

Circular No : URA/PB/2021/04-CUDG
Our Ref : DC/ADMIN/CIRCULAR/PB_21
APPBCA-2021-08
Date : 1 Jun 2021

CIRCULAR TO PROFESSIONAL INSTITUTES

Who Should Know

Building owners, Management Corporations, Qualified Persons, Professional Engineers, developers, media companies, advertisers, signboard makers and business operators.

Effective Date

1 June 2021

Revised Guidelines for Outdoor Signs in The Central Area

1. The Urban Redevelopment Authority (URA) has carried out a review of the guidelines on outdoor signs in the Central Area. These include advertisements and signboards.
2. The guidelines have been revised to better respond to changing business needs and provide clearer requirements on the display of outdoor signs.
3. Under the revised guidelines, the name/logo sign of the main tenant business is now allowed at the roof level of high-rise and mid-rise commercial developments across Central Area. Buildings fronting Raffles Place Park along the designated signage routes are also given more flexibility in the placement of advertisements. Existing signage route along Serangoon Road has been extended to Rangoon Road to provide more advertising opportunities.
4. Details of the guidelines can be found in [Annex A](#). These guidelines are to be read in conjunction with the '[Guidelines for Outdoor Event Signage in Central Area](#)' dated 2 September 2019.
5. This circular will supersede the previous signage circular, [URA/PB/2009/20-CUDG](#) dated 14 Sep 2009.

6. The Building and Construction Authority (BCA) will adopt this set of guidelines, together with the prevailing Building Control (Outdoor Advertising) Regulations, when evaluating applications for advertisement licenses for all proposed outdoor advertisements and signboards on non-conserved buildings in the Central Area.

Submission Requirements

7. Applications to display outdoor advertisements and signboards are to be made to Advertisement Licensing Department, BCA, prior to the installation of the signs. Planning permission from URA is not required for putting up these signs.
8. Submissions must be made in full compliance with the provisions of the Building Control (Outdoor Advertising) Regulations, the Building Control (Temporary Buildings) Regulations and the Guidelines for Outdoor Signs in the Central Area. Please refer to BCA's website for details of the submission requirements.
9. BCA, on behalf of URA and the relevant Government agencies, reserves the right to turn down any application for the display of outdoor signs where it could potentially lead to sensitivity in the community or if the proposal is not in line with the broader objectives of the planning intention for the area.
10. We would appreciate it if you could convey the contents of this circular to the relevant members of your respective organisations. The guidelines are also available on BCA's [website](#). If you or your members have any queries concerning this circular, please email [BCA](#) or [URA](#).
11. For other information on the master plan, urban design guidelines, private property use and approval, car park locations and availability, private residential property transactions, and conservation areas and buildings, use [URA SPACE](#) (Service Portal and Community e-Services). This is an online portal packed with useful data and visualisation to help building professionals, business operators and the general public in their decision-making. It consolidates detailed information on land use and private property into a one-stop platform presented on geospatial maps. For feedback or enquiries, please email [URA](#).

Thank you.

Chou Mei (Ms)
Group Director
Conservation & Urban Design
Urban Redevelopment Authority

Clement Tseng
Group Director
Building Plan and Management Group
Building and Construction Authority

ANNEX A

GUIDELINES FOR OUTDOOR SIGNS IN THE CENTRAL AREA

INTRODUCTION

- 1) Singapore's Central Area comprises several distinctive districts, each with its own unique character and mix of uses. These guidelines aim to ensure that outdoor signs are well located and designed in keeping with the image of the Central Area and Singapore as a distinctive global city.
- 2) The guidelines apply to the following types of signs:
 - A. Advertisements¹ promoting goods, products, brands, services or events (see [Annex A1](#)); and
 - B. Signboards² for naming of places, buildings and businesses and directional signs for wayfinding (see [Annex A2](#)).

GENERAL GUIDELINES

- 3) Signage Routes
 - i) Within Central Area, outdoor advertisements are concentrated at key activity corridors where there are high levels of pedestrian and street activities, and where advertisements are considered compatible with the character and contribute to the vibrancy and buzz of the area.
 - ii) Advertisements are therefore only allowed on buildings along designated signage routes [[Appendix 1](#)] that correspond to key activity corridors in the following areas:

• Bras Basah, Bugis and Little India	-	[Appendix 2]
• Orchard Road	-	[Appendix 3]
• Chinatown	-	[Appendix 4]
• Singapore River	-	[Appendix 5]
• Marina Centre	-	[Appendix 6]
• Raffles Place	-	[Appendix 7 & 8]
- 4) Outside Signage Routes
 - i) Beyond the designated signage routes, advertisements are limited to temporary signs for promotion of events and activities taking place within the buildings on which the advertisements are displayed. Commercial, brand, service or product advertising is strictly not allowed.
- 5) Location of Signs

- i) All advertisements and signboards are to be wholly located within the boundary of a building or development site. No part of an advertisement or signboard shall be located over or on a public street, except those specifically permitted by the authorities.
- ii) Advertisements and signboards that project beyond the building line or are mounted below the soffit of covered walkways are to comply with the [Building and Construction Authority \(BCA\)'s technical requirements on Projection of Signage](#).
- iii) A person applying to display advertisements and signboards on a property/building is deemed to have assessed the site conditions, particularly tree planting and street furniture, that may cause an impact to the visibility of the advertisement/signboard before making an application for licence to the BCA. The applicant should also not assume that the site conditions will remain status quo, as there may be new planting of trees or erection of street furniture that may potentially affect the visibility of the advertising sign/signboard. Any subsequent request by the applicant or licensee (after the applicant has obtained the relevant licence) to any agencies to remove any object including trees or street furniture will not be entertained.

6) Urban Design Requirements

- i) All advertisements shall be appropriately sized, well-designed and of good quality. They shall be flush mounted and integrated into the design of the façade and complement the overall architectural design of the building.
- ii) All advertisements and signboards shall be neatly detailed and all structural supports shall be visually screened from the top, below and on all sides.

7) Visual and Audio Disamenities

- i) Advertisements and signboards that are located on buildings or development sites adjacent to or fronting residential developments shall not cause visual or audio disturbance to the neighbouring building occupants.
- ii) Should complaints/ feedback be received regarding an illuminated sign, the Licensee will be required to take appropriate remedial action e.g. by dimming the lighting to an acceptable level and reducing the operation hours of the illuminated sign by switching it off not later than 10pm or changing to a non-illuminated sign.
- iii) Should complaints/feedback be received regarding the audio level of the sign, the Licensee will be required to take appropriate remedial action e.g. by lowering the audio level to an acceptable level or turning off the audio function.

8) Signs on National Monuments and Buildings in Conservation Areas

- i) Signs on **National Monuments** are to comply with the Technical Guidelines on Signage for National Monuments. Please refer to <https://www.nhb.gov.sg/-/media/nhb/files/places/sites-monuments/useful-information/technical-guide-signage-for-national-monuments.pdf> for more details on the guidelines.
- ii) Signs in **Conservation Areas** are to comply with the Guidelines for Signs in Conservation Areas, in terms of their size, type and placement on the buildings. Signs that are exempt from licensing – e.g. those below 5 sqm in size – must also comply with the Guidelines for Signs in Conservation Areas. Please refer <https://www.ura.gov.sg/Corporate/Guidelines/Conservation/Conservation-Guidelines/Part-4-Signage-Guidelines/Signs-in-Conservation-Areas> for more details on the guidelines.
- iii) Signs on **Independent Envelope Control Sites**³ are to comply with the Guidelines for Outdoor Signs in Central Area. For more information on the location of Envelope Control Sites, please refer to [URA SPACE](#).

