



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

**ORDINANCE NO. 483, S-2011**

AN ORDINANCE REGULATING THE ISSUANCE OF LOCATIONAL AND CONTENT CLEARANCES FOR BILLBOARDS AND ADVERTISING SIGNS IN ALL ROADS, PUBLIC AND OPEN PLACES WITHIN MANDALUYONG CITY, CREATING THE MANDALUYONG CITY BILLBOARD COMMITTEE, PRESCRIBING THE SCHEDULE OF FEES AND CHARGES, POLICIES, GUIDELINES AND FOR OTHER PURPOSES

WHEREAS, the Local Government Code, Republic Act 7160, as amended, in Article III, Section 447, (3) (iv), authorizes the Sanggunian to enact ordinances, approve resolutions and appropriate funds for the general welfare of the City and its inhabitants, including the issuance of permits or licenses, or levying taxes, fees and charges, such as the power to "Regulate the display of and fix the license fees for signs, signboards, or billboards at the place or places where the profession or business advertised thereby is, in whole or in part, conducted;

WHEREAS, the Metropolitan Manila Development Authority (MMDA), in its own guidelines for billboards and advertising signs along major and secondary thoroughfares, avenues, streets, roads, parks and open spaces within Metro Manila, recognize and direct the local chief executive of each local government within Metro Manila to issue locational and structural clearances/permits for advertising signs, billboards, business signs, display signs, and other regulated signs, within their jurisdiction, where the owners of the regulated signs shall be required to (a) obtain necessary permits, subject to fines and penalties as may be imposed by law or ordinance; or (b) make necessary changes in the construction of the same when said construction violates any law or ordinance; or (c) order the demolition or removal of the same within the period prescribed by law or ordinance;

WHEREAS, there is a need to regulate the posting of billboards and advertising signs along roads, public and open places before it becomes a nuisance, or at the very least, to minimize distractions that if left unchecked will contribute and pose hazards, threats to public safety and environmental degradation;

WHEREAS, in the light of the City's efforts to align its ordinances with that of the MMDA on this issue, it is necessary to amend or supersede those that may not be consistent therewith.

NOW, THEREFORE, BE IT ORDAINED by the Sangguniang Panlungsod of the City of Mandaluyong, in session assembled and duly seconded that:

SECTION 1. TITLE. This Ordinance shall be known as "An Ordinance Regulating the Issuance of Locational and Content Clearances for Billboards and Advertising Signs in all Roads, Public and Open Places Within Mandaluyong City, Creating the Mandaluyong City Billboard Committee, Prescribing the Schedule of Fees and Charges, Policies, Guidelines and for Other Purposes" or otherwise known as the Regulation of Billboard, Posters and Other Related Advertisements Ordinance."

SECTION 2. COVERAGE. This Ordinance shall cover existing and proposed advertising signs, billboards, business signs, display signs, electrical signs, ground signs, roof signs, sign structures and wall signs along major thoroughfares, public roads, secondary roads, avenues, streets, roads, parks and open spaces within Mandaluyong City, and other signs as may be regulated.

SECTION 3. CREATION AND COMPOSITION OF THE MANDALUYONG CITY BILLBOARD COMMITTEE AND ITS SECRETARIAT/TECHNICAL WORKING GROUP. There is hereby created a Mandaluyong City Billboard Committee (MCBC). The City Mayor, as Chairman of the MCBC shall, by way of an appointment or designation, choose his Co-Chairman and the other members of the MCBC among the following offices and departments, who by reason of their official functions have the technical and administrative knowledge and competence to efficiently and effectively contribute to the objectives of MCBC, composed of the following:

1. City Administrator
2. City Building Official
3. Public Information Officer
4. Legal Department Head
5. Chief, Business Permit and Licensing Department
6. Chairman, Committee on Engineering and Public Works of the City Council
7. Liga ng mga Barangay President

A Secretariat, that will serve as a Technical Working Group, is hereby created the composition of which shall come from the same departments/offices who shall comprise the membership of the MCBC and shall be tasked to assist the MCBC in its administrative affairs.

