

Our Ref : UPD/PA/CA/SIGNAGE  
PPD/LUC/ADVERTISEMENT SIGNS  
Date : 14 Sep 2009

## **CIRCULAR PACKAGE TO PROFESSIONAL INSTITUTES ON GUIDELINES FOR OUTDOOR SIGNS**

- 1 In 1997, the Urban Redevelopment Authority (URA) issued the first set of guidelines to guide the location and placement of advertisement signs within the Central Area. The aim of the guidelines was to channel outdoor advertisement signs to the key activity corridors e.g. retail and entertainment area along Orchard Road, within the Bugis District, and at Chinatown – where advertisement signs are compatible with the district character. The approach is consistent with that adopted in other major cities such as Sydney, New York, London, Shanghai and Tokyo. In 2001, the guidelines were reviewed and revised to include three additional key locations at Raffles Place, Marina Centre and Singapore River.
- 2 Outside the Central Area, there are currently no specific guidelines on the type of outdoor signs that can be displayed. The requirements that permitted signs have to comply with are also not clearly defined.
- 3 To ensure that the guidelines for outdoor signage stay relevant to the needs of the business community and advertising professionals, and to safeguard the quality of our built environment, the URA has reviewed and revised the guidelines for outdoor signs for locations both within and outside the Central Area.
- 4 The details of the revised guidelines for outdoor signs are in the circulars attached:
  - a. **Guidelines For Outdoor Signs In The Central Area**  
- Circular No: [URA/PB/2009/20-CUDG](#)
  - b. **Guidelines For Outdoor Signs Outside The Central Area**  
- Circular No: [URA/PB/2009/21-PPG](#)
- 5 I would appreciate it if you could convey the contents of this circular package to the relevant members of your organization. Thank you.

Yours faithfully

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