



CITY OUTDOOR ADVERTISING POLICY 2008

The Council meeting held on the 22nd December 2008 under Min. FPAI.28/68/08 (68.1) reviewed the City Outdoor Advertising and several resolutions were noted.

COMPOSITION OF MEMBERSHIP

The membership of the commission will comprise:

- ❖ Chairperson and Vice Chairperson as appointed by His Worship the Mayor, and approved by the Council and the appointees should be District Councilors.

Technical staff shall include:

- ❖ Director Works
- ❖ Chief Town Planner
- ❖ City Advocate
- ❖ Principal Revenue Officer
- ❖ ICT Manager
- ❖ The Senior Principal Assistant Town clerk or their representatives
- ❖ Public Relations Office as the Secretariat
- ❖ One member to represent the National Outdoor Advertisers Contractors Association.

TERMS OF REFERENCE (T.O.R)

1. To implement the law for the proper development of the industry. The implementation will cover all forms of outdoor advertising tools.
2. To keep an up-to-date computerized register of all outdoor advertising tools
3. To raise revenue by recommending to the Council appropriate charges and putting in place a mechanism to ensure and enforce collection.
4. To authorize construction and maintenance of outdoor advertising devices and ensure that the specifications given by the Council are adhered to.
5. To monitor all outdoor advertising activities in the field to ensure

compliance with the Council's decisions and to stamp out any unauthorized activities.

6. To register and license all operators with the aim of ensuring professionalism, quality, control and co-operation.
7. To encourage outdoor advertising contractors/firms to organize themselves into a professional body with a code of operational ethics.
8. To work with such an association (as in 7 above) to develop outdoor advertising into a vibrant and organised industry.
9. To work out and enforce standards for each category of advertising tool in accordance with the set guidelines.
10. To work out an appropriate numbering and identification system for all signs.
11. To establish and maintain a data bank of possible advertising sites.
12. To perform any other duties related to outdoor advertising in the city.
13. To enable the commission to carry out its duties diligently, the members will be entitled to an allowance. The allowance shall be determined by the Council.

KEY RESULTS

The Council through the commission will expect to achieve the following key results:

1. An orderly, vibrant and visually attractive city in respect of outdoor advertising.
2. Increased revenue for the Authority.
3. An up-to-date data bank.
4. An improved investment environment for outdoor advertisers and advertising firms.
5. Elimination of illegal outdoor advertising.

6. Improved standards for outdoor advertising.
7. An up-to-date register of licensed advertising agents.

A. MODE OF OPERATION

- a) The commission will have a technical committee comprised of technical staff who will meet fortnightly to consider applications for sites and applications to register new firms. The committee will be chaired by the Director Works. The recommendations will then be forwarded to the City Outdoor Advertising Commission for approval or rejection. The City Outdoor Advertising Commission will meet once in a month.
- b) The Secretariat will be head by the Principal Public Relations Officer who will be charged with handling correspondences on outdoor advertising, minutes of the Outdoor Advertising Commission, keeping an up to date data on outdoor advertising, implementing all the commissions' decisions and presenting reports to the relevant organs of the Council.
- c) Each Senior Principal Assistant Town Clerk will appoint a Division Technical Outdoor Advertising Committee made up of officials from the Works, Physical Planning, Finance, Commercial and Trade Order and Administration Departments. Their terms of reference are:
 - (i) To constantly monitor all advertising activities in the Division.
 - (ii) To ensure all advertising tools in the division are properly authorized.
 - (iii) To ensure that all advertising tools are fully paid for.
 - (iv) Upon applications to advertise, make recommendation to the Commission on the suitability of the location and type of structures proposed on the application form.
 - (v) To keep an up-to-date database for outdoor advertising tools for the division.
- d) Application for new sites or advertising tools will be obtained from the PRO's office on payment of a non-refundable fee of 10,000/= to the Council (Headquarters) Reception. A sample of the redesigned application form is attached as **Annex I**.

- e) The form is then filled by the applicant and taken to the Division Planner for a site visit, Division Engineer to assess materials to be used in construction of the board, Division Finance official to assess the amount to be paid and finally to the Senior Principal Assistant Town Clerk for final recommendation. The application is then forwarded to the secretariat (PRO's office) for submission to the technical committee.
- f) The Secretariat (PRO's office) will then submit to the technical committee for further scrutiny and for onward submission to the City Outdoor advertising Commission for final approval or rejection.
- g) The Secretariat will then send a letter to the successful applicant to pay Council's annual rental charges to the respective division (depending on the location of the advertising tool) before permission can be granted. The unsuccessful applicant will also be sent communication and reasons as to why their application was rejected.
- i) After payment of annual advertising charges a copy of the receipt is sent to the secretariat (PRO's office) who will communicate the Commission's resolution.
- j) The Commission will strictly deal only with registered Advertising firms who will have fulfilled the following conditions:
- k) Submission of a valid Memorandum and Articles of Association, which clearly states that the firm is registered to carry out outdoor advertising.
 - ❖ Certificate of Incorporation
 - ❖ Trading License
 - ❖ Company profile
 - ❖ Tin/VAT registration
 - ❖ Share capital of five million shillings (Shs.5,000,000/=)

The above documents will be scrutinized by the Commission and after approval the firm pays, a registration fee of Shs.2, 000,000/= (annual fee) to the Council Headquarters and is then issued with a Certificate of operation by Kampala City Council.

