



CITY OF JOHANNESBURG

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City of Johannesburg Media Statement by the Member of the Mayoral Committee for Development Planning, Cllr Belinda Echeozonjoku

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City bridging gap in outdoor advertising

The Department of Development Planning is growing increasingly concerned about the alarming number of individuals and businesses who illegally advertise on City, public, and private property without prior approval from the municipality.

The City loses approximately R60-million every year in potential revenue due to illegal outdoor advertising. This is revenue that could be used to improve the quality of service delivery to residents of Johannesburg.

The MMC for Development Planning, Cllr Belinda Echeozonjoku, condemns individuals and companies that advertise illegally, warning that the City's law enforcement agencies will deal decisively with such lawlessness.

Municipal law enforcement agencies have the right to stop and remove illegal outdoor advertising where they see it.

"Illegal outdoor advertising is very unfair to those that have gone through the proper municipal channels to get approval to advertise. It exacerbates the clutter that we see across our City. I encourage individuals and companies to approach the Department of Development Planning to get proper approval, which takes approximately 90 days," says Cllr Echeozonjoku.

According to the City's Outdoor Advertising Bylaw (2009), anyone wishing to advertise publicly is required to make an application to the Department of Development Planning to consider in terms of promulgated bylaws to display or cause to display any advertisement that would be visible from any public place, including road reserves across all land within the jurisdiction of the City of Johannesburg.

This comes as the Outdoor Advertising Bylaw (2021) is out for public comment for the next 60 days. This period allows everyone to submit their input to the document before it is adopted by the City Council.

"I encourage members of the public and our stakeholders to submit their comments. The document will close all loopholes around outdoor advertising in our City," Cllr Echeozonjoku says.

The MMC adds that the Department will soon hold information sessions on the proposed bylaws with municipal councillors. The public and stakeholders should approach councillors in their wards to get their inputs considered.

Residents should submit comments on the Outdoor Advertising Bylaw (2021) to Mr Annis Moatshe: Email: AnnisM@joburg.org.za

Ends

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