9) Outdoor Event Signage

- i) Temporary signs for community, sporting or private events can be supported subject to consent from the landowner and clearance from the relevant government agencies on the interim use of the site for staging of such events. Please refer to the '[Guidelines for Outdoor Event Signage in Central Area](#)' for details.

¹ Advertisements include animated billboards, balloon signs and skysigns

² Signboards include directional signs

³ Independent Envelope Control (EC) Sites refer to Independent Developments in Conservation Area which are standalone sites or sites located within a streetblock without any conserved building

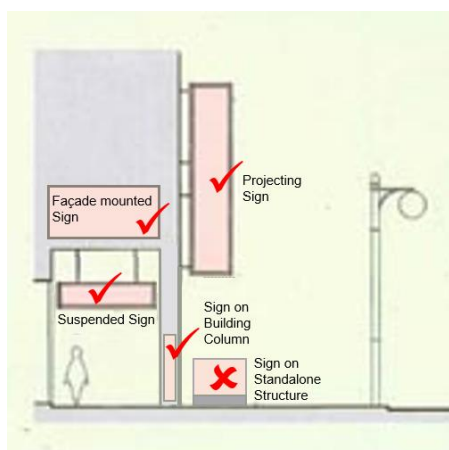
ANNEX A1

A. GUIDELINES FOR ADVERTISEMENTS

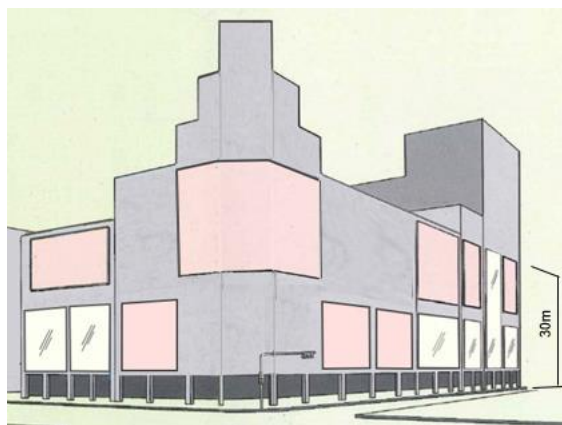
- 1) An advertisement refers to any visual device used to promote goods, products, brands, services or events, and includes any temporary sign promoting events or activities in the displayed premises for a period of less than two months. Please refer to [Building Control \(Outdoor Advertising\) Regulations](#) for a full definition of Advertisement in the context of the guidelines.
- 2) Details of the guidelines are set out below.

A.1 COMMERCIAL SIGNS

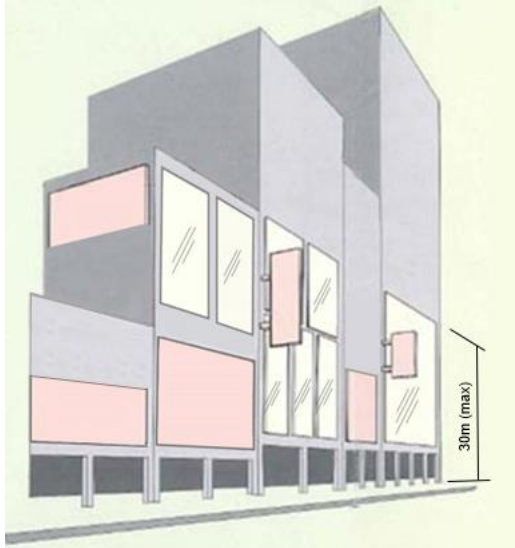
- 1) Advertisements can be displayed on building façades, columns or suspended below the soffit of the covered walkway. Advertisements are not allowed on boundary wall or standalone structure.



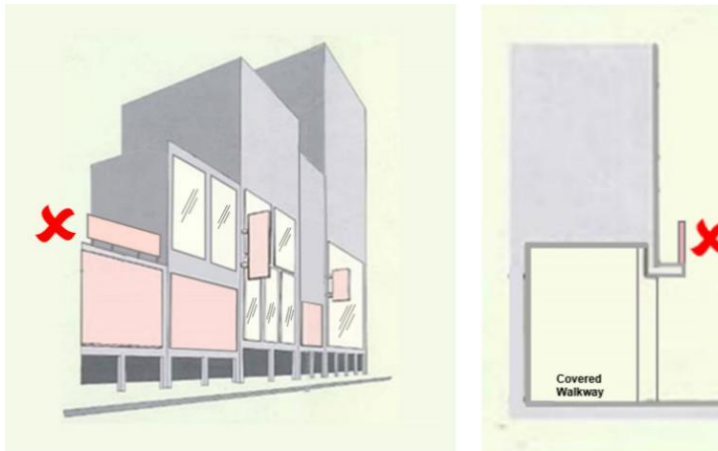
- 2) Where they are façade mounted, advertisements are to be kept within a height of 30m (about 6 storeys) above the open walkway. This is to ensure that the advertisements relate directly to the activities at the street level and are not visible from other parts of the city where advertisements are not allowed.



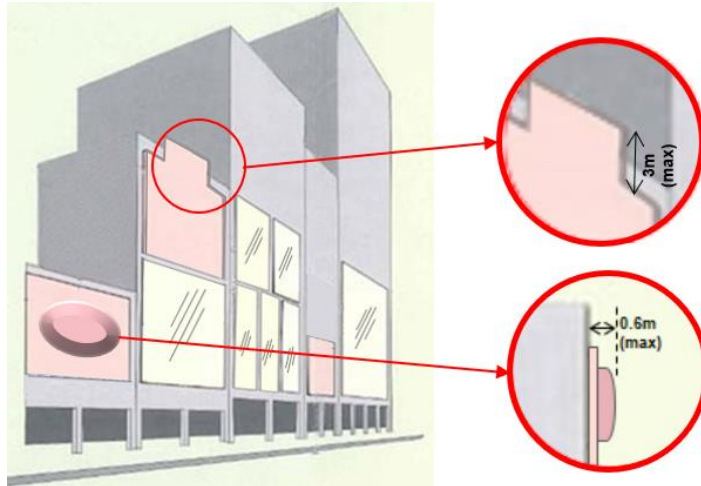
- 3) To ensure that advertisements do not negatively impact on the overall architectural design of the building façade, advertisements shall not cover more than 50% of the façade area below a height of 30m from the walkway level or up to the full height of the building, whichever is lower.



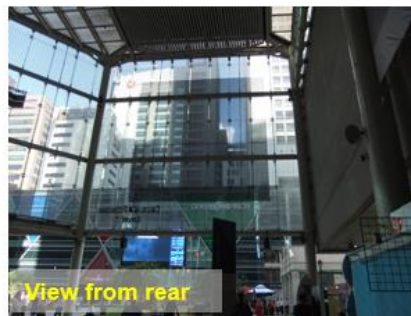
- 4) Free-standing advertisements mounted above the building rooftop / canopy are not allowed.



