



Republic of the Philippines  
**SANGGUNIANG PANLUNGSOD**  
City of Mandaluyong

**ORDINANCE NO. 307, S-2005**

**AN ORDINANCE REGULATING THE INSTALLATION AND DISPLAY  
OF BILLBOARDS AND ADVERTISING SIGNS AND  
IMPOSING TAX/PERMIT FEES THEREOF**

BE IT ENACTED by the Sangguniang Panlungsod of Mandaluyong, in session assembled:

SECTION 1. TITLE. This Ordinance shall be known as an update of the Revenue Code of the City of Mandaluyong.

SECTION 2. STATEMENT OF POLICY. The demand for consumer goods and services spawned the rise of the outdoor advertising industry that primarily serves the advertising needs of establishments, conglomerates and industries through billboards and other forms of large-format outdoor advertising display. In turn, the industry—with advancements in printing and display technology—gave rise to sophisticated methods of billboards and advertising signs, thus leading to a proliferation of such displays within the city, and which to date have effectively cluttered the city's skyline and, more importantly, place public safety at risk due to their tendency to draw prolonged attention.

Thus, the City Government in the interest of public safety, and in order to regulate the proliferation of outdoor advertising in the City, hereby promulgates this ordinance, which imposes a business tax for advertising that shall be paid annually by parties concerned.

SECTION 3. COVERAGE. This Ordinance shall cover all forms of outdoor advertising, hereinafter referred to as advertising media, done in the border limits of the City of Mandaluyong, not limited to outdoor advertising display materials designed to inform the general public about a particular business, service, product or event.

SECTION 4. DEFINITION OF TERMS. For purposes of this Ordinance, the following terms shall mean:

- a. ADVERTISING MEDIA – any form of outdoor advertising which shall cover, but is not limited to billboards and display signs that advertise a specific line of business, goods, products, services and special events that are posted and/or installed for the attention of both mobile and pedestrian traffic. Such billboards and display signs may either be photo-printed, hand-printed or hand-painted on tin sheets, tarpaulins, or cloth.
- b. ADVERTISING SPACE – any form of structure specifically and specially designed for the installation of advertising media, as well as any portion of a building or establishment where advertising media is placed for a period of time.
- c. ADVERTISING AREA – a place specifically and specially designated by the City Government where the placement of advertising space and advertising media is allowed.

SECTION 5. CREATION OF ADVERTISING OFFICE. There is hereby created the OUTDOOR ADVERTISING OFFICE (OAO) for purposes of implementing this Ordinance under the direct control and supervision of the Business Permit and License Department.

- a. The OAO shall be headed by a Section Chief, the qualifications and appointment of whom shall be in accordance to Civil Service rules and regulations, as well as City Ordinance No. 273, S-2003 (Organizational Structure of the City Government of Mandaluyong).
- b. The Office of the City Mayor shall set aside whatever initial funds are necessary to the operation of the OAO and toward the efficient implementation of this Ordinance, after which its operational funds shall be included in the annual budget of the Business Permit and License Department.

SECTION 6. ADVERTISING PERMIT. Without prejudice to the building permit that has to be secured from the City Engineer's Office, any person who wishes to operate and maintain advertisement shall pay for the following taxes:

	NATURE OF ADVERTISEMENT	AMOUNT OF TAX PER ANNUM
a.	Outdoor Advertisement spaces for lease, which include billboards, banners, signages, stickers and light boxes that are designed to be seen or that can be seen by the general public.	P120.00 per square meter of display
b.	Outdoor Advertisements not covered by letter (a)	P30.00 per square meter of display

SECTION 7. Areas where advertising may be allowed:

1. The stretch of EDSA from Connecticut Avenue up to the Guadalupe Bridge;
2. Shaw Boulevard;
3. Boni Avenue;
4. Coronado St. from Aglipay St. to Pantaleon St.;
5. Gen. Kalentong St.

SECTION 8. ADVERTISING SPACE ON PRIVATE PROPERTIES. Advertising space on private properties shall be allowed, provided that the same shall comply with the provisions of the National Building Code and such other laws and ordinances governing easements, setbacks and zoning, and provided further that the necessary permits have been secured and that the annual business tax on advertising has been paid.

SECTION 9. STRUCTURAL STANDARDS. All proposals and/or applications for advertising space in the City shall be accompanied by detailed engineering schematics of the proposed display sign, showing therein its compliance with existing engineering and building codes of the country.

