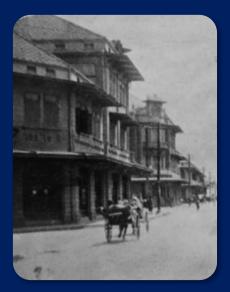


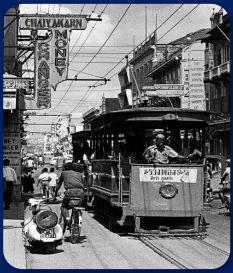
WELOVE SIL WANT

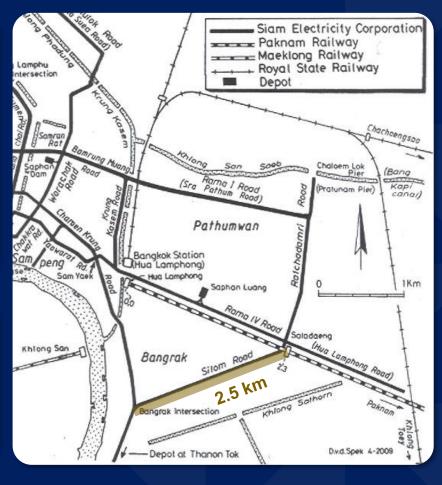
MS. ORNRUEDI NA-RANONG July 30, 2021



HISTORY OF SILOM: 1893 - 1907



















HISTORY TO PRESENT

























SILOM ROAD

WALL STREET OF THAILAND











DUSIT CENTRAL SILOM COMPLEX

RHB BANK

CP TOWER 1

BANGKOK BANK

LIBERTY SQUARE



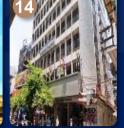
















PASO TOWER

ITF TOWER

ITF SILOM PALACE

THANIYA PLAZA

SOUTHEAST **INSURANCE**

UNITED CENTER

YADA BUILDING CHRISTIAN HOSPITAL

KASEMKIJ BUILDING

ZUELLIG HOUSE

PARK SILOM





SILOM Communities Challenge





















- TRAFFIC
- **POLLUTION**
- LIGHTING
- STREET VENDORS

- POPULATION HYGIENE
- **FOOT PATH**



Diversity of SILOM Communities

DIVERSITY OF
DAY-NIGHT
ACTIVITIES

10,000 night-life travelers



- Emerging night economy
- Managing transition
 between day & night
- Enhancing safety

CBD OF BANGKOK

56,000 office workers daily



- Improving connectivity
- Welcoming environmental surrounding for everyday user and visitor
- Promoting healthy district

CONVENIENT
TRANSPORTATION &
MOBILITIES

60,000+ peoples daily use BTS&MRT



- Managing better transition between mode of Transportation
- Encouraging active mobility (walking, biking)
- Improving safer street for people and vehicle (traffic management)

STREET VENDORS

140 vendors along

Silom road



- Managing street vendor zoning
- Setting rule & regulations for vendors practice



VISION : SILOM AS 'A PLACE' – A LIVEABLE STREET, IN THE CITY CENTER ENVIRONMENT

MISSION: TO INCREASE UTILITY, SAFETY AND DELIGHT PUBLIC SPACE TOGETHER WITH ENHANCING

A HEALTHY DISTRICT FOR HUMANS AND THE ENVIRONMENT

2018

Founder Members Formed

"WE LOVE SILOM GROUP"

2019



Work with BMA
Launched Pilot

Awareness Activities

"CITY LAB SILOM"

2020

Set up

"WE LOVE SILOM"
ASSOCIATION

Appointed Landscape

Designer



WE LOVE SIL

"WE LOVE SILOM"
ASSOCIATION

TOTAL MEMBERS = 10

- + Office & Mixed Use Buildings i.e. Thaniya, Yada, Central Dusit, Edge, Liberty, Park Silom
- + Bank i.e. Bangkok Bank, Kasikorn Bank
- + Insurance Securities i.e South East Insurance
- + Hospital i.e. Bangkok Christian

