



# Creative Hoarding Guide



Image courtesy of One Kampong Gelam

# Contents

Introduction 5

Pro Tips 11

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Design Requirements 39

Frequently Asked Questions 51

*"Sidecar Highlights" by Slacsatu, "The Kampong Gelam Way" by SPAZ, "The Journey" by DEM, "The Journey: Child of Many Cultures" by Studio Moonchild, "The Journey" by KILAS and Boon Baked (from left to right), Hall of Fame at Ophir Road (2021)*

## What is Creative Hoarding?

Creative Hoarding involves the imaginative and artistic enhancement of construction barriers. This can include:

- Artwork
- Historical Materials
- Precinct Materials
- Greenery



Image courtesy of Science Centre Board

## Why use Creative Hoarding?

Creative Hoarding offers multiple benefits for your development and precinct:

- Softens the impact of construction works on surrounding areas;
- Maintains the attractiveness of our streetscapes; and
- Supports place-making efforts by enhancing the precinct's identity.



Image courtesy of One Kampang Gallery

"Under The Same Sun" by StereoFlow and ZERO, Hall of Fame at Bali Lane (2021)

## How do I use this book?

This guide provides a reference for all developers and building owners looking to implement Creative Hoarding.

Selected developments that are required to provide Creative Hoarding shall comply with the Design Requirements stated in pages 43 - 53.



"An Unnatural History" by Lee Xin Li and Darel Seow, Singapore Art Museum Hoarding at Queen Street (2020)

# PRO TIPS

Things you can do to make your Creative Hoarding *amazing*



"Joy in the Making" by Candice Phang, "Playtime Pandemonium" by Shian Ng, "Flea-ting Moments" by Muhammad Izdi, "When I Was Big" by Kristal Melson (from left to right), National Museum of Singapore Hoarding at Stamford Road (2024)



## Celebrate Local Elements

Incorporate site-specific artworks that reflect the unique character of the area. Draw inspiration from nearby architectural motifs, the site's history, local food culture, biodiversity, and even folklore!

*"Where stars and memories bloom" by Guo Zi Yue, Jasmine, Jurong East Jurong Region Line (JRL) MRT Station Hoarding (2020)*



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## Engage your Community

Involve the local community in creating the artwork! Act as a coordinator to develop a participatory piece, such as weaving together community drawings into a cohesive and attractive composition. Acknowledge your community collaborators.

"Project Jewel" by Soh Ee Shaun and community participants,  
Community Art Mural at Changi Airport (2014)



## Use Vibrant Colours

Brighten up the streetscape with vibrant and attractive colours. Introduce a sense of play and delight into the artwork to make it more engaging and enjoyable.

*"Enter the Urban Oasis" by Ripple Root, Grand Hyatt Singapore Hoarding at Scotts Road (2022)*

# Interpret the Upcoming Development Creatively

Use your creativity to show what the upcoming project will look like and how it will be used. Avoid realistic corporate renderings. Try out something more artistic, abstract and imaginative! This can help people get excited about what's coming.



Image courtesy of Ripple Root

"A Spring in Your Step" by Ripple Root, CapitaSpring Hoarding at Market Street (2021)



## Showcase Our Artists

Add a QR code for the public to access detailed information about the featured artists. This allows viewers to explore their backgrounds, see more of their work, and connect with their creative journeys. Keep the artwork descriptions brief and engaging.

*Family Justice Courts, community art project in collaboration with Ministry of Social and Family Development (MSF), Movement for the Intellectually Disabled of Singapore (MINDS) and URA, Hoarding at Havelock Square (2022)*



Image courtesy of Lendlease

## Try Painting Onsite

Consider painting directly on the hoarding. Provide the required safety equipment for the artists. This not only enhances the visual appeal of the artwork but also allows the public to witness the creative process in real-time!

*"Doorway to New Live!" by Tell Your Children at Discovery Walk (2022)*



Image courtesy of National Museum of Singapore

## Add Interactive Elements

Incorporate 3D installations that people and children can modify or play with. Having features like movable parts or interactive panels to engage viewers and make the hoarding more dynamic and fun!

