



Signages : Do It Right

A guide for shophouses

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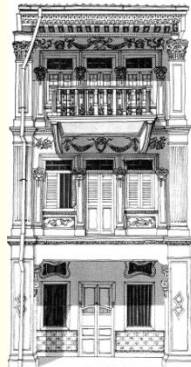
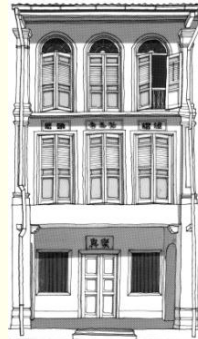
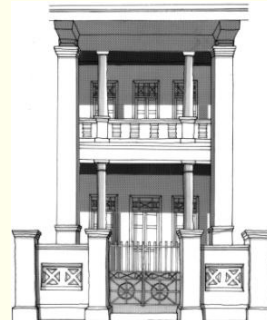
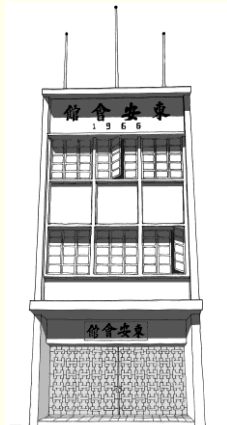
Why This Guide?

As owners of businesses within conservation areas, you play an important role in ensuring that the signs are carefully positioned so that they do not visually dominate the building. Most important of all, the signs should not obscure any key architectural features.

A sensitively planned and designed sign will complement the character and historic streetscape of a conservation area.

The style of the shophouse will also affect where you can place your sign. Different shophouse styles have different ornamental features. It is important to place the signs at the correct location so as to complement the style of that particular shophouse. The following page shows the main features of the different shophouse styles.

Know your Shophouse Styles

		Early Shophouse Style	First Transitional Shophouse Style	Late Shophouse Style	Second Transitional Shophouse Style	Art Deco Shophouse Style	Modern Shophouse Style
typology	shophouse illustration	Shophouses of this style are shorter and have one or two timber windows on the upper storey facade. The early builders made use of locally-sourced construction materials. Plaster ornamentation is minimal.	With increased wealth and an influx of skilled labour, shophouses became taller and decorated with plaster and tile. Addition of small panels of glass into the timber windows became increasingly common.	This is the most spectacular style, particularly in the extensive use of plaster, tile and cast iron ornamentation. Each upper storey facade has three windows with minimal wall in between for maximum ventilation.	Shophouses of this style are simpler and more streamlined as builders began to cut down on the use of ornamentation; perhaps as a reaction to the exuberant spirit of the Late style and to the economic situation of the time.	The Art Deco style is typified by streamlining of classical motifs such as column orders, arches and pediments into geometric designs. A common feature is a plaque with the date of the building's construction. Shanghai Plaster was also a popular surface treatment.	Common features are the innovative use of thin concrete fins and air vents which are functional as well as decorative. Flat roofs became the norm. Mild steel windows complemented the geometric facade.
		 9 Erskine Road	 120 Telok Ayer Street	 21 Bukit Pasoh Road	 10 Stanley Street	 30 Bukit Pasoh Road	 285 New Bridge Road
		1840	1900	1910	1930	1940	1950
timeline	1840 – 1900		Early 1900s		Late 1930s		1950 - 1960
			1900 - 1940		1930 - 1960		

Types of Signs : Traditional Signs

Traditional signs are an important part of the historical, architectural and visual environment in conservation areas.

Some take the form of carved timber panel with gold-painted Chinese characters and sometimes with English translations. Others have letterings and characters formed with moulded plaster on the outer face of columns, beams, friezes and pediments. They indicate the year of construction, company name or original building use.

Even if they are no longer relevant to the current business, they help to record the history of a building and street. They should not be removed from the building façade but can be painted the same colour as the background wall.

Any new sign proposed over the traditional moulded sign is subject to URA's evaluation.



