



a world class African city



City of Johannesburg
Johannesburg Development Agency

No 3 Helen Joseph Street
The Bus Factory
Newtown
Johannesburg, 2000

PO Box 61877
Marshalltown
2107

Tel +27(0) 11 688 7851 (O)
Fax +27(0) 11 688 7899/63
E-mail: info@jda.org.za

www.jda.org.za
www.joburg.org.za

For immediate release
To: All Media
23 March 2026

CITY CALLS ON RESIDENTS AND STAKEHOLDERS TO SHAPE THE EMPIRE PERTH INNOVATION DISTRICT



The 6.7km [Empire-Perth](#) stretch connects the CBD to Westbury, Melville, and Auckland Park, creating a backbone for a more connected Johannesburg.

The City of Johannesburg, through the [Johannesburg Development Agency](#) (JDA), has officially launched the development of a Business Case and Concept Plan for the Empire Perth Innovation District — and is inviting the public, partners, and stakeholders to help shape its future.

The Innovation District is a bold, forward-looking initiative aimed at positioning Johannesburg as a leading hub for innovation, research, entrepreneurship, and economic growth. By bringing together businesses, universities, research institutions, innovators, and government, the district seeks to unlock new opportunities, attract investment, and create sustainable jobs for residents.

Building a better city

Directors
J Maputla (Chairperson) T Mathibe (CEO) S Mpakama (CFO) D Oliphant M Mokoena M Ntanga M Ramonyai V Hlongwa S Masiza T Nawane B Molelekeng N Veyi T Sibeko
T Msane (Company Secretary)
Registration Number: 2001/005101/07

Why the Innovation District Matters

The Empire Perth Innovation District is envisioned as a vibrant, inclusive ecosystem where ideas can be tested, businesses can grow, and talent can thrive. The initiative will:

- Encourage collaboration between academia, industry, and the public sector
- Support start-ups, entrepreneurs, and innovation-led enterprises
- Stimulate local economic development and regeneration
- Contribute to long-term job creation and skills development

The Business Case and Concept Plan will act as a strategic roadmap, identifying priority interventions, catalytic projects, and partnership opportunities needed to turn the vision into reality.

Where Will the Innovation District Be Located?

The study area extends from Helen Joseph Hospital in the west to the University of Johannesburg's Doornfontein Campus in the east, with particular focus on the Empire-Perth Corridor — an area with significant potential for innovation-driven urban renewal.

Your Voice Matters: Get Involved

The City and JDA recognise that inclusive planning is essential to delivering a successful Innovation District. Community voices, institutional partners, businesses, and innovators all have a role to play.

Two rounds of stakeholder engagement will be conducted to ensure that ideas, concerns, and aspirations are meaningfully integrated into the planning process.

As part of this process, members of the public and interested stakeholders are invited to participate in an online Public Meeting:

Date: Tuesday, 7 April 2026
Time: 17:00 – 20:00

This meeting will provide an opportunity to learn more about the project, share local insights, and help guide the future direction of the Innovation District.

How to Participate

Stakeholders who wish to take part in the study and attend the online Public Meeting are encouraged to register their interest by contacting the project team via email:

nomim@nma.org.za

For additional information and updates, visit:

www.joburg.org.za

www.jda.org.za

ENDS

Issued by: Kenneth Nxumalo
Johannesburg Development Agency

For more information:

Elias Nkabinde

Email: enkabinde@jda.org.za

Phone: 076 961 8022

Website: www.jda.org.za

[City partners with residents to find innovative solutions to new normal](#)

[City advances plans for the Archbishop Desmond Tutu Precinct](#)

[Reimagining Johannesburg's High Court precinct](#)