

Dear Sir / Madam

We refer to the circular issued to the industry on 12 May 2026, on the amendments under the amended Building Control (Outdoor Advertising) (Amendment) Regulations 2026 (the “New Regulations”). We would like to highlight the following amendments that will affect you. The changes will come into effect on **2 November 2026**. You may wish to refer to the attached Cover Letter and Circular as attached.

2 Should you need clarifications, you may wish to contact BCA at <https://www.bca.gov.sg/feedbackform/> or call the BCA hotline at 1800 3425222.

Thank you.

Yours faithfully
Building Management Department
Building and Construction Authority

BCA Ref: **APPBCA-2026-08**

Building Plan & Management Group

12 May 2026

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 November 2026

NEW REQUIREMENTS UNDER THE BUILDING CONTROL (OUTDOOR ADVERTISING) (AMENDMENT) REGULATIONS 2026 AND THEIR COMMENCEMENT DATES

Objective

This circular notifies the industry of the changes to the Building Control (Outdoor Advertising) Regulations. These changes, as set out in the Building Control (Outdoor Advertising) (Amendment) Regulations 2026, will be gazetted on 1 October 2026 and will come into effect on **2 November 2026**.

2. In summary, the main changes are as follows. The detailed amendments are shown in **Annex A**.

- (a) The definitions for “advertisement and signboard” are revised in the Building Control (Outdoor Advertising) (Amendment) Regulations 2026 (the “New Regulations”) and the definition of “a series of signboards” is added. This is to ensure that the 2 types of signs are mutually exclusive to promote clarity and transparency. With the amendments, certain signages previously defined as “signboards” will be defined as “advertisements”, and in these cases, the relevant licensees will be required to comply with the appropriate requirements stipulated in the relevant guidelines and regulations.
- (b) The list of entities exempted from signboard and advertisement licensing requirements specified under Regulation 3(2) has been amended. Notwithstanding the exemptions granted, the exempted bodies are obligated to ensure compliance with **URA’s guidelines and BCA’s safety requirements**.

- (c) As part of our pro-business initiative, BCA has streamlined the licensing approval process to enhance efficiency for applicants. An express approval scheme is introduced under which licences may be granted based on information and declarations submitted by the applicant. Under this new process, applicants must submit all documents required under Regulations 7 and provide the necessary declarations to the Commissioner of Building Control (CBC). Upon payment of the licence fee, the licence will be generated and issued to the applicant. CBC will conduct random audit checks and revoke any licence if any information or declarations provided to the is found to be false or misleading.
- (d) Given the potential public safety implication posed by outdoor signboards, the maximum fine is increased from \$5,000 to \$20,000 and custodial sentence of up to 12 months has been introduced.
3. Please convey the contents of this circular to members of your organisation. Should you need clarification, you may wish to contact BCA at <https://www.bca.gov.sg/feedbackform/> or call the BCA hotline at 1800 3425222.
4. Thank you.

Yours faithfully,



ANN TANG
DIRECTOR, BUILDING MANAGEMENT DEPARTMENT
BUILDING PLAN AND MANAGEMENT GROUP
BUILDING AND CONSTRUCTION AUTHORITY
for COMMISSIONER OF BUILDING CONTROL

Annex A

**LIST OF AMENDMENTS UNDER BUILDING CONTROL (OUTDOOR ADVERTISING)
(AMENDMENT) REGULATIONS 2026**

Reg	Existing	Amendment
2	<p>“advertisement” means any logo, symbol, sign, notice, representation or other visual device that promotes any goods, brand of products, services or events and includes any logo, symbol, sign, notice or representation that is projected on to any external surface of a building or structure by light or any other means</p>	<p>Removed and replaced with “promotional sign”</p> <p>“promotional sign” means any advertising structure that displays —</p> <p>(a) promotional content; or</p> <p>(b) informational content relating to a place or premises other than the place or premises where the advertising structure is affixed to or a part of.</p> <p>“promotional content” means any information (whether in the form of a logo, symbol, notice, representation or other visual device) that promotes any goods, brand of product, services or events;</p> <p>“advertising structure” means any frame, panel, hoarding, object or other structure that is designed or used primarily for the display of any advertising, and includes any exterior surface of a building or structure on which is affixed or projected any advertising;</p> <p>“advertising” means promotional content or informational content or both;</p>
2	<p>“signboard” means any sign, notice, representation or other visual device containing all or any of the following information relating to the place or premises to which it is affixed:</p>	<p>“signboard” means an advertising structure that displays only informational content relating to the place or premises where the advertising structure is affixed to or a part of;</p>

