

Building Control (Advertisement) Regulations

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BUILDING CONTROL ACT
(CHAPTER 29, SECTION 49)

BUILDING CONTROL (ADVERTISEMENT) REGULATIONS

Rg 6

G.N. No. S 353/1989

REVISED EDITION 2000

(31st January 2000)

[1st September 1989]

Citation

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

Definitions

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

“advertisement” means any visual form of advertising exhibited or displayed on any hoarding, structure, apparatus or device erected on, in or over any premises or land and visible from any street or building and includes any advertisement that is projected on to any external surface of a building or structure by light or any other means;

“building line” means the regular line of a street and includes a line prescribed by the competent authority under the Planning Act (Cap. 232) on either side of a street beyond which no building abutting such side shall traverse;

“electronic billboard” means any frame or panel specially designed for displaying advertisements consisting of visual moving pictures by electronic means that is —

- (a) affixed onto any premises and visible from any street or adjacent premises;
- (b) erected on or over any premises and visible from any street or adjacent premises; or
- (c) erected within any premises;

“illuminate”, in relation to any advertisement, signboard or skysign, means illuminate by design or adoption by an internal or external artificial source of

light directly or by reflection;

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

“signboard” means a display of the name, registered trade mark or nature of the trade, business or profession of any person in the form of a notice or sign printed, painted, carved, engraved or otherwise delineated on or affixed to any place or premises and visible from any street or building which exceeds half a square metre in area and in respect of the place or premises to which it is affixed contains only —

- (a) a reference to the identification or description of the place or premises;
- (b) a reference to the identification or description of any person residing or carrying on an occupation at the place or premises;
- (c) particulars of any occupation carried on at the place or premises;
- (d) such directions or cautions as are usual or necessary relating to the place or premises or any occupation carried on thereat;
- (e) particulars or notification required or permitted to be displayed by any written law; or
- (f) particulars relating to any service provided at the place or premises;

“skysign” means any erection consisting of a frame, hoarding, board, bar, pillar, post, wire or any combination of such things, or any erection of a like nature, or any visible object which floats or is kept in position by wire or other flexible attachment, displayed for the purposes of any trade or business carried on for the purposes of gain and in such a position as to be conspicuously visible against the sky and from any street or building.

(2) Any reference in these Regulations to a person who exhibits an advertisement, electronic billboard, 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, electronic billboard, signboard or skysign, and shall include —

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

(3) A person to whose goods, trade, business or other concern, publicity is given by any advertisement, electronic billboard, signboard or skysign shall be taken to have

exhibited or caused to be exhibited the advertisement, electronic billboard, signboard or skysign if the person who himself or by his employee or agent exhibited or caused to be exhibited the advertisement, electronic billboard, signboard or skysign is not known or cannot be found in Singapore.

Application for licence

3.—(1) Subject to regulation 7, no person shall exhibit or cause to be exhibited any advertisement, electronic billboard, signboard or skysign without a licence issued by the Commissioner of Building Control.

(2) Any application for a licence shall be submitted to the Commissioner of Building Control and shall be accompanied by —

- (a) a sketch or photograph showing full details of the proposed subject-matter of the advertisement, electronic billboard, signboard or skysign in respect of which the application for a licence is made;
- (b) a site plan showing the location of the advertisement, electronic billboard, signboard or skysign; and
- (c) structural and other plans and specifications in accordance with the building regulations if the skysign or electronic billboard is exhibited on any hoarding or frame which has an area of more than 5 square metres.

(3) If an advertisement, electronic billboard, signboard or skysign is exhibited on a hoarding or frame which has an area of more than 10 square metres, the application for a licence shall be accompanied by detailed structural and other plans and specifications in accordance with the Building Control Regulations (Rg 1).

Categories of licence

4.—(1) There shall be 2 types of licences, namely, Category A and Category B.

(2) A Category A licence may, on payment of the appropriate annual licence fee specified in regulation 8, be issued for such period as the Commissioner of Building Control may determine but shall not exceed 3 years from the date of the issue or from such date as the Commissioner of Building Control may determine.

(3) A fresh application for a licence shall not be required for the renewal of any Category A licence if there is no change in the subject-matter, size, location or other material particulars of the original advertisement, electronic billboard, signboard or skysign.

(4) A Category A licence may be renewed for any further period commencing from the date of expiry of the licence.

(5) Every advertisement, electronic billboard, signboard or skysign for which a Category A licence has been issued shall be painted thereon the licence number granted in respect of such advertisement, electronic billboard, signboard or skysign.

(6) A Category B licence may be issued for a period not exceeding 12 months on payment of the pro-rata rate of the appropriate annual licence fee specified in regulation 8.

(7) A fresh application in writing shall be made for any renewal of a Category B licence.

Increase in area of advertisement

5.—(1) The area of any advertisement, electronic billboard, signboard or skysign may, on application, be increased during the period of validity of the licence on payment of the appropriate annual fee for the increase in area.

(2) An application under paragraph (1) shall be accompanied by the licence for endorsement by the Commissioner of Building Control.

Powers of Commissioner of Building Control

6.—(1) Upon receiving an application for a licence or the renewal thereof, the Commissioner of Building Control may issue or renew a licence, with or without conditions, or refuse to issue or renew a licence, as the case may be.

(2) In considering any application for or the renewal of a licence, the Commissioner of Building Control shall, in particular, take into consideration —

- (a) the amenities of any place;
- (b) the natural beauty of a landscape; and
- (c) the amenities of any historic or public building or monument or of any place frequented by the public solely or mainly on account of its beauty or historic interest.

Exceptions

7. No licence shall be required for —

- (a) any notice for sale or letting not exceeding 2 square metres in area where the notice is exhibited on the land or property for sale or to be let, but not more than one such notice for sale or letting shall be exempted in respect of any one property;
- (b) any building or civil engineering contractor's sign not exceeding 4 square