**Temporary Advertising Signage**

Guidelines

**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 is provided.**

**Fees and Charges:**

$160.00 permit fee for *each* sign.

**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.

 Refer Local Law 1 (11)

Where an 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 when requested to do so.

**Application Process:**

The applicant is required to:

* Complete an application form,
* Provide signage artwork, and
* Pay the permit fee.

**Approved Locations:**

The following are the approved locations for temporary signage.

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

Eligibility:

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.

All signs are to promote an event or activity.

The following groups/organisations/activities will be ineligible to apply to erect a temporary advertising sign:

* For-profit and commercial organisations are not eligible to apply to erect temporary signage.
* Tobacco, gambling or alcohol promotion or advertising.
* Activities that do not meet goals or objectives of the Council Plan.

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, 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 is 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.

Temporary advertising signage which displays sponsorship or advertising relating to tobacco or gambling associated activities, events or organisations, will not be granted approval to be erected in parks and reserves.

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) dismounted, 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)

**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.

**How to apply:**

Forms to be returned to:

Event Services

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

Email: eventpermits@portphillip.vic.gov.au

Ph. 03 9209 6320