- 5) Articulations are allowed on all advertisements. As a guide, they shall not extend more than 3m beyond the height of the parapet wall and 0.6m from the building façade.



- 6) Sticker advertisements that are mounted on transparent glass building facades must be of non-opaque material so that they do not mar the transparency of the façade.



- 7) The light fittings, if any, to illuminate the advertisements must be designed as an integral part of the sign in the form of backlit panels or positioned in unobtrusive locations and hidden from view. The use of projecting light fittings (i.e. with extended brackets) mounted externally on the building facade to illuminate the advertisement is not supported.



A.2 TEMPORARY SIGNS

- 1) Along the designated signage routes, all temporary signs are subject to the same guidelines for Commercial Signs and can be displayed beyond two months, up to 12 months.



- 2) Outside the designated signage routes, only the following types of temporary signs are allowed.

a) Promotional Signs

These are limited to promotion of events and activities held within the premises.



General

- i) All temporary signs are to be neatly detailed and appropriately placed on the building facade such that they are in keeping with the overall architectural design of the building facade. All structural supports, frames, etc., where provided, are to be visually screened from view from the top, below and on all sides.

Content

- ii) Temporary signs are limited to the display of information pertaining to promotional events and activities taking place within the building only and organised by the building owner / MCST or tenants with registered businesses operating in the building – e.g. festive sale, new store opening,

exhibition, student enrolment, etc. The key promotional message and name / date and details of the event must be the predominant component of the sign.

Number and Size

- iii) Up to three temporary (banner) signs of 30sqm in size each or one combined sign up to 100sqm in size is allowed for display on the building façade at any given time. The total signage area shall not cover more than 50% of the façade area below a height of 30m from the walkway level or up to the full height of the building, whichever is lower.

Duration of Display

- iv) In general, the maximum display period for each temporary sign on buildings is two calendar months. This is to ensure that temporary signs do not become permanent displays. However, longer display periods can be considered for temporary signs for events such as public exhibitions, shows/performances, to coincide with the duration of the event. There is to be a minimum period of two weeks before the display of a new sign at the same location.

b) Celebratory Signs for Events

These are temporary signs that are displayed on buildings in conjunction with national events / celebrations or major international sporting events hosted in Singapore and where the building owner is a partner or key sponsor of an event.

Content

- i) The event message is to be clearly reflected on the artwork. Display of commercial advertisements or other messages on these signs is not allowed.

Size and Location

- ii) As a guide, the proposed sign must be appropriately sized and placed on the building facade such that it is in keeping with the overall architectural design of the building facade.
- iii) A higher mounting height can also be considered based on the design merits of the proposal.



Golden Jubilee



SEA Games



YOG Singapore

- iv) Temporary banner signs to mark the building owner's/business tenant's key milestone can be displayed on the building facade at street level/business storefront during the year of the anniversary celebrations.



Duration of Display

- v) Display period is up to end of the anniversary year.

c) Real Estate Signs

Real estate signs for the sale, lease or rental of a property / building are permitted for display only at the property / building to which the signs pertain.

Commercial Buildings

- i) Only one sign up to a maximum size of 30sqm is allowed for display on the building façade up to a height not exceeding 30m above the ground.
- ii) Maximum display period is up to one-year.

Residential Developments e.g. Condominium

- i) Only one sign up to a maximum size of 10sqm is allowed for display on the building facade up to a height not exceeding 30m above the ground.

ii) Sign can be displayed on the boundary wall/fence if the development is already occupied and it is not appropriate for it to be displayed on the building façade. The sign must not protrude from the boundary wall/fence.

iii) Maximum display period is up to six months.

Individual Property i.e. Landed Property or Strata Developments with multiple owners e.g. shop/office/residential units

i) Only one sign up to a maximum size of 2sqm is allowed per individual landed property.

ii) Up to a maximum of three signs of 2sqm each is allowed per building frontage for strata development.

iii) Maximum display period is up to two months.

A.3 OTHER SIGNS

Free-standing advertisements or those mounted on independent standalone structures are generally not allowed because a proliferation of such advertisements can result in visual clutter that mar the streetscape and cause inconvenience to pedestrians.

Some exceptions may be allowed for the following signs. Details are set out below:

1) Signs on Construction Hoardings or Show Flats/Sales Galleries

a) Construction Hoardings

i) Project information and marketing signs for the on-site development can be displayed on the construction hoardings at development sites.

ii) The display of commercial/product advertisements or information on other development projects is not allowed, except along designated signage routes.

iii) Project information and marketing signs are to be appropriately sized and well-integrated into the design of the hoardings.

iv) Maximum display period for marketing signs is up to the removal of the construction hoardings and the signs are not allowed to be redisplayed on the new development boundary wall.

b) Show Flats/Sales Galleries

- i) Project information and marketing signs pertaining to the on-site development can be displayed on the facade of these premises. Such marketing signs can also be displayed on off-site show flat/sales gallery if the show flat/sales gallery is for the exclusive marketing of a development within Central Area.
- ii) Whilst free-standing box-up signs depicting the name of the proposed development can be supported within the site compound, standalone marketing advertisements are not allowed.



- iii) Sky sign protruding from the roof top of showflat is not allowed.

2) Signs on awnings, canopies and blinds



- a) Only business name / logo signs can be supported on awnings, canopies and blinds.
- b) Commercial product advertisements are strictly not allowed.
- c) 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.

3) Signs on Kiosks and Outdoor Refreshment Area (ORA) Structures



- a) Only business signs, including menu signboards, are allowed on kiosks and ORA structures.
- b) Third-party commercial advertisements are strictly not allowed.
- c) All signs on kiosks and ORA structures must be well-designed and neatly mounted and shall not encroach beyond the extent of the kiosks/ORAs. If located above the roof structure of the kiosks/ORAs, only cut-out boxed-up signs are allowed and their supporting frames are to be visually screened.

4) Signs on Flag Poles

- a) Flag poles can be used for the display of state/country flags. Flags bearing the name/logo of the main business occupant in the building are also permitted.
- b) Display of product advertisements is not allowed.

