

Ordinance No. NC- 153, S-90

ORDINANCE

PROHIBITING ANY PERSON TO DISPLAY, OR ATTACH ANY STREAMER, STICKER, DECALS, PAMPHLET, TIN PLATES, CARDBOARDS, BILLBOARDS, OR OTHER ADVERTISING PARAPHERNALIA WHICH WILL GIVE NOTICE, ADVERTISEMENT AND/OR INDORSEMENT FOR ANY FILM SHOWING, BUSINESS OR PROFESSIONAL SERVICES OR SIMILAR ACTIVITIES OR UNDERTAKINGS TO ANY MERALCO POSTS OR OTHER FACILITIES OF PUBLIC UTILITIES SUCH AS STREET SIGN POST AND/OR TRAFFIC LIGHT/SIGNAL POST; PORTION OF BRIDGES AND OVERPASSES AND PROVIDING PENALTIES FOR VIOLATION THEREOF.

---

Introduced by Councilor Alberto M. Galarpe.  
Co-Introduced by Councilors Isidro R. Saludes,  
Roberto A. Miguel, Eduardo F. David and  
Dante V. Liban.

Sponsored by Councilors Wilma Amoranto-Sarino, Teodoro N. Ramos, Reynaldo A. Calalay, Edgardo S. Serrano, Jorge L. Banal, Jose J. Paculdo, Laoag A. Paras, Cielito "Mahal" Del Mundo, Alfredo A. Francisco (Fred Mantilla), Herminio "Butch" C. Bautista and Guillermo C. Altuna.

---

WHEREAS, there is a proliferation of unregulated display of advertising articles or objects such as but not limited to streamers, tin plates, stickers, pamphlets, decals, printed notices, signboards, billboards, and other advertising paraphernalia;

WHEREAS, most of such advertising articles or objects are not only without educational value but are also repugnant to the people of aesthetic view and at times constitute as hazards to pedestrians and motorist and can cause accidents;

NOW, THEREFORE,

Be it ordained by the City Council of Quezon City in session assembled:

Section 1. It is hereby prohibited for any person to paste, hang, nail or attach to any Meralco post or other facilities of public utilities, such as street sign post and/or traffic light/signal posts, portion of bridges and overpasses, any cloth, streamer, sticker, pamphlet, tin plates, cardboard, paper and the like, which will give notice in writing advertisement and/or indorsement for motion pictures, film showing, activities or undertakings.

Section 2. The barangay officials, policemen and duly authorized personnel of the City Engineer, City Building Official and the Business Permits and License Office, as envisioned under this Ordinance, shall tear down and/or remove the articles or objects prohibited, displayed and mentioned in this Ordinance, and the corresponding legal action may be instituted thereafter.

P090-81

Ord. No. NC- 153, S-90

Page -2-

- - - - -

Section 3. Any violation of the provisions of this Ordinance shall be punishable by a fine of not less than One Thousand Pesos (P1,000.00) or an imprisonment of not more than thirty (30) days, or both such fine and imprisonment at the discretion of the Court.

If the violation is committed by a juridical person, the manager, directors, partner, president or person-in-charge of the business shall be liable therefor.

Section 4. This Ordinance shall take effect upon its approval.

ENACTED June 6, 1990.

(SGD) GUILLERMO C. ALTUNA  
Majority Floor Leader  
Acting Presiding Officer

ATTESTED:

(SGD) RODRIGUELO S. SAET  
Asst. City Secretary

APPROVED: JUNE 25, 1990

(SGD) BRIGIDO R. SIMON, JR.  
City Mayor