

Statement sought by Hon
Malde Jayendra, MCA
Response due on 10/9/19

ST/MNT/T&J/62/2019

NAIROBI CITY COUNTY



NAIROBI CITY COUNTY ASSEMBLY SECOND ASSEMBLY - THIRD SESSION

REQUEST FOR STATEMENTS

Subject: Status of Outdoor signage and Advertising in various wards in Nairobi

Hon. Speaker,

Pursuant to Standing Order 45(2)(c), I wish to request for a statement from the Chairperson of the Sectoral Committee on Planning and Housing regarding the status of approved outdoor signage and advertising firms and the methodologies of differentiation of approved billboards and outdoor signs erected by the advertising firms and those that are not approved.

Hon. Speaker, Outdoor advertising has proved to be a lucrative venture in the Capital City. As billboards and signage are erected in the different wards, it is noted that the Ward Offices neither receive communication of approvals in the ward nor are they aware of the specific areas approved for signage and erection of the billboards. Further, the licenses issued to the advertising firms do not show the specific Billboards approved. Subsequently, it is increasingly hard to determine which licenses are paid for which specific area and how much is paid for the rent of the specific spaces.

Hon. Speaker, for instance in Parklands Ward the ward office is not able to ascertain the number of billboards paid for and the specific area the billboards are to be erected. This blank check is likely to be subject of abuse by the advertising firms.

Hon. Speaker, in the statement, the Chairperson should inquire into and report on: -

- i) The process of identification and differentiation of signage and billboards that have been approved in the various wards;
- ii) Whether payments for licensing of Billboards give the various firms a blank check on the areas to erect the Billboards and signage;
- iii) The current status of approved Billboards and signage in Parklands Ward.

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Hon. Malde Jayendra, MCA.
MEMBER FOR PARKLANDS WARD

Date: 07/08/2019