office developments into mixed-use developments to help rejuvenate and reposition our CBD as a 24/7 mixed use district. The incentives are applicable to sites located within selected parts of:


### Free e-service for lay persons to apply for minor repair and maintenance works to conserved buildings

← → ↺ ura.gov.sg

A Singapore Government Agency Website

 URBAN REDEVELOPMENT AUTHORITY


### Apply for Category 3 Works for Conserved Buildings


**Information** 

1. This e-Service allows you to apply for Category 3 works for conserved buildings and to request for site inspection for the works. The types of works must comply with Conservation Guidelines.
2. An Additions & Alterations (A&A) development application is to be submitted if the proposed works involves extensive Category 3 works.
3. This application will take about **10 minutes** to complete.
4. The application is free of charge and will take about **two weeks** to process. We will notify you by email once the decision is made.

[Read less](#)

To use this e-Service, you need to login to SingPass or CorpPass.

 Singapore Personal Access

 Singapore Corporate Access

***In addition, Admin approval to expedite nightlife pivot and Review of Conservation Permission duration to reduce regulatory obstacles for businesses***

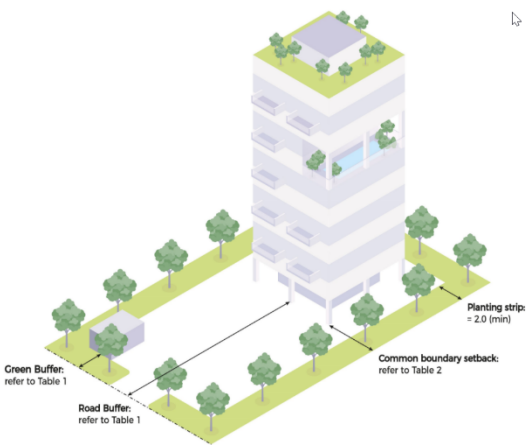


# CLARITY OF COMMUNICATION

## *Communication of rules and decisions*

### *DC handbooks*

#### Building Setback from Boundary

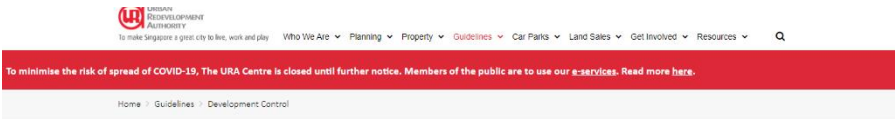


### *Landed Housing E-Advisor*

## Greater Transparency on Solar Panel Requirements



## Revamped Online Handbooks & Resources for Greater Transparency of Information



### Development Control

Development Control (DC) guidelines help us regulate and facilitate developments on ground. These guidelines are reviewed periodically to meet changing needs, and to adapt to changing circumstances, taking into account feedback from professional bodies. Through this approach, we ensure that the planning intention of developments translate to good planning outcomes and contribute to a better built environment.



#### Residential Handbooks

The residential handbooks provide development control guidelines and parameters for residential developments. It explains the parameters such as building setbacks, building coverage, intensity and height in detail.

- Flats and Condominiums > Bungalows (or Detached Houses) >
- Semi-Detached Houses > Terrace Houses >
- Strata Landed Housing >