5) Temporary Banners on Lamp Posts within Private Development Boundary



- a) General

i) Temporary banner signs are permitted on lamp posts located within the private development boundary. These signs can only be used for development and tenant related events, activities and promotions (e.g. the launch of tenant's new collection or product, end of season sale, new outlet opening, etc.). Third-party commercial advertisements are strictly not allowed. ii) Lamp post banners must be mounted individually on each lamp post. They cannot be displayed between two lamp posts or across multiple lamp posts. b) <u>Design Specifications</u> i) All lamp post banners shall be designed, constructed, finished and maintained to a high standard. The size of the banner shall not exceed 2sqm. The scale and proportion of the signs are to be appropriate. ii) Each lamp post can carry one set of banners, which can either be single or double-sided. iii) At least one of the following information is to be clearly indicated on the banner signs: - Details of the event/activity; or - Name/unit no. of the tenant or name of the development.
6) <u>Banners on Lamp Posts along Public Streets</u> a) Display of banners on lamp posts on public streets is only allowed for national events, major festivals (e.g. National Day, Christmas Day, Hari Raya Puasa, Deepavali, Chinese New Year, etc.) and events supported or organised by a government agency. b) For request of lamp post banner spaces in a <u>single precinct</u>, application is to be submitted directly to the respective agencies managing the banner spaces, namely: - National Arts Council (NAC) – Arts and Heritage Precinct (i.e. Bras Basah.Basah area) and Civic District; - Singapore Tourism Board (STB) – Orchard Road Precinct. c) For request of lamp post banner spaces in <u>multiple precincts</u> or all public streets except for the above areas, application is to be submitted to the Land Transport Authority (LTA).
7) <u>Advertisements on Ancillary Structures</u>

- a) Advertisements are not allowed on ancillary structures, including entrance and exit structures of Mass Rapid Transit stations and pedestrian underpasses, overhead bridges, kiosks, boundary walls / fence and road infrastructure, such as gantries. This is to ensure that such advertisements do not create visual clutter and negatively affect the quality of our built environment.



8) Advertisements located on Bus / Taxi Shelters

- a) Advertisements can be allowed on dedicated advertisement panels at bus shelters and taxi stands managed by the Land Transport Authority (LTA).
- b) Creative advertisements can also be allowed on the roof area of selected bus shelters located along the designated signage routes for limited periods, provided that these advertisements are unique, well-designed, 3-dimensional displays.
- c) More details on the Guidelines for Advertisements at Bus Shelters are available at [BCA's website](#).

9) Floor Advertising



- a) The use of the floor areas along public streets/walkways and external staircases for advertising is not allowed. This is to avoid adding visual clutter to the streets.

10) "Art-vertisements"



- a) "Art-vertisements" can be supported on State land and within public spaces in privately-owned land based on the design merits of the proposal.
- b) The displays shall comprise sculptural 3-dimensional elements or 2-dimensional cut-outs (properly treated at the front and back) with no commercial advertisement messages or logos.
- c) Any "advertising" is therefore purely by association, in relation to other supporting campaigns.

ANNEX A2

B. GUIDELINES FOR SIGNBOARDS

- 1) A signboard refers to any sign providing identification and direction for wayfinding, e.g. naming of places, buildings, tenant businesses and/or information. Please refer to Building Control (Outdoor Advertising) Regulations for a full definition of Signboard in the context of the guidelines.
- 2) Lighting for signboards must be static, i.e. it must not contain lights that flicker, flash, running or change colour. Animations or moving images are also not allowed on signboards.
- 3) Details of the guidelines on signboards are set out below.

B.1 Building Name Sign

Buildings can have either lighted or non-lighted signs for the name of building.

1) On building facade



- a) Building name signs can be mounted on any part of the building façade but they must be appropriately sized and placed such that they relate well to the scale and design of the building architecture. The signs can also be displayed on the development boundary wall.
- b) If located at the roof level of high-rise commercial or mixed-used buildings, only one façade-mounted sign displaying the building name or name/logo of the building owner or the name/logo of the main business tenant of the building is allowed per elevation view of the building, up to a maximum of four roof level signs per development. The height of the signboard shall not exceed 6m and a size of 120sqm.
- c) If mounted at the roof level of high-rise residential development in a predominantly residential area, the maximum display area of the sign is 40sqm. Each residential development site can have a maximum of

two high-level signs only and they cannot be displayed on the same frontage of the development.

2) Protruding from building rooftops or canopies (sky signs)

- a) Sky signs mounted on brackets or free-standing structures that protrude from building rooftops are not allowed.



- b) Sky signs are only allowed on building canopies. Such signs must be 3-dimensional and consist of individually 'cut-out' letters without any exposed framing or brackets. This is to ensure that the rear of the sign is suitably treated.



3) As Free-standing Sign at Street Level



- a) Free-standing building name sign (i.e. not mounted on developments) must be sited within the development boundary and away from the covered and open walkways to avoid obstructing pedestrian movement.
- b) As a guide, the height of such signs must not exceed 1.5m from the ground. A higher signage height can be considered based on the design merits of the proposed sign and in relation to the site context. Only one free-standing signboard for building name is allowed per development.

B.2 Building Owner Name / Logo Sign

The main company name/logo sign of the building owner can be allowed on the building but must be appropriately sized and placed such that it relates well to the scale and architectural design of the building.



- a) If located at the roof level of high-rise commercial or mixed-used buildings, only one façade-mounted sign displaying the building name or name/logo of the building owner or the name/logo of the main business tenant of the building is allowed per elevation view of the building, up to a maximum of four roof level signs per development. The height of the signboard shall not exceed 6m and a size of 120sqm.
- b) Sky signs mounted on brackets or free-standing structures that protrude from the building rooftops are not allowed.



B.3 Business Tenant Sign

Tenant name/logo signs are allowed on the building façade of commercial and mixed-use developments.

- a) In general, the signs must be grouped and coordinated in relation to the overall design of the building façade.
 - i) The size and scale of the signs should not dominate the building façade; and

- ii) The placement of the signs should not block any architectural features e.g. windows, and should relate to the rhythm and proportion of any modular grid or pattern on the building façade.



- b) The signs are to be mounted at the lower levels on the building. If mounted at the roof level of high-rise commercial or mixed-use buildings, only the name and/or logo sign of the main business tenant is allowed. The height of the signboard shall not exceed 6m and a size of 120sqm.



- c) Sky signs mounted on brackets or free-standing structures that protrude from building rooftops are not allowed.
- d) Sky signs can only be allowed to protrude from building canopies. Such signs must be 3-dimensional and consist of individually 'cut-out' letters without any exposed framing or brackets. This is to ensure that the rear of the sign is suitably treated.



- e) Free-standing signs for individual tenants are not allowed. However, a common integrated tenant directory and information sign can be supported within the development boundary if it does not obstruct pedestrian movement along the open/covered walkways and public spaces. Only one such sign is allowed per development and is restricted to one storey in height.



- f) Static business signs displaying the name/logo and details of the business and services offered are allowed on the storefront of the business premises.

