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Media Release

For Immediate Release

Date: 10 December 2024

The City of Joburg clamps down on illegal outdoor advertisers

The City of Johannesburg, through the Development Planning Department, has intensified its efforts to enforce outdoor advertising by-laws by removing two illegal billboards. This operation, conducted on Tuesday, 10 December, underscores the City's commitment to maintaining order and compliance in the advertising sector.

The City's Department of Development Planning commissioned the JDA to carry out the operation, led by the Member of the Mayoral Committee (MMC) for Development Planning, Cllr. Eunice Mgcina, alongside the Executive Director for the Development Planning Department, Mr Eric Raboshakga and the JDA CEO, Mr. Themba Mathibe. Together, they oversaw the dismantling of non-compliant advertising structures in key areas of the city:

- Chris Hani Road, Pimville, Soweto (opposite Maponya Mall)
- Orange Farm, Extension 2

Cllr. Eunice Mgcina emphasised the importance of adhering to municipal regulations, stating, "Illegal outdoor advertising undermines the integrity of our urban environment and poses risks to public safety".

"The City's bylaws are in place to ensure that advertising practices are regulated, orderly, and mutually beneficial for all stakeholders. We urge individuals and businesses to seek proper approval before erecting any advertising structure," she noted.

The outdoor advertising industry in Johannesburg is regulated under the Outdoor Advertising By-Law (2009), which explicitly states that no advertising sign may be erected or used without prior written approval from the Council. Despite this clear directive, the City has observed a troubling increase in unauthorised advertising structures on public and private properties.

Mr. Themba Mathibe, CEO of the JDA, highlighted the Agency's role in upholding the City's vision for sustainable urban development. "The removal of these illegal billboards demonstrates our commitment to fostering a visually appealing and compliant urban landscape," he said.

"The JDA remains steadfast in supporting the City's efforts to address non-compliance and ensure Johannesburg's advertising industry thrives within the parameters of the law," Mr Mathibe added.

This decisive action signals the City's determination to curtail illegal outdoor advertising and safeguard the aesthetic and structural integrity of Johannesburg's urban spaces. Businesses and individuals are encouraged to engage with the Department of Development Planning to secure the necessary permissions for their advertising needs.

Ends

Issued by the City of Johannesburg

For all media queries, send an email to mediaqueries@joburg.org.za