



## **Democratic Alliance Johannesburg Media Statement Democratic Alliance Councillor Andrew Stewart**

**MEDIA RELEASE: Thursday, 9 April 2015**

### **City of Joburg to finally review outdoor advertising policy**

The Joburg Property Company (JPC) is finally reviewing its outdoor advertising policy.

There are 1528 billboards in Joburg, 712 are on CoJ property and about 75% of them are not by-law compliant.

There are approximately 30 000 street pole ads. When one adds up all the billboards, street poles, bus shelters and other public signage, it totals about 41 000 ads. And majority of them are illegal.

- City Power signed a deal with Century Media for 498 street pole ads on highways, all totally illegal. The contract only expires in 2027 and the consequences of the city wriggling out of the deal could mean paying 250 million in damages. This is ratepayer's money and to date, no disciplinary action has been instigated.
- Continental signed over a R100 million deal with JPC for 400 billboards over 5 years. The locations of these billboards was never determined or defined.
- An unauthorised Joburg Roads official signed a deal with Sense Seven for 200 solar powered street name adverts per year for 40 years. AD Reach initially had a contract for 7100 street pole signs. The maximum quantity in the city was however never defined, and it is now estimated that they have 30 000.

"We now arrive at JPC's new proposed outdoor advertising policy which reads as though the big 3 outdoor companies wrote the policy themselves. It proposes legal gantry billboards on highways and bridges. It encourages advertising precincts in Sandton, Newtown and Ghandi Square," says DA Cllr Andrew Stewart.

He says it does not seek to de-clutter but rather to legalise the illegal, which requires a review of current by-laws as well.

“Thankfully, this is merely a suggested policy and is not set in stone but it certainly goes a long way towards proving who has been dictating advertising policy to the city up to now,” says Cllr Stewart.

JPC has further expressed a desire to increase outdoor ad revenue to 40 million by year end.

“Herein lies the fallacy: the city does not gain much from outdoor advertising, this is why other cities do not tolerate this degree of advertising. It simply does not generate the income for the city that outdoor companies would have us believe,” says Cllr Stewart.

The DA will fight to ensure that when the policy is finalised, it reflects the interests of Joburg residents and not the bank accounts of a handful of advertising companies.

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