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Media Statement

For Immediate Release

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City of Johannesburg and the Joburg Property Company urge property owners to comply with outdoor advertising regulations

The City of Johannesburg and the Joburg Property Company (JPC) are encouraging private property owners to approach development planning for compliance when considering any outdoor advertising activities. This follows a multi-disciplinary operation conducted in Sandton on Tuesday, aimed at enforcing municipal by-laws and addressing illegal outdoor advertising structures.

The operation forms part of the City's ongoing revenue enhancement drive to ensure compliance with outdoor advertising regulations and safeguard public infrastructure. Authorities targeted illegal signage and unlawful connections to City Power infrastructure, which pose both safety and legal risks.

JPC, working together with key City entities including City Power, Johannesburg Roads Agency (JRA), Development Planning, and Johannesburg Metropolitan Police Department (JMPD), conducted a coordinated enforcement operation to remove non-compliant structures and ensure adherence to City by-laws.

Joburg Property Company spokesperson, Lucky Sindane, emphasised that JPC's mandate focuses on the management of City-owned land, while outdoor advertising on privately-owned land requires strict compliance with Development Planning processes.

"Property owners and interested parties must apply for the necessary permissions and rights before erecting any advertising structures. This applies equally to both City-owned and privately-owned land. No structure may be erected, nor advertising conducted, without the required consent," said Sindane.

Residents and businesses are reminded that all outdoor advertising activities within the City of Johannesburg Metropolitan Municipality are governed by by-laws. Property owners are legally obligated to consult with Development Planning before entering into agreements with advertising companies.

The City cautions against engaging in private arrangements with outdoor advertising companies without the appropriate approvals, noting that while such arrangements may appear financially beneficial, they constitute a violation of municipal regulations.

The City of Johannesburg will continue with its outdoor advertising enforcement operations to ensure compliance and maintain the integrity, safety, and visual standards of the urban environment.

Ends

Issued by the City of Johannesburg

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