*"When I Was Big", by Kristal Nelson, National Museum of Singapore Hoarding at Stamford Road (2024)*



Images courtesy of Finbarr Fallon

## Tap on Technology

Bring your hoarding to life with digital technologies! Enhance user experience by incorporating Augmented Reality (AR) and QR codes. Visitors can scan QR codes to view animations, uncover hidden parts of the artwork, and even contribute their own memories, thoughts, and ideas.



Temasek Shophouse Hoarding at Orchard Road (2024)

"Sub/merged" by Finbarr Fallon, SAM Hoarding Commission at Bras Basah Road (2020)



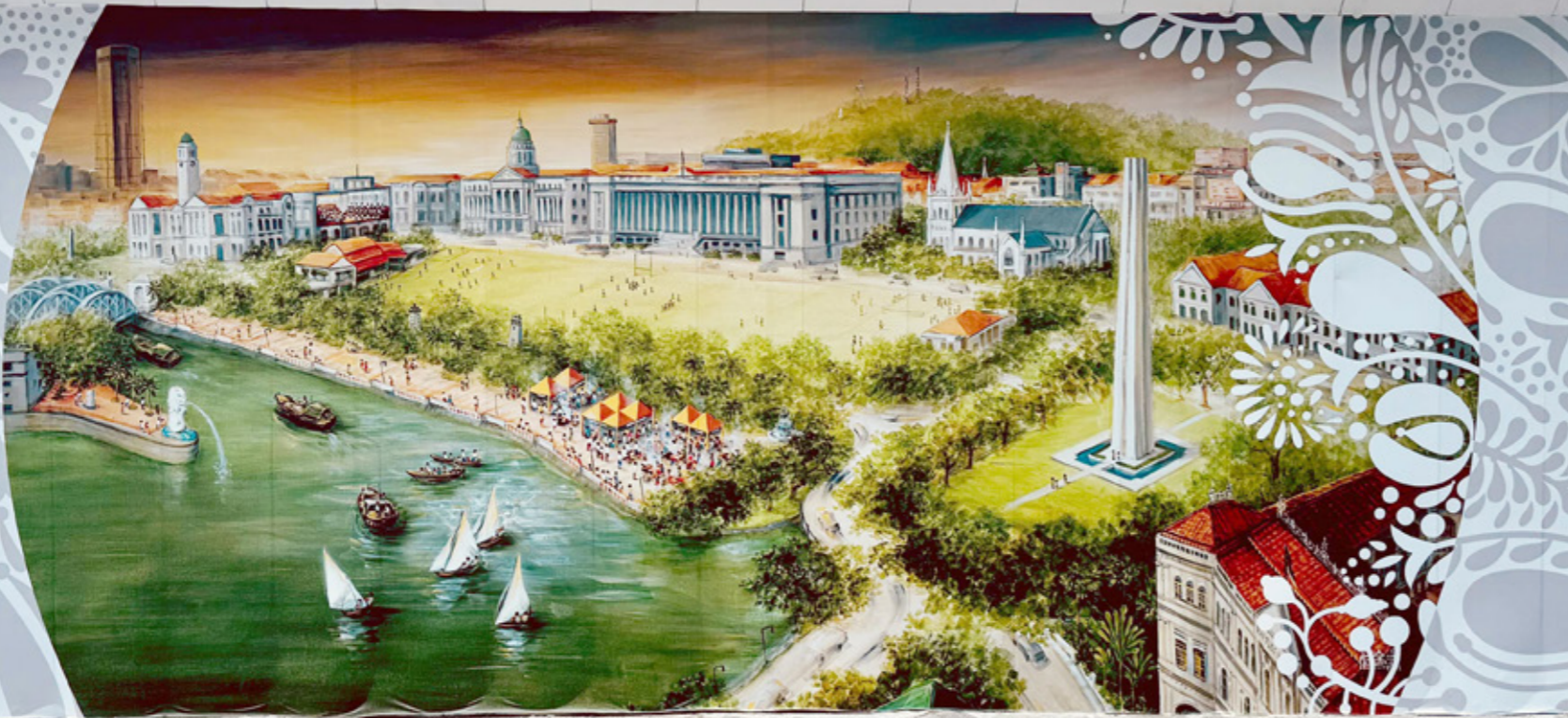
## Celebrate our Built Heritage

If your site has historical buildings, celebrate them! Display elevational drawings of these buildings in your hoarding artwork. If your hoarding is smaller in size, consider displaying them at a reduced scale!

