

Our Ref. : APPBCA-2014-15 Building Plan and Management Group

31 Oct 2014

See Distribution

Dear Sir/Madam

NEW ONLINE ADVERTISEMENT LICENSING SYSTEM (ALS)

Objective

This circular is to inform the industry on the implementation of the new online ALS.

Current Situation

2 Currently, before submitting an application for a licence to display an outdoor advertisement sign or a signboard, the applicant will first email his proposal to BCA for consultation with URA on compliance with URA's signage display guidelines.

3 After receiving in-principle approval from URA, the applicant will then submit the application (together with the consultation email) for a licence. The application can be submitted online via the existing e-Advertisement, or at the BCA's counter at MND Complex.

New Advertisement Licensing System (ALS)

4 As part of BCA's continuous efforts to enhance our service delivery, we have redesigned the current consultation and licence application processes. A new Advertisement Licensing System (ALS) will be introduced and will be in operation with effect from **1 December 2014**. You can access ALS from the web site at:

<https://www.bca.gov.sg/AdvertisementLicence>

5 All consultations and licence applications will have to be done via ALS. Walk-in customers at the BCA counter will be guided to use ALS at the kiosk by our officers.

Three Simple Steps to Apply for Licence using ALS

6 With the new ALS, an 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 with the ALS.
- b) Step 2: Submit proposal for consultation
The applicant may submit his proposal online via the ALS for consultation and monitor its status. He may also indicate upfront his intention to apply for a licence for the proposal after in-principle approval is granted.
- c) Step 3: Pay licence fee
Upon receipt of the in-principle approval for the proposal, the applicant will receive an email informing him to log in to ALS to submit relevant documents and make payment for the licence application.

7 An advertisement licence will be issued online via ALS to the applicant.

Need for a permit for structures supporting advertisement sign or signboard

8 We wish to highlight that a copy the Temporary Building Permit granted under the Building Control (Temporary Buildings) Regulations has to be attached together with advertisement licence application if the outdoor advertisement sign or signboard falls under any one 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

9 With the ALS, no licence will be granted unless the necessary 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.

10 A copy of the GIRO form is available at:
http://www.bca.gov.sg/Advertisement/others/FM_dda-giro.pdf

User Manual and Training

11 The software and hardware requirements for the ALS is attached (please see **Annex A**). The user manual can also be obtained from the ALS web site. Should you encounter any difficulty in using ALS, you may call the Helpdesk at 1800-3425 222 for assistance.

12 To familiarise the industry with the ALS, two briefing sessions will be organised on the following dates:

- a) 17 November 2014 (Monday), 3pm to 5pm; and
- b) 18 November 2014 (Tuesday), 9am to 11am.

13 You may register your interest in attending any one of the sessions at <http://goo.gl/forms/qT3wBJ88bQ>

For Clarification

14 We would appreciate it if you could convey the contents of this circular to the members of your organisation. For clarification, you may email to bca_enquiry@bca.gov.sg or call our hotline at 6325 7379.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Teo Orh Hai', enclosed within a circular stamp or seal.

TEO ORH HAI
DIRECTOR
BUILDING PLAN AND MANAGEMENT GROUP
for COMMISSIONER OF BUILDING CONTROL

What are the basic system requirements needed to access to the BCA ALS?

- Google Chrome Version 35 and above
- Supported Operating System (any one)
- Window XP (Professional, Service Pack 2)
- Window 7 (32-bit,64-bit)
- Window 8 (32-bit, 64-bit)
- Window Vista (32-bit, 64-bit)
- Microsoft Internet Explorer Browser Version 9.0 and above
- Mozilla Firefox Version 29 and above

Note: BCA ALS may not work if older versions of Browser are used.

What are the Hardware requirements for BCA ALS?

The Hardware requirements for BCA ALS are as following:

- A Personal Computer / Laptop with the software mentioned under section "What are the basic system requirements needed to access to the ALS?"
- Internet connection

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