

GUIDELINES FOR OUTDOOR SIGNS OUTSIDE THE CENTRAL AREA

INTRODUCTION

The Guidelines comprise a set of comprehensive and consolidated requirements for outdoor signboards and advertisement signs located outside the Central Area. They stipulate the requirements of type, size, height, location and form of signs that are allowed, based on the approved use of the building/premises where a sign is displayed. For example, while business signboards or signs for identification purposes are generally allowed on all buildings, advertisement signs are permitted only at business premises (i.e. commercial, industrial buildings). In addition, temporary signs for events or activities taking place at the premises where the sign is displayed are generally allowed at most premises.

The Guidelines also set out the list of signs that are prohibited. The list aims to act as a safeguard against the proliferation of signs which will have a negative visual impact on the living environment and mar the streetscape. The prohibited signs are applicable to locations both outside and within the Central Area.

Developed following industry feedback for greater clarity and transparency, these Guidelines aim to balance the commercial needs of businesses for advertising space at appropriate locations outside the Central Area while meeting the need to protect the image and quality of the living environment and minimise visual clutter.

Important Notes

Below are some important points for the users of the guidelines to note:

Type of Sign

1. Signs stated in the guidelines refer to both illuminated and non-illuminated static signs, unless otherwise stated.

Location of Sign

2. All signboards and advertisement signs are to be wholly located within the boundary of property / development. No part of a signboard or an advertisement sign shall be located over or on a public street, except those specifically permitted by the authorities.

Signs Not Meeting Requirements

3. Where a particular sign does not meet the requirements on size, mounting height, quantity or location, and is not prohibited, an application for a waiver may be submitted to Advertisement Licensing Department, Building and Construction Authority (BCA) for consideration. In assessing the waiver application, factors that will be taken into consideration include the sign's intended location and the visual impact on the surrounding uses. A license will not be issued to any sign which does not meet the requirements as stated in the guidelines, unless a waiver has been obtained.

Signs on Conserved Buildings or National Monuments

4. Planning permission from URA is not required for putting up outdoor signboards and advertisement signs. However, clearance from Conservation Department, URA, is required for signs that are located on gazetted conservation buildings or National Monuments, before applications for license are made to the Building and Construction Authority (BCA).

Others

5. BCA, URA and the relevant Government agencies reserve the right, in its absolute discretion, to reject or refuse any application for the display of an outdoor sign where it considers the overall objectives of the Guidelines are not met or where the proposal is contrary to the broader objectives of the planning intention for the area.

A) ADVERTISEMENT SIGNS

An advertisement sign refers to any sign used to promote any brand, product, service or event and includes any temporary sign promoting events or activities in the displayed premises. The maximum display period for each temporary sign is 2 calendar months.

Please refer to [Building Control \(Outdoor Advertising\) Regulations](#) for a full definition of Advertisement in the context of the guidelines.

i) Advertisement Sign On Building Wall and Boundary Wall / Fence

Approved Use of Development

Depending on the approved use of the development where an advertisement sign is displayed, the requirements as shown in Table 1 below are to be adhered to for the display of advertisement signs that are mounted on building walls and boundary walls / fence.

The approved use of the development is categorised based on the primary use approved for the development where the advertisement sign is displayed. For example, a development approved for a recreation club as a primary use, with supporting commercial uses, is considered as a Sports & Recreation development.

Mixed-Use Development

In the case of mixed-use development, a sign is governed by the requirements based on the particular approved use of the floors/buildings where the sign is displayed. For example, signs on the building walls of commercial floors of a mixed-use development are governed by the requirements for commercial developments, and signs on the building walls of residential floors are governed by the requirements for residential developments.