Traditional moulded signs

Types of Signs: Traditional Signs



Carved timber panel with gold characters



Traditional moulded signs



Traditional moulded signs with year of construction



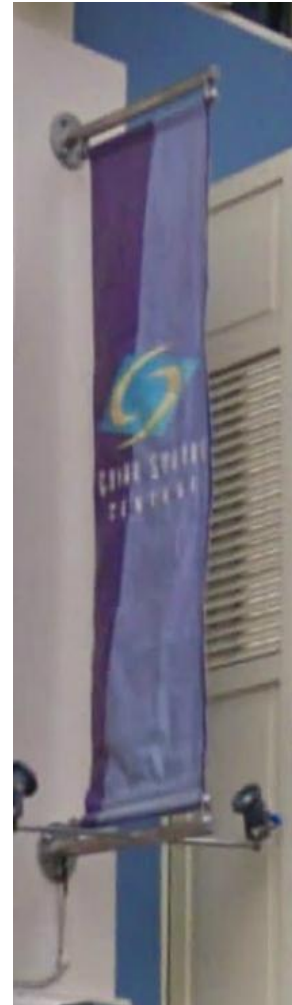
Types Of Signs: Contemporary Signs

Contemporary signs are made usually of acrylic with characters or words formed in contrasting colours and can be lit from within their casings to make them more attractive and eye-catching.



Types Of Signs: Temporary Signs

Temporary signs are in the form of cloth or canvas banner for display over a short period.



Signage Guidelines

Signage Guidelines : Front Facade

Early Shophouse



Residential Front

- Sign can be mounted above the entrance door and is not to exceed the width of the door



Five-Foot Way

- Sign can be suspended within the clear width between column and party wall
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



Allowable location for cut-out or panel signs.
Cut-out signs are preferred.

Signage Guidelines : Front Facade

First Storey Column

- Sign can be projected from the column at the left hand side of the building as viewed from the road
- Sign does not exceed the height of the column shaft
- Width of sign does not project beyond the existing roadside drain at the first storey and is not more than 600mm
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level
- Individual letters on column or sign panel is not larger than the surface of the column. Sign follows the shape of the column



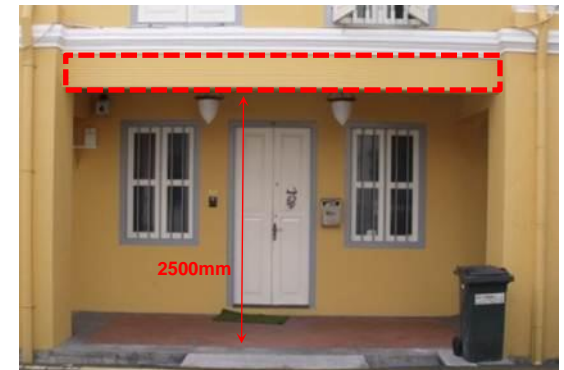
Upper Storey Pilaster

- Sign can be projected from pilaster at the left hand side of the building as viewed from the road
- Overall height of sign (inclusive of the suspension brackets) does not exceed the shaft of the pilaster



Frieze

- Sign panel can be placed on or suspended from the frieze
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



Allowable location for cut-out or panel signs. Cut-out signs are preferred.

Signage Guidelines : Front Facade

First Transitional Shophouse



Residential Front


- Sign can be mounted above the entrance door and does not exceed the width of the door



Five-Foot Way

- Sign can be suspended within the clear width between column and party wall
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



 Allowable location for cut-out or panel signs. Cut-out signs are preferred.

Signage Guidelines : Front Facade

First Transitional Shophouse

First Storey Column

- Sign can be projected from the column at the left hand side of the building as viewed from the road
- Sign does not exceed the height of the column shaft
- Width of sign does not project beyond the existing roadside drain at the first storey and is not more than 600mm
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



First Storey Column

(Sign on surface of column)

- Individual letters on column or sign panel not larger than the surface of the column
- Sign follows the shape of the column



Upper Storey Pilaster

- Sign can be projected from the pilaster at the left hand side of the building as viewed from the road
- Overall height of sign (inclusive of the suspension brackets) does not exceed the shaft of the pilaster



Suspended sign

Frieze

- Sign panel can be placed on or suspended from a frieze (subject to the merits of the design)
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



Allowable location for cut-out or panel signs.
Cut-out signs are preferred.

Signage Guidelines : Front Facade

Late Shophouse



Residential Front

- Sign can be mounted above the entrance door and does not exceed the width of the door



Five-Foot Way

- Sign can be suspended within the clear width between column and party wall
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



Walkway level with finishes →



Allowable location for cut-out or panel signs.
Cut-out signs are preferred.