2021

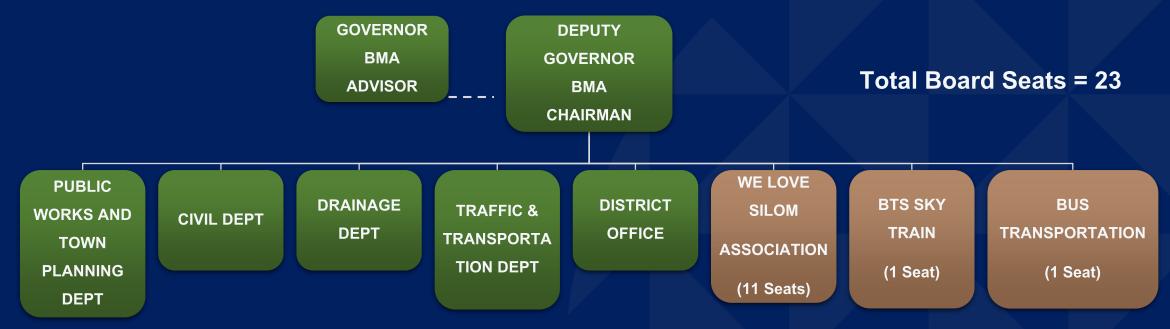
-Approved LandscapeDetailed Designed (DD)-PUBLIC : Focus Group-Submit DD to BMA for