**Rules are clear, complete & easily found on URA website**



**Decisions are clearly explained (e.g. PP conditions) with planners offering to meet & clarify conditions**



# CLARITY OF COMMUNICATION

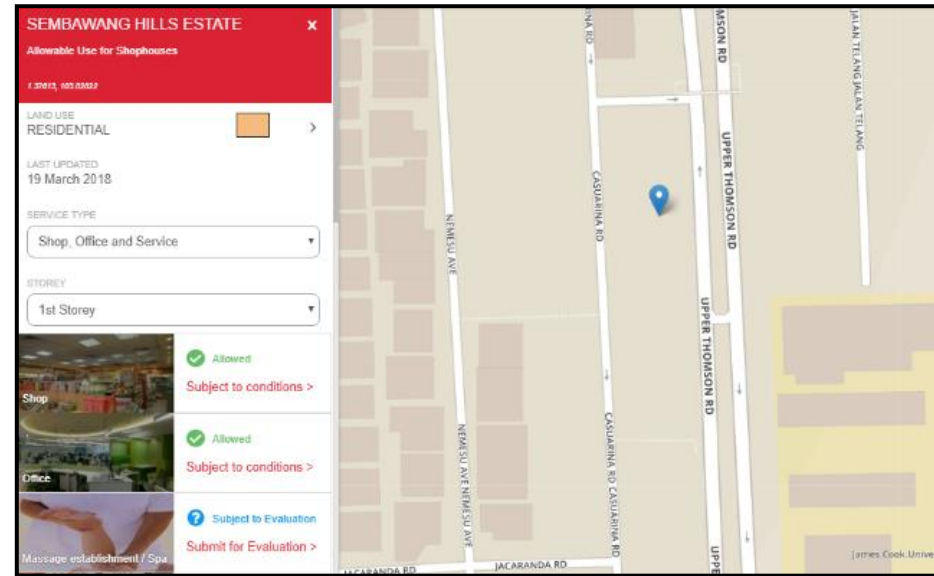
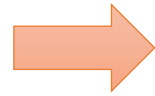
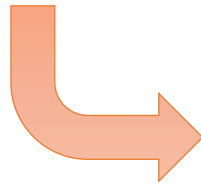
## *Communication of rules and decisions*

URA SPACE, where rules can be easily found when you need to refer to them

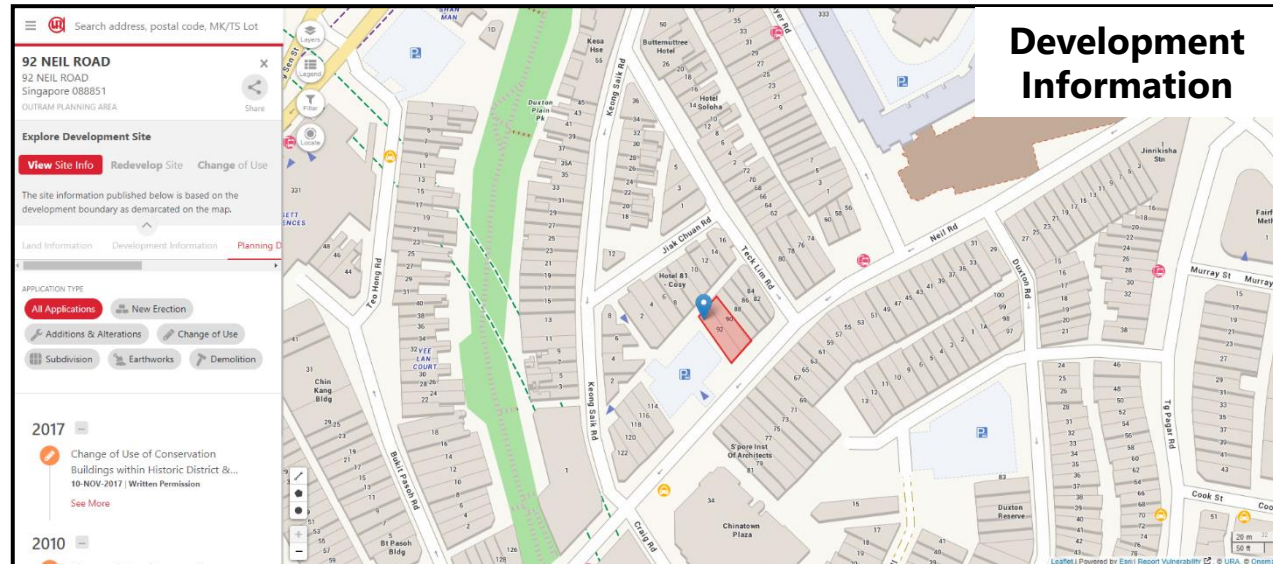


Welcome to URA SPACE

Experience the new URA SPACE! The web-based map service lets you access to detailed information (e.g. land use plans, guidelines, car parks, etc) easily at your fingertips.



