

Building Control (Outdoor Advertising) Regulations

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**BUILDING CONTROL ACT
(CHAPTER 29, SECTION 49)**

BUILDING CONTROL (OUTDOOR ADVERTISING) REGULATIONS

Rg 6

G.N. No. S 451/2002

REVISED EDITION 2004

(29th February 2004)

[16th September 2002]

Citation

1. These Regulations may be cited as the Building Control (Outdoor Advertising) Regulations.

Definitions

2.—(1) In these Regulations, unless the context otherwise requires —

“advertisement” means any logo, symbol, sign, notice, representation or other visual device that promotes any goods, brand of products, services or events and includes any logo, symbol, sign, notice or representation that is projected on to any external surface of a building or structure by light or any other means;

“advertising structure” means any frame, panel, hoarding, object or other structure that is designed or used primarily for the display of an advertisement, animated billboard, directional sign, signboard or skysign;

“animated billboard” means an advertisement that displays, at any one time, one or more advertisements consisting of visual moving pictures or that are otherwise able to move or change colour due to the use of electrical, mechanical or other sources of power;

“balloon sign” means an advertisement or signboard that is inflated, tethered to and suspended above any building or premises or open ground and is conspicuously visible against the sky from any street or building below;

“Commissioner” means the Commissioner of Building Control appointed under section 3(1) of the Act;

“directional sign” means an advertisement for the purpose of directing vehicular or pedestrian traffic to or advising the public of —

(a) the place of business of any person, firm, corporation or organisation;

- (b) any facility for disabled persons, carpark, taxi stand or other public facility; or
- (c) the place or location where the promotion of any event, product, goods or services is taking place;

“free-standing advertising structure” means any advertising structure that is capable of standing on its own, whether or not it is affixed to the ground on one or more supports;

“illuminate” means to extend an internal or external artificial source of light, directly or by reflection, to any advertisement, animated billboard, directional sign, signboard or skysign;

“licence” means a licence granted under these Regulations and “licensee” shall be construed accordingly;

“licence fee” means the appropriate annual licence fee specified in regulation 7;

“signboard” means any sign, notice, representation or other visual device containing all or any of the following information relating to the place or premises to which it is affixed:

- (a) the identity or a description of the place or premises;
- (b) the identity or a description of any person residing or carrying on an occupation at the place or premises;
- (c) particulars of any business or occupation carried on at the place or premises, including any logo or symbol that identifies the business or occupation;
- (d) such written directions or cautions as are usual or necessary relating to the place or premises or any occupation carried on there;
- (e) particulars or notifications required or permitted to be displayed by any written law;
- (f) particulars relating to the services dealt with or provided at the place or premises, including the operating hours of the premises or the business conducted at the place or premises and the prices of the goods and services,

but does not include any logo, symbol, sign, notice, representation or other visual device containing any other brand name or trade mark that promotes any goods or services;

“skysign” means any advertising structure that is displayed —

- (a) on or above the roof, parapet or eaves of a building or extends above the roof line of a building, and is conspicuously visible against the sky from any street or building below; and
- (b) containing only particulars, including any logo or symbol, of the name or owner of the building to which it is affixed.

(2) Any reference in these Regulations to a person who exhibits an advertisement, animated billboard, balloon sign, directional sign, signboard or skysign shall be construed as a reference to the person who himself or by his employee or agent exhibits or causes to be exhibited the advertisement, animated billboard, balloon sign, directional sign, signboard or skysign and shall include —

- (a) the owner and occupier of the land or building on which the advertisement, animated billboard, balloon sign, directional sign, signboard or skysign is exhibited; and
- (b) any person whose goods, trade, business or other concern is given publicity by the advertisement, animated billboard, balloon sign, directional sign, signboard or skysign.

(3) The person referred to in paragraph (2)(b) shall be taken to have exhibited or caused to be exhibited the advertisement, animated billboard, balloon sign, directional sign, signboard or skysign, as the case may be, if and only if the person who himself or by his employee or agent exhibited or caused to be exhibited the advertisement, animated billboard, balloon sign, directional sign, signboard or skysign, being another, is not known or cannot be found in Singapore.

Licensing requirements

3.—(1) No person shall, without a licence, display or cause or permit to be displayed outdoors, whether on the exterior surface of any building or on any part of any premises, or on any free-standing advertising structure —

- (a) any advertisement, animated billboard, balloon sign or skysign;
- (b) any single signboard that has an area exceeding 5 square metres or a series of related signboards that together have an aggregate area that exceeds 5 square metres;
- (c) any directional sign relating to any facility for disabled persons, carpark, taxi stand or other public facility with an area exceeding 2 square metres;
- (d) any one directional sign relating to a business or profession carried on in any premises with an area exceeding 2 square metres; and

- (e) any second or subsequent directional sign relating to a business or profession carried on in any premises.

(2) Notwithstanding paragraph (1), a licence shall not be required —

- (a) for any signboard exhibited or caused or permitted to be exhibited by —

- (i) any religious body;
- (ii) any Government-aided school; or
- (iii) any hospital, clinic, dispensary, nursing or welfare home or hospice, run by any charity (whether registered under the Charities Act (Cap. 37) or otherwise);

- (b) for any advertisement or signboard exhibited —

- (i) on any stall within a hawker centre, food centre or market; or
- (ii) in any underpass, tunnel or mass rapid transit station; or

- (c) for the exhibition of any poster, banner or advertising in respect of any parliamentary election or presidential election in accordance with the Parliamentary Elections Act (Cap. 218) or the Presidential Elections Act (Cap. 240A).

(3) In this regulation —

“exterior surface” means the outside surface of the building and includes —

- (a) any surface that is intended to function as an external wall; and
- (b) any surface that is intended to function as an external door;

“outdoors” includes any roofed space that is not fully enclosed on all sides and which facilitates the flow of general pedestrian traffic or is accessible to the public.

Application for licence

4.—(1) An application for a licence or for a renewal of a licence in respect of any advertisement, animated billboard, balloon sign, directional sign, signboard or skysign shall be made to the Commissioner and be in such form and manner as the Commissioner may determine.

(2) The Commissioner may allow any application for a licence or for a renewal of a licence to be made by electronic means.

(3) An application for a licence shall be accompanied by —