

# Conservation Guidelines on Signage

[ Dated December 2011 ]

**Note:**

This is an extract taken from URA's Conservation Guidelines on 24 Apr 2012.  
For a full and up-to-date copy of the guidelines, you may visit URA's website at  
<http://www.ura.gov.sg/conservation/Cons%20Guidelines.pdf>

## **PART 4: SIGNAGE GUIDELINES**

Building signs have many functions. They also add interest and character to a building particularly if it is designated part of a conservation area.

### **4.1 SIGNS IN CONSERVATION AREAS**

Two types of signs are common in conservation areas.

#### **4.1.1 Traditional Signs**

These take the form of carved timber panels with gold-painted Chinese characters sometimes combined with English translations, and letterings/characters formed in plaster relief or painted onto timber boards or metal panels. The degree of embellishment varies considerably. Traditional signs are not self-illuminating.

Owners are to retain existing traditional signs that have acquired significance e.g. plaster relief signs on the outer face of columns, beams, friezes and pediments. They are part of the cultural history of the building and cannot be removed. However, they can be covered over with a new sign panel, if necessary, without damaging the original plaster reliefs.

The original building date on the facade or pediment cannot be removed or replaced.

#### **4.1.2 Contemporary Signs**

These are made usually of plastic with characters or words formed in contrasting colours, and can be lit from within their casings, ie self-illuminating. Some contemporary signs include painted metal panels and cloth banners to publicise events or promote sale.

### **4.2 DESIGN, LOCATION AND SIZE OF SIGNS**

Business signs are useful, interesting and attractive when thoughtfully and tastefully designed, and compatible with the character of the building and streetscape. As such, care is to be taken when designing such signs.

Signs are to be carefully positioned so that they are clear and easy to read from the street level and do not visually dominate the building. Most important of all, they do not cover or block any key architectural features.

A sensitively planned and designed sign will complement a building's heritage. The incorrect use of signage can severely compromise the character and unity of a building and its setting.

The following guidelines are applicable to business signs which also have to comply with the requirements of the relevant technical departments. Variations can be considered based on the merits of each case.

<b>SIGNAGE GUIDELINES</b>	
<b>KEY ELEMENTS</b>	<b>LOCATION / SIZE</b>
<b>A. Forecourt Wall</b>	<p>Signs can be mounted on top or on the surface of a forecourt wall.</p> <p>They are to be confined within the width or surface area of the wall, and do not cover or block any architectural features.</p> <p><a href="#">See Figure 1</a></p>
<b>B. Front Facade</b>	
<b>B1. Shopfront &amp; Residential Front</b>	<p>For a shopfront (either full-width or with side staircase entrance), signs can be mounted within the transom panel.</p> <p>For an original residential front, signs can be mounted above the entrance door and are not to exceed the width of the door.</p> <p><a href="#">See Figure 2</a></p>
<b>B2. Five- Foot Way</b>	<p>Signs can be suspended within the clear width between the column and the party wall. The underside of the sign is to have a minimum headroom clearance of 2500mm above the walkway level.</p> <p><a href="#">See Figure 3</a></p>
<b>B3. First Storey Column</b>	<p>Signs can be projected from a column or mounted on the surface of column.</p> <p>For signs projected from a column, the following are applicable :</p> <ul style="list-style-type: none"> <li>(a) They are located at the left hand side of the building as viewed from the road.</li> <li>(b) They do not exceed the height of the column shaft.</li> <li>(c) They do not project beyond existing roadside drain at first storey.</li> <li>(d) The width is not more than 600mm.</li> <li>(e) The underside of the sign is to have a minimum headroom clearance of 2500mm above the walkway level.</li> </ul> <p>For signs on the surface of column, individual letters or sign panel cannot be larger than the surface of the column and must follow the shape of the column.</p> <p><a href="#">See Figure 4</a></p>