Allowable uses in shophouses





# CLARITY OF COMMUNICATION

## *Communication of rules and decisions*



**“Do-it-right” series to communicate guidelines in simple, visual guides**



**Conservation Technical Handbooks to improve professional competency in conservation**



**Greater clarity on signage guidelines for infill sites in conservation areas**

Circular No : [URA/PB/2019/18-CUDG](#)  
Our Ref : [DC/ADMIN/CIRCULAR/PB\\_19](#)  
Date : 27 November 2019

### **CIRCULAR TO PROFESSIONAL INSTITUTES**

#### Who should know

Developers, building owners, architects and engineers

#### Effective Date

With immediate effect

### **UPDATED URBAN DESIGN GUIDELINES AND PLANS FOR URBAN DESIGN AREAS**

1. As part of the Master Plan 2019 gazette, URA has updated the urban design guidelines and plans applicable to all Urban Design Areas as listed below:
  - a. [Downtown Core](#)
  - b. [Marina South](#)
  - c. [Museum](#)
  - d. [Newton](#)
  - e. [Orchard](#)
  - f. [Outram](#)
  - g. [River Valley](#)
  - h. [Singapore River](#)
  - i. [Jurong Gateway](#)
  - j. [Paya Lebar Central](#)
  - k. [Punggol Digital District](#)
  - l. [Woodlands Central](#)
2. Guidelines specific to each planning area have been merged into a single set of guidelines for easy reference. To improve the user-friendliness of our guidelines and plans, a map-based version of the urban design guide plans is now available on [URA SPACE](#) (Service Portal and Community e-Services).

**Review of the Urban Design guidelines for Urban Design areas to ensure greater clarity, relevance of guidelines and to improve user-friendliness by making it map-based on URA Space.**



# CLARITY OF COMMUNICATION

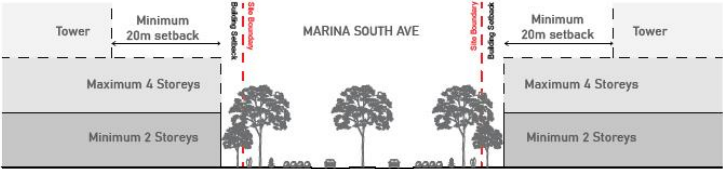
## Communication of rules and decisions

### BUILDING EDGE

To create a distinctive and well-defined streetscape along key streets such as the Pedestrian Mall and Neighbourhood Street along Marina South Avenue, the following building edge requirements would apply:



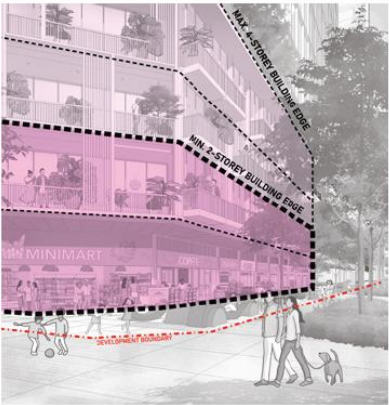
A minimum 2-storey high building edge is to be provided along the building setback line fronting Marina Boulevard, Marina Grove, Marina Gardens Crescent (part) and Marina Gardens Drive (part).



A minimum 2-storey and maximum 4-storey high building edge is to be provided along the building setback line fronting Marina South Avenue.



A stepped 2-storey/4-storey high building edge is to be provided on both sides of the Pedestrian Mall.



Example of building edge control, along Marina South Avenue  
Marina South Urban Design Guide

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### ENERGY EFFICIENT DEVELOPMENTS

#### CENTRALISED COOLING SYSTEMS

Developers are strongly encouraged to adopt development-level centralised cooling systems to maximise efficiency gains. Such systems are also encouraged to be based on chilled water as they are more efficient than split air conditioning systems.

