

# Temporary Advertising Signage Guidelines

The Community Event Temporary Signage Board permit is available to local community and not for profit groups to promote an upcoming event or activity.

## When is a permit required?

A permit is required to place an advertising sign on:

- (a) a road related area or Council land; or
- (b) an area designated by the Council; or
- (c) any other location likely to interfere with the vision of a pedestrian or driver.

The following is an extract from *City of Port Phillip's Community Amenity Local Law 2023*:

*Where an advertising sign or a community advertising sign is proposed to be placed on land or fixtures that are not Council land, the permission of the owner must be obtained and evidence of that permission must be produced to an authorised officer upon request.*

## Fees:

A \$165.00 permit fee will be charged for *each* sign.

## Application Process:

The applicant is required to complete an application form and provide signage artwork.

Please allow 10 working days for the assessment of this application. Please note that, for all applications, no assessment will be undertaken unless all necessary supporting information and documentation has been provided.

## Eligibility:

All signs must be intended to promote a community-based event, market, or activity.

The following groups will be **eligible** to apply to erect a temporary advertising sign:

- City of Port Phillip Non-profit Aged and Disability Groups, Youth Groups, Arts and Cultural Groups and Non-profit community groups which meet Council's strategic directions
- City of Port Phillip schools and preschools.
- City of Port Phillip Service Clubs.

The following organisation type and activities will be ineligible to apply to erect a temporary advertising sign:

- For-profit and commercial organisations
- Activities that promote, advertise or are otherwise associated with associated with tobacco, gambling or alcohol
- Activities that do not meet goals or objectives of the Council Plan

## Approved Locations:

The following are the approved locations for temporary signage.

- Sol Green Reserve, City Road, South Melbourne
- Williamstown Road, Port Melbourne
- Bay Street, Port Melbourne Opp 317 & 334
- Bay Street, Port Melbourne Opp 173
- Beach Carpark Entry, Off Ormond Esp., Elwood
- O'Donnell Gardens, St Kilda
- Jacka Bld Overpass, St Kilda
- Alma Park, St Kilda
- St Kilda Town Hall, St Kilda

## Erection of Signs without Permission:

Groups, organisations or individuals who erect advertising signage without permission will be directed to remove the signage within 24 hours. If this request is not complied with then Council will impound the signage.

## Display Duration:

The display period for a temporary sign will be a maximum of fourteen (14) days.

## Limits on Size and Number of Signs:

Temporary community advertising signs must not exceed five (5) square meters and would preferably be three (3) square meters or less.

A maximum of two signage boards only per application/ event will be permitted.

## Content of Signs:

The content of the sign must be submitted for approval with the application.

Council reserves the right to disallow an application which it deems as not consistent with Council directions.

## Sponsorship:

Sponsorship identification on community signs is not to exceed 20% of the sign display area or 0.6 square meters, whichever is the lesser.

## Placement and Removal of Signs:

- It is the responsibility of the applicant to erect, dismantle, and remove signs.
- Signs must be securely fixed into position, structurally adequate and demonstrate consideration for all loads that may be applied.
- When the sign(s) is (are) dismantled, all brackets, pegs and fasteners are to be removed. Signs must be taken down within 24 hours of the permit expiry date.
- Signs that are not removed by the due date, or on request thereafter, will be removed by Council and the costs of removal and storage recovered from the applicant.
- Signs are only to be placed at the designated site(s).
- The permit holder will be responsible for the reinstatement of any damage caused by the signage activities.

## Conditions:

- Signage to be erected over specific marker in location stated.
- If sign is not located in correct position it will be removed at the cost to the permit holder
- This permit is valid subject to compliance with the following conditions & the accuracy of all information provided in the application by the representative of the Group/Organisation.
- A copy of this permit shall be retained by the signage supervisor as stated above and shall be produced for inspection upon request by any member of the Victoria Police or authorised Port Phillip Council Officer.
- No sign shall be placed on a building, premises &/or land without the prior consent of the occupier/landlord.
- All approved signage is safely and securely fixed.
- All approved signage must be removed by date provided on permit.
- All signage is restricted to that which has been submitted and approved by formal application to Port Phillip Council.
- All approved signage must comply with conditions on permit and be removed by close of business.

## Further information:

You can contact the Event Services in several different ways. Please see the below list:

**Email:** [eventpermits@portphillip.vic.gov.au](mailto:eventpermits@portphillip.vic.gov.au)

**Phone:** 9209 6777

**In-person:** St Kilda Town Hall, 99a Carlisle Street, St Kilda 3182

**Post:** City of Port Phillip, Attention Event Services, Private Bag 3, St Kilda PO VIC 3182