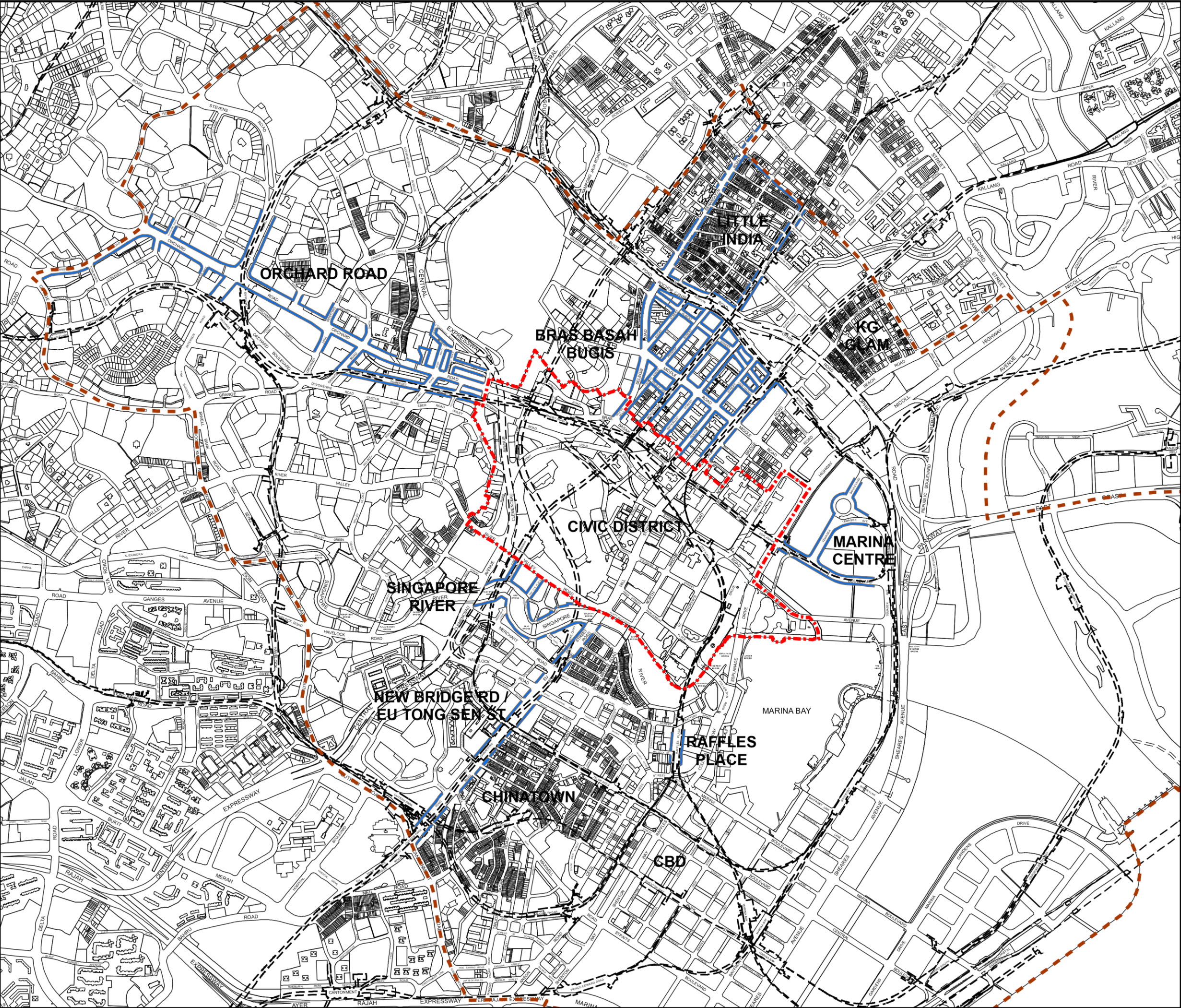


B4. Directional Signs

Freestanding way-finding signs, car park signs and directional/information signs can be allowed within the development boundary. The signs should not obstruct pedestrian movement along the open/covered walkways and public spaces. As a guide, the size of such signs is not to exceed 3m(h) x 1m(W).

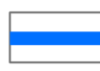


- a) If located outside the development boundary - i.e. within the Road Reserves, only signs that guide motorists can be considered and are subject to clearance from Land Transport Authority (LTA).



**GUIDELINES FOR
OUTDOOR SIGNS
IN THE CENTRAL AREA**

LEGEND

-  BUILDING FACADES ALONG DESIGNATED ROUTES WHERE ADVERTISEMENTS ARE ALLOWED
-  CIVIC DISTRICT BOUNDARY
-  CENTRAL AREA BOUNDARY

- Notes:**
- 1) Advertisements on gazetted Conserved Buildings and National Monuments are subject to compliance with the Signage Guidelines on Conserved Building and technical guidelines on Signage for National Monuments respectively.
 - 2) Where advertisements are located close to residential developments, signs will only be considered where they do not cause disamenity to residents.

DRAWING TITLE :
**DESIGNATED ROUTES FOR
ADVERTISEMENTS**

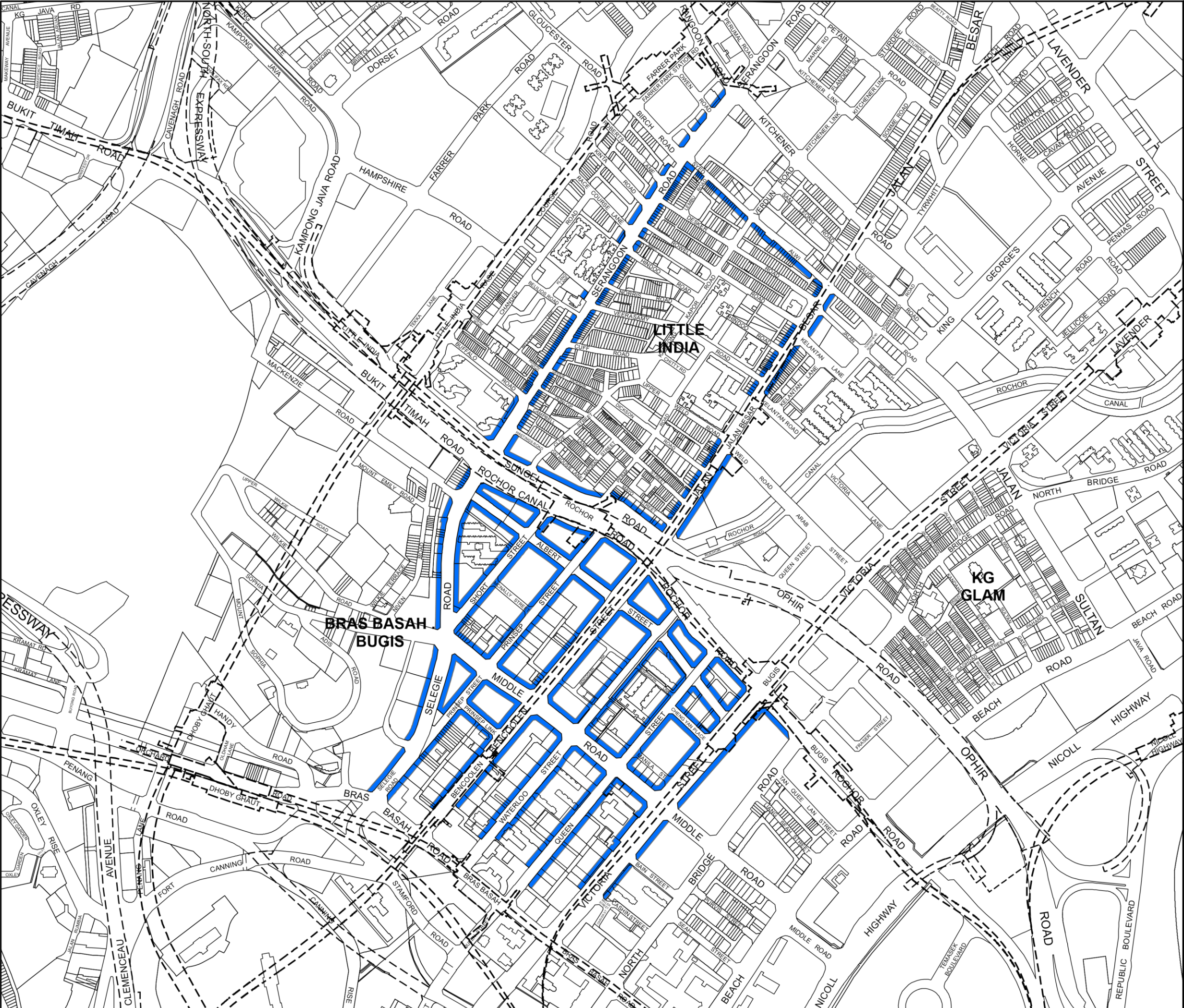
SCALE : NOT TO SCALE



DRWG NO : CP/2021/002
DATE : JUN 2021
GROUP : CUDG

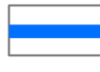


To make Singapore a great city to live, work and play



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OUTDOOR SIGNS
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DRAWING TITLE :