*Temasek Shophouse Hoarding at Oldham Lane (2024)*

## Unveil the Past

Incorporate historical maps, photographs and paintings into artistic collages. Label the images with its year and a short caption to provide better historical context for the viewer. Curate historical photographs to show the site's transformation over time.



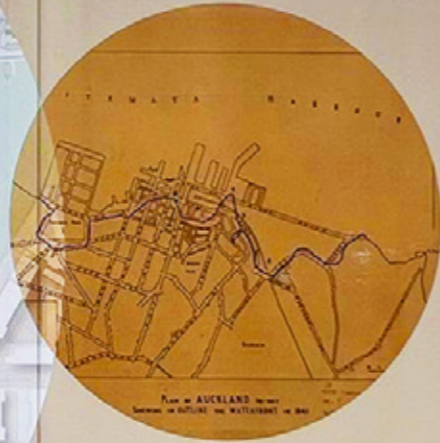
### Padang, 1970s

Adjacent to the sea-facing Padang, a popular satay club occupies the corner. The hawker centre provided diners with unobstructed views of traditional boat races. Surrounding the Padang is a stately assemblage of civic buildings. Erected in 1972, the Merlion joins this picturesque scene, standing guard over the mouth of the Singapore River.

Can you spot Members of Parliament – including Mr Lee Kuan Yew – in the chamber of the former Parliament House?

Image courtesy of Gardens by the Bay

"I Paint my Singapore" by Yip Yew Chong at Bay East Garden (2024)



### The history of Wynyard Quarter

Where you are standing used to be water, near the original shoreline of the Waitemata Harbour. It was also a mahinga kai (food gathering place).

The area was eventually reclaimed to create the land you see today.

Initially used by the timber trade, in the 1930s it became a place for bulk petro-chemical storage, leading to the area becoming known as the "Tank Farm". Today, it has become home to one of the world's urban regeneration success stories. The first stage of Wynyard Quarter came to life in August 2011 and since then has transformed into a place that is much loved by Aucklanders.

### Te hitori o Wynyard Quarter

I mua iā, he wai iā te wahi e tū nei i tēnei wā ki te tāwhiri tāwhiri a te wharanga a Waitemata. He wahi hōhi iā te mahinga kai i mua.

Ākōwhiri, ko hōkōwhiri anō te whānua e whānaukōwhiri ai te whānua e kite nei iā i tēnei wā.

I whānaukōwhiri e ngā pahi mahi tāwhiri, i te tauwhiri tau 1930, ko hōkōwhiri iā te wahi he pātaka mahi-ōhaukōwhiri i āi ai te whānua ko te "Tank Farm". Ināianei, ko te wahi he kōwhiri mahi tāwhiri e ngā whānaukōwhiri ā-ōhaukōwhiri e angitu ana i te wā, e ai ki ngā ākōwhiri. Ka tū mai te whānua tāwhiri a te hanganga o Wynyard Quarter i te Ākōwhiri 2011, ā, iā te wā, ko hōkōwhiri he wahi e tū ngā whānaukōwhiri ana e ngā he i tēnei wā. Mōkōwhiri.

## Improve Wayfinding

Provide a site plan that shows the overall street pedestrian network, nearby amenities, key landmarks or tourist attractions, to improve wayfinding in the area.

Amey Dandy Park Hoarding, Auckland, 2022

## Make it Seamless

Cover site access doors and gates with artwork to ensure your hoarding appears continuous and without any gaps. Design the artwork as modules of appropriate sizes, so that it can be modified without affecting the integrity of the overall artwork. Use the same colour so that the Project Signboard does not appear like an adhoc addition.



*Temasek Shophouse Hoarding (2024)*



## Select Smooth Surfaces

Use smooth panels when building the hoarding to ensure that graphics can be applied easily and look their best. A smooth surface helps stickers, posters, and printed designs adhere properly without wrinkles or bubbles.

*"The Green Crab: A Diagram of Auspicious Spatial Organization," by Zheng Mahler, as part of SAM's multi-site exhibition 'Lonely Vectors' (2022)*



Image courtesy of Temasek Shophouse

## Go Green

Encourage the use of sustainable printing methods and materials, as well as the use of recycled materials.

