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Building Plan & Management Group

01 Jun 2016

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Dear Sir/Madam

CLOSING OF THE ADVERTISEMENT LICENSING SERVICE COUNTER

This circular is to inform the industry that the Advertisement Licensing Service Counter, which is located within the BCA Service Centre at JEM (52 Jurong Gateway Road, #06-01, Singapore 608550), will be closed with effect from **1st August 2016**.

2 All consultations and applications for advertisement licences can be done via the online Advertisement Licensing System (ALS), which was introduced since 1st December 2014. You can access the ALS from this website: <https://www.bca.gov.sg/AdvertisementLicence>. The ALS user manual is also available at <http://www.bca.gov.sg/AdvertisementLicence/PDFTemplate/UserGuide.pdf>.

Three Simple Steps to Apply for Licence using ALS

3 Applicant only needs to go through three simple steps to obtain a licence for the display of an outdoor advertisement sign or a signboard.

- a) Step 1: Log in to ALS
An applicant needs to log in to the ALS. First-time users can register online for a user ID and password or log in using their SingPass.
- b) Step 2: Submit Proposal for Consultation
The applicant is required to submit his/her proposal online via the ALS for consultation. When submitting the proposal, the applicant may choose to indicate in ALS that he/she wishes to proceed with the licence application directly upon approval of the proposal.

- c) Step 3: Pay Licence Fee
Upon receipt of the in-principle approval for the proposal, the applicant will receive an email informing him/her to log in to ALS to submit all relevant documents and make payment for the licence application. An advertisement licence will then be issued online via ALS to the applicant.

Permit for Structures Supporting Advertising Sign or Signboard

4 We wish to highlight that a copy of the Temporary Building Permit granted under the Building Control (Temporary Buildings) Regulations must be attached together with advertisement licence application if the outdoor advertising sign or signboard falls under any of the following criteria:

- a) The area of the sign that is supported by an advertising structure exceeds 10m² or the size of the advertising structure exceeds 10m²; or
- b) The uppermost part of the advertising structure is 4m or higher, measured from the ground level.

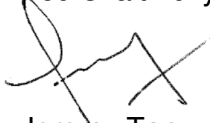
Payment of Fee for 'Auto' Renewal Licence

5 Please be reminded that licence will not be granted unless the licence fee is received. Licensees who wish to have their licences renewed 'automatically' on an annual basis will need to pay the licence fees via GIRO. A copy of the GIRO form is available at: http://www.bca.gov.sg/Advertisement/others/FM_dda-giro.pdf. Otherwise, the licensee will need to apply for a fresh licence when the current licence expires.

For Dissemination

6 We would appreciate it if you could convey the contents of this circular to the members of your organisation. Should you require further clarification, you may email us at bca_enquiry@bca.gov.sg or call our hotline at 1800-3425 222.

Yours faithfully



Jeremy Tan
DEPUTY DIRECTOR
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for COMMISSIONER OF BUILDING CONTROL



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