**LOCATION PLAN
- BRAS BASAH . BUGIS AND
LITTLE INDIA AREA**

SCALE : NOT TO SCALE



DRWG NO : CP/2021/003

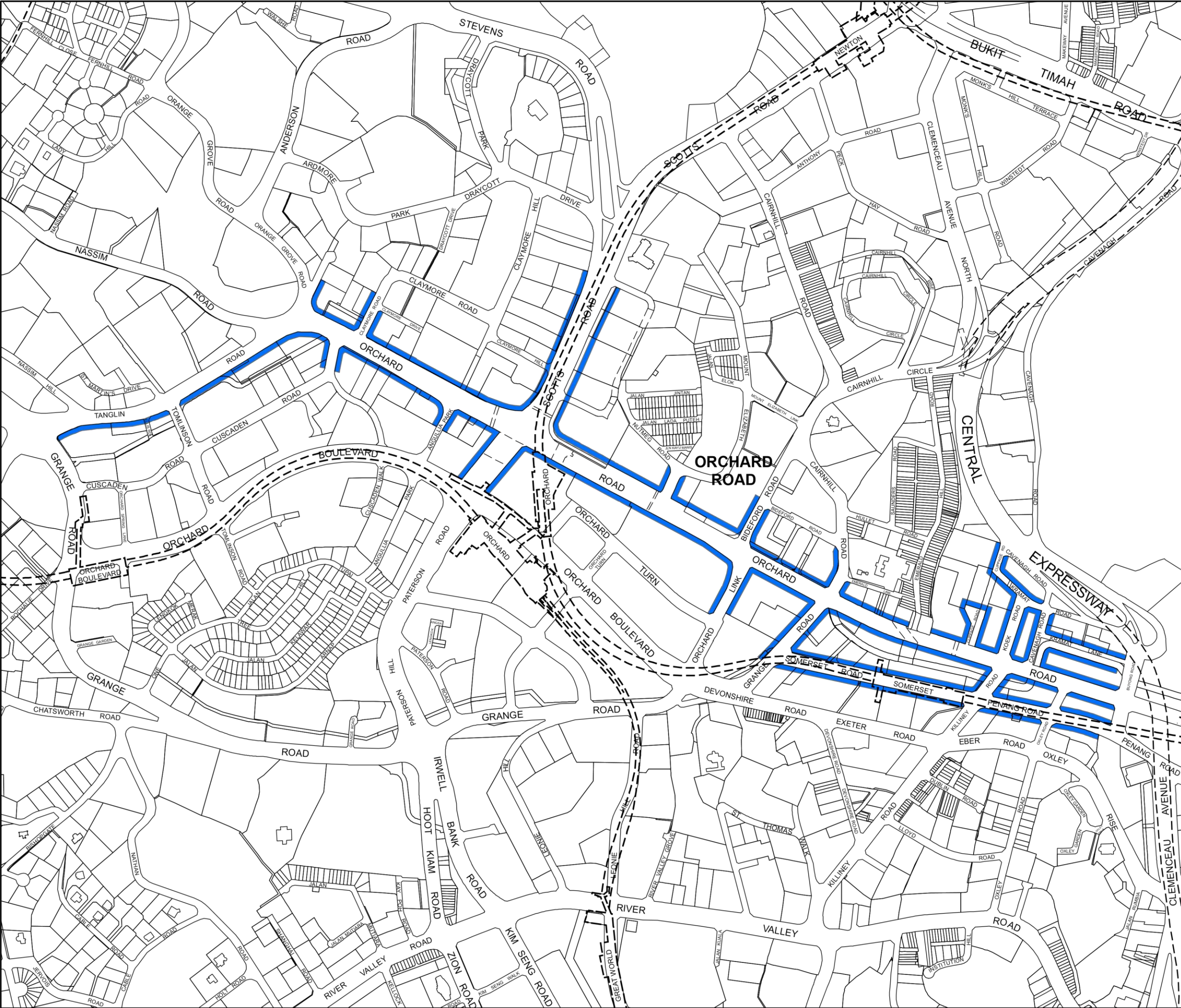
DATE : JUN 2021

GROUP : CUDG



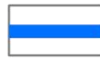
URBAN
REDEVELOPMENT
AUTHORITY

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GUIDELINES FOR OUTDOOR SIGNS IN THE CENTRAL AREA

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DRAWING TITLE :
**LOCATION PLAN
- ORCHARD ROAD AREA**

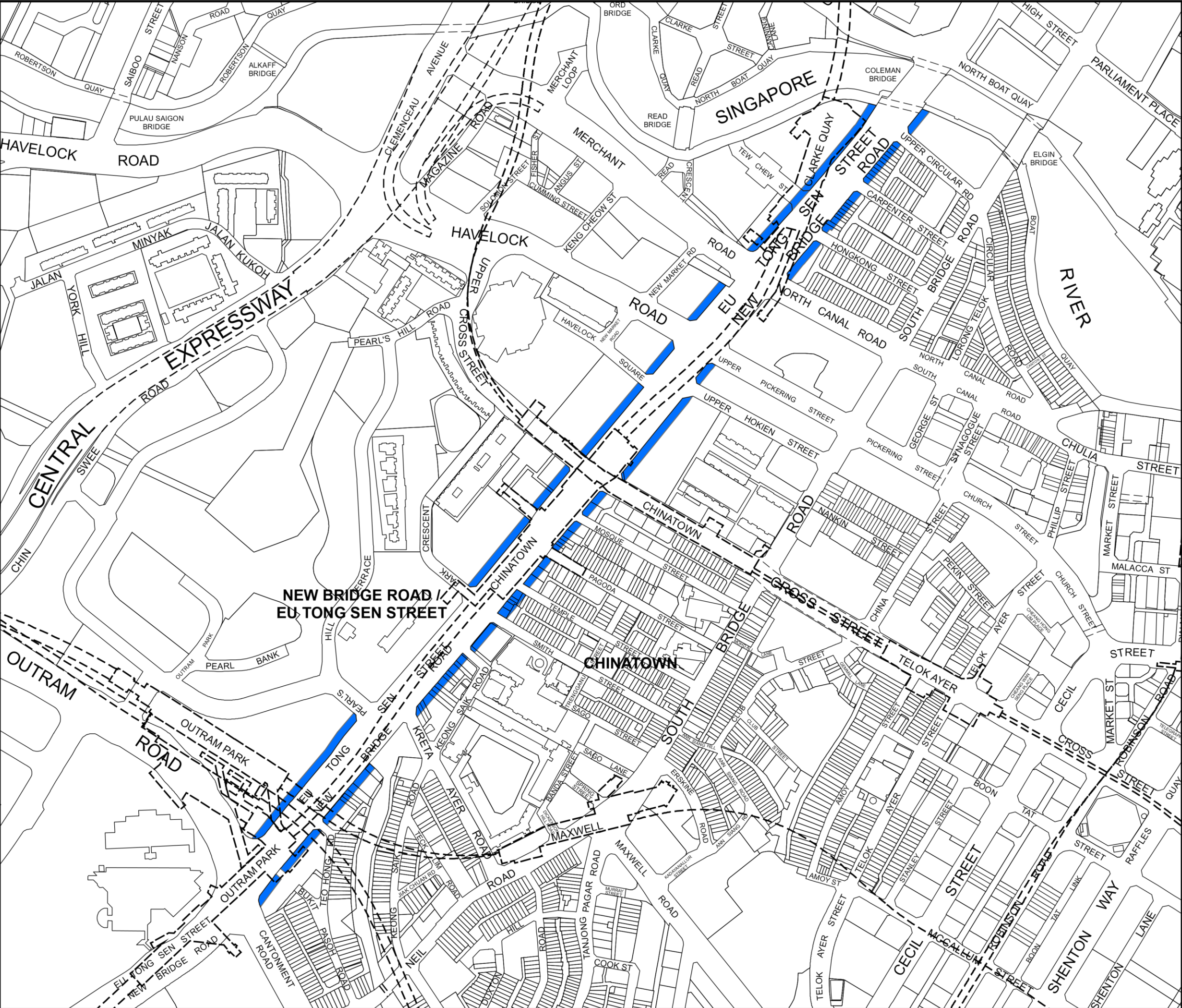
SCALE : NOT TO SCALE



DRWG NO : CP/2021/004
DATE : JUN 2021
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**GUIDELINES FOR
OUTDOOR SIGNS
IN THE CENTRAL AREA**

LEGEND

 **BUILDING FACADES ALONG
DESIGNATED ROUTES WHERE
ADVERTISEMENTS ARE ALLOWED**

- Notes:**
- 1) Advertisements on gazetted Conserved Buildings and National Monuments are subject to compliance with the Signage Guidelines on Conserved Building and technical guidelines on Signage for National Monuments respectively.
 - 2) Where advertisements are located close to residential developments, signs will only be considered where they do not cause disamenity to residents.

