

Footpath Trading Fact Sheet

Advertising Boards



A-boards on the Footpath

Advertising signs/A-boards give businesses the opportunity to advertise their goods and services. The Footpath Trading Guidelines (2017) considers the safe placement of portable advertising boards and details the permit requirements to ensure pedestrians and road users are kept safe and the public realm is accessible to the larger community.

Permit holder responsibilities

Approved A-boards:

- Must be displayed within the trading zone adjacent to the kerb zone.
- Must not be located against the building or in the centre of the footpath.
- Must not exceed 1.0m in height and 0.7m in width.
- Must be displayed outside the premises to which they relate, during business hours.
- Must not be affixed to any footpath, building, street furniture, pole or other structure. Advertising boards can be weighted so they do not move.
- Must attach the permit sticker issued for the A-board.

Additionally:

- Only one approved advertising board is permitted per business premise.
- Only one approved advertising board will be permitted for premises that have more than one occupant.
- An application must be made by the body corporate or centre management and include an agreement between all interested parties on how that advertising board is used.
- The City of Port Phillip will consider the approval of advertising signs on a case-by-case basis and applications will be assessed according to available space, streetscape, pedestrian activity, amenity and traffic conditions.

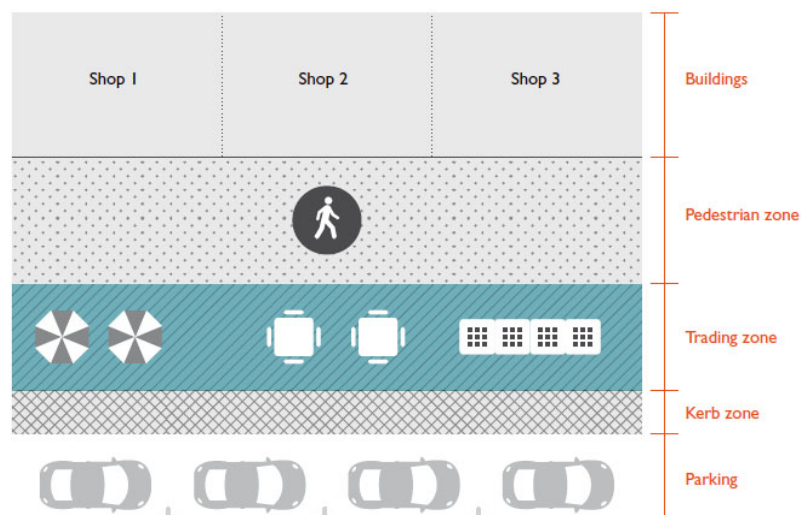


Diagram – Footpath Trading Zones

How to Apply for an A-board Permit

Before submitting an application you are encouraged to read the Footpath Trading Guidelines (2017) to understand the various safety, and amenity considerations that form the decision-making process. Key issues the authorised officer will take into consideration include:-

- Any approved footpath trading permits in proximity of the proposed location
- The footpath width
- Parking restrictions
- Accessibility to public infrastructure

To obtain an A-board permit, please complete the application form available online at: <http://www.portphillip.vic.gov.au/footpath-trading.htm>. Alternatively please contact the Footpath Trading unit. Submit your completed application form with a simple plan scaled 1:100 (1cm = 1m), to show:-

- The length of the building frontage
- The width of the footpath
- Parking restrictions
- Location of any infrastructure, such as street trees, bicycle hoops, public benches etc.

You must also include:-

- Application fee
- A copy of valid public liability insurance policy
- Plan/photo showing the A-board dimensions and signage contents

How long until I know the decision?

You cannot legally place an A-board on the footpath without a valid permit. From when you submit all the necessary information the decision can normally be reached within 20 business days.

How do I request a review of my decision?

If you are the permit applicant and dissatisfied with the decision of the council officer, you have the right to request a review of this decision. For more information please refer to the Footpath Trading Panel - Fact Sheet No. 1.

Enforcement

Traders are strongly encouraged to ensure staff responsible for the setting up of footpath trading furniture are familiar with the approved location and permit conditions.

Local Laws officers proactively patrol our city to ensure footpaths remain unobstructed and approved A-boards are correctly positioned.

A breach of footpath trading permit conditions can result in a notice to comply, an infringement being issued, or the A-board being impounded.

For more information on the placement of A-boards on the footpath refer to Sections 3.12 of the Footpath Trading Guidelines (2017).

If you would like to discuss further, please contact the Footpath Trading unit:-

Phone: (03) 9209 6844 (Mon to Fri 8.30am to 5pm)

E-mail: footpathtrading@portphillip.vic.gov.au

Web: www.portphillip.vic.gov.au/footpath-trading.htm

Mail: City of Port Phillip, City Permits, Private Bag No. 3, PO ST KILDA VIC 3182

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