Temasek Shophouse Hoarding at Orchard Road (2024)



Image courtesy of GWS Living Art

## Pick the Right Plants

For greenery hoarding, incorporate a diverse selection of plant varieties to enhance resilience and create a more colorful, attractive display. Choose hardy plants to minimize maintenance issues. Utilise a modular setup so that plants can be easily replaced, ensuring the hoarding remains lush over time.

Green Wall Hoarding by GWS Living Art, Napier MRT Station at Cluny Road (2014)

# DESIGN REQUIREMENTS

Selected developments that are required to provide Creative Hoarding shall comply with the requirements listed in this section



"Night Shift" by Tiffany Lovage, "Joy in the Making" by Candice Phang, "Playtime Pandemonium" by Shian Ng, "Flea-ting Moments" by Muhammad Izdi (from left to right), National Museum of Singapore Hoarding at Stamford Road (2024)

## Where is Creative Hoarding Required?

Creative Hoarding is mandatory for selected developments, as required by URA, including:

- **Government Land Sales (GLS) sites** in the Central Area and key growth areas (Jurong Lake District, Paya Lebar Central, Woodlands Regional Centre, Punggol Digital District); and
- **Major public agency projects** (ministry and agency offices, cultural institutions, civic and community institutions).



Image courtesy of Ministry of Defence

# Which type of Creative Hoarding suits your development?

Choose from Art, Historical, Precinct, and Greenery hoarding.  
Select one or more types that best fit your site.

## Art

- This hoarding type shall be visually appealing and engaging.
- Relate to the surrounding area and local context.
- Can be a digital print or created on-site.

## Historical

- This hoarding type shall showcase the historical significance of the building, architect/project team, site, and precinct.
- Ideal for National Monuments, Conserved Buildings, Historic Districts, and Secondary Settlements undergoing A&A.
- Include visual representations (drawings, maps, photos) and written sources (precinct stories, quotes).
- Elevation drawings of the historical building can be printed at 1:1 scale on the hoarding for reference.

## Precinct

- This hoarding type shall convey the overall planning vision, enhance place identity, and improve wayfinding for the precinct.
- Include precinct plans, artist impressions of key public spaces, and photographs of key landmarks within the precinct.
- Indicate the location of the development within the larger context, the surrounding pedestrian network, and the precinct boundary.
- Materials can be sourced from URA and relevant agencies.

## Greenery

- This hoarding type refers to vertical structures that are covered by live vegetation (e.g. green walls).
- Green walls shall be considered where there has been significant loss of greenery in an area.
- Green walls shall be sufficiently set back from the pedestrian footpath to ensure a clear width for pedestrian circulation and maintenance.

# What does a Creative Hoarding proposal consist of?

## Creative Panel

- The Creative Panel shall contain the main artwork, historical materials, precinct materials, such as wayfinding maps, or greenery.
- The Creative Panel shall not contain any project information and marketing signs, which includes company names and logos, project names and logos, phone numbers, and website addresses.
- The Creative Panel may contain creative interpretations of the project's building form and design.
- The Creative Panel shall also contain the name(s) of the artist(s), artwork title, and brief artwork description, where relevant. Additional information can be provided via QR Code.

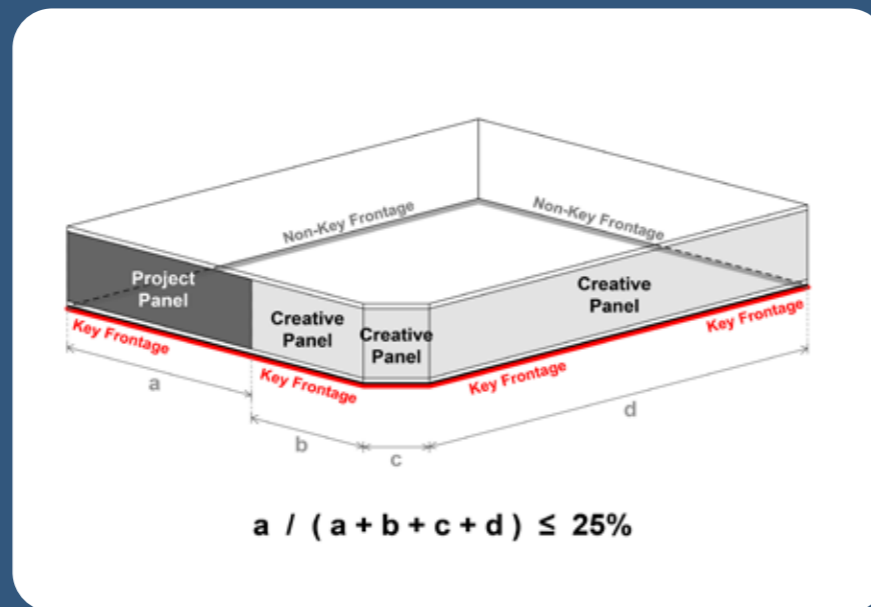
All Creative Hoarding proposals shall comprise of the two elements, namely the Creative Panel and Project Panel. Please see below for their respective requirements.