Mixed-use developments create opportunities for the aggregation of cooling demand between the different uses. Commercial uses predominantly utilise the cooling load in the day, and residential uses, at night, allowing for efficiency gains in the sizing of development-level centralised cooling systems.

#### ENERGY MONITORING SYSTEMS

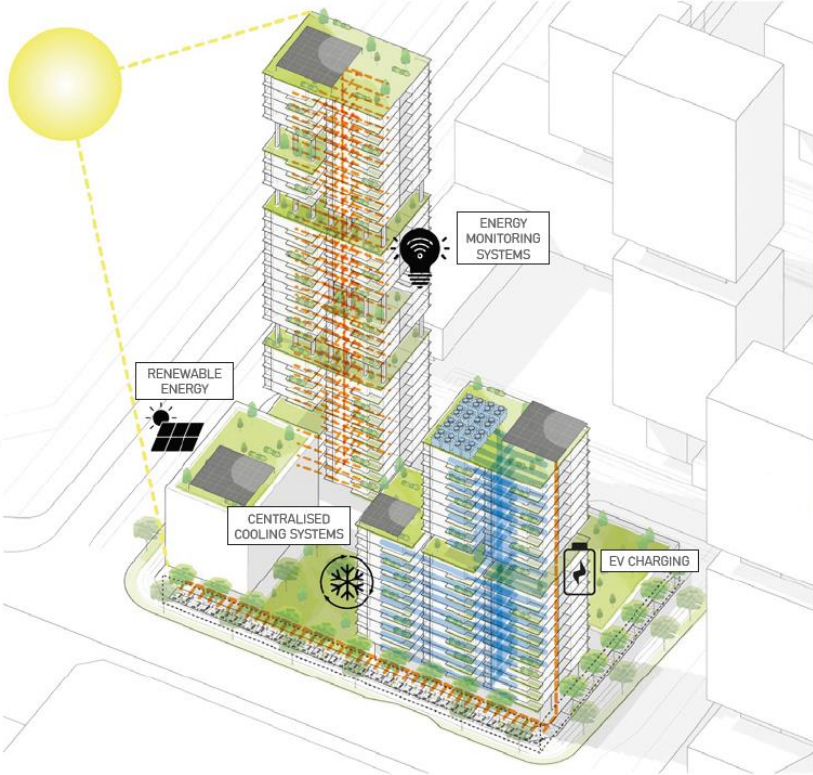
Developers are encouraged to explore including smart energy management systems such as building management and demand-based systems for common spaces to help optimise energy use at a development level. Smart meters installed at the units enable individual residents to monitor and optimise their own energy consumption.

#### RENEWABLE ENERGY

Developers are also strongly encouraged to maximise the solar energy potential of developments to not only meet the renewable energy standards required by BCA (30% of common area energy consumption) but to exceed these standards.

#### ELECTRIC VEHICLE (EV) CHARGING

To facilitate the adoption of cleaner, greener forms of transport, developers are required to provide EV charging infrastructure in accordance with the requirements of the relevant government agencies.



Marina South Urban Design Guide

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Clear and Attractive Visuals for Marina South Urban Design Guide



# CUSTOMER RESPONSIVENESS

## *Level of service and addressing issues*

### WELCOME TO URA SPACE

URA SPACE is a centralised integrated map portal developed by the Urban Redevelopment Authority of Singapore (URA) to deliver location-based services and information. It comprises a variety of mapping services and data from the following par ... [Read More](#)



Not sure where to start? [Start a Tour](#)

### Popular map services

Access our popular map services below.

