

GUIDELINES FOR DISPLAY OF ELECTION CAMPAIGN TOOLS IN THE CAPITAL CITY 2025

Introduction

- A. Advertisements are defined under the Physical Planning Act to mean any word, letter, device, model, sign, placard, board, notice or representation, whether illuminated or not, in the nature of and employed wholly or in part for the purpose of public communication. The Act also states that advertisements may include any hoarding or similar structure used or adapted for use for the display of the communication. As such the display of election campaign posters is a form of advertisement envisaged within the definition in the Physical Planning Act as well as with Chapter 6 of the National Physical Planning Standards and Guidelines.
- B. The Authority has observed the increased placement/and or display of campaign posters as well as other election campaign tools in different parts of the Capital City.
- C. The Authority has the mandate to carry out physical planning and development control as well as preserving public decency, prevent damage to or defacement of property of the public or of the Authority. Additionally, the Authority has the power to prohibit, restrict, regulate or license the erection of any display of any banners and other structures over or across any street or public places in the Capital City
- D. In exercise of its aforementioned mandate, the Authority now seeks to regulate and control the placement and/or display of these campaign posters. If not regulated, display of campaign posters can be disorderly and negatively impact on the aesthetics of the City.

E. It is therefore imperative that display of billboards, posters, banners, street poles and signage in the City is regulated in accordance with the National policies and guidelines.

Enabling Legislation/Policies

1. The Kampala Capital City Act, Cap. 195
2. The Physical Planning Act, Cap. 142
3. The Building Control Act, Cap. 136
4. The National Environment Act, Cap. 181
5. The Parliamentary Elections Act, Cap. 177
6. The Local Governments Act, Cap. 138
7. The Local Governments (Kampala City Council) (Maintenance of Law and Order) Ordinance, 2006
8. The Kampala Capital City (Outdoor Advertising) Ordinance, 2025
9. The National Physical Planning Standards and Guidelines (Chapter 6)
10. Uganda Communications Commission Advertising Standards.

Objectives of these Guidelines

The aim of these guidelines shall be to;—

- a) regulate and control the display of campaign posters and other election advertising tools in the Capital City;
- b) preserve public decency and prevent damage to or defacement of property of the public or of the Authority and to maintain the aesthetics of the Capital City;
- c) ensure an orderly and coordinated display and removal of election and/or campaign posters in the Capital City;
- d) provide for enforcement mechanism for non-compliance with the applicable laws and these Guidelines.

Guidelines for election campaign tool usage and/or placement

- a) All election related advertising tools shall only be displayed or erected upon obtaining permission from KCCA.
- b) All election campaign posters on buildings should generally be on the front elevation, at or just above ground floor height. They should be of the same general size, level and design.
- c) All billboards or structures that are erected from the ground shall

- require spatial and structural approval by KCCA.
- d) Advertisements on motorised tools shall be allowed but only in compliance with the applicable laws and guidelines.
 - e) Any person intending to make use of sound/audio announcements to campaign candidates or political parties shall make an application for an outdoor advertising permit.
 - f) The use of sound/audio announcements shall only be permitted during the day between 08:00am – 05:00pm. The sound shall be within admissible levels of 80 decibels along the specific routes approved by the Executive Director.
 - g) Placement and use of election campaign tools shall only be permitted during official election and voter registration periods, subject to any requirements provided under the laws of Uganda or guidelines issued by the Authority.
 - h) Advertising on street poles shall be on first come first serve basis upon fulfilment of appropriate criteria as may be determined from time to time by the Executive Director.
 - i) Any erection of and/or display of election campaign tools on private property shall only be considered upon submission of the owner's written consent
 - j) The holder of the permit to erect and/or display any election campaign tools shall be responsible for the removal of the election campaign tools after the designated election period.
 - k) He/she shall also be liable for any costs that may be incurred in the removal, destruction and storage of the election campaign tools.
 - l) The Authority recommends that all election campaign tools shall be placed on boards to allow easy decluttering after after the designated election period.
 - m) Illuminated signs will not be permitted unless on already existing permitted billboards to avoid clutter.
 - n) Election/campaign posters for political events, not to exceed a maximum size of 0.9m x 0.6m.
 - o) It is prohibited to erect/display any campaign tools in hospitals, health centers, schools, places of worship, on electrical and telecommunication poles.
 - p) There shall be no posters shall be pasted on walls or trees.

- q) Key consideration shall be given to the City aesthetic. As such, election campaign tools will not be allowed where the Authority determines that they will negative the pleasantness / attractiveness of an area.
- r) The Authority shall ensure that all election/campaign advertising tools shall not obstruct visibility at a bend, junction or in places where they may cause hazards such as interfere with road users' view of traffic lights and/or signs.
- s) Removal/defacing of rival candidate's poster is illegal and any person found guilty shall be liable as provided under the applicable electoral laws. *[See 101 of the Parliamentary Elections Act, Cap. 177]*
- t) All election campaign tools erected without the necessary permits shall be considered illegal and shall be removed at owner's cost.
- u) No election campaign tools shall be placed on the road infrastructure i.e., road signs, traffic light poles and road reserves.
- v) No election campaign posters and/or banners shall be displayed at road curves, islands, junctions, and roundabouts, traffic lights.
- w) Clutter and littering of election campaign material shall not be permitted as such use of fliers, loose leaf materials for campaigns is discouraged.

Consequences for non-compliance to Guidelines

- a) Advertisements of any nature including election campaign tools are considered developments for which development permission must be sought under the Physical Planning Act and Building Control Act. As such any election campaign tools erected without the requisite permissions will be handled as provided under that Act. *[See Section 35(2), (3) and (4) of the Physical Planning Act];*
- b) Tools or posters placed without the requisite KCCA permissions shall be considered as litter and in contravention of section 97 of the National Environment Act.
- c) Additionally, any person who places, displays any election campaign advertising tool that obstructs, disturbs the peace in any public place, makes excessive noise or disturbs the peace in

any area within the Authority's jurisdiction shall be deemed to be in contravention of paragraph 7 of the Local Governments (Kampala City Council) (Maintenance of Law and Order) Ordinance, 2006

- d) Any person who maliciously defaces, destroys or removes an election poster of a nominated candidate commits an offence as provided under section 101 of the Parliamentary Elections Act
- e) Any person found guilty will be liable to pay the fine and/or imprisoned as guided by that provisions of the laws mentioned above.

END

KCCA