



Portable Advertising Board Permit summary and Conditions

Permit summary

A portable advertising board permit approves the display of a portable advertising board in public space solely within the City of Melbourne.

As a permit holder, your key responsibilities are to:

- display one board measuring max. 1 m wide and 1 m high, during trading hours only
- display the board on the footpath in front of your business address
- ensure the board is placed min. 2 m from the building alignment and 0.5-1.5 m from the kerb
- not place the board anywhere that may impede or distract pedestrians or other road users
- ensure the board is not moved by wind and presents no hazard to the public.

This summary is subject to any requirements or conditions set out during the application process and subject to the full conditions set out in the permit. We encourage you to take a few moments to read the **full conditions**, as these will impact the conduct of your activities and help you avoid a fine, delays or cancellation of the permit.

You can visit our website for more information on [portable advertising board permits](#)¹.

¹ melbourne.vic.gov.au/business/grow-business/promote-business/pages/street-signage.aspx

Permit Conditions

In this permit:

*“we”, “us”, “our” and “Council” refers to Melbourne City Council,
“you” and “your” refers to the applicant/permit holder.*

1. Compliance

- a. You must comply with all relevant legislation, [Council’s Local Laws](#)² and all conditions of this permit.

2. Eligible locations

- a. Only one business in a building may be approved to display an advertising board at any time.
- b. Businesses will not be eligible for permits if the footpath adjacent to the entrance of their property is less than 3.5 metres in width.
- c. Your application may be unsuccessful if the proposed location is considered unsafe because of street infrastructure.
- d. The display of advertising boards is not permitted in areas with high pedestrian volumes. These areas are:
 - Swanston Street, between Flinders and Victoria Streets
 - Elizabeth Street, between Flinders and Victoria Streets
 - Collins Street, between Spring and Spencer Streets
 - Bourke Street, between Spring and Spencer Streets
 - Lygon Street, between Queensberry and Faraday Streets
 - Southbank Promenade.
- e. An advertising board may be permitted in shared laneways outside of the vehicle access times.
- f. We must conduct an inspection of the location before a permit is issued.

3. Proof of eligibility

- a. You must submit a letter of endorsement from the owners’ corporation or building manager of the building where your business is located. For buildings with more than one tenant, an existing permit may be reviewed if other tenants apply for a permit to display an advertising board.

4. Permit use

- a. Advertising boards may only be displayed outside your business address.
- b. The permit must be securely displayed so all details remain clearly visible on each side of the advertising board at all times.
- c. Only one advertising board is permitted to be displayed in front of any building.
- d. The advertising board must:
 - not be displayed within nine metres of an intersection
 - not measure more than 1m wide and 1m high
 - be displayed between 0.5m - 1.5m from the kerb alignment
 - be displayed at least 2m from the building alignment
 - only be displayed on the footpath in front of the business
 - only be displayed during the hours the business is open to the public
 - be designed, constructed and maintained in such a manner as to prevent movement by the wind and any hazard to the public
 - be safely displayed, leaving appropriate clearance for street infrastructure and must not impede pedestrian flow.

5. General conditions

- a. Where required by us, you must maintain a comprehensive [public liability insurance policy meeting our requirements](#)³ for the duration of this permit.

² melbourne.vic.gov.au/about-council/governance-transparency/acts-local-laws/Pages/local-laws-2019.aspx

³ melbourne.vic.gov.au/about-council/governance-transparency/policies-protocols/Pages/public-liability-insurance.aspx

- b. This permit is not transferable. It must be held on site and be produced on request by an authorised officer of Council or member of Victoria Police. You must comply promptly with any notices and instructions.
- c. Any variation required to a permit must be submitted to and approved by us in writing prior to any change or variation to activities.
- d. This permit does not exempt you from compliance with our Local Laws.
- e. All activities under this permit must be undertaken during the hours stated herein.
- f. You are responsible for ensuring all permit details are correct as no refunds will be considered after the date of permit issue, unless required by law.
- g. We reserve the right to amend, suspend or cancel this permit at any time.
- h. We reserve the right to remove any advertising board that does not comply with these conditions or is placed without a valid permit. Costs incurred for removal and storage will be borne by the advertising board owner.
- i. We are not liable for any claims for loss or damage sustained or incurred to any person or property due to the approval, issue, rejection, suspension or cancellation of a permit.