DRAWING TITLE :
**LOCATION PLAN
- NEW BRIDGE ROAD / EU TONG
SEN STREET AREA**

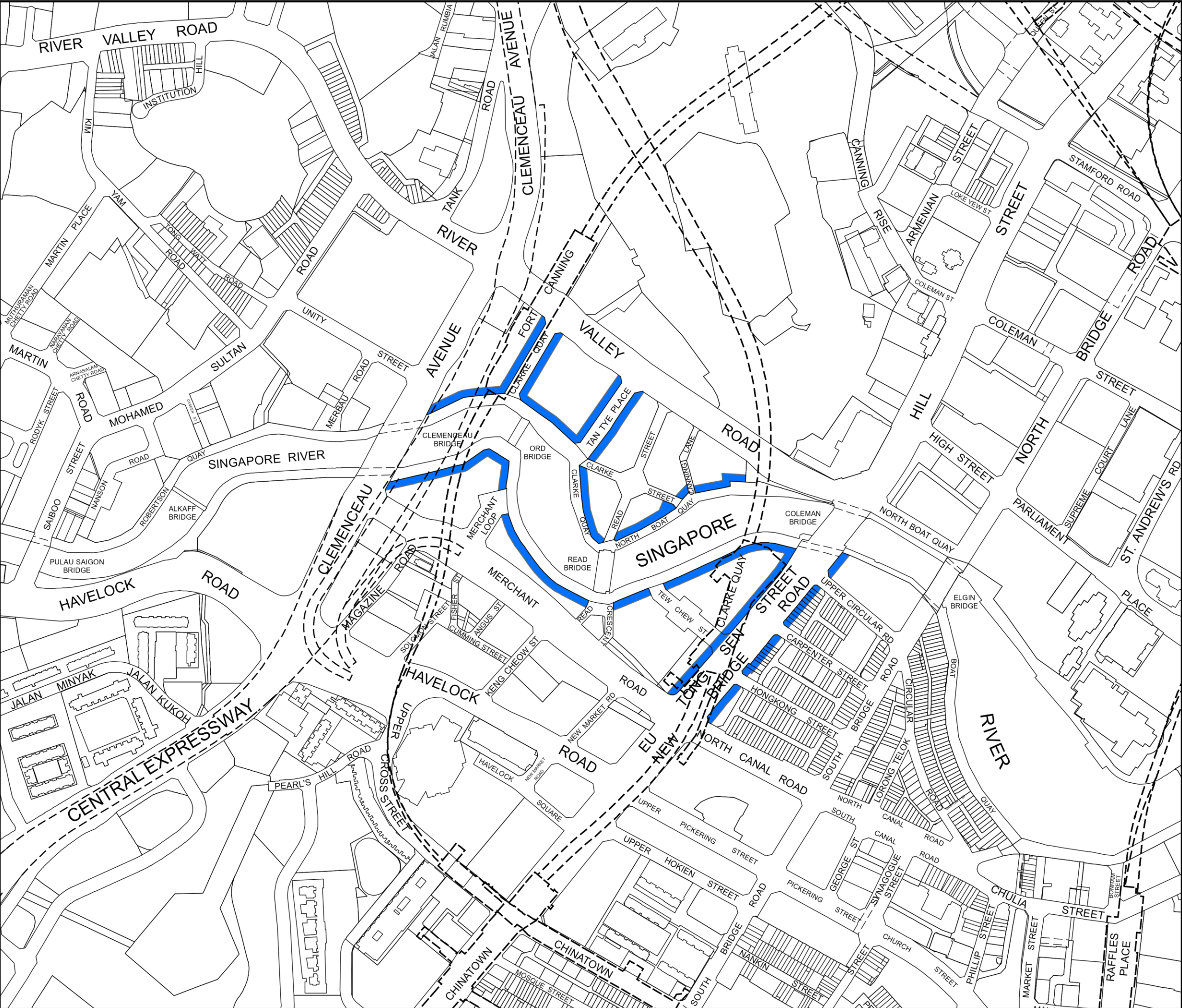
SCALE : NOT TO SCALE



DRWG NO : CP/2021/005
DATE : JUN 2021
GROUP : CUDG

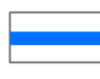


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DRAWING TITLE :
**LOCATION PLAN
- SINGAPORE RIVER AREA**

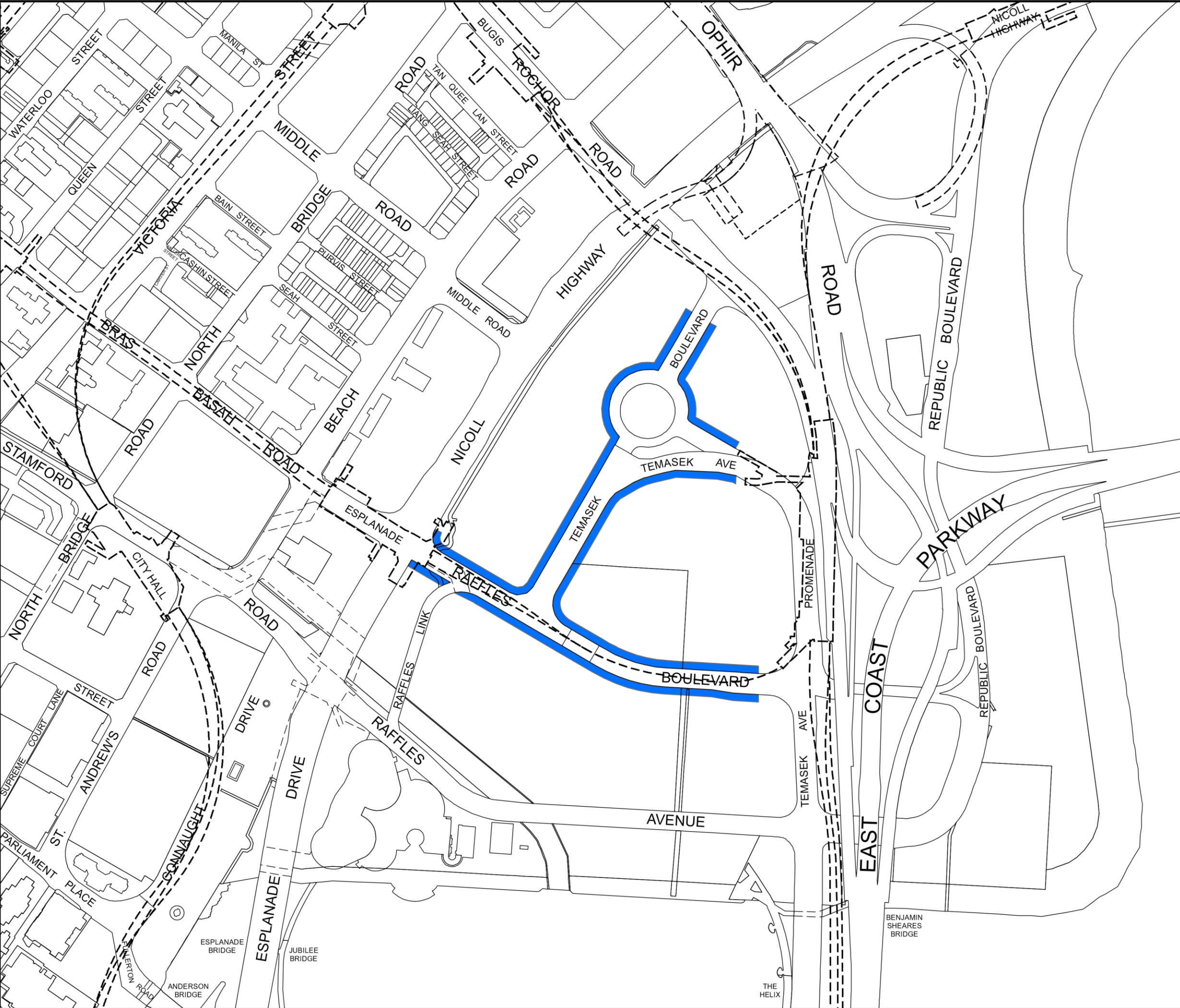
SCALE : NOT TO SCALE



DRWG NO : CP/2021/006
DATE : JUN 2021
GROUP : CUDG



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DRAWING TITLE :
**LOCATION PLAN
- MARINA CENTRE AREA**

SCALE : NOT TO SCALE



DRWG NO : CP/2021/007
DATE : JUN 2021
GROUP : CUDG

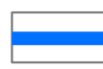


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GUIDELINES FOR
OUTDOOR SIGNS
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LEGEND

-  BUILDING FACADES ALONG DESIGNATED ROUTES WHERE ADVERTISEMENTS ARE ALLOWED
-  RAFFLES PLACE PARK

- Notes:
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 - 2) Where advertisements are located close to residential developments, signs will only be considered where they do not cause disamenity to residents.

DRAWING TITLE :
LOCATION PLAN
- RAFFLES PLACE AREA

SCALE : NOT TO SCALE



DRWG NO : CP/2021/008
DATE : JUN 2021
GROUP : CUDG



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GUIDELINES FOR OUTDOOR ADVERTISEMENT SIGNS IN RAFFLES PLACE (DOWNTOWN CORE PLANNING AREA)

Raffles Place is one of the core commercial areas of Singapore Central Business District (CBD), and is home to Raffles Place Park, a key public space within the city centre. Guidelines for outdoor advertisement signs in Raffles Place have been in place since 2009 to ensure that they are compatible with our CBD's image as a global business and financial hub. These guidelines help ensure that the streets and skyline remain attractive and not visually marred by the proliferation of advertisement signs. Advertisement signs are hence only allowed on building facades fronting Raffles Place Park, along the designated signage route.

In consultation with stakeholders, the guidelines have been revised to allow for more flexibility in the placement of signs on the buildings while respecting the need for Raffles Place Park to remain as a shared public space with minimised visual clutter, light and noise pollution.