TABLE 1

ADVERTISEMENT SIGNS ON BUILDING WALL AND BOUNDARY WALL / FENCE		
NO.	APPROVED USE* OF DEVELOPMENT (* -Please refer to Table 4)	REQUIREMENTS
1	Commercial	<u>On Building Wall</u> Advertisement signs are permitted to be displayed on building walls of commercial developments, subject to the following conditions: <u>Size</u> The aggregate area of all advertisement signs

		(including temporary signs) shall not exceed the following, whichever is smaller: a) 100 sqm for each frontage facing public street or adjoining site (see Diagram A); or b) 50% of the surface area of the wall as measured up to the height of commercial floors or 30m above the ground level. <u>Mounting height</u> The top edge of all advertisement signs does not exceed the height of commercial floors or 30m above the ground level, whichever is lower. ▪ If the building is a Commercial-Residential development, only advertisement signs are permitted to be displayed on building walls of commercial floors, subject to the same conditions as stipulated above. No advertisement signs will be allowed on the Residential floors. <u>On Boundary Wall / Fence</u> ▪ No advertisement signs (including all temporary signs) are permitted on the boundary wall, fence or retaining wall.
2	• Industrial (including developments approved for Business-White, Business Park and Business Park-White uses)	<u>On Building Wall</u> ▪ Advertisement signs are permitted to be displayed on building walls of industrial developments, subject to the following conditions: <u>Size</u> The aggregate area of all advertisement signs (including temporary signs) shall not exceed the following, whichever is smaller: a) 100 sqm for each frontage facing public street or adjoining site (see Diagram A); or b) 50% of the surface area of the wall as measured up to the height of industrial floors or 30m above the ground level. <u>Mounting height</u> The top edge of all advertisement signs does not exceed the height of industrial floors or 30m above the ground level, whichever is lower. <u>On Boundary Wall / Fence</u>

		- No advertisement signs are permitted, except for temporary signs promoting events and activities taking place at the premises where the signs are displayed. - The display of permissible signs above are subject to the following conditions: <u>Size</u> The aggregate area of all temporary signs mounted on the boundary wall / fence does not exceed 30 sqm per development. <u>Mounting height</u> The top edge of all temporary signs does not exceed the height of boundary wall / fence. - No advertisement signs (including all temporary signs) are permitted on retaining walls which are <u>not</u> boundary walls.
3	Civic & Community institutions Sports & Recreation Health & Medical Care Educational Institution	<u>On Building Wall</u> - No advertisement signs are permitted, except for temporary signs promoting events and activities taking place at the premises where the signs are displayed. - The display of permissible signs above are subject to the following conditions: <u>Size</u> The aggregate area of all temporary signs does not exceed the following, whichever is smaller: a) 50 sqm per development; or b) 50% of the surface area of the wall as measured up to 30m above the ground level. <u>Mounting height</u> The top edge of all temporary signs does not exceed the building height or 30 m above the ground level, whichever is lower. <u>On Boundary Wall / Fence</u> - No advertisement signs are permitted, except for temporary signs promoting events and activities taking place at the premises where the signs are displayed.

		- The display of permissible signs above are subject to the following conditions: <u>Size</u> The aggregate area of all temporary signs mounted on the boundary wall / fence does not exceed 30 sqm per development. <u>Mounting height</u> The top edge of all temporary signs does not exceed the height of boundary wall / fence. - No advertisement signs (including all temporary signs) are permitted on retaining walls which are <u>not</u> boundary walls.
4	Bus Terminal / Interchange MRT / LRT station For advertising guidelines at bus shelters, please refer to Advertisement Guidelines at Bus Shelters available at BCA's website.	<u>On Building Wall</u> - No advertisement signs are permitted, except for temporary signs promoting events and activities taking place at the premises where the signs are displayed. - Advertisement signs promoting goods and services that are available at the shops located within these developments are permitted if such signs are displayed on the building walls of approved commercial space within the bus terminals/interchanges and MRT/LRT stations. - The display of permissible signs above are subject to the following conditions: <u>Size</u> The aggregate area of all advertisement signs (including temporary signs) does not exceed the following, whichever is smaller: a) 100 sqm per development; or b) 50% of the surface area of the wall as measured up to the height of commercial floors or 30m above the ground level. <u>Mounting height</u> The top edge of all advertisement signs (including temporary signs) does not exceed the height of commercial floors or 30m above the ground level, whichever is lower. <u>On Boundary Wall / Fence</u>

