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Media Statement

For Immediate Release

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City of Johannesburg Collects Nearly R100 Million Through Crackdown on Illegal Outdoor Advertising

The City of Johannesburg Municipality, through its entity the Joburg Property Company (JPC), collected close to R100 million in revenue within a few months after intensifying its crackdown on illegal outdoor advertising across the city.

The revenue increase follows ongoing compliance and law enforcement operations aimed at ensuring adherence to the City's Outdoor Advertising By-Laws while improving revenue collection to support service delivery.

Speaking during an enforcement operation conducted on Tuesday (12 May 2026) at the corner of Jan Smuts Avenue and Republic Road on Tuesday, JPC Chief Executive Officer Musah Makhunga said the outdoor advertising industry had contributed only about R4 million annually to the City before the intervention.

"When we started this operation in January, many media owners came forward to engage with the City and enter into formal agreements. We started from a base of about R4 million per annum, and we are now reaching close to R100 million. This demonstrates that there was significant revenue leakage within the outdoor advertising portfolio, money that rightfully belongs to the City to support service delivery," said Makhunga.

Makhunga added that the City would continue intensifying enforcement operations across Johannesburg to ensure all outdoor advertising companies comply with municipal regulations.

"We will continue pushing hard because there are still areas where illegal outdoor advertising is mushrooming. The revenue collected through compliance will assist the City in addressing critical service delivery challenges, including infrastructure maintenance, fixing potholes, and improving urban management," he said.

Senior Law Enforcement Officer for Development Planning dealing with outdoor advertising infringements, Tembinkosi Mvelase, said the latest operation followed investigations conducted after illegal billboard structures were identified at properties along Republic Road.

According to Mvelase, notices were issued to the responsible parties, but no corrective action was taken within the stipulated timeframe, resulting in enforcement action by the City.

“The advertising structures are not approved by the City of Johannesburg. There is a detailed approval process that includes notifying the City, submitting applications, paying the required fees, and undergoing technical evaluations before any sign can be erected,” said Mvelase.

He further emphasised that many advertisers continue to erect signs illegally despite being aware of the regulations.

“The Outdoor Advertising By-Law of 2009 is clear. Companies must not erect signage before obtaining approval from the City. Unfortunately, many operators ignore the law, which is why these enforcement operations are necessary,” he said.

The City of Johannesburg has reiterated its commitment to intensifying compliance inspections and ensuring that all outdoor advertising operators adhere to municipal by-laws while contributing fairly to the City’s revenue stream and broader service delivery mandate.

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Issued by the City of Johannesburg

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