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Joburg Property Company Intensifies Crackdown on Illegal Outdoor Advertising

The Joburg Property Company (JPC), has intensified its citywide crackdown [on illegal outdoor advertising](#), continuing with targeted enforcement operations along major routes, including the M1 North near Midrand on Tuesday.

The operation focused on signs illegally connected to City Power infrastructure, structures erected without approval, and billboards placed on public land without required authorisations.

The multidisciplinary team included JPC, Development Planning, JMPD, City Power and the Johannesburg Roads Agency (JRA).

JPC CEO Musah Makhunga said what is concerning is that these illegal signs often belong to large companies and big brands.

“Today we are on the M1 North in Midrand continuing with our revenue enhancement and by-law enforcement operation. We are targeting areas where signs have been illegally erected, and we will continue removing them until full compliance is achieved.” said Makunga.

Makhunga said the operations are intended to ensure the City collects the revenue owed to support essential service delivery.

“We urge brands to check the compliance documents of media owners before purchasing advertising space. When signs are illegal, the removals affect the brands as well. Our aim is to protect public safety, reduce visual clutter, and ensure adherence to by-laws,” he said.

The operation, which started last year December, saw JPC remove up to 50 illegal advertisements that used public land without paying from the City and without following proper approval processes.

Executive Director for Development Planning, Eric Raboshakga, said the message is clear illegal signs will be removed, and compliance is non-negotiable.

“Many of the signs we removed today were illegally connected to City Power infrastructure and erected without structural approval. Before putting up any sign, owners must apply through Development Planning, obtain consent from JPC for public land, submit engineering drawings, and meet all safety requirements,” he said.

“These regulations exist for a reason. A poorly installed sign can collapse or distract drivers, posing serious safety risks. Where owners ignore City notices, we remove the signs and may impose penalties of up to 12 times the standard rates,” said Raboshakga.

The City emphasises that illegal advertising structures undermine public safety and deprive Johannesburg of much-needed revenue. JPC’s revenue-sharing model supports critical infrastructure and service delivery across the city.

“We are committed to ensuring full compliance with City by-laws and protecting Johannesburg’s interests. The outdoor advertising industry must work with the City, follow proper processes, and ensure that all signage erected within Johannesburg is fully compliant,” Makhunga concluded.

Written by Zingiswa Mndayi

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