[Go to map](#)



Explore Development Site



Find Master Plan Zoning



Download Planning Decisions



Check Control Plans



Buy Season Parking



View Government Land Sales Site



Check Allowable Use for Shophouses & Selected Commercial Properties



View Conservation Areas and Buildings



Check Land Betterment Charge Rates



View Private Residential Properties

### URA SPACE : single convenient place for various services

### In addition....

- Transparent organisational structure & **clear information** for public who wish **to raise issues / appeal to higher authorities**
- All proposals are subject to a **detailed review process**

### Explore Development Site

D	-	\$0.0	-
E	-	\$910	-
F	-	\$10	-
G	-	\$-	-
H	-	\$1	-

[View Use Group Table](#)

Note:

Groups A-E: per m<sup>2</sup> of gross floor area.

Groups F-H: per m<sup>2</sup> of land area.

### OFFICERS-IN-CHARGE

#### ALL DEVELOPMENTS

PRIMARY CONTACT: [CHOO PEI JING, CHARLOTTE](#)

ALTERNATIVE CONTACT: [TAN CHOON HANG](#)

#### CHANGE OF USE

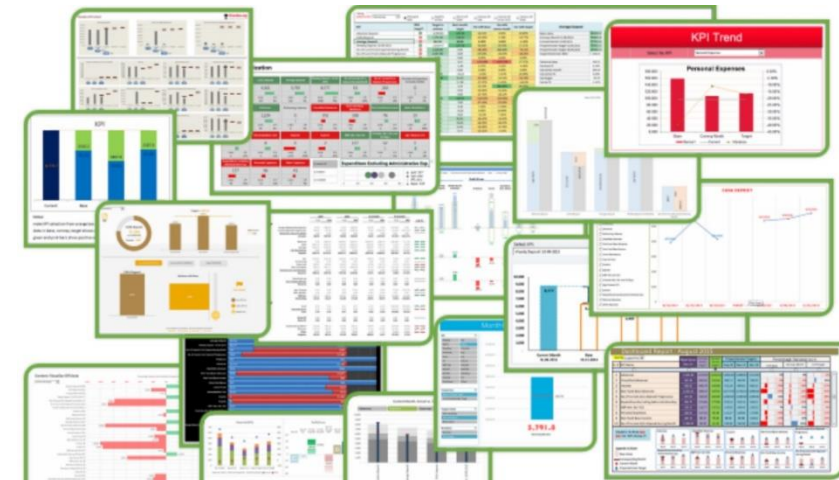
PRIMARY CONTACT: [ANG ZI QI](#)

ALTERNATIVE CONTACT: [LOO NICOLETTE](#)

Planners are readily accessible & provide regular updates

2 If you need to clarify any of the conditions or requirements in this Provisional Permission, we are happy to meet up with you on \_\_\_\_\_ at \_\_\_\_\_ am/pm at The URA Centre. Please call or email me if you need the discussion at the suggested date and time. Otherwise, you may proceed to make your resubmission accordingly.

