



Media Statement

For Immediate Release

15 July 2024

City officials foil attempts to erect an illegal advertising sign

Officials from the City of Johannesburg’s Development Planning Department foiled a media company’s attempt to erect an illegal advertising board along Winnie Mandela Drive near Leslie Avenue in the Sandton/Fourways suburbs on the border of both Region A and E.

The illegal signage, which was going to be projected along Winnie Mandela Drive on Sunday, 14 July 2024, is a massive signage owned by a company known to the City and whose service provider was nabbed while attempting to erect the structure.

City officials from the Department of Development Planning’s Law Enforcement Unit; Ward 94 Councillor David Foley; members of the Johannesburg Metropolitan Police Department and Gauteng Province officials stopped the signage from going up.

The service provider produced what they claimed to be permission to erect the structure, which turned out to be an advisory note from the Gauteng Province’s Department of Roads and Transport. It stipulated that the media company ought to apply and seek permission from the City of Johannesburg in accordance with the City’s outdoor advertising by-law.

Said Cllr Foley: “Our community groups, which consist of around 10,000 vigilant members, play a crucial role in this effort. As soon as someone spots activity on the side of the road that appears suspicious, they alert me as the Ward 94 Ward Councillor, immediately. This quick communication network ensures that we can act swiftly to address any potential violations.”

Cllr Foley said the locations where most transgressions occur are targeted for illegal signage because they are busy roads with high visibility, seen by thousands of people daily.

“I am grateful to our vigilant community for promptly alerting me to these trespassers,” he said.

The Member of the Mayoral Committee (MMC) for Development Planning in the City of Johannesburg, Cllr Eunice Mgcina, commended the actions of City and Provincial officials to avert the illegal erection of the advertising signage.

“I wish to applaud the timeous intervention of our officials who acted speedily to save the City millions of rand that would have been lost through this illegal act. Had we not acted timeously; we would have also had to hire a demolition company to remove the structure – this at a huge cost to the City. So, I really applaud our officials for being alert and for their speedy reaction.

“A couple of months ago, I had promised that as the City we would leave no stone unturned in dealing with advertisers who ignore our by-laws and put up illegal advertising structures – and we continue to do so on an ongoing basis,” said MMC Mgcina.

MMC Mgcina further issued another appeal to outdoor media companies to follow the correct procedures and abide by the City’s outdoor advertising by-law requirements when erecting advertising signs.

“I wish to reiterate that we will not tolerate lawlessness in the City. Some of these outdoor advertisement signs obstruct traffic; they are erected on both council and privately owned land without consent or approval and they become an eye-sore that we have to spend millions of rands to remove. This situation cannot be allowed to go on.

“And I appeal to media companies to abide by the law and do the right thing. If they don’t then we will deal with them accordingly,” said MMC Mgcina.

She added that the City, through the Department of Development Planning’s Outdoor Advertising Unit, has established systems to urgently consider all submitted applications as well as new applications for outdoor advertising. All applicants for outdoor advertising are provided with feedback for their applications.

The City continues to work closely with all stakeholders (Gauteng Department of Roads and Transport, all other state-owned organisations and the Courts) to enable the City to maintain law and order and to ensure that revenue due to the City is collected accordingly.

Ends

Issued by
The Development Planning Department
City of Joburg

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