

# Signage Guidelines and Regulations

The display of outdoor signage shall comply with the following requirements and guidelines:

- a. [Guidelines for Outdoor Signs In the Central Area;](#)
- b. [Guidelines for Outdoor Signs Outside the Central Area;](#) and
- c. [Conservation Guidelines. \(2.4Mb .pdf\)](#)
- d. [Event Signage in Central Area](#)

Where the proposed outdoor signage for the Central Areas are not covered by the requirements in these guidelines, approval from the Urban Redevelopment Authority and other agencies will be required before the licence application can be approved.

Signage on lampposts and banner poles within the development boundary along Orchard Road are required to have the proposed artwork endorsed by Orchard Road Business Association(ORBA) before sending them for an Inprinciple approval consultation to BCA and URA( please do not send it to URA directly as BCA will internally refer the application to them.). The corresponding details of ORBA are as follows:

Orchard Road Business Association  
91 Tanglin Road  
#03-01 Tanglin Place  
Singapore 247918  
Tel: 67331120 Fax: 67331077  
E-mail: [jasmine@orchardroad.org](mailto:jasmine@orchardroad.org) or [adine@orchardroad.org](mailto:adine@orchardroad.org)

For more details of the signage consultation, please refer to [Submission Requirements](#).