budget approval



"WE LOVE SILOM" Partnership Model

Board Structure: To improve landscape and surroundings of SILOM area





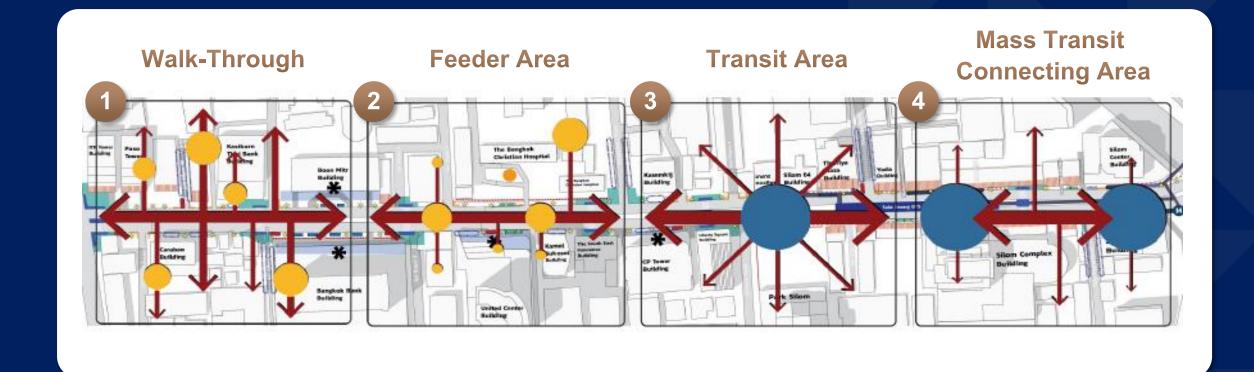








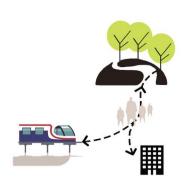
SILOM Characters Analysis





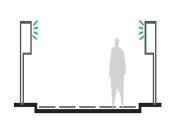
TO IMPROVE LANDSCAPE & SURROUNDING

SILOM COMMUNITIES DEVELOPMENT PLAN











- 1 สะดวก EASY
- 2 สบาย comfortable
- 3 ปลอดภัย SAFE

4 ภูมิทัศน์ LANDSCAPE



CITY LAB - Pilot Activities Creating Awareness *

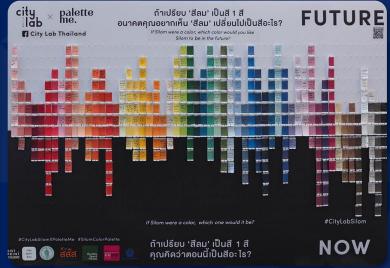














SILOM TARGET GO GREEN BKK 2030



	INITIATIVE GOAL	BANGKOK AVERAGE	SILOM *	SILOM TARGET
GREEN PUBLIC SPACE QUANTITY	10 SQM/PERSON	6.9	2.25	10
ACCESSIBILITY TO GREEN PUBLIC SPACE	50%	13%	13%	60%
URBAN CANOPY RATIO	30%	17%	35%	37.5%

^{*} SOURCE: UNDER STUDY DATA FROM "WEPARK"



VOICES OF SILOM CITIZEN

5 Focus
Groups

34 In-depth interviews

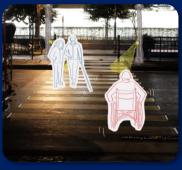
100+ 22 Participants





VOICES OF SILOM CITIZEN WE NEED...













GREENER & CLEANER FOOTPATHS



More trees and shades



Better waste management



Better drainage

SAFER PUBLIC LIFE



Wider footpaths



Safer crosswalks



More street lights



Universal design

BETTER PUBLIC TRANSPORTATION



Rain protected bus shelters



More waiting seats

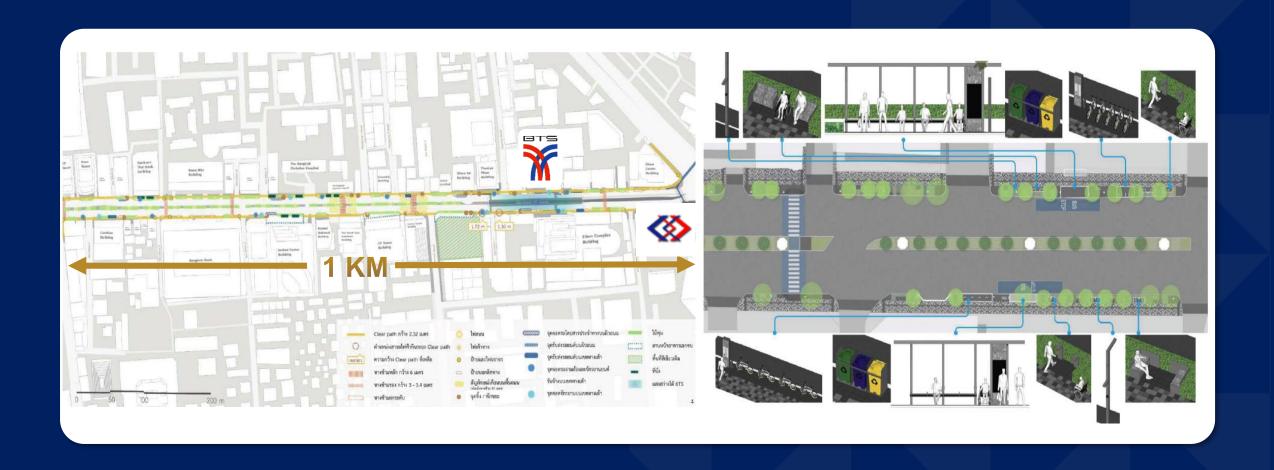


Well-organized motorcycle stops



SILOM LANDSCAPE NEW DESIGN

Master Plan & Concept













NEW DESIGN IMPLEMENTATION RULE

... OLD PROJECT (SET BACK 6-8 METERS)





Privately Owned Public Space (POPS)

NEW BUILDING: PARK SILOM

(Under Construction; To be completed 2022)



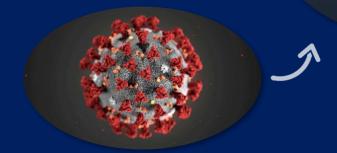
Next Step & Challenges

of Silom Communities













WE LOVE SIL WANT