<b>SIGNAGE GUIDELINES</b>	
<b>KEY ELEMENTS</b>	<b>LOCATION / SIZE</b>
<b>B4. Frieze</b>	<p>Individual letters or sign panel can be mounted within a frieze or suspended from a frieze.</p> <p><a href="#">See Figure 5</a></p>
<b>B5. Upper Storey Facade</b>	<p>Signs can be projected from an upper storey pilaster. They are to be located at the left hand side of the building as viewed from the road.</p> <p>The overall height of the sign (inclusive of the suspension brackets) cannot exceed the shaft of the pilaster.</p> <p>The width of the sign is not more than 600mm, and the width for brackets is not more than 200mm.</p> <p><a href="#">See Figure 6</a></p> <p>For a building of Art Deco or Modern style, individual letters sensitively planned and designed, can be mounted on the facade. They cannot cover or block any architectural features.</p> <p><a href="#">See Figure 7</a></p>
<b>C. End Gable Wall</b>	<p>Sign can be mounted within the width of an entrance to a five-foot way and a door to the upper storey, where applicable.</p> <p>Variations in the size and location can be considered on merits of the case if they meet the following criteria:</p> <ul style="list-style-type: none"> <li>(a) The sign is attractively designed.</li> <li>(b) It comprises mural painting on the wall, individual letters and graphics, or flat-mounted display panels. Projected sign is not allowed.</li> <li>(c) The sign does not cover or block any architectural elements or features/ornaments.</li> <li>(d) It does not overwhelm or adversely impact on the architectural character of the building.</li> </ul> <p><a href="#">See Figure 8.</a></p>
<b>D. Rear Wall</b>	<p>Signs can be mounted above a rear door and not to exceed the width of the door. Variations can be considered based on the merits of the case.</p> <p><a href="#">See Figure 9.</a></p>

**Note:** Business signs can incorporate small advertisements, up to one-third of the overall content of each sign.

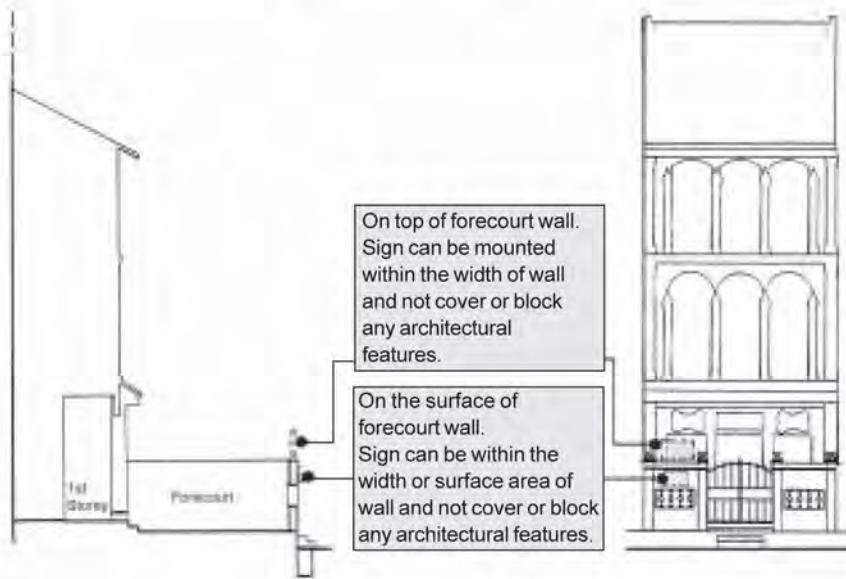
### **4.3 APPROVAL FOR CONSERVATION SIGNAGE**

All signage proposals within Conservation Areas (except for premium service) are to be submitted directly to the Advertising Licensing Section of the Building and Construction Authority (BCA).

Premium service for signage proposals is available at The URA Centre. A fee of \$40 (subject to GST) payable by cash, cashcard or NETS, will be charged and the submission is processed on-the-spot. Please note that this service is only for proposals that comply fully with the signage guidelines.