Signage Guidelines : Front Facade

Late Shophouse

First Storey Column

- Sign can be projected from the column at the left hand side of the building as viewed from the road
- Sign does not exceed the height of the column shaft
- Width of sign does not project beyond the existing roadside drain at first storey and is not more than 600mm
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level

200mm
(max)

600mm
(max)

2500mm
(min)



First Storey Column

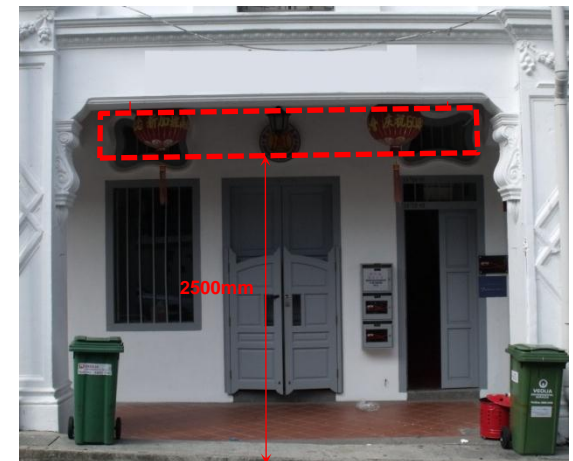
(Sign on surface of column)

- Individual letters on column or sign panel are not larger than the surface of the column
- Sign follows the shape of the column



Frieze

- Individual letters or sign panel can be mounted within a frieze
- Sign panel can also be suspended from a frieze
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



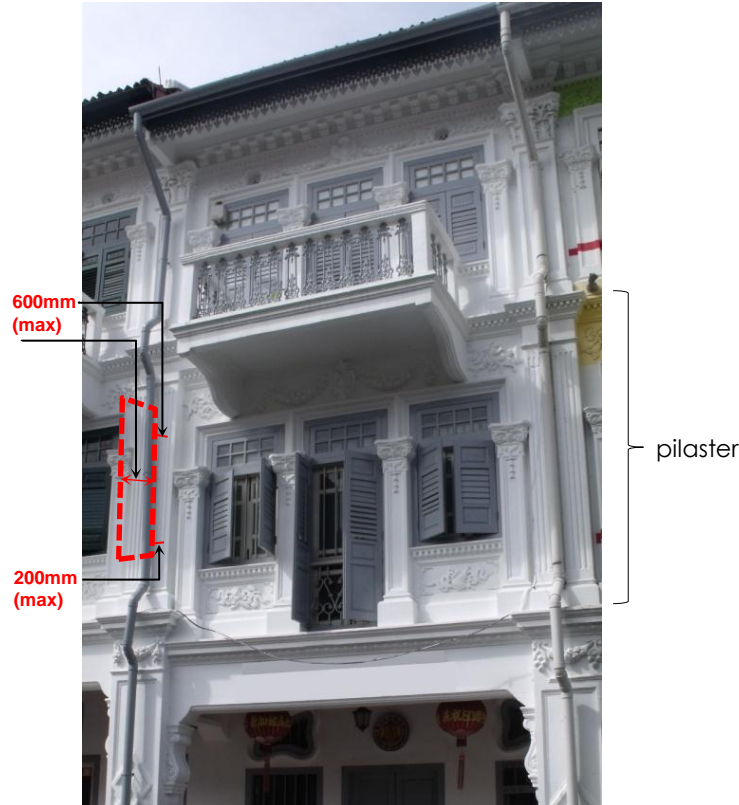
Allowable location for cut-out or panel signs.
Cut-out signs are preferred.

Signage Guidelines : Front Facade

Late Shophouse

Upper Storey Pilaster

- Sign can be projected from the pilaster at the left hand side of the building as viewed from the road
- Overall height of sign (inclusive of the suspension brackets) does not exceed the shaft of the pilaster



Allowable location for cut-out or panel signs.
Cut-out signs are preferred.