	<p>(a) the identity or a description of the place or premises;</p> <p>(b) the identity or a description of any person residing or carrying on an occupation at the place or premises;</p> <p>(c) particulars of any business or occupation carried on at the place or premises, including any logo or symbol that identifies the business or occupation;</p> <p>(d) such written directions or cautions as are usual or necessary relating to the place or premises or any occupation carried on there;</p> <p>(e) particulars or notifications required or permitted to be displayed by any written law;</p> <p>(f) particulars relating to the services dealt with or provided at the place or premises,</p> <p>including the operating hours of the premises or the business conducted at the place or premises and the prices of the goods and services, but does not include any logo, symbol, sign, notice, representation or other visual device containing any other brand name or trade mark that promotes any goods or services;</p>	<p>“informational content”, in relation to a place or premises, means any of the following information, but does not include any promotional content:</p> <p>(a) the name, description or location of the place or premises;</p> <p>(b) the name, logo, symbol, operating hours or contact information of a business or occupation carried on at the place or premises;</p> <p>(c) the name or contact information of a person residing at or carrying on a business or occupation at the place or premises</p> <p>(d) any written direction or caution that is usual or necessary in relation to the place or premises, or any business or occupation carried on in that place or premises</p> <p>(e) any particulars or notification required or permitted to be displayed by any written law</p>
		<p>Added “series of related signboards” means 2 or more signboards (whether or not the same) relating to a single business or occupation carried on at the place or premises where the signboards are affixed to or a part of;</p>

<p>3</p>	<p>3(1) No person shall, without a licence, display or cause or permit to be displayed outdoors, whether on the exterior surface of any building or on any part of any premises, or on any free-standing advertising structure —</p> <p>(2) Notwithstanding paragraph (1), a licence shall not be required</p> <p>(a) for any signboard exhibited or caused or permitted to be exhibited by</p> <p>(i) any religious body;</p> <p>(ii) any Government-aided school; or</p> <p>(iii) any hospital, clinic, dispensary, nursing or welfare home or hospice, run by any charity (whether registered under the Charities Act (Cap. 37) or otherwise);</p>	<p>5.—(1) Regulation 4 does not apply to the exhibition of the following advertising structures:</p> <p>(e) a signboard that is exhibited, or caused or permitted to be exhibited —</p> <p>(i) by a religious body registered under [section 4 or 4A of] the Societies Act 1966;</p> <p>(ii) by a Government-aided school;</p> <p>(iii) by a hospital, clinic, dispensary, nursing or welfare home or hospice, that is run by a charity (whether registered under the Charities Act 1994 or otherwise);</p> <p>(iv) on any mission premises, consular premises or office of an international organisation;</p> <p>(f) any advertising structure exhibited —</p> <p>(i) by any ministry, department of the Government, organ of State or public body;</p> <p>(ii) on any stall within a hawker centre, food centre or market; or</p> <p>(iii) in any underpass, tunnel or mass rapid transit station;</p>
<p>4</p>	<p>Application for licence</p> <p>4.(1) An application for a licence or for a renewal of a licence in respect of any advertisement, animated billboard, balloon sign, directional sign, signboard or skysign shall be made to the Commissioner and be in such form and manner as the Commissioner may determine.</p>	<p>Application for licence</p> <p>7.—(1) A person may apply for a Category A or Category B licence to exhibit any advertising structure by submitting an application in accordance with paragraph (2).</p> <p>(2) An application mentioned in paragraph (1) must —</p>