- l) Applications for renewing sites or advertising tools will be done annually on the advice by the secretariat and on payment of a non-refundable renewal fee of Shs.10, 000/= per tool to the Council (Headquarters). However, renewal forms will not go through the divisions except for the annual rental fees which will be paid at the division after permission for renewal has been granted.

B. CONDITION

1. The Commission will deal only with advertising firms who will be registered by the Council at a fee. This to guard against illegal adverts being put up as well as ensuring quality and compliance. The Commission therefore expects all advertisers to use registered advertising firms.
2. All billboards and other advertising tools (except those of a temporary nature like banners) will be valid for only *one financial year that is July 1st to June 30th* of the following year irrespective of when permission was first obtained. Thereafter, renewals will be obtained for the subsequent financial year as indicated above.
3. All renewals must be completed and payments made by 31st March of the subsequent year. Whereas every effort will be made not to inconvenience the advertisers, renewal is not automatic.
4. All authorized sites must be paid for within 30 days of allocation and developed within three months.

C. ZONING

Kampala will be zoned into INNER and OUTER zones.

1. The Inner zone is an area with relatively high economic activity, high density of commercial enclaves, developments along the main streets and the main objective in these areas is to conduct business and sell products. The Inner Zone will be:

Start at Gold Course Roundabout – Mulago Roundabout – Haji Musa Kasule Road – Old Kampala Ring Road – Namirembe Road – Kafumbe Mukasa Road – Mutesa I Road – Kibuye Roundabout – Queensway – Nsambya Road – Mukwano Road – 7th Street – 5th Street – Spring Road – 3rd Street – Jinja Road – Archer Road – Babiiha Road – back to Golf Course Roundabout. In the inner zone, only billboards of up to 18sq.m will be allowed.
2. All advertisers are advised NOT to renew their contracts with advertising firms in this zone unless the billboards are of size 18 Sqms. or less, are lit and made of materials approved by KCC.

3. All billboards in this zone are required to be on a unipole to enhance the beauty of the City.
4. Any lawful and safe advertisement will be permitted as long as it does not have an adverse effect on the value or visual qualities of other properties or landmarks. However, since ground space is limited, advertisers will be encouraged to use wall and roof top adverts which are illuminated or electronic.
5. The Outer Zone is the area with little human activity, has relatively large open spaces and low density residential areas. More advertising freedom will be allowed here with regard to size, number and positioning. Larger sizes of boards may be allowed in the zone BUT not exceeding 72 sqms.
6. Maximum control areas such as those that are environmentally sensitive like the swamps, parks, open greens, which may be found both in the inner and outer zones will be restricted to tourism and beautification signage.

D. QUALITY OF MATERIALS

- a) All materials used will be approved by the Council taking into account the visual, environmental, technical and legal implications.
- b) With immediate effect the advertising firms will be required to employ or retain the services of a registered professional *in the field of Engineering* who will recommend all structural details of the structures constructed.

E. CONTENT ON THE BOARDS

- a) The boards shall not be in conflict with any law
- b) The boards will be environmentally desirable in terms of size, design and illumination
- c) The messages should be objective, decent and sensitive in content
- d) The board should not obscure any other board previously legally erected
- e) The board should not be a danger to any person or property
- f) The board should not encroach on any boundary line where it is erected.

F. SPACING

- a) Boards along roads with speeds of up to 90kph: should be 100 metres apart on the same side of the road; 200 meters on a freeway.
- b) In sub-urban and township roads, up to 60kph: 100 metres; 50 metres if the speed is less than 60kph.
- c) On road intersections: not more than 4 boards are to be constructed.

G. SIZE

Will be determined depending on the location (refer to (C) above). However, as a general principle, the more intense the economic activity, the smaller the size since space in such areas tends to be smaller.

H. SAFETY

- a) Boards near signalized intersections shall not have red, amber or green as main colours and *any other colour Council may deem unfit*.
- b) Illumination of the boards shall not constitute a road safety hazard.
- c) Traffic flow must not be impeded during erection or maintenance.
- d) Boards shall not obstruct a motorists or pedestrian's view
- e) Boards will be prohibited within such distances of ramps, traffic signs, or road curves as shall be determined by the controlling authority.
- f) All boards of size 24sq.m and above shall be issued with completion certificate by the Director Works.
- g) All boards of size 24sq.m and above shall be insured by the advertising firm without exception.
- h) That the Engineer inspects the bigger billboards to ascertain whether they were well located especially in sharp corners.