Signage Guidelines : Front Facade

Second Transitional Shophouse



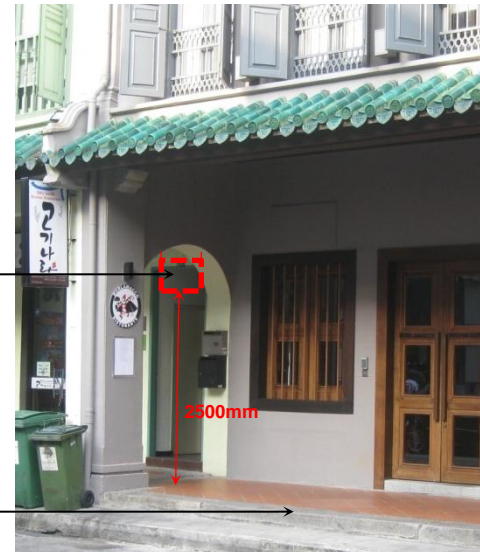
Residential Front

- Sign can be mounted above the entrance door and does not exceed the width of the door



Five-Foot Way

- Sign can be suspended within the clear width between column and party wall
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



Allowable location for cut-out or panel signs.
Cut-out signs are preferred.

Signage Guidelines : Front Facade

Second Transitional Shophouse

First Storey Column

- Sign can be projected from the column at the left hand side of the building as viewed from the road
- Sign does not exceed the height of the column shaft
- Width of sign does not project beyond the existing roadside drain at the first storey and is not more than 600mm
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



First Storey Column

(Sign on surface of column)

- Individual letters on column or sign panel are not larger than the surface of the column
- Sign follows the shape of the column



Upper Storey Pilaster

- Sign can be projected from pilaster at the left hand side of the building as viewed from the road
- Overall height of sign (inclusive of the suspension brackets) does not exceed the shaft of the pilaster



Frieze

- Sign panel can be suspended from a frieze
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



Allowable location for cut-out or panel signs. Cut-out signs are preferred.

Signage Guidelines : Front Facade

Art Deco Shophouse



Traditional moulded signs are to be retained

Residential Front

- Sign can be mounted above the entrance door and is not to exceed the width of the door



Five-Foot Way

- Sign can be suspended within the clear width between column and party wall
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



Walkway level with finishes



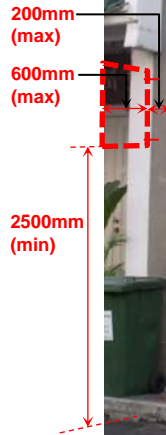
Allowable location for cut-out or panel signs. Cut-out signs are preferred.

Signage Guidelines : Front Facade

Art Deco Shophouse

First Storey Column

- Sign can be projected from column at the left hand side of the building as viewed from the road
- Sign does not exceed the height of the column shaft
- Width of sign does not project beyond the existing roadside drain at the first storey and is not more than 600mm
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



First Storey Column

(Sign on surface of column)

- Individual letters on column or sign panel are not larger than the surface of the column
- Sign follows the shape of the column



Frieze

(Within the frieze)

- Individual letters can be mounted within the frieze



Frieze

(Suspended from frieze)

- Sign panel can be suspended from a frieze
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



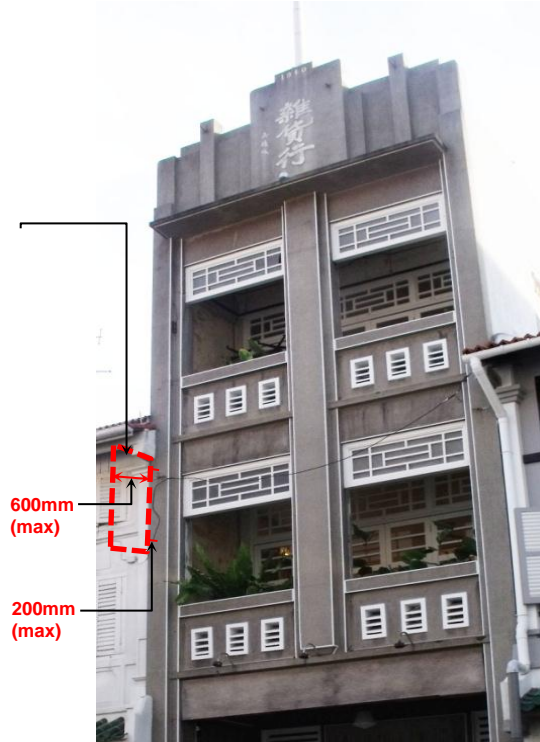
Allowable location for cut-out or panel signs. Cut-out signs are preferred.

Signage Guidelines : Front Facade

Art Deco Shophouse

Upper Storey Pilaster

- Sign can be projected from the pilaster at the left hand side of the building as viewed from the road
- Overall height of sign (inclusive of the suspension brackets) does not exceed the shaft of the pilaster



Allowable location for cut-out or panel signs.
Cut-out signs are preferred.