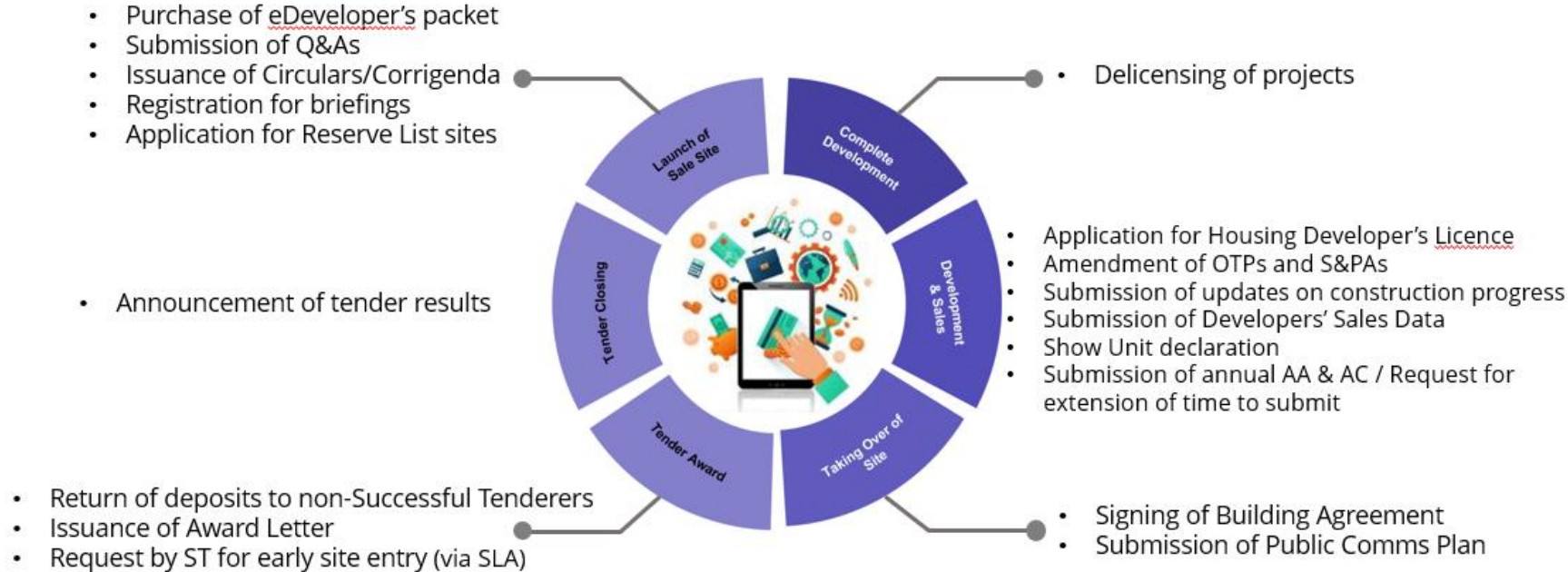
### We actively track case & queries to provide timely replies



# CUSTOMER RESPONSIVENESS

## *Level of service and addressing issues*

### One-Stop Developers' Portal service journey



A Singapore Government Agency Website

URBAN DEVELOPMENT AUTHORITY HOME GOVERNMENT LAND SALES

Amie Lee Logout

HOME / PIERMONT GRAND / BUILDING PROGRESS REPORT

### Building Progress Report

Overview

Pre-sale

eTender

Post-sale

Development & Sale

PIERMONT GRAND

You have not submitted the building progress report for Q2/2021. Please submit by 30 Sep 2021.

End Date for Project Completion Period Expected Completion Date

24/10/2024 15/03/2023

Please indicate the percentage of works completed for the key project development milestones below.

Piling 0 %

Sub-Structure 0 %

Superstructure 0 %

M&E and Finishes 0 %

Infrastructure (External Works) 0 %

Submit

**One Stop Developers' Portal : an integrated platform providing convenient access to land-related services, from purchasing land and obtaining sale licence to completing the development. It significantly enhances service delivery by providing seamless, user-centric experience for developers across the property development lifecycle.**



# CUSTOMER RESPONSIVENESS

## *Level of service and addressing issues*



## Street And Building Name (SBNB) e-Service

This e-Service allows you to submit applications for street and building/estate names.

Please ensure that you have the [necessary information/documents](#) before making an application.

Individual Users

Login with singpass

Business Users

Login with singpass



**New SBNB e-Service: Decreased application time by around 30% and includes an interactive map to help applicants quickly locate and identify their site and an auto-prompter to guide applicants in proposing names**

# COMPLIANCE COSTS

## *Transactional and compliance cost, simplification of regulations*

- **Zero paperwork**
  - Paper-less submissions
  - Full e-payment for development applications
- **Transparent processing time of submissions**
  - >90% cases processed within 20 working days
  - Proactively facilitate quicker WPs (i.e. lesser resubmissions)
- Ensure **amount of rules are reasonable & make compliance processes easier**
  - Actively remove red-tape (e.g. authorised works for State land & properties)
  - Move away from prescriptive guidelines, towards outcome-based approach
- **Processing fees are reasonable**
  - Commensurate with complexity of proposals
  - Cost recovery approach





**THANK YOU**

For your participation in the  
Pro-Enterprise Survey 2023 for URA.