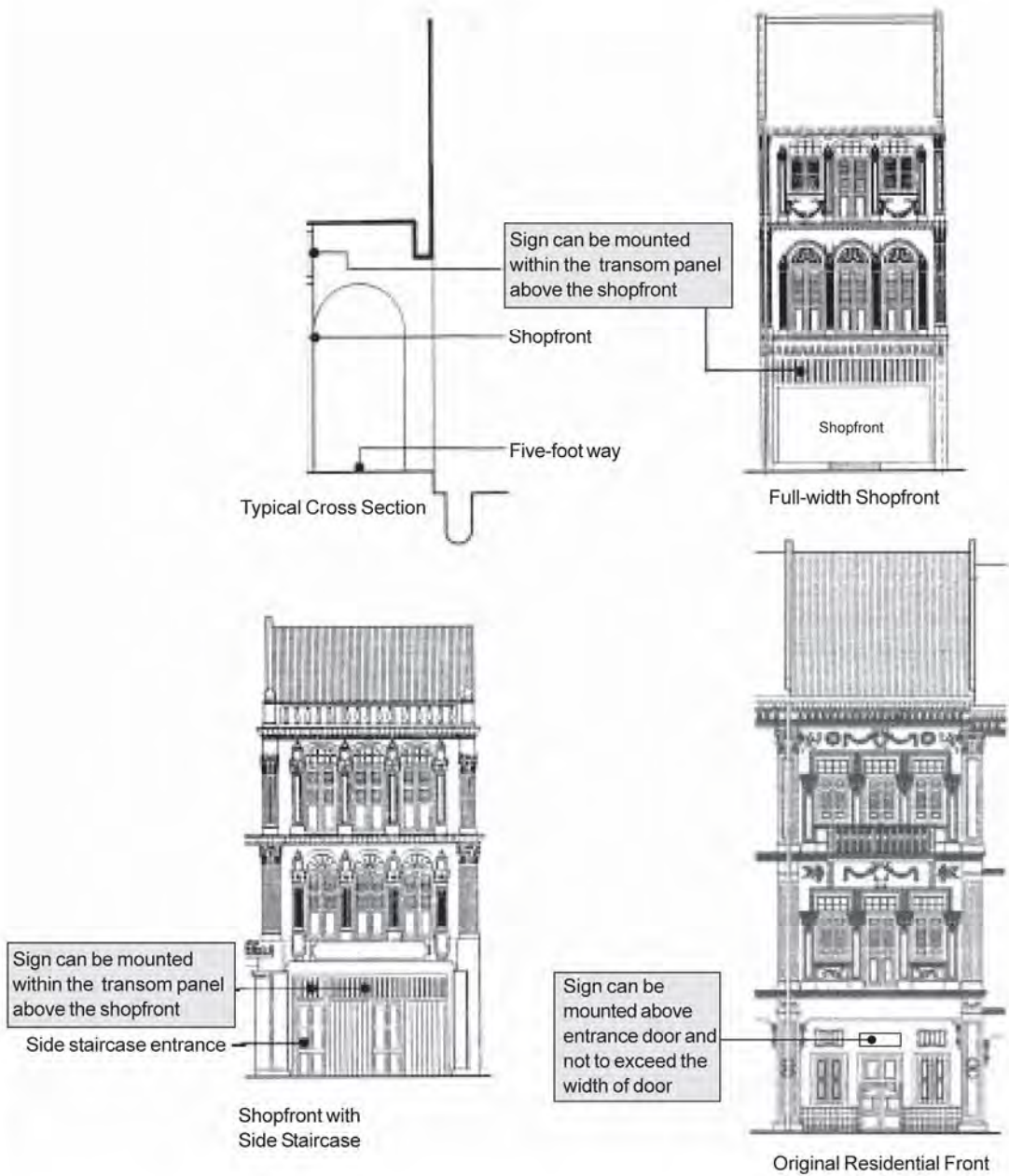
## Location and Size for Sign Display

Figure 1 : Forecourt Wall



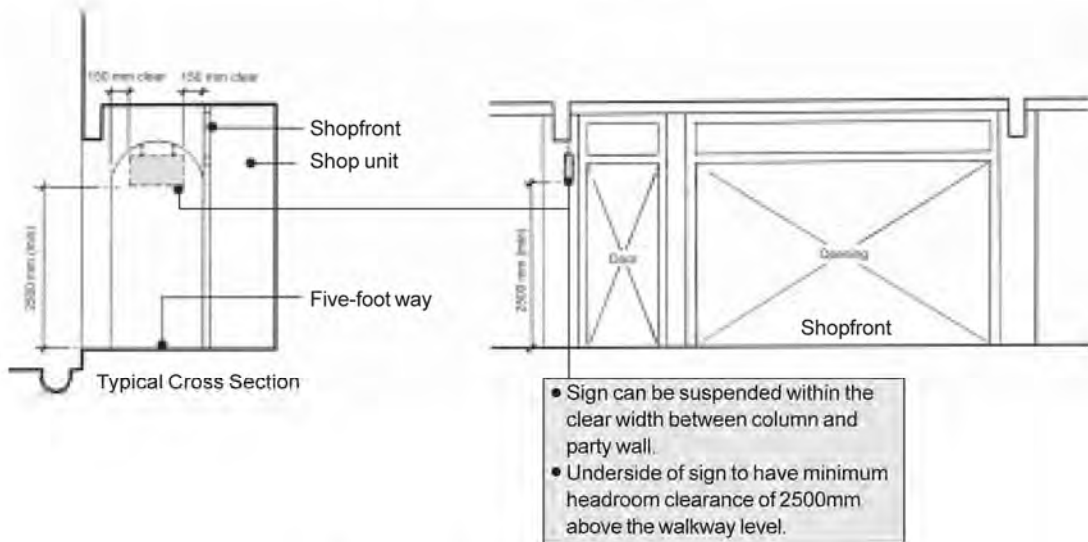