Details of the guidelines are set out below.

Parameters	Requirements
Size and Location	Only one advertisement sign is allowed on each building. The advertisement sign shall not negatively impact the overall architectural design of the building façade, or visually dominate Raffles Place Park. It should not cover more than 20% of the façade or exceed 100sqm in size, whichever is lesser. The sign should also be placed within the podium facade and/or up to a maximum height of 20m measured from the walkway level, whichever is lower.

Animation	Animated signs (e.g. video screens) are generally not allowed, except at specified localised areas (One Raffles Place and 30 Raffles Place), to minimise visual clutter, light and noise pollution within Raffles Place Park. The animated signs are subject to compliance with respective guidelines on illumination and audio levels. Digital LED displays may be used for the display of static, nonanimated signs. These shall have a minimum dwell time of 60 seconds per advertisement with no audio.
Illumination	Illuminated advertisement signs shall not cause visual disturbance to the occupants in neighbouring buildings and/or public in adjacent Raffles Place Park. Signage owners should consider dimming the brightness of the illuminated sign in the evenings and at night, to take into account the lower ambient light levels. In the event that complaints/feedback regarding disamenity posed by the illumination of the sign are received, the signage owner is required to take appropriate remedial action to address them, for example, by dimming the signage lighting to an acceptable level, reducing the operating hours of the signs, or revert to a non-illuminated signage.
Audio	Audio levels for animated signs shall not cause disamenity to the occupants in neighbouring buildings and/or public in adjacent Raffles Place Park, and shall take into consideration the ambient noise level and other animated signs in the precinct. In the event that complaints/feedback regarding disamenity posed by the audio level of the sign are received, the signage owner is required to take appropriate remedial action to address them, for example, by lowering the audio level to an acceptable level, or turning off the audio function.