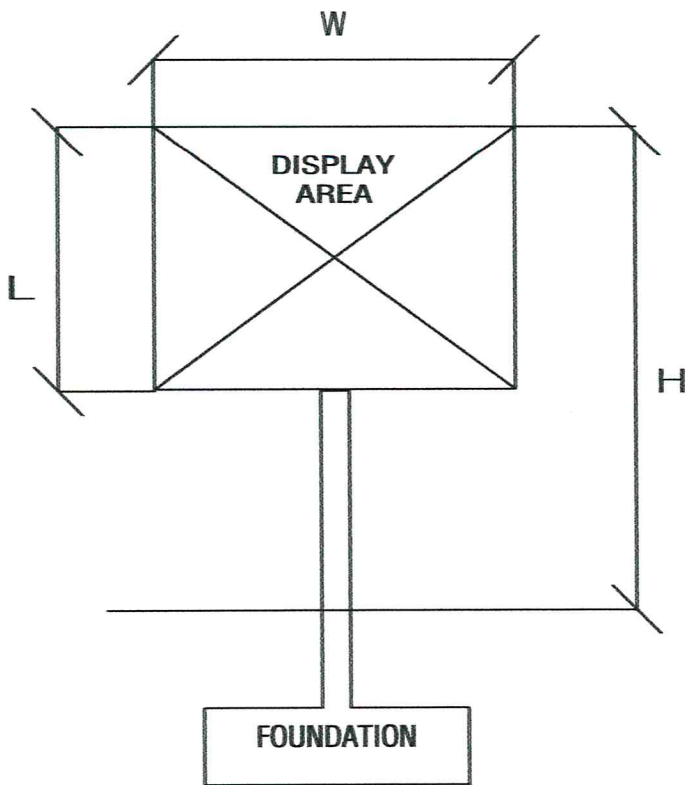
SECTION 4. GUIDELINES FOR THE EVALUATION OF APPLICATIONS FOR LOCATIONAL CLEARANCE. MCBC shall define the sets of guidelines that may be imposed in regulating the signs within the coverage, subject to and in consideration of other statutes like the zoning ordinances, the New Building Code (PD 1096), etc., encompassing the following but not limited to:

- 4.1 Setback requirements
- 4.2 Minimum distance of signs
- 4.3 Sizes
- 4.4 Proximity to interchanges.
- 4.5 Possible obstruction of traffic signs
- 4.6 Possible obstruction of landscape
- 4.7 Restrictions on combustible materials
- 4.8 Display surfaces
- 4.9 Clearances from fire escapes, exits, or standpipes
- 4.10 Obstruction of light and air ventilations or openings

- 4.11 Material requirements
- 4.12 Clearances from high-voltage power lines
- 4.13 Prohibited signs
- 4.14 Specific areas where signs may be allowed, prohibited or restricted
- 4.15 Permissible content
- 4.16 The application process

**SECTION 5. RATES OF FEES AND CHARGES OF CLEARANCES.** Without prejudice to the building permit that has to be secured from the City Engineering Department and other business permits from the City Business Permits and Licensing Department.

**SAMPLE COMPUTATION ON THE ASSESSMENT OF SIGN/SIGNBOARD STRUCTURE BUILDING PERMIT FEE, SIGN PERMIT FEE, CERTIFICATE OF USE, ANNUAL INSPECTION FEE AND ANNUAL RENEWAL FEE**



**SIGN STRUCTURE:**

Height = 15.00m  
 Display Area = 225 sq.m.

**I. BUILDING PERMIT FEE**

A. Structure (See Item 8(f)(ii), New Schedule of Fees & Other Charges (NSFOC), Revised IRR of PD 1906

- 1. First 10.00m in height.....P2,400.00
- 2. Every meter of fraction thereof { P120.00  
 5 x P120.00.....600.00  
 P 3,000.00

B. Excavation (See Item 9(b)(i)(d), NSFOC) Per cu. meter of excavation for foundation = P 4.00  
 Assumed volume/cu.m = 25cu.m  
 25 x P 4.00 = P 100.00

**Total Building Permit Fee = P 3,100.00**  
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II. SIGN PERMIT FEE

(See Item 9(h)(i), NSFOC) Display/Signboard Area = 225 sq.m.