## Location and Size for Sign Display

Figure 2 : Shopfront

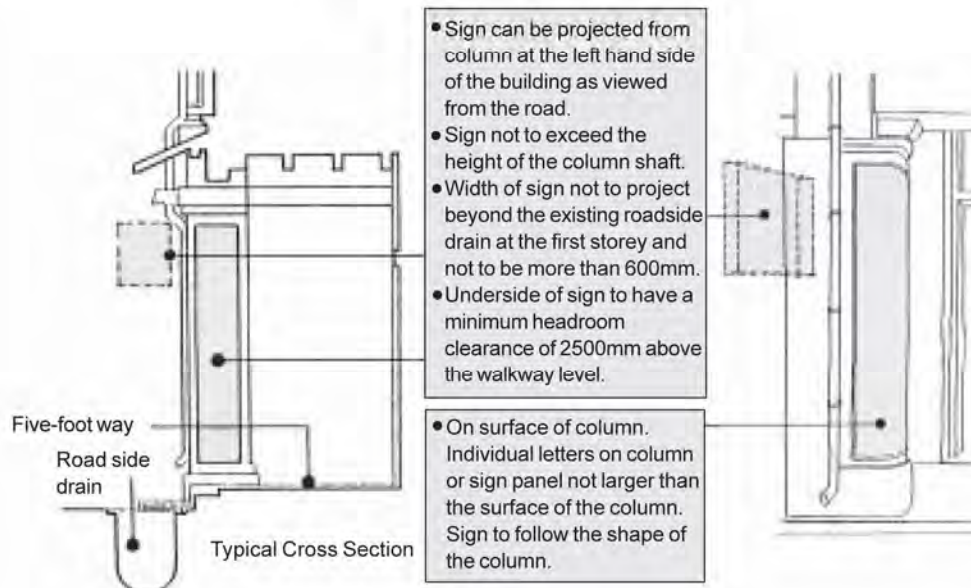


## Location and Size for Sign Display

### Figure 3 : Five-Foot Way



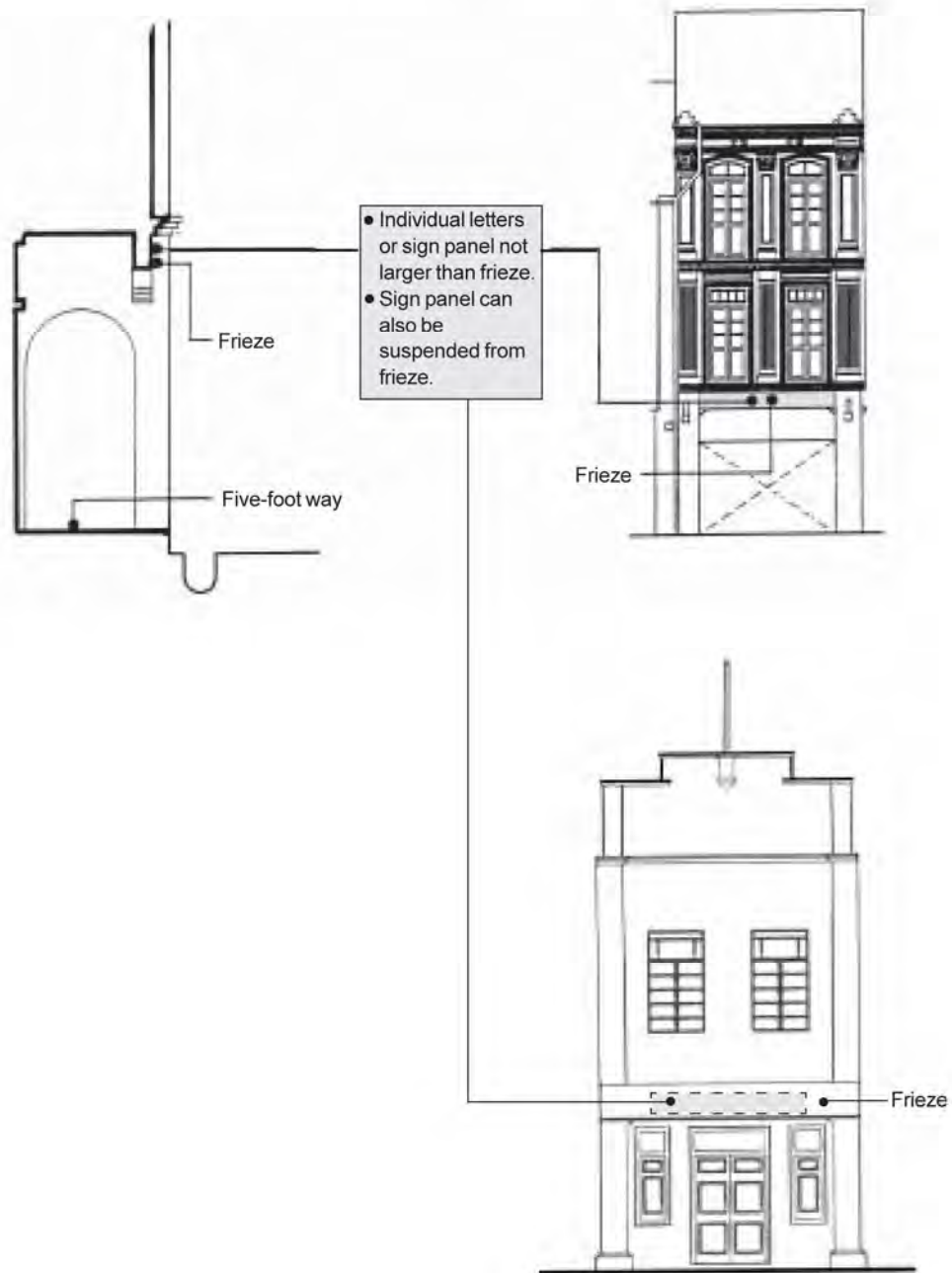
