



a world class African city

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**MEDIA RELEASE  
FOR IMMEDIATE RELEASE  
Date: 12 January 2025**

**City of Johannesburg Enforcement Operation to Curb Illegal Outdoor Advertising**

The City of Johannesburg will undertake a targeted, multi-disciplinary enforcement operation tomorrow, 13 January 2026, to address the growing problem of illegal outdoor advertising across the city.

This operation responds to ongoing concerns that unauthorised advertising structures are often linked to illegal connections to the City's electricity supply, pose serious traffic and public safety risks, and significantly undermine municipal revenue collection through non-compliance with advertising by-laws and engineering certification requirements.

Illegally erected signage can obstruct roadways, interfere with visibility, and compromise the safety of motorists and pedestrians. In many instances, these structures have not been certified by qualified engineers, rendering them structurally unsafe and unlawful.

From a revenue perspective, the City has made measurable progress in improving outdoor advertising compliance, yet significant losses remain. During the 2024 financial year, the City collected approximately R5 million in outdoor advertising revenue. This improved substantially in the 2025 financial year, with collections increasing to just over R50 million per annum.

Despite this improvement, these figures remain far below the City's revenue potential. Once illegal outdoor advertising is fully addressed and compliance is enforced, the City estimates that up to R300 million per annum could be generated from lawful outdoor advertising revenue that is critical to sustaining service delivery across electricity, roads, water, and other essential municipal services.

This enforcement action forms part of the City's broader commitment to building a safe, orderly, compliant, and financially sustainable city, where the rule of law is upheld and legitimate businesses are protected from unfair competition.

**Meeting Point Details**

**BP Petrol Station, Winnie Mandela Drive**

Winnie Mandela Drive, Sandton, Gauteng, 2001

Directions: If travelling on the N1 from Pretoria, take the William Nicol Drive offramp, turn towards Fourways. Proceed along William Nicol Drive and the meeting point is at the first BP Garage on the left.

<https://maps.app.goo.gl/qh7BwgMqhnZ8DgEq9>

**Time:** 10:00 AM

**Date:** Tomorrow, 13 January 2026

**Operation Objectives**

- Identify and remove illegal outdoor advertising structures.
- Assess compliance with engineering safety standards.
- Promote public safety by clearing road hazards and unauthorised electrical connections.
- Reinforce the City's commitment to lawful urban advertising and revenue collection.

Officials from the City's by-law enforcement, engineering compliance units, and other relevant stakeholders will be present to oversee the operation.

Media wishing to cover the event are requested to assemble at the location and adhere to directions from City officials on site.

Residents are encouraged to report suspected by-law infringements through official municipal and law-enforcement channels.

Group Forensic and Investigation Services (GFIS) can be contacted via the following channels, where complainants are issued with a unique reference number and investigator details (where applicable):

- Anti-Fraud and Corruption Hotline: 0800 025 87
- Email: [Whistle@joburg.org.za](mailto: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 Joburg

**For enquiries, kindly send to [mediaqueries@joburg.org.za](mailto:mediaqueries@joburg.org.za)**