		No advertisement signs (including temporary signs) are permitted on the boundary wall, fence or retaining wall.
5	Petrol Station	<u>On Building Wall</u> - No advertisement signs are permitted, except for temporary signs promoting events and activities taking place or goods and services that are available at the premises where the signs are displayed. - The permissible temporary signs above can be displayed on the building walls and/or structures (e.g. pumps, pillars) within the pumping area under the canopy. However, no sign shall be hung from the roof/ceiling of the canopy or protrude beyond the building wall. <u>Size</u> - The aggregate area of all temporary signs does not exceed 30 sqm per petrol station. <u>On Boundary Wall / Fence</u> - No advertisement signs (including all temporary signs) are permitted on the boundary wall, fence or retaining wall.
6	Utility Agriculture-related MRT / Bus depot Residential	<u>On Building Wall & Boundary Wall / Fence</u> No advertisement signs (including all temporary signs) are permitted on the building wall, boundary wall, fence or retaining wall.

ii) Other Types of Advertisement Signs

The guidelines below are applicable to advertisement signs (including temporary signs) located within any developments, regardless of the uses (e.g. commercial, industrial, institutional, sport & recreational), unless otherwise stated.

TABLE 2

OTHER TYPES OF ADVERTISEMENT SIGNS		
NO.	TYPE OF ADVERTISEMENT SIGN	REQUIREMENTS
1	Free-standing advertisement signs	▪ No free-standing advertisement signs are permitted for display, except for the following: i) <i>Temporary free-standing signs promoting community events and activities</i> taking place at the premises of the following developments where the signs are displayed: ○ Civic & Community institutions ○ Sport & Recreation ○ Health & Medical Care ○ Educational Institution - The name / details of the event or activity and supporting graphics / pictures of the event must be the predominant component (more than 50%) of the sign. While such temporary signs are not allowed to advertise sponsors' products, the acknowledgement of the sponsorship in the form of sponsor names and logos can be allowed. ii) <i>Integrated advertising panels at bus shelters</i> approved for such purposes. Please refer to Advertisement Guidelines at Bus Shelters for details.

2	Advertisement Signs on lamp posts	▪ Temporary signs are permitted on lamp posts located within the development boundary. However, these signs can only be used for the publicity of events and activities taking place at the development where the lamp posts are located, subject to the following conditions: i) signs on lamp posts are required to be mounted individually on each lamp post and are not permitted to be displayed between two lamp posts or across multiple lamp posts; ii) each lamp post can carry one set of banners which can either be single or double-sided; iii) these signs must not be larger than 2 sqm each; and iv) the following information is to be clearly indicated on the signs: • The name of the event • The date / duration of the event • The venue of the event ▪ For temporary signs mounted on public street lamp posts, they are subject to compliance with the Singapore Tourism Board (STB) and Land Transport Authority (LTA) prevailing guidelines for the use of street lamp posts. These signs are only allowed to be used for the display of national or tourism-related events and activities.
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3	Signs at Construction Sites	▪ Project information and marketing signs for the <u>on-site</u> development only are permitted on the construction hoardings at development sites. The display of commercial advertisements promoting goods and services or information on other development projects is not permitted. ▪ The height of signs on construction hoardings shall not exceed 3m from the ground level in general. To allow some articulations of design, a specific portion of such signs on construction hoardings can be allowed up to 3m wide and 6m high from the ground level. ▪ Bunting (flag-like signs) signs mounted on free-standing posts are permitted subject to the following conditions: i) a maximum size of 2 sqm per sign; ii) a maximum height of 6m from the ground level; iii) a minimum distance of 10m between any two bunting signs; and iv) to be integrated with or erected along construction hoardings.
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4	Real Estate Signs	▪ A real estate sign refers to any sign that pertains to the sale, lease or rental of a plot of land, property or building. Such signs are permitted at developments approved for commercial and industrial uses, subject to the same requirements for advertisement signs at these developments as shown in Table 1 – items 1 and 2. ▪ For non-commercial or non-industrial developments, real estate signs are permitted only at the properties to which the signs pertain. They are to be mounted on the building walls or boundary walls / fence, subject to the following conditions: i) one sign per development; ii) a maximum size of 2 sqm per sign; and iii) the sign should be removed within 14 days of the sale, rental or lease of the property advertised. ▪ In the case of vacant land where there is no building or permanent structure for the mounting of signs, free-standing signs pertaining to the sale or lease of the vacant land are permitted, subject to the following conditions: i) one sign per site; ii) a maximum size of 10 sqm per sign; iii) a maximum height of 3 m from the ground level; and iii) the sign should be removed within 14 days of the sale, rental or lease of the property advertised.
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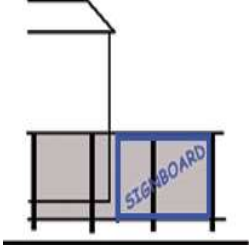
5	Balloon Signs	▪ Advertisements on balloons are permitted, provided that they are for promoting events and activities taking place at the premises where the balloons are displayed, subject to the following conditions : i) the balloon sign does not exceed 3m in diameter; and ii) the clearance of relevant authorities (e.g. CAAS, DSTA) ▪ Balloon signs displayed at the premises of Civic & Community Institutions and Petrol Stations are subject to case-by-case assessments and approval.
6	Signs located on awnings, canopies and blinds	▪ Whilst business signs can be supported on awnings, canopies and blinds etc., commercial product advertisements are strictly not allowed. If sponsorship logos are incorporated together with the building / tenant name sign, the size of the sponsor's logo shall not exceed 2sqm or one-third of the overall surface area of the awnings, canopies and blinds, whichever is smaller.
7	Advertisements On Digital Screens (e.g. LED, LCD screen)	▪ Advertisements on digital screens will be considered only at locations where static advertisement signs are permitted, and where the display of such digital screens would not adversely affect the amenity of the nearby residents or create visual clutter along the streetscape. ▪ All proposals to display advertisements on outdoor digital screens are to be assessed on a case-by-case basis.