Upper Storey Facade (Individual letters only)

- Traditional moulded signs are to be retained. They can be painted the same colour as the background wall

- Individual letters can be mounted at the frieze



Signage Guidelines : Front Facade

Modern Shophouse



Shopfront

- Sign can be mounted above the entrance door and is not to exceed the width of the door



Five-Foot Way

- Sign can be suspended within the clear width between column and party wall
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



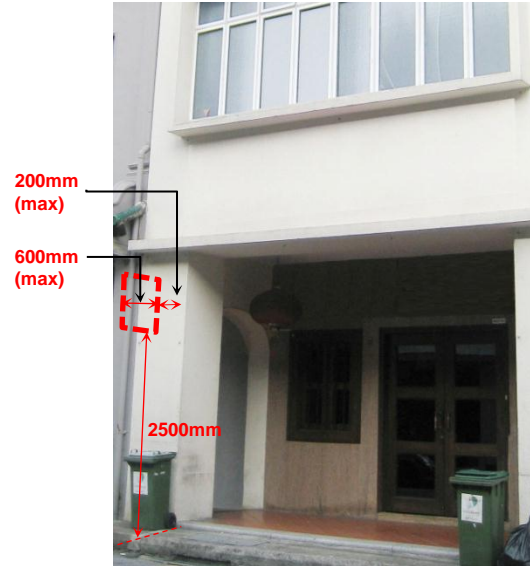
Allowable location for cut-out or panel signs.
Cut-out signs are preferred.

Signage Guidelines : Front Facade

Modern Shophouse

First Storey Column

- Sign can be projected from the column at the left hand side of the building as viewed from the road
- Sign does not exceed the height of the column shaft
- Width of sign does not project beyond the existing roadside drain at the first storey and is not more than 600mm
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



First Storey Column

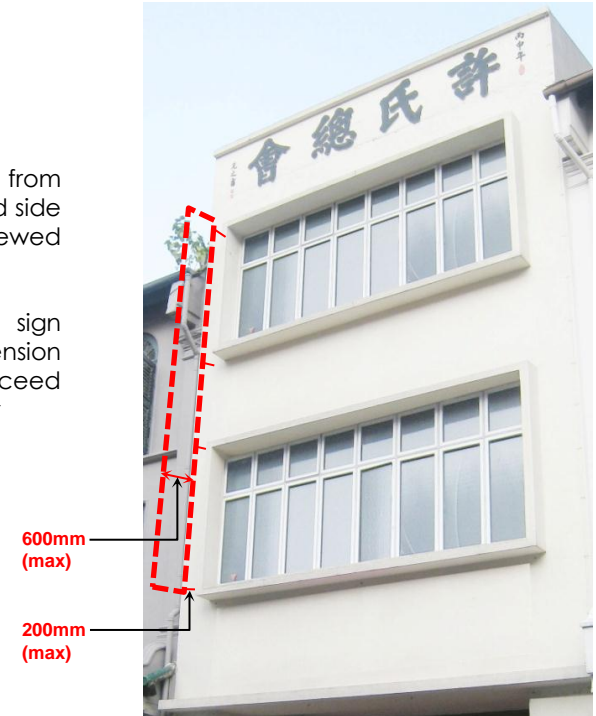
(Sign on surface of column)

- Individual letters on column or sign panel are not larger than the surface of the column
- Sign follows the shape of the column



Upper Storey Pilaster

- Sign can be projected from pilaster at the left hand side of the building as viewed from the road
- Overall height of sign (inclusive of the suspension brackets) does not exceed the shaft of the pilaster



Frieze

(Suspended from frieze)

- Sign panel can be suspended from a frieze
- Underside of sign has a minimum headroom clearance of 2500mm above the walkway level



Allowable location for cut-out or panel signs.
Cut-out signs are preferred.

