

How to get the necessary permits

PRAGUE CITY HALL HERITAGE DEPARTMENT

You need the **binding opinion** of the heritage department if the building where you do business is a cultural heritage site or is within a heritage site or zone. You can find this out at bit.ly/heritage-prague. If it is a cultural heritage site, you must negotiate with the heritage department via the owner of the building. If it is not, you can apply for permission yourself.

You will find a form that needs to be completed at pamatky.praha.eu.

Address Jungmannova 35/29, 110 00 Prague 1 – Nové Město
Email posta@praha.eu
Data box ID 48ia97h
Web pamatky.praha.eu
Consultations every Monday (10am to 5pm) and Wednesday (8am to 6pm)

THE BUILDING AUTHORITY

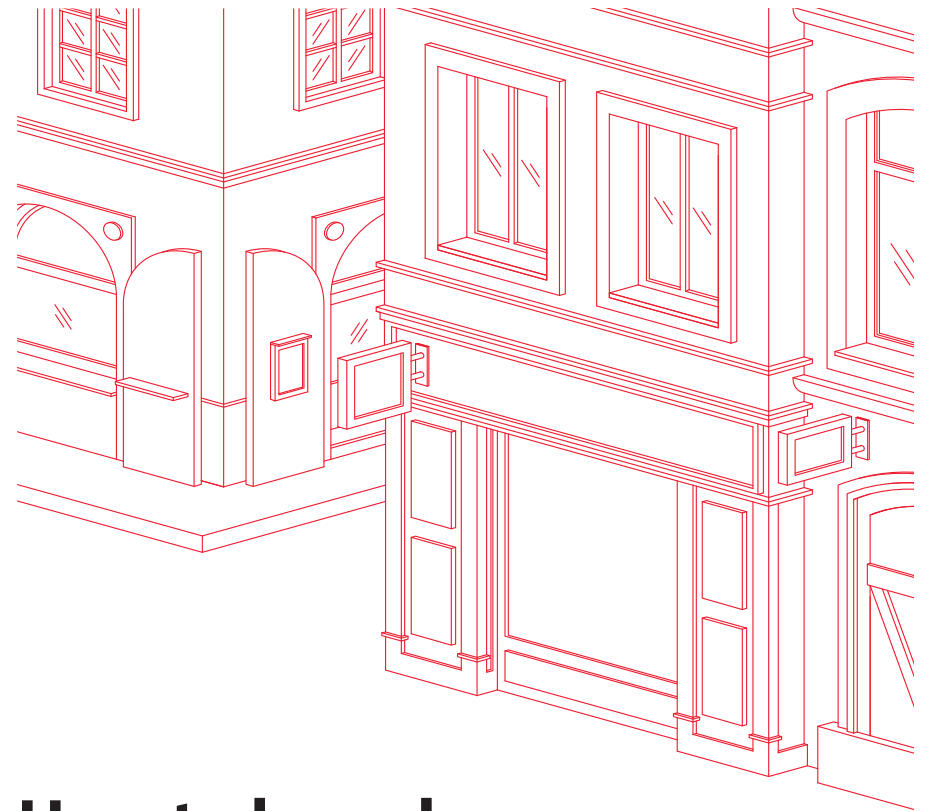
In addition to the binding opinion of the heritage department, you may also need a **decision** from the building authority in the case of major construction. We recommend that you always inquire with the relevant building authority in advance about the correct procedure. The building authorities are part of the town hall for the municipal district.

GENERAL QUESTIONS

Questions can be sent to: vizualni.smog@praha.eu

GRANT PROGRAMME

The city offers support in the form of a grant for the creation of new signage for your establishment in accordance with the Cultivating Prague publication. You can apply for a grant from the Prague Heritage Site Establishment Signage Programme, worth up to 70 % of your costs or a maximum of CZK 200,000. More information is available on the website pamatky.praha.eu/jnp/cz/dotace/program_oznacovani_provozoven. The grant can be applied only to works commenced, carried out and finished in the current year when the grant application was submitted.