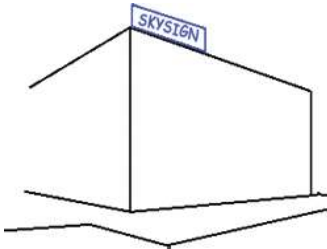
B) SIGNBOARDS

A signboard refers to any sign for the identification and naming of places, buildings and tenant business names. Please refer to [Building Control \(Outdoor Advertising\) Regulations](#) for a full definition of Signboard in the context of the guidelines.

The guidelines below are applicable to all signboards, regardless of the uses (e.g. commercial, industrial, institutional, sport & recreational, residential) of the places / buildings where the signboards are displayed.

TABLE 3

SIGNBOARDS		
NO.	TYPE / LOCATION OF SIGNBOARD	REQUIREMENTS
1	On Building Wall 	Signboards can be mounted at any location on the building walls but must be appropriately sized and placed such that they relate well with the scale and design of the building architecture.
2	On Boundary Wall / Fence 	- Each signboard must not exceed 15 sqm in size. - The aggregate area of all signboards mounted on boundary wall / fence must not exceed 30 sqm per development. - The height of signboards must not exceed the height of boundary wall /fence.
3	Free-standing Signboard 	- Each signboard must not exceed 15 sqm in size. - The aggregate area of all free-standing signboards must not exceed 30 sqm per development. For petrol stations, the aggregate area of all free-standing signboards must not exceed 15 sqm per petrol station. - The height of signboards must not exceed

		6m from the ground level. For buildings or developments with multiple occupants / tenants, signboards of occupants / tenants can be displayed on one or more <u>integrated</u> free-standing structures. Free-standing signboards for individual occupants / tenants are not permitted.
4	Skysign – on or above roof / parapet 	- Only the building name / logo can be mounted on or above the roof / parapet as a skysign. - There shall only be one skysign for each building. - Each skysign must not exceed 50 sqm in size. - The height of skysign must not exceed 5.0m from the roof / parapet level, whichever is higher. - The skysign is to be well integrated with the building without any exposed framing or brackets seen from the surrounding.