### Figure 4 : First Storey Column





## Location and Size for Sign Display

Figure 5 : Frieze



Location and Size for Sign Display

Figure 6: Upper Storey Pilaster

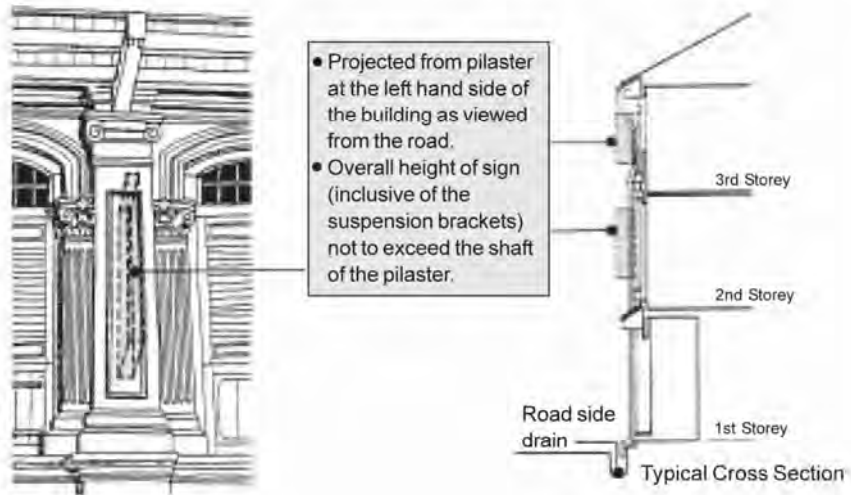
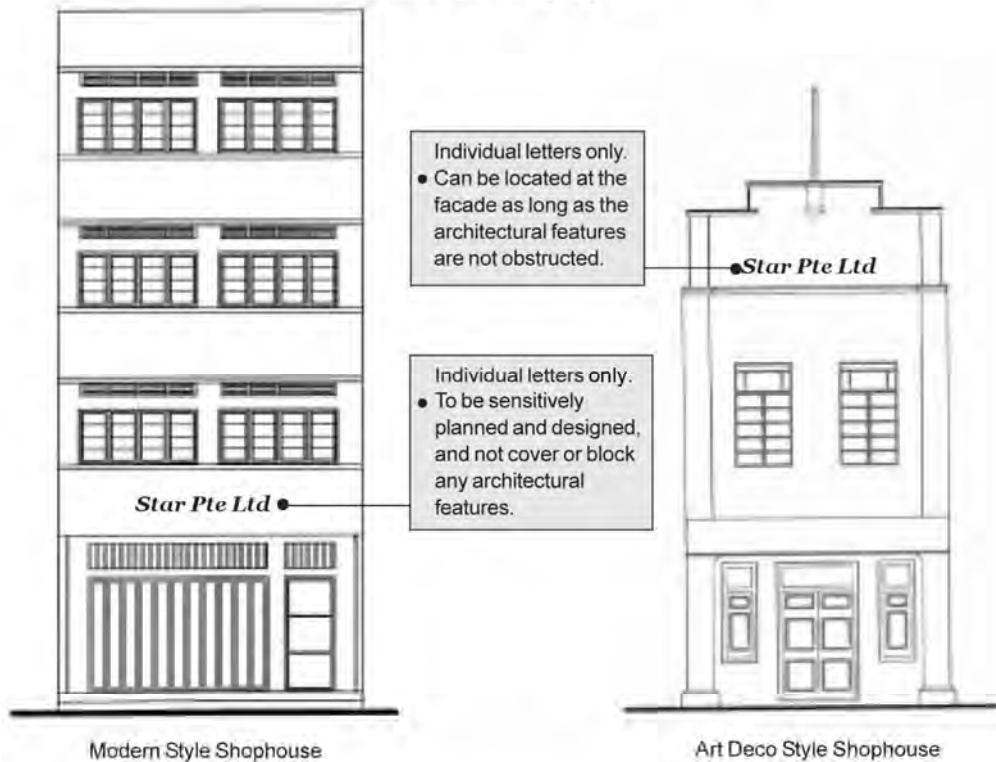
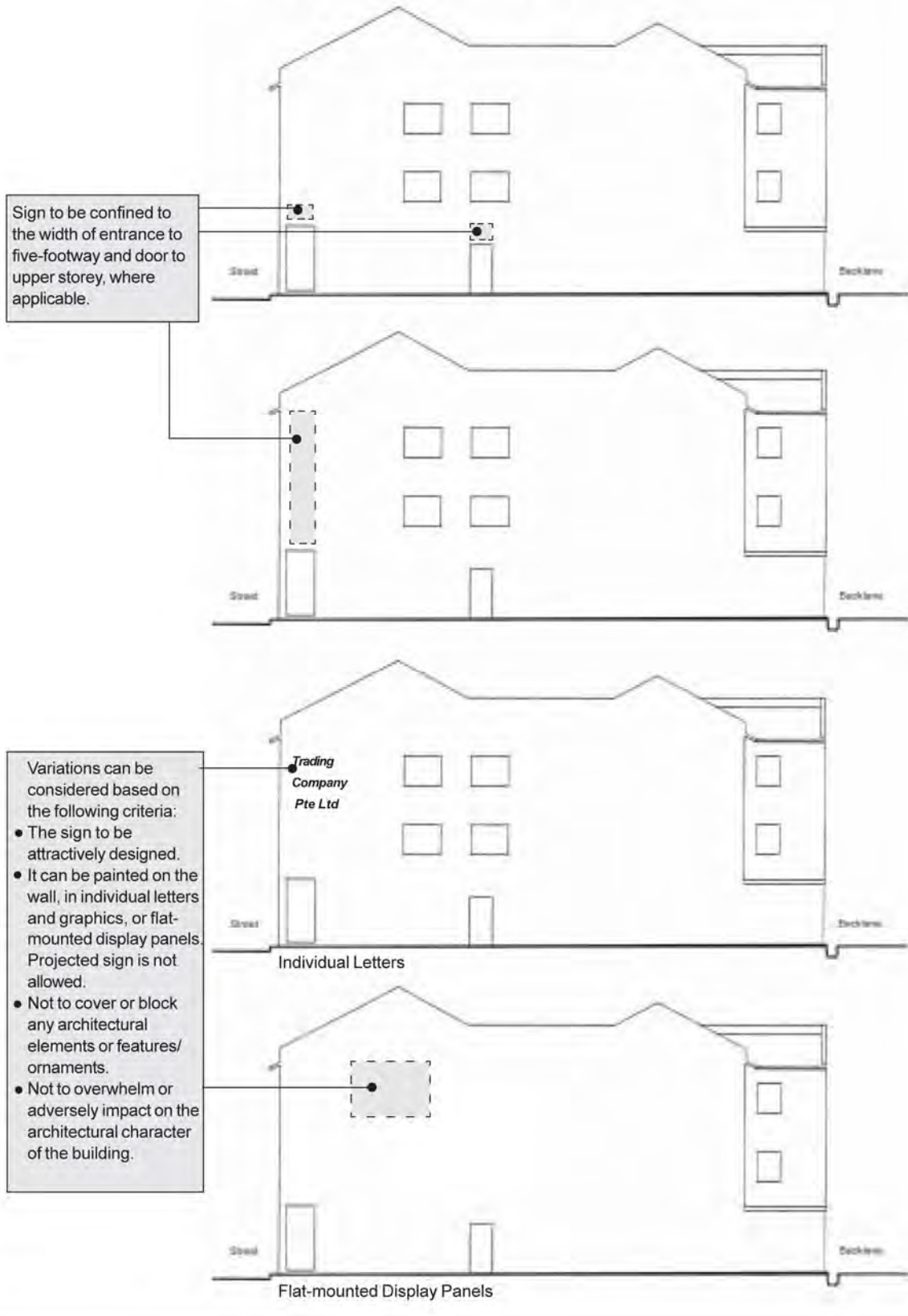


Figure 7: Front Facade (Building of Art Deco and Modern Style)



## Location and Size for Sign Display

### Figure 8: End Gable Wall



### Location and Size for Sign Display

Figure 9 : Rear Wall

