



a world class African city

City of Johannesburg
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**MEDIA RELEASE
FOR IMMEDIATE RELEASE
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Defiant Reinstallation of Illegal Outdoor Advert Triggers City Action

The City of Johannesburg has recorded a serious and deliberate breach of municipal by-laws following the reinstallation of an illegal outdoor advertising sign associated with Centrefold Media (outdoor media owner) as well as Naked Insurance, after the advert was lawfully removed by the City last week during an authorised enforcement operation.

The City regards the reinstallation of the advert as a wilful act of non-compliance and defiance of lawful enforcement, executed with full knowledge that the advertising was unauthorised. This conduct constitutes a repeat offence and an aggravating factor under applicable municipal by-laws and enforcement frameworks.

In response, the City has initiated escalated enforcement measures, which include:

- The imposition of statutory penalties for non-compliance and repeat contraventions;
- Further investigative action to determine accountability across all responsible parties; and
- Consideration of the removal of the outdoor advertising structure itself, should it be found to be non-compliant, unlawfully erected, or used to facilitate repeated by-law violations.

Illegal outdoor advertising presents demonstrable public and traffic safety risks, particularly where structures lack engineering approval or certification. The City further notes that such advertising may be linked to unauthorised electricity connections, which constitute additional offences and pose serious safety and infrastructure risks.

From a regulatory and fiscal perspective, illegal advertising undermines the City's lawful revenue collection, as non-compliant advertisers evade prescribed application, rental, and permit fees. This directly impacts the City's ability to fund and sustain service delivery.

The City of Johannesburg reiterates that compliance with municipal by-laws is mandatory, not discretionary. Enforcement applies equally and without exception, irrespective of brand, commercial profile, or market presence.

The City will not hesitate to pursue all remedies available in law against repeat and defiant offenders. This matter remains under active investigation, and further enforcement action may follow.

This incident sends a clear and unambiguous message: any attempt to undermine or reverse lawful City enforcement will attract swift, escalated, and lawful consequences.

Residents and businesses are encouraged to comply with municipal by-laws and report illegal activity through official City channels.

- Anti-Fraud and Corruption Hotline: 0800 025 87
- Email: Whistle@joburg.org.za
- Walk-in: 48 Ameshoff Street, SAPPI Building, Braamfontein
 - 6th Floor: Fraud, Corruption, Theft and Maladministration
 - 7th Floor: Property Hijacking and Compliance Investigation

ENDS

Issued by the City of Johannesburg

For enquiries, kindly send email to mediaqueries@joburg.org.za