A. Erection/Anchorage of display area (single face) up to 4.00 square meters of signboard area = P 120.00

4 x P 120.00 . . . . . P 480.00

Every square meter or fraction thereof in excess of 4.00 square meters = P 24.00

221 x P 24.00 . . . . . P 5,304.00

P 5,784.00

B. Installation, per square meter or fraction thereof of display area (See Item 9(h)(ii) Advertising Signs (Illuminated), NSFOC) = P 36.00

225 sq.m x P 36.00 . . . . . P 8,100.00

Total Sign Permit Fee . . . . . P 13,884.00  
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(Note: Excluding Electrical & Other Accessory Fee/s)

III. CERTIFICATE OF USE

A. Fifty Percent (50%) of Building Permit Fee, excluding Excavation = P 3,000.00 x 0.50 . . . . . P 1,500.00  
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IV. ANNUAL INSPECTION FEE (Structure)

A. One Hundred Percent (100%) of Building Permit Fee, excluding Excavation = P 3,000.00 x 1.00 . . . . . P 3,000.00  
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V. ANNUAL RENEWAL FEE (Signboard)

(See Item 9(h)(iii) Advertising Signs Illuminated, NSFOC)

A. Per square meter of display area = P 38.00  
= P 38.00 x 225.00 sq.m. . . . . P 8,500.00  
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SECTION 6. IMPLEMENTING RULES AND REGULATIONS. The applicable Implementing Guidelines of the MMDA are hereby adopted and made part of this Ordinance in so far as they are not inconsistent. Further, upon creation of the MCBC, it will set down the details of the enforcement of the regulated signs as it may prescribe.

SECTION 7. FUNDING. Subject to existing government rules and regulations, the City Government shall provide the funds necessary for the administrative and operating expenses of the MCBC.


- SECTION 8. PENALTY CLAUSE. Any person found posting any bill, posters or other form of advertisement offering services or products on posts, electric, telephone and cable wires and trees along streets, alleys, thoroughfares and other public places in the City of Mandaluyong shall be penalized with a fine in the sum of not less than Five Hundred Pesos (P500.00) but not more than Five Thousand Pesos (P5,000.00) or imprisonment of not less than two (2) months but not more than six (6) months, or both, at the discretion of the Court.
- SECTION 9. If the violator is a corporation or partnership, the penalty prescribed above shall be imposed upon the President and/or General Manager or the Managing Partner, as the case may be, of the erring entity.
- SECTION 10. 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 11. "NO CONTEST" PROVISION. Any person, individual or entity who is apprehended or cited for violation and who does not wish to contest the violation and is willing to pay voluntarily the minimum fine imposed upon him/her prior to the filing of formal charges with the proper court shall be allowed to pay said fine with the City Treasurer to avoid being criminally prosecuted within six (6) hours from apprehension otherwise the case shall be prosecuted.
- The City Treasurer, subject to the Civil Laws, Rules and Regulation, is hereby directed to provide personnel or to deputize personnel who will accept payment of fines within twenty four (24) hours a day so as not to jeopardize the right of the offender to avail of the six-hour period within which to pay under this Ordinance.
- SECTION 12. SEPARABILITY CLAUSE. In the event that any section, rule, paragraph, sentence, clause or words of this Ordinance is declared invalid for any reason, the other provisions thereof shall not be affected thereby.
- SECTION 13. REPEALING CLAUSE. Ordinance No. 471, S-2011, the Ordinance Prohibiting the Posting of Bills, Posters or Any Other Advertisements Offering Services or Products on Posts, Electric, Telephone and Cable Wires and Trees Located Along the Streets and Other Public Places in the City of Mandaluyong," is hereby expressly amended or superseded *in toto*. Ordinance No. 307, S-2005, "An Ordinance Regulating the Installation and Display of Billboards and advertising Signs and Imposing Tax/Permit Fees Thereof" is amended in so far as it may not be in conflict hereof or the implementing rules and regulations as they may be prescribed. All other ordinances, rules and regulations which are inconsistent with the provisions of this Ordinance are likewise repealed or amended accordingly.

SECTION 14. TRANSITORY PROVISION. Persons or business entities that presently operate or maintain any of the regulated signs are given a period of sixty (60) days, counted from the promulgation of the Implementing Rules and Regulations that may be prescribed by the MCBC, within which to comply with.


SECTION 15. EFFECTIVITY. This Ordinance shall take effect fifteen (15) days upon approval.

ENACTED on this 14<sup>th</sup> day of November, 2011 in the City of Mandaluyong.

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

  
JIMMY D. LACEBAL  
Sanggunian Secretary

ATTESTED:

  
PABLITO A. GAHOL  
LnB President &  
Acting Presiding Officer

APPROVED:

  
BENJAMIN DC. ABALOS, JR.  
City Mayor

Date: NOV 25 2011