SECTION 10. OUTDOOR ADVERTISING PERMITS. All applications for Outdoor Advertising Permits (OAP) shall be filed with the Business Permits and License Department (BPLD). The procedures are as follows:

- A. Secure an application form from the BPLD and fill up the same in triplicate form accordingly. The first copy shall be retained by the BPLD, the second copy shall be forwarded to the City Engineering Department, and the third copy shall be retained by the applicant.
- B. When filing the accomplished form, attach the following documents:
  1. Tax Identification Number (for individuals) or Business Permits (for partnerships and corporations) of the applicant.
  2. Engineering schematics of the structure in which the display is to be attached/installed; and
  3. Map indicating where the structure and/or display will be located.
- C. The BPLD shall duly acknowledge receipt of the application and attachments, and shall indicate when the applicant may follow-up the status of the same, provided that the date shall not exceed fifteen (15) working days from receipt thereof. Inquiries or follow-ups before the date provided in the receiving form shall not be entertained.
- D. Upon receipt of the application, the BPLD shall immediately transmit the second copy of the form and all attachments to the City Engineering Department which shall simultaneously conduct its evaluation within five (5) working days from receipt thereof.
- E. The result of the evaluation made by the City Engineering Department, together with its recommendations and/or endorsements shall be returned to the BPLD which shall consolidate the same with its own findings within ten (10) working days from receipt thereof.



- F. In the event that the recommendations/findings of the BPLD and the City Engineering Department are in conflict with each other, the applicant may forward an appeal to the City Mayor whose decision on the same shall be final.
- G. Upon receipt of the endorsed application form, the BPLD shall prepare:
1. the notice of approval and order of payment for all the fees and costs as (building permit and business tax for advertising) as provided for in the Ordinance; and
  2. formal notice of disapproval in the appropriate case(s).
- H. The applicant shall present the BPLD endorsement and orders of payment to the City Treasurer's Office for the issuance of an OAP.
- I. The OAP shall be released only upon presentation of the official receipt for payment issued by the City Treasurer's Office.
- J. The City Engineer's Office shall refrain from issuing building permits to proposed construction of advertising space without the approval or endorsement of the BPLD, and only upon payment of the required fees and taxes.
- K. RENEWAL. The OAP shall be renewed on an annual basis, simultaneous with the payment of the annual fee and submission of a verified report on the status of the advertising space being renewed (which shall include a picture of the same). The BPLD reserves the right to inspect the advertising space of any applicant prior to the renewal of the OAP.
- SECTION 11. VIOLATION. Any advertisement displayed in the City of Mandaluyong, not in compliance with this Ordinance, shall immediately be removed, without prejudice to the suspension or cancellation of the business permit(s) of the building(s) and/or establishment(s) responsible for the advertisement(s).
- SECTION 12. TRANSITORY PROVISION. Persons or business entities that currently operate or maintain advertising spaces in the City are given until 30 June 2005 to comply with these rules and guidelines.
- SECTION 13. EFFECTIVITY. This Ordinance shall take effect upon approval.
- SECTION 14. REPEALING CLAUSE. Chapter 4, Letter B (13) of Ordinance No. 258, S-2002, Ordinance 296, S-2004 and Ordinance No. 302, S-2005 are hereby repealed in so far as it is inconsistent with this Ordinance.

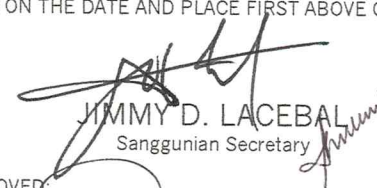
ENACTED on this 20<sup>th</sup> day of June 2005 in the City of Mandaluyong.


I HEREBY CERTIFY THAT THE FOREGOING ORDINANCE  
WAS ADOPTED AND APPROVED BY THE SANGGUNIANG  
PANLUNGSOD OF MANDALUYONG IN REGULAR SESSION  
HELD ON THE DATE AND PLACE FIRST ABOVE GIVEN.

ATTESTED:

  
DANILO L. DE GUZMAN  
City Councilor &  
Acting Presiding Officer

APPROVED:

  
JIMMY D. LACEBAL  
Sanggunian Secretary

  
NEPTALI M. GONZALES II  
City Mayor

Date: **JUN 22 2005**

Billboard



JONATHAN D.C. ABALOS  
Councilor



EDWARD G. BARTOLOME  
Councilor



LUISITO E. ESPINOSA  
Councilor



CHERRY LYNN P. SANTOS  
Councilor

TERESITA C. PILLAS (Sick Leave)  
Councilor



RENATO B. STA. MARIA  
Councilor



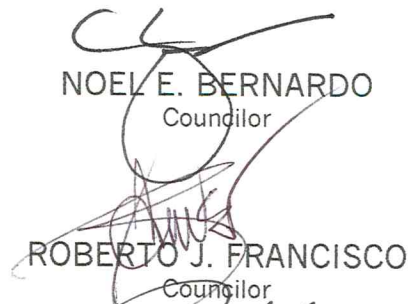
EPIFANIO C. DE GUZMAN  
Councilor



NOEL E. BERNARDO  
Councilor



GERARDO B. PE  
Councilor



ROBERTO J. FRANCISCO  
Councilor



MICHAEL R. OCAMPO  
Councilor



JUAN A. AMON  
ABC President



THOMASIN KAE I. DOMINGUEZ  
SK Federation President