I. IDENTIFICATION AND MAINTENANCE

- a) All approved signs must be numbered according to an approved system. The numbers should be unique and clearly seen reflected on the left hand side of the billboard.
- b) Regular inspections will be conducted by the controlling authority to ensure the good condition of the boards.

J. ILLEGAL SIGNS

- a) Initially, all signs installed without proper authority shall be given an opportunity for regularization as long as they do not contravene any other provision in these guidelines.

The locations will be assessed for suitability and the standards of the signs must be acceptable to the Council.

- b) All unregularized boards shall be removed. Thereafter, any sign found to have been installed without authority will be removed by the Council without prior notice and at the cost of the advertisers.
- c) It is recommended that field monitoring and surveillance of outdoor advertising be contracted out. However, as all this is being streamlined, the following measures should be taken:

A special enforcement team be instituted to check on unauthorized advertising. Unauthorized advertising tools be fined at double the rate of the annual fees payable for as long as they are in existence.

The terms of Reference for the team are:

- (i) To constantly survey the city and record all posters and banners on display.
- (ii) To remove all illegal displayed banners and posters on authorization from the Council.
- (iii) To restore proper advertising order in any location in the city on the instructions of the Council
- (iv) To carry out any other advertising control activity as may be authorized by the Council.

K. JUNCTIONS

To avoid clutter at junctions, one or two large boards will be erected upon which advertisers may rent space to indicate the direction of their premises. The boards (acting as directories) shall take precedence over any commercial advertising boards that may also be located at the junction.

L. REVENUE

- a) It is proposed that monitoring, enforcement and revenue mobilization not collection be contracted out. The Council shall retain overall charge and continue to carry out the functions of registration of advertising firms, approval of applications, certification of advertising structures, revenue collection and all giving other necessary instructions.
- b) The current advertising rates are attached as **Annex II**

No	Category	Current rates Rates(UGX)
1	Registration Fee	2,000,000
2	Application Fee	10,000
3	TYPE OF ADVERT	Old charges
4	CLASS ONE – BILLBOARDS AND OTHER FREE STANDING SIGNS.	
5	BB 72 sq.m	1,300,000
6	BB 24sq.m – 48sq.m	950,000
7	BB 10sq.m – 23sq. m	650,000
8	BB 13sq.m Maxilite for Inner Zone	1,300,000
9	Tri-Vision Signs	1,300,000
10	BB 1.5sq.m -9 sq. m	191,000
11	Suburb Signs	191,000
12	CLASS TWO – POSTERS	
13	Presidential Elections	200,000
14	Parliamentary Elections	100,000
15	LCV Chairperson	100,000
16	LC III Chairperson & Councilors	50,000
17	Other Posters	500
18	CLASS THREE – WALL ADVERTS	
19	BB 72 sq.m	1,300,000
20	BB 24sq.m – 48sq.m	950,000

No	Category	Current rates Rates(UGX)
21	BB 10sq.m – 23sq. m	650,000
22	BB 13sq.m Maxilite for Inner Zone	1,300,000
23	Tri-Vision Signs	1,300,000
24	BB 1.5sq.m -9 sq. m	191,000
25	Suburb Signs	191,000
26	CLASS FOUR – MOBILE SIGNS	
27	Taxi Advertising	600,000
28	Bus Advertising	1,500,000
29	Salon car Advertising	
	CLASS FIVE – TRAVELLERS SIGNS	
30	Service Facility Signs	1,500,000
31	CLASS SIX - OTHERS	
32	Banners & Flags	10,000
33	Street Name Adverts	143,000
35	Bill Copy Holders	95,000
36	Estate Agents Boards	570,000
37	Sale of Goods	74,000
38	Livestock Auction	293,000
39	Contractors Signs	951,000
40	Project Boards (Ministries, NGOs, Schools etc)	Exempted
41	Product Replicas & 3-D Signs	570,000
42	Display Advert Clocks	1,000,000
43	LCD Boards	1,300,000
44	Litter Bins	30,000
45	Roof Signs, Sky Signs, Towers, Bridges & Pylons-New proposal to be charged according to the coverage of the roof (Sq M)	
46	BB 72 sq.m	1,300,000
47	BB 24sq.m – 48sq.m	950,000
48	BB 10sq.m – 23sq. m	650,000
49	PASSENGER SHELTERS	475,000
50	JUNCTION SIGN	
51	Junction signs	951,000
52	Kiosks	380,000

No	Category	Current rates Rates(UGX)
53	Aerial Signs	250,000
54	Promotions	250,000