

(Draft Circular)



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

Our Ref : UPD/PA/OR/SIGNAGE

Date

Company

Address

Dear Sir/ Madam

LAMPPOST BANNERS WITHIN PRIVATE BOUNDARY ALONG ORCHARD ROAD

Current Guideline

Under the Guidelines for Outdoor Signs in the Central Area issued under URA's Circular No: URA/PB/2009/20-CUDG, dated 14 Sep 2009, banner signs are allowed on lampposts located within the private boundary of developments provided that they are used for the promotion of development and tenant related events and activities only. Banner signs for third-party commercial advertisements are not allowed. In addition, the banner signs are required to include the name and date/ duration and venue of the event - i.e. the unit no. and name of the shop or name of the development.

The intention behind the guideline was to ensure that any banner signs are in keeping with the overall image and brand positioning of Orchard Road as Singapore's premier shopping district

Following a request from the Orchard Road Business Association (ORBA), URA has reviewed the guideline with a view to allowing greater flexibility over the type of banners displayed on the lampposts.

Revised Submission Requirements

Currently, all applications to display lamppost banner signs are required to be endorsed by the building owner/management committee of the development, before being submitted to BCA for approval and the grant of an advertisement licence to display the signs.

Under the revised procedure, in addition to endorsement by the building owner/management committee, Applicants are required to submit the proposal to ORBA for clearance of the banner artwork before a formal submission is made to BCA for the advertisement licence. ORBA will then review the proposed banner signs and their appropriateness in relation to the brand positioning of Orchard Road. Following ORBA's endorsement, applicants may follow up to submit their applications to BCA, as per the normal licensing application process, together with a copy of ORBA's endorsement of the

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artwork, for BCA and the relevant agencies to evaluate.

This revised arrangement will be implemented on a trial basis for a period of one year. To allow potential applicants to familiarise themselves with the new submission requirements the revised guideline will take effect from 1 Nov 2011.

Submissions to ORBA for endorsement of the artwork for banner signs are to be made to:

Orchard Road Business Association
91 Tanglin Road
#03-01 Tanglin Place
Singapore 247918
Tel : (65) 6733 1120
Fax: (65) 6733 1077

Applicants are advised to seek clearance from ORBA early and factor the endorsement period into the overall timeline for approval and licensing of the proposal.

If you have any query or need further clarifications, you may call Ms Karen Koh at Tel: 6321 8180.

Thank you.

Yours sincerely

FUN SIEW LENG (MS)
GROUP DIRECTOR (URBAN PLANNING & DESIGN)
for CHIEF EXECUTIVE OFFICER
URBAN REDEVELOPMENT AUTHORITY

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