

Circular No : URA/PB/2019/16-CUDG  
Our Ref : DC/ADMIN/CIRCULAR/PB\_19  
APPBCA-2019-13  
Date : 2 Sep 2019

## **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**

2 Sep 2019

## **GUIDELINES FOR OUTDOOR EVENT SIGNAGE IN CENTRAL AREA**

1. Singapore's Central Area, including Orchard Road and Marina Bay, is host to many community, sporting or private events.
2. As part of such events, event organisers may put up temporary structures, such as stage and tentage, as well as event-related signs.
3. To provide better clarity on the types of temporary event-related signs that can be supported, and make the submission process simpler, the Urban Redevelopment Authority (URA), in consultation with the Building and Construction Authority (BCA), has reviewed the guidelines for temporary signs that are commonly put up for outdoor events located both within State land and public spaces on privately-owned land within the Central Area. The intention of the guidelines is to ensure the events-related signs are well placed and designed, and that the streetscape remains attractive and aligned with the overall character of the area. Please refer to Annex A for the guidelines.
4. The Building and Construction Authority (BCA) will adopt this set of guidelines when evaluating applications for advertisement licenses for all outdoor event-related signs.

## **Submission Requirements**

5. Applications to display these signs are to be made to Advertisement Licensing Department, BCA, prior to the installation of the signs. Submissions must be made in full compliance with the provisions of the Building Control (Advertisement) Regulations, the Building Control (Temporary Buildings) Regulations and the Guidelines for Outdoor Event Signage in Central Area. Please refer to BCA's website for details of the submission requirements.
6. Planning permission from URA is not required for putting up these temporary outdoor event signs.
7. BCA, on behalf of URA and the relevant Government agencies, reserve the right to turn down any application for the display of outdoor event-related signs where it could potentially lead to sensitivity in the community or if the proposal is contrary to the broader objectives of the planning intention for the area.
8. We would appreciate it if you could convey the contents of this circular to the relevant members of your respective organisations. The same set of guidelines will also be available at BCA's website <https://www.bca.gov.sg>. If you or your members have any queries concerning this circular, please email BCA at [bca.gov.sg/feedbackform](mailto:bca.gov.sg/feedbackform) and URA at [https://www.ura.gov.sg/feedbackWeb/contactus\\_feedback.jsp](https://www.ura.gov.sg/feedbackWeb/contactus_feedback.jsp).
9. 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). For feedback or enquiries, please [email](#) us.

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

## GUIDELINES FOR OUTDOOR EVENT SIGNAGE IN CENTRAL AREA

The guidelines for outdoor event signage aim to ensure that the signs are well placed and designed and contribute to an attractive urban environment along our streets and public spaces in the city.

### 1) Signs on Temporary Event Structures

- a) Signs are to be mounted neatly on the event structure/ tentage/ stage and should be of appropriate scale and proportion.



- b) Supporting elements such as brackets, timber strutting, wiring, etc. are to be properly secured, hidden from view or visually screened. Signs are not to be cantilevered from the event structure.



- c) Brand names and logos (i.e. without event details) are allowed.



- d) Direct sales and promotional messages highlighting discounts, prices, etc. are not allowed.



- e) The rear of all event structures is to be properly treated to screen the structure, e.g. with panelling or graphic designs. Blank walls are not allowed.



- f) Fixtures that form part of the display, e.g. props or event mascots outside a pop-up can be supported.



## 2) Signs on Temporary Event Barriers

- a) Signs can be mounted on temporary event barriers that are required for the event and shall display the name and details of the event.





- b) Product placement and advertisements including direct sales and promotional messages highlighting discounts, prices, etc. are not allowed.



- c) For events not exceeding three days, corporate branding signs can be supported on its own, i.e. without sponsorship text or event details.



- d) For events exceeding three days, corporate branding signs can only be supported when displayed together with event signage:
- If displayed together with event details on the same sign, corporate branding signs shall not form more than 50 percent of the total signage area;
  - If displayed as individual signs, corporate branding signs shall not exceed 50 percent of the total number of event barrier signs. Corporate branding signs can be displayed individually or in groups to alternate with the event signs.



### 3) Flags, inflatables and other standalone signs

- a) Standalone / freestanding signs such as inflatables, balloons, flag poles, banners and standees can be supported for events. All counter weights for the

signs are to be properly treated on all sides, i.e. no exposed concrete blocks and sandbags.



Inflatable



Balloon sign



Giant flag



Teardrop banner



Exposed counterweight/  
sandbags & brackets



Standees



Gantry sign

- b) Product placement and direct sales and promotional messages such as “Buy One Get One free” and “20% off” are not allowed.



- c) For events not exceeding three days, corporate branding signs can be supported on their own, i.e. without sponsorship text or event details.



- d) For events exceeding three days, corporate branding signs can only be supported when displayed together with event details:

- If displayed together with event details as part of the same sign, corporate branding signs shall not form more than 50 percent of the total signage area;
- If displayed as individual signs, corporate branding signs shall not exceed 50 percent of the total number of standalone signs. Corporate branding signs can be displayed individually or in groups to alternate with the event signs. In particular, for Marina Bay, the distance between the signs e.g. flags, tear drop banners, balloons shall not be less than 4m apart.



#### 4) Standalone 3D Advertisements/ Product Replicas

Standalone 3D displays can be supported only in conjunction with an event, e.g. movie promotion, flagship store opening, festive display.

Only the name/ logo and details of the event, and the sponsor name/ brand logo can be allowed as part of the display. Direct sales and promotional messages such as “Buy One Get One free” and “20% off” are not allowed.



Standalone billboards are not considered 3D displays and are not allowed, exception in conjunction with a gala movie premier event, for the duration of the event only.





## 5) Car Advertisements

Car displays are considered as a form of standalone product advertisements.

While there is no restriction on car displays at Orchard Road for car promotions/sales, for other locations in Central Area, car displays are only allowed in conjunction with events.

Event related messages such as “Official car sponsor of XXX event” or event title / information / details would need to be displayed on the car or the backdrop, and advertisements on the car / car functions, car manufacturer / distributor would not be permitted.



*Car promotion/ sales*



*Car display as part of an activity within an event*



*Car display as an integral part of an interactive event*

## 6) Floor Stickers

Floor stickers are not allowed unless they are displayed as a form of public art e.g. trick eye or graphic signs without commercial messages.



*Floor art not containing commercial branding*



*Floor advertising*



## 7) Event Signs on Buildings

Event signs are allowed on building facade to promote an event held within the building, subject to technical agencies requirements, for a display period up to the duration of the event. In general, name / logo and details of the event are to form part of the signage content. Direct sales and promotional messages such as “Buy One Get One free” and “20% off” are not allowed.

