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Media Release

For Immediate Release

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City of Johannesburg Embarks on Enforcement Operation to Curb Illegal Outdoor Advertising

The City of Johannesburg embarked on a targeted enforcement operation on January 13, 2026, aimed at combatting the alarming rise of illegal outdoor advertising throughout the metropolis. This decisive action is a response to increasing public safety concerns and a commitment to uphold municipal by-laws governing outdoor advertising practices.

The operation involved multiple City departments working collaboratively to identify and remove unauthorised advertising structures that have not only taken root unlawfully but are often connected to illegal electricity sources. This poses significant safety hazards, potentially endangering both motorists and pedestrians.

Illegally erected signage can obstruct roadways and impede visibility, creating dangerous conditions for drivers and pedestrians alike.

Acknowledging the financial implications of non-compliance, the City has made strides in improving outdoor advertising adherence. The revenue from lawful advertising surged from R5 million in the 2024 financial year to over R50 million in 2025. However, this figure remains far below the City's potential; enforcement of compliance could generate an estimated R300 million annually. This revenue plays a paramount role in sustaining essential municipal services, including electricity, roads, and water.

The enforcement operation is a pivotal element in the City's commitment to creating a safe, orderly, and financially sustainable urban environment, which is crucial for fostering legitimate businesses and promoting fair competition.

City officials were on-site to coordinate efforts, assess illegal structures, and ensure the removal of any found to violate advertising regulations. The operation is designed to be comprehensive and impactful, sending a clear message that the City will not tolerate non-compliance.

"The illegal outdoor advertising landscape in Johannesburg is not just a compliance issue; it directly affects the safety and well-being of our residents," said Dr Floyd Brink, the City Manager of Johannesburg. "We are committed to enforcing our municipal by-laws and protecting our

city's integrity. This operation is just the beginning of our efforts to restore order and generate vital revenue that our city deserves."

The City of Johannesburg calls on the community members to report any instances of illegal outdoor advertising to local authorities, emphasising the importance of public cooperation in ensuring the safety and compliance with the City's by-law.

Ends

Issued by the City of Johannesburg

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