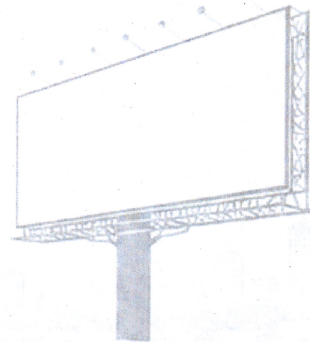




**OUTDOOR  
ADVERTISERS  
ASSOCIATION**

*Promoting Visibility. Inspiring Impact.*



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**MEMORANDUM OF PETITION**

**TO:**

**The Honorable Deputy Chief of Staff, Jubilee House (Attn. Nana Oye Bampoe Addo).  
The Honorable Minister, Ministry of Roads and Highways  
The Honorable Regional Minister, Greater Accra Region  
The Director General, National Road Safety Authority (NRSA)  
The Honorable Minister, Local Government, Decentralization and Rural Development  
The Municipal Chief Executives (AMA, KoKMA, LaDMA, AWMA, ADMA, LaNMMA,  
AEMA)**

**FROM:**

**The Outdoor Advertisers Association (Median Signage Operators)**

**DATE:**

May 5, 2026

**SUBJECT:**

**URGENT PETITION FOR SUSPENSION OF MEDIAN SIGNAGE DEMOLITION AND  
REQUEST FOR IMMEDIATE STAKEHOLDER ENGAGEMENT**

**Honorable Deputy Chief of Staff, Hon. Ministers, Distinguished Authorities, and Municipal  
Chief Executives.**

We, the members of the Outdoor Advertisers Association, respectfully submit this petition regarding the proposed demolition of median advertising signs commenced by the National Roads Safety and the Local Government Minister. While we note that the exercise has begun, the continued uncertainty surrounding its implementation is already imposing significant economic and operational strain on our members and their corporate partners.

In view of the foregoing, we humbly request an immediate formal suspension of all demolition activities to enable constructive engagement between our Association and the relevant state institutions toward a balanced and sustainable resolution.

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## **1. Protection of Law-Abiding Businesses and Investments**

A significant proportion of our members are compliant taxpayers operating under valid permits duly issued by the respective Municipal Assemblies. These businesses have consistently fulfilled all statutory financial and regulatory obligations.

This exercise undermines investor confidence, and creating an unpredictable business environment. Additionally, many operators are bound by contractual obligations with corporate clients, and any abrupt removal of signage infrastructure exposes them to substantial legal liabilities and reputational risks.

Again, allowing this to happen would be as devastating as the Banking Sector cleanup, which destroyed businesses and jobs while giving foreign Companies control over our finances. If we can regulate Okadas and train Miners (Galamseyers) to be responsible, we can certainly regulate median signs. *We don't need a total ban; we need smart regulation.*

### **WE NEED REGULATION AND NOT TOTAL REMOVAL!!!**

## **2. Economic Contribution and Alignment with National Priorities**

The outdoor advertising industry plays a critical role in Ghana's economic ecosystem and aligns closely with the Government's 24-Hour Economy agenda. Median signage provides continuous, 24/7 visibility for businesses, enhancing commercial activity, increasing sales, and ultimately contributing to higher tax revenues. It offers cost-effective advertising solutions, particularly for small and medium-sized enterprises (SMEs), enabling them to compete effectively within a dynamic marketplace.

The industry has also attracted significant capital investment over the years. Members have collectively invested millions of Ghana Cedis in infrastructure development, supporting a robust value chain that includes welders, printers, graphic designers, installers, and maintenance personnel. A sudden and unstructured demolition exercise would result in widespread business disruption, job losses, and adverse socio-economic consequences for thousands of households.

## **3. Employment and Socio-Economic Impact**

Our operations sustain thousands of direct and indirect jobs across multiple sectors. Beyond employees, numerous dependents rely on the continuity of this industry for their livelihoods. In the current economic climate, the abrupt disruption of these businesses would trigger a ripple effect of unemployment, reduced household incomes, and increased economic vulnerability within the Greater Accra Region and beyond.

## **4. A Balanced and Evidence-Based Approach to Road Safety**

We fully acknowledge and support the Government's commitment to enhancing road safety. However, we respectfully submit that the appropriate approach lies in regulation and standardization rather than outright removal. Available national data suggests that the primary causes of road accidents are driver indiscipline, excessive speeding, mechanical failures, and pedestrian behavior, rather than regulated signage infrastructure. In many cases, higher records of road accidents occur in areas without median signage, particularly on the Pokuase to Kumasi stretch.

We are therefore prepared to collaborate with the Ministry of Roads and Highways, the Local Government Ministry, and the NRSA to:

- Review and standardize signage specifications to meet safety requirements
- Modify or reposition structures identified as obstructive or high-risk
- Implement industry-wide compliance measures that enhance visibility and safety

## 5. Industry Support for National Development

The Outdoor Advertisers Association has consistently supported national development initiatives by providing platforms for public education, government communication, and nationwide campaigns. Notably, the Association played an active role in supporting the National Democratic Congress during the 2024 general elections, as evidenced by the attached materials. Our industry remains a strategic partner to the State, and we are committed to resolving this matter through cooperation, dialogue, and alignment with national objectives.

## OUR PRAYER

In light of the above, we respectfully request:

1. **Immediate Suspension:** A formal stay of execution on all demolition activities.
2. **Stakeholder Engagement:** The urgent convening of a consultative meeting involving the Association, NRSA, Ministry of Roads and Highways, and relevant Municipal Assemblies.
3. **Technical Standardization Framework:** A structured review of signage specifications to ensure compliance with safety standards without necessitating total removal.
4. **Permit Harmonization:** Alignment of existing Municipal Assembly permits with national road safety requirements to protect legitimate investments.
5. **Relocation and Transition Plan:** Identification of high-risk locations and implementation of a phased relocation approach within a reasonable grace period.

We firmly believe that public safety and economic sustainability are not mutually exclusive and can be effectively achieved through coordinated policy implementation and stakeholder collaboration.

We remain available for immediate engagement and look forward to your timely intervention to safeguard livelihoods while advancing national road safety objectives.

Yours faithfully,

  
.....  
**AMOS TORGBUIGAH**  
Executive Member  
Outdoor Advertisers Association

CC:  
The National Chairman-NDC,  
The General Secretary-NDC,  
All Media Houses (GJA / PRINPAG)



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**HIGH STREET**

**(ART CENTER TO BLACK STAR SQ)**



# NATIONAL THEATRE



**MINISTRIES (BEHIND NATIONAL THEATRE)**



**MINISTRIES (BEHIND NATIONAL THEATRE)**



RING ROAD CENTRAL