How to brand shops in Prague

Rules and conditions for signage of the establishments on streets of Prague

The historical parts of Prague are subject to heritage protection. If you want to open a shop, salon or restaurant in protected heritage areas, you must have the form of your advertising signs approved by the heritage department. Advertising regulations also apply in various parts of the city. If regulations are breached, the **Prague City Hall authorities may impose a fine of up to CZK 2,000,000**. The city is now actively focusing on inspections.

To avoid problems, you should follow the rules from the Cultivating Prague publication – kultivovana.praha.eu.



The most important principles

01

The elements should be made of traditional materials (metal, wood, glass, etc.), not plastic.

02

General mass-produced signs (OPEN, etc.) cannot be used: the writing must not flash, rotate or contain moving information.

03

Never cover the architectural elements of the façade (stucco, window soffits, decorative grilles, etc.).

04

Do not use full-size decals on glass windows – they are part of the composition of the building.

05

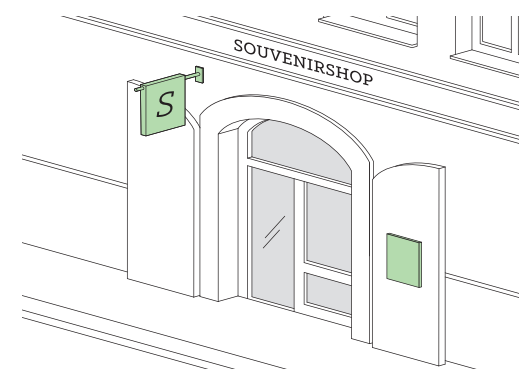
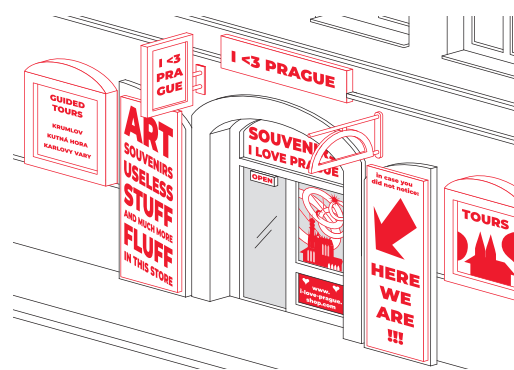
Only a maximum of two items from each element of the signage may be used per establishment (except for those on corners). There can only be two showcases or signboards.

06

The external part of the establishment is not a suitable place to present your product range or services. The information you provide should be concise and to the point.

07

Avoid reflective, fluorescent and otherwise garish colours.



01 COMPANY SIGN

- A** Choose a place for the company sign according to how the façade is structured. There is usually space assigned for it on the fascia.
- B** It is best to use a sign-written sign or one that uses individual letters. All-plastic illuminated boxes are not suitable.
- C** Details such as a telephone number or web or email address do not belong on the company sign. Nor do images of the product range.

02 PROJECTING SIGN

- A** The dimensions may not exceed 80 × 80 cm, with a max. depth of 10 cm. A minimum height of 220 cm above ground level must be maintained.
- B** Only the writing can be lit up for an illuminated element, not the whole area. White or yellow light or monochrome neon can be used.

03 SHOP WINDOW

- A** Full-size decals that conceal the whole window display, windows or door are not permitted.
- B** A decal is only possible in the form of cut graphics (individual characters).
- C** The product range, photos, colour graphic motifs and other illustrations do not belong on decals.

04 MENU BOARDS AND SHOWCASES

- A** The size may not exceed 60 × 90 cm, with a depth of 10 cm.
- B** They can only contain text, not photos.
- C** If you install two, they must look the same.

05 SHUTTER DOORS

- A** The attachments (signboards, showcase, shelves, etc.) must not be larger than one-third of the door area.
- B** Do not add advertisements with large photos to the doors – only use text.
- C** The background of the signboard must be the same colour as the door.