Signage Guidelines : Front Facade

Modern Shophouse

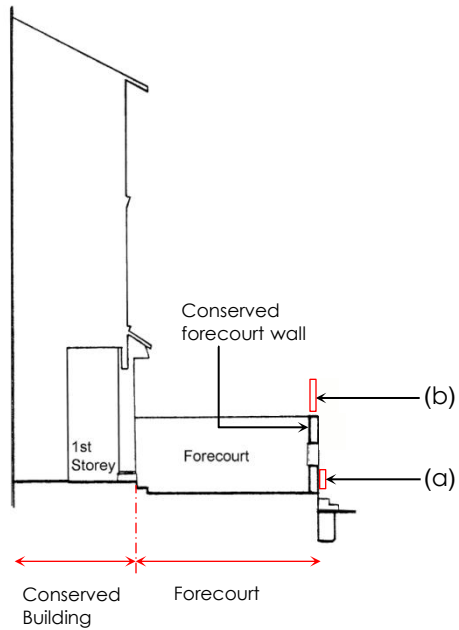
Upper Storey Façade

(Individual letters only)

- Traditional moulded signs are to be retained. They can be painted the same colour as the background wall
- Even if they are no longer relevant to the current business, they help to record the history of a building and street. They should not be removed from the building façade but can be painted the same colour as the background wall.
- Individual letters can be mounted at the frieze



Signage Guidelines : Forecourt Wall



(a) On the surface of forecourt wall

- Sign can be within the width or surface of the wall



(b) On top of forecourt wall

- Sign can be mounted on top of forecourt wall

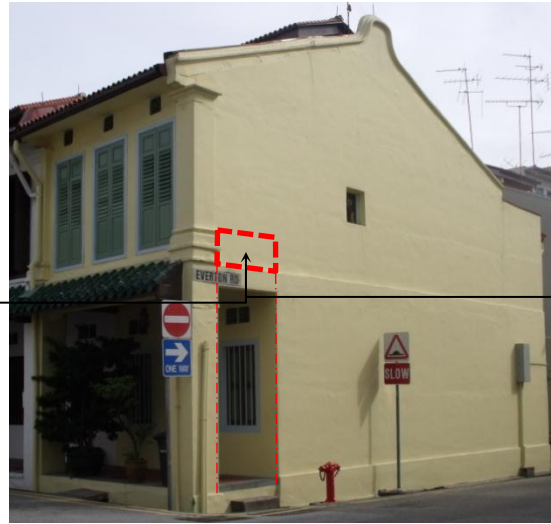


 Allowable location for cut-out or panel signs. Cut-out signs are preferred.

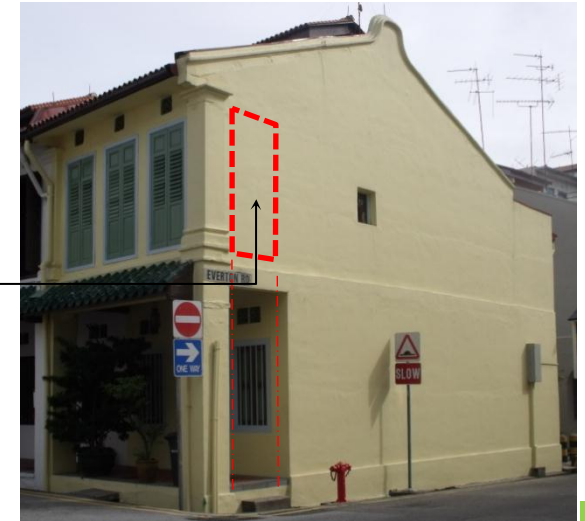
Signage Guidelines : End Gable Wall

Within the width of an entrance to Five-Foot Way

- Sign is confined to the width of entrance to five-foot way



Option 1



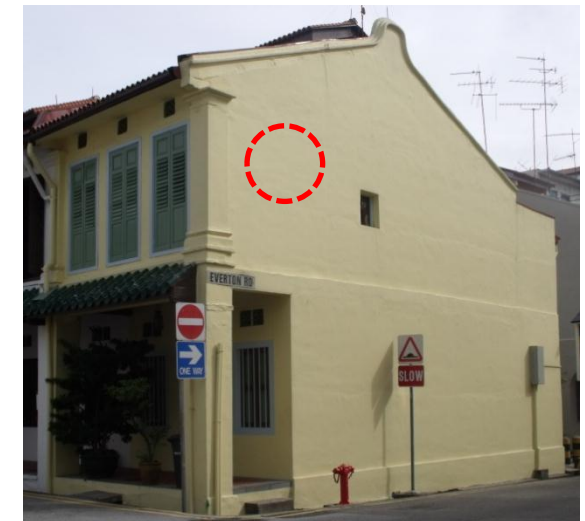
Option 2

Variations can be considered based on the following criteria:


- The sign to be attractively designed
- It can be painted on the wall, in individual letters and graphics, or flat-mounted display panels. Projected sign is not allowed
- It does not cover or block any architectural elements or features / ornaments
- It does not overwhelm or adversely impact on the architectural character of the building



Variation 1



Variation 2

 Allowable location for cut-out or panel signs. Cut-out signs are preferred.

