



For further inquiries, please contact:
stadtbildpflege@luebeck.de

Applications must be submitted to:
Bereich Stadtplanung und Bauordnung,
Mühlendamm 10



Advertising in the medieval city centre

How to present your store
to the street in Lübeck and
Lübeck-Travemünde





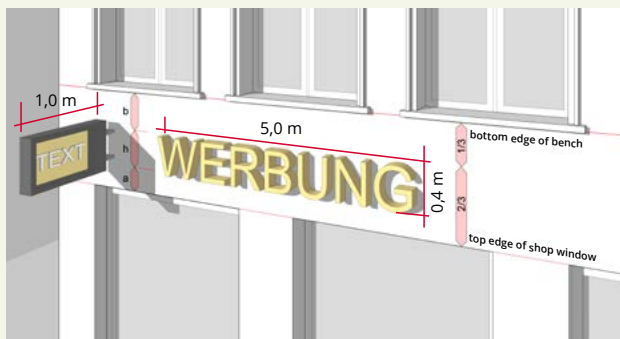
For good reason, there are clear rules for advertising

Together, we preserve the UNESCO World Heritage Site and the old town of Lübeck-Travemünde. The protected facades should be experienced in their uniqueness. Advertising is allowed but must match the surrounding urban appearance.



Generally permitted:

- individual letters on the ground floor facade
- 1 cantilever signage (in a right angle to the facade)



Advertising Installation Rules

Comprehensive information on advertising for the old towns Lübeck and Lübeck-Travemünde can be found in the manual.

It is available for download at:
www.luebeck.de/werbeanlagensatzung



Not allowed:

- window stickers
- bright, blinking lighting
- mobile and moving advertising
- flags and banners
- signboards on the pavement
- printed boards or signs

Subject to penalties.