

Corporate Profile

JPC's business

JPC is a dynamic and visionary company mandated to manage and develop the CoJ's property portfolio. The diverse portfolio covers 50 000 hectares across seven municipal regions.

JPC maximises social and commercial opportunities within the CoJ's portfolio to unlock value and support the City's growth and development strategy aimed at making Johannesburg a "World-class African City".

The drive for social transformation is at the core of JPC's strategy and all of its operations. Utilising council-owned land assets, JPC leverages private sector investment in public infrastructure, promoting innovative solutions to the development challenges of contemporary Johannesburg.

<p>JPC's Flagship Properties</p>	<p>Office Space Optimisation. New City Development Johannesburg City Wide.</p>
<p>Projects Completed in 2015/2016</p>	<p>City Lodge Hotel development Newtown February 2016. Bara Retail shops March 2016. Kgoro Development Sandton September 2015. Newtown Filling Station upgrade May 2016. The Cambridge, Bryanston.</p>
<p>Properties in progress at year-end</p>	<p>Refurbishment of the Jabulani Amphitheatre. Rissik Street Post Office. OSO Office Space Optimisation.</p>

Strategic Objectives

JPC's primary goal in supporting the vision and mission of the 2040 Growth and Development Strategy (GDS) is based on recognising and emphasising its role as an economic and social property agency to achieve positive developmental outcomes. These strategic objectives are aligned with the strategies of the Economic Growth, Human and Social Development, Sustainable Services and Governance Clusters, as well as various Integrated Development Plan (IDP) programmes. In synchronising the various strategic objectives, JPC has identified the following as strategic objectives:

- Supporting economic development
- Supporting community development and social initiatives
- Utilising the property portfolio to address social imperatives and priorities
- Utilising the portfolio as a vehicle for transformation
- Ensuring efficient, economic, and effective service delivery to clients, customers, and stakeholders
- Ensuring a professionally managed and sustainable company