<p>(2) The Commissioner may allow any application for a licence or for a renewal of a licence to be made by electronic means.</p> <p>(3) An application for a licence shall be accompanied by —</p> <p>(a) a sketch or photograph showing full details of the proposed subject-matter of the advertisement, animated billboard, balloon sign, directional sign, signboard or skysign;</p> <p>(b) a site plan showing the location of the advertisement, animated billboard, balloon sign, directional sign, signboard or skysign;</p> <p>(c) the appropriate licence fee specified in regulation 7;</p> <p>(d) structural and other plans and specifications in accordance with the building regulations if the advertising structure has an area that exceeds 10 square metres; and</p> <p>(e) such other documents, details or information as the Commissioner may require.</p> <p>(4) In considering whether to grant or renew a licence, the Commissioner shall consider the following:</p> <p>(a) the amenities of any place;</p> <p>(b) the aesthetics of the streetscape; and</p>	<p>(a) be made to the Commissioner in the form and manner required by the Commissioner; and</p> <p>(b) be accompanied by —</p> <p>(i) a sketch or photograph showing full details of the proposed subject matter of the advertising that is intended to be displayed on the advertising structure;</p> <p>(ii) a site plan showing the location of the advertising structure;</p> <p>(iii) if the Commissioner specifically requires — a declaration in the form and manner specified by the Commissioner that the advertising structure complies with the applicable requirements relating to that advertising structure; and</p> <p>(iv) any other documents, details or information that the Commissioner may require.</p> <p>(3) Upon receiving an application, the Commissioner may —</p> <p>(a) if the application is accompanied by a declaration mentioned in paragraph (2)(b)(iii) — on the basis of the declaration and without considering the factors mentioned in paragraph (4), grant a licence for the advertising structure in question on payment of the appropriate licence fee; or</p> <p>(b) in any other case — after considering the factors mentioned in paragraph (4) —</p> <p>(i) grant a licence for the advertising structure in question on payment of the appropriate licence fee; or</p> <p>(ii) refuse the application.</p>
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	<p>(c) the amenities of any historic or public building or monument or of any place frequented by the public solely or mainly on account of its beauty or historic interest.</p> <p>(5) A licence may be granted or renewed subject to such conditions and restrictions as the Commissioner may think fit.</p> <p>(6) A licence shall not be transferable.</p> <p>(7) Every advertisement, animated billboard, balloon sign, directional sign, signboard or skysign for which a licence is granted shall bear the licence number of the licence.</p>	<p>(4) The factors are —</p> <p>(a) the amenities of any place;</p> <p>(b) the aesthetics of the streetscape; and</p> <p>(c) the amenities of any historic or public building or monument or of any place frequented by the public solely or mainly on account of its beauty or historic interest.</p> <p>(5) A licence may be granted subject to any condition or restriction that the Commissioner thinks fit.</p> <p>(6) A licence is not transferable.</p> <p>(7) In this regulation, “applicable requirements”, in relation to an advertising structure, means the requirements relating to that advertising structure which are included in any guidelines —</p> <p>(a) issued by any Government department or any public authority constituted by any written law; and</p> <p>(b) made available on the Internet website https://go.gov.sg/bca-oa-requirements</p>
12	<p>12. Any person who contravenes regulation 3 (1), 6 (1) and (4), 8, 9, 10 (3) or 11 (4) shall be guilty of an offence and shall be liable on conviction to a fine not exceeding \$5,000.</p>	<p>16.—(1) Any person who, without reasonable excuse, contravenes regulation 4, 11(1), 12, 13, 14(4) or 15(4) shall be guilty of an offence and shall be liable on conviction to a fine not exceeding \$20,000 or to imprisonment for a term not exceeding 12 months or to both.</p>

12 May 2026

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Objective

We refer to the circular issued to the industry on 12 May 2026, on the amendments under the amended Building Control (Outdoor Advertising) (Amendment) Regulations 2026 (the “New Regulations”). We would like to highlight the following amendments that will affect you. The changes will come into effect on **2 November 2026**.

2. The changes are as follows:

- (a) The definitions for “advertisement” and “signboard” are revised in the Building Control (Outdoor Advertising) (Amendment) Regulations 2026 (the “New Regulations”) and the definition of “a series of signboards” is added. With the revisions, certain signages previously defined as “signboards” will be defined as “advertisements”, and in these cases, the relevant licensees will be required to comply with the appropriate requirements stipulated in the guidelines and regulations. You will be notified if your signage is affected and details of the transition will be advised.
- (b) As part of our pro-business initiative, BCA has streamlined the licensing approval process to enhance efficiency for applicants. We have introduced an express approval scheme under which licences may be granted based on information and declarations submitted by the applicant. Under this new process, applicants must submit all documents required under Regulations 7 and provide the necessary declarations to the Commissioner of Building Control (CBC). Upon payment of the licence fee, the licence will be generated and issued to the applicant. CBC will conduct random audit checks and revoke any licence if any information or declarations provided to the is found to be false or misleading.
- (c) Given the potential public safety implication posed by outdoor signboards, it is necessary to enhance the prescribed maximum penalties to strengthen the deterrence effect of penalties that may be imposed. Accordingly, the maximum fine that may be imposed in respect of contraventions has been increased from \$5000 to \$20,000 and custodial sentences of up to 12 months have been introduced.

3 Should you need clarifications, you may wish to contact BCA at <https://www.bca.gov.sg/feedbackform/> or call the BCA hotline at 1800 3425222.

4 Thank you.

Yours faithfully,



ANN TANG
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