## Project Panel

- The Project Panel shall contain the BCA Project Signboard and relevant safety/danger signs, etc, as required by BCA.
- The Project Panel may contain project information and marketing signs for the on-site development, including company names and logos, project names and logos, project rendering, etc.
- Application to BCA for an Advertising Licence is required, where relevant.

## Where should I locate the Creative Hoarding?

- Creative Hoarding shall be provided along the key frontages of the development, such as main streets and key pedestrian routes.
- The Creative Panel(s) shall cover a minimum of 75% of the total hoarding length along key frontages, while the Project Panel(s) shall cover a maximum of 25% of the total hoarding length along key frontages.



## What materials do I need to use?

- All materials used shall be durable enough to last throughout the period of construction and shall require minimal maintenance. For digital prints, the use of UV-stabilized inks is recommended to minimise discolouration.
- Creative Hoarding shall be replaced in the event that they are vandalised or degraded due to weathering over time. Creative Hoarding shall be illuminated at night to ensure its visibility.

## What operational guidelines do I need to follow?

- Creative Hoarding shall be replaced in the event that they are vandalised or degraded due to weathering over time.
- Creative Hoarding shall be illuminated at night to ensure its visibility.

## When do I submit the proposal?

- The Applicant shall submit the Creative Hoarding Proposal for the Development via email for URA's approval after receiving Provisional Permission (PP).
- The Creative Hoarding Proposal shall include the following information:
  - Site plan showing the proposed location of Creative Hoarding, lengths of the Creative Panel and Project Panel, and their combined length;
  - Elevations of all Creative Hoarding panels with dimensions clearly annotated;
  - Selected type(s) of Creative Hoarding, brief write-up on the concept for the proposal, as well as relevant details.

# FREQUENTLY ASKED QUESTIONS

We have compiled a list of common questions and helpful answers to provide you with all the information you need



## Is Creative Hoarding mandatory for all developments?

Creative Hoarding is mandatory for selected developments with high visibility and pedestrian traffic, as listed in the Design Guidelines for Creative Hoarding.

For all other developments, Creative Hoarding is not mandatory.

URA encourages developers to apply creative treatment to their construction hoardings to contribute towards an attractive and delightful streetscape, improve place identity and support place-making efforts.

## Does the Applicant need to submit the Creative Hoarding Proposal to URA for approval?

Where Creative Hoarding is mandatory, the Applicant shall submit the Creative Hoarding Proposal for the Development via email for URA's approval after receiving Provisional Permission (PP).

For all other developments, no submission to URA is required.

## Does the Applicant need to submit the Creative Hoarding Proposal to BCA for approval?

When project information and/or marketing signs for the on-site development are proposed within the Project Panel, the Applicant shall submit an Advertising License Application to BCA for approval where relevant, as per the current practice.

## Do the artworks need to be produced by artists?

There are no restrictions on the type of art, design or creative collaborators you can work with, nor on the mediums used.

For example, artworks can be produced by community participants or be developed using digital technologies.



Image courtesy of Singapore Art Museum

## Contact

For further information or advice about this programme please contact:  
[URA\\_CU@ura.gov.sg](mailto:URA_CU@ura.gov.sg)

*"An Unnatural History" by Lee Xin Li and Darel Seow, Singapore Art Museum Hoarding at Queen Street (2020)*