Signage Guidelines : Rear Wall

Above rear door and not to exceed width of the door


- Sign is confined within the width of rear door



Variations can be considered based on the following criteria:

- The sign to be attractively designed
- It can be painted on the wall, in individual letters and graphics, or flat-mounted display panels. Projected sign is not allowed
- It does not cover or block any architectural elements or features / ornaments
- It does not overwhelm or adversely impact on the architectural character of the building



 Allowable location for cut-out or panel signs. Cut-out signs are preferred.

Submission Procedure

What should I do if I want to put up a new sign on my shophouse?

- 1) Please refer to Page 7 to 26 for the allowable locations for a new sign.
- 2) Submit an application to the Advertisement Licensing Department of BCA, who will internally refer your application to URA for clearance.

Alternatively, you can submit and obtain URA's clearance via Repair and Maintenance e-services at <https://www.ura.gov.sg/cmrWeb/Controller.jspf> or in person via Signage Premium Service before you submit an application to the Advertising Licensing Department of BCA.

Please refer to Step-By-Step Guide on Page 28.

- 3) Put up the new sign only after approval has been obtained.

What happens if there is no approval for my sign?

You will be required to remove signs which cover key architectural or decorative features.

Application to BCA

An application for a licence can be submitted online via the Advertisement Licensing System (ALS) at

<https://www.bca.gov.sg/AdvertisementLicence>

Application to URA via Signage Premium Service

An application to URA for Conservation Permission can be submitted through email or in person via:

Signage Premium Service
Conservation Department
12th Storey, The URA Centre
45 Maxwell Road

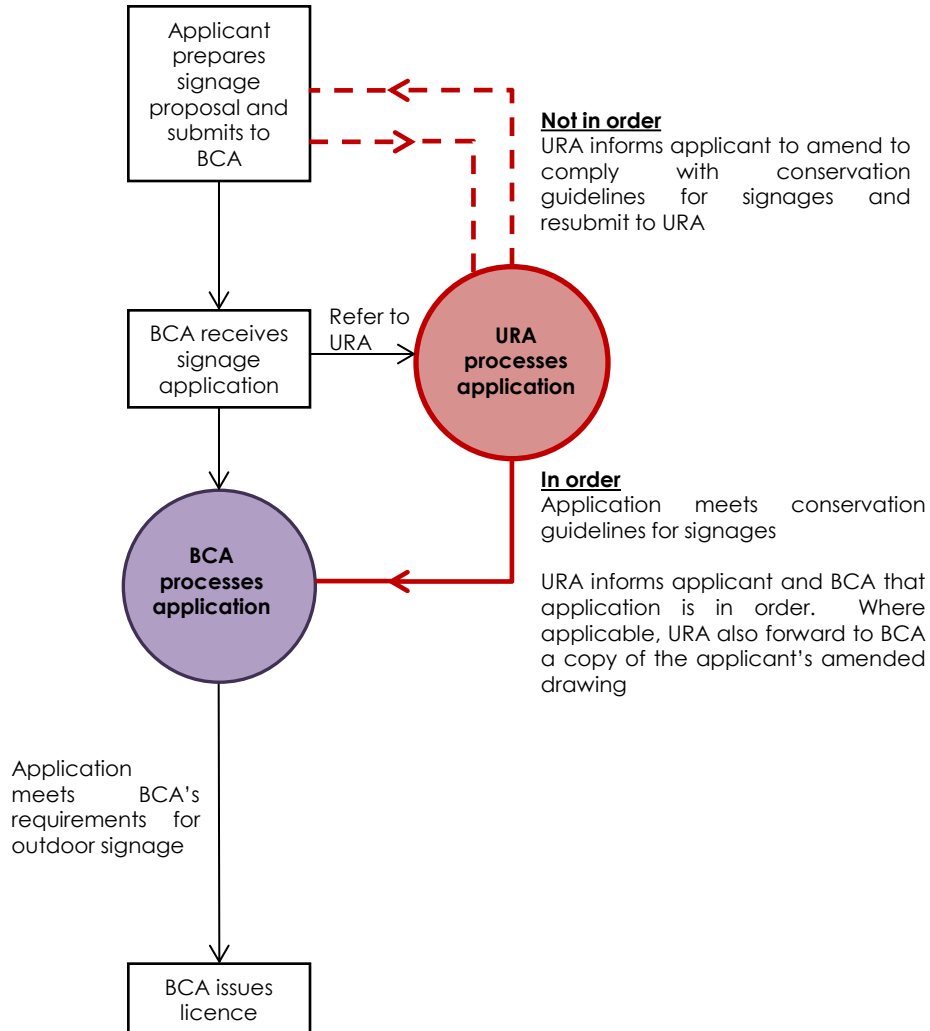
If an application made through Signage Premium Service complies fully with the signage guidelines, on-the-spot approval will be given

