

Angela LOW (URA)

From: Angela LOW (URA)
Sent: Wednesday, 28 November, 2012 10:14 AM
To: 'steven@orchardroad.sg'
Cc: 'jasmine@orchard.sg'; Chou MEI (URA); Nicholas LI (URA); Bryant TAN (URA); Karen KOH (URA)
Subject: CLARIFICATION ON 90-DAY EXEMPTION GUIDELINE

Message Classification: Confidential



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Your Ref:
Our Ref: UPD/PA/MU/UPD/FCPMP

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Date: 28 Nov 2012

Mr Steven Goh
Orchard Road Business Association
91 Tanglin road #03-01
Tanglin Place
Singapore 247918

Dear Mr Goh

CLARIFICATION ON 90-DAY EXEMPTION GUIDELINE FOR TEMPORARY STRUCTURES AND USES

- 1 We would like to thank ORBA for your feedback and comments to our consultation with you on 9 Apr 2012 and 27 July 2012 regarding the review of the ORA and Outdoor Kiosk Guidelines as well as clarifications on our 90 day Exemption Guidelines for Temporary Structures and Uses. (URA Circulars No : URA/PB/2000/23-DCD, URA/PB/2006/17-DCD and URA/PB/2004/25-CUDD).
- 2 We are pleased to inform you that we have incorporated your feedback into our review of the ORA and Outdoor Kiosk Guidelines, which will be released soon. As shared at our meeting on 27 July 2012, we will not be changing the existing 90-day Exemption Guidelines for Temporary Structures and Uses, arising from your feedback.
- 3 We wish to highlight, however, that the intention of the guideline on temporary structures and uses not exceeding 90 days was to give flexibility for the setting up of temporary activities that contribute to the street life such as festive bazaars, sports meets, carnivals, etc, without the need to apply for planning approval. In order to maintain a balance between the temporary use of open spaces for events whilst maintaining the character of open spaces and safeguarding them for public enjoyment, we would like to clarify the following:
 - a) The 90-day exemption applies to either a single event not exceeding 90 days or multiple events cumulatively not exceeding a total of 90 days in a calendar year;
 - b) Multiple events spread throughout the year, rather than a single event of several months' duration is encouraged. The recycling of temporary structures for consecutive events is

strongly discouraged as the intention is to safeguard the use of public space for public enjoyment in between events;

- c) Generally, no single event is to exceed a duration of 90 days;
 - d) Branding/marketing events such as product launches can be supported as long as there is no sale of products; and
 - e) Retail uses can be supported during festive periods and national events only e.g. Christmas, New Year, Rev-Up @Orchard, Fashion Steps Out, etc. Outside of these periods, there is to be no sale of products within temporary structures as the guidelines are not meant to encourage temporary shops.
- 4 Please note that any proposed outdoor signs on temporary structures have to be submitted formally to BCA's Advertising Licensing Department for an advertisement license before they are installed on site. The submission requirements and application procedures are available at BCA's website, <http://www.bca.gov.sg/Advertisers/advertisers.html>.
- 5 I would appreciate it if you could circulate this letter to the members of your organisation. If you or your members have any query concerning the 90-day Exemption Guideline for Temporary Structures and Uses, please do not hesitate to e-mail us at ura_dcd@ura.gov.sg or ura_upd_da@ura.gov.sg.

Thank you.

Yours faithfully

CHOU MEI (Ms)
DEPUTY DIRECTOR (URBAN DESIGN 2)
CONSERVATION AND URBAN DESIGN GROUP
URBAN REDEVELOPMENT AUTHORITY