More details on submission requirements are available online at

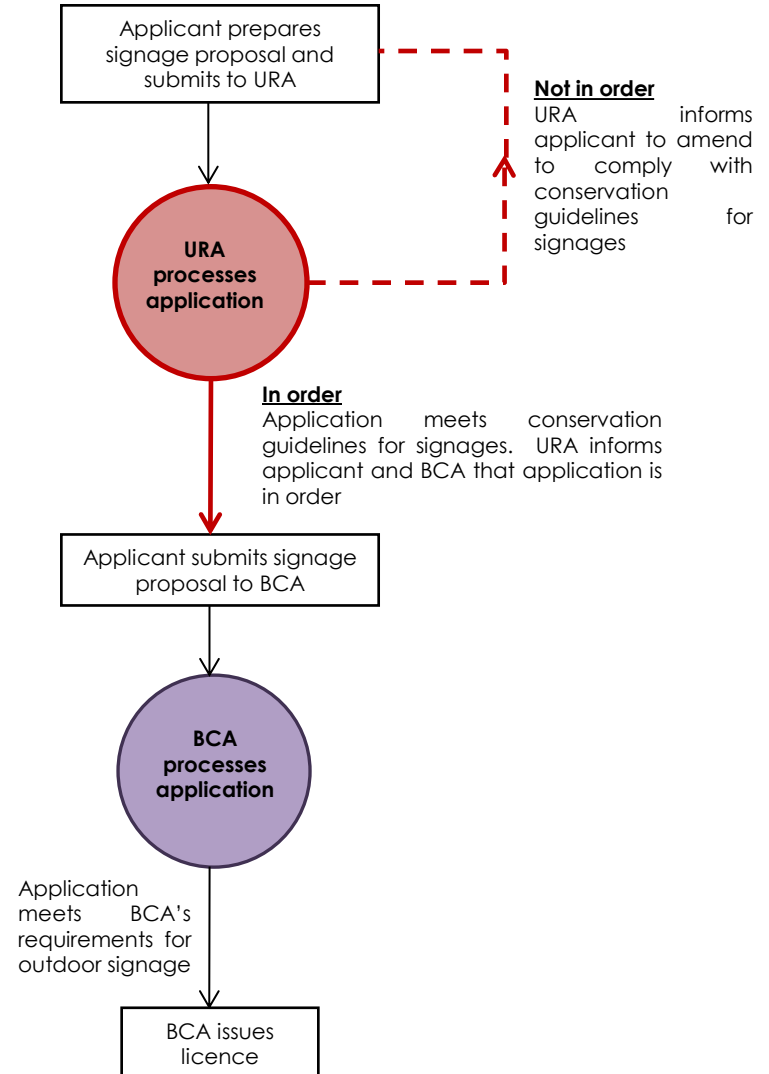
<http://www.ura.gov.sg/uol/guidelines/conservation/Conservation-Guidelines/Sections/Signage-Guidelines.aspx>

Step-By-Step Guide

Option 1: Make an application to BCA



Option 2: Make an application to URA



**For enquires and feedback on this guide,
please contact us at:**

Office Address:
Conservation Department
12th Storey
45 Maxwell Road, The URA Centre
Singapore 069118

Email: ura_conservation_cso@ura.gov.sg
Conservation Hotline: 6329 3355
Website: www.ura.gov.sg

For enquiries on building signs:

Building & Construction Authority
Advertisement Licensing Section
52 Jurong Gateway Road
#11-01
Singapore 608550

BCA Enquiry Line: 1800-342-5222
Email: bca_enquiry@bca.gov.sg



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

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