THE DAILY TRIBUTE
Friday, October 4, 2013 2

QC authorities start crackdown on tax-dodging billboard owners

Local authorities in Quezon City are cracking down on billboard operators who have been evading tax payment based on gross income for several years.

No less than members of the Sangguniang Panlunsod led by its presiding officer Vice Mayor Joy Belmonte have called the attention of the concerned city officials to these erring billboard operators who have reportedly been earning much out of their businesses in the city.

Councilor Victor Ferrer Jr., in a privilege speech during regular session, said the city's 84 to 90 listed billboard operators have been "freely" operating business without even paying taxes.

For his part, Garry Domingo, Business Permit and Licensing Office chief, vowed to go after the tax delinquency of billboard operators.

"Come January next year, we will not allow the construction of outdoor billboards without business and building permits issued by the city government," he told the Tribune.

Ordinance No. 2109 Series of 201's implementing rules and regulations have just been recently passed, according to Domingo.

The measure regulates the construction, display and maintenance of all commercial signs and signboards/billboards, including its support within the territorial jurisdiction of Quezon City, providing penalties for violation thereof and for other purposes.

"We will recommend the dismantling of billboards without permits early 2014," Domingo said.

Another council member, Councilor Anthony "Onyx" Crisologo, a licensed engineer and chairman of the committee on public works and the ordinance's author, said the non-appropriation of a P15-million budget has prevented the full enforcement of the measure.

"How can we dismantle billboards put up on top of the roofs of the buildings if we do not have the necessary equipment and tools?" he asked.

Meanwhile, Isagani Verzosa, Building Official Department chief, backed the drive against illegal billboards erected on major roads.

"We will make rounds of inspection and then will come up with recommendations to the pull down billboard advertisements in violation of the city ordinance," he told *The Tribune*. **Arlie O. Calalo**

* QC - Billboards

THE EXPONENT OF PHILIPPINE PROGRESS SINCE 1900
MANILA BULLETIN
THE PHILIPPINES' LEADING NATIONAL NEWSPAPER
Monday, August 19, 2013 3

Remove Illegal Billboards, Councilor Asks

By **CHITO A. CHAVEZ**

A Quezon City councilor yesterday called for the dismantling of defective and unsafe billboards as several typhoons are expected to hit Metro Manila this year.

Since the Quezon City Building Department has no police power, First District Councilor Victor Ferrer Jr. asked the 38-strong Quezon City Council to be given the list and locations of "dangerous billboards" to enable it to have them removed at the soonest time possible. It is a "disaster waiting to happen," he said.

Engineer Isagani Versoza, Chief of the Quezon City Building Department, earlier submitted the list of errant billboard owners and confirmed that 44 of billboards in the city are "high risk" as 163 other billboards were found to have been constructed without permit to construct and business permit making them illegal.

With Versoza's findings, Ferrer aired a warning, urging the city council to approve a resolution where the local police and the Department of Public Order and Safety (DPOS) may immediately enforce the dismantling of illegal billboards.

"Something has to be done right away before something disastrous happens. The situation calls for action to avoid possible deaths, serious injuries and damage to properties since a strong typhoon can topple and cause the collapse of structures," Ferrer said.

* QC - Billboard

4 THE EXPONENT OF PHILIPPINE PROGRESS SINCE 1900
MANILA BULLETIN
THE PHILIPPINES' LEADING NATIONAL NEWSPAPER

Friday, August 2, 2013

QC Billboards Not Structurally Safe

By **CHITO A. CHAVEZ**

Quezon City yesterday said that 44 billboards in the city were found to be "high risk" as they may collapse or topple down during strong typhoons and high intensity earthquakes.

After his recent inspection, Quezon City Building Official Isagani Versoza confirmed that apart from the 44 billboards, 163 were constructed without permission and are deemed illegal.

He noted that some of the billboards are not structurally safe putting public lives in danger as strong winds may topple them and worst, fall on innocent victims.

The Quezon City Building Department only allows the "wall standing" style of installing billboards which Versoza said is a lot safer.

"Kung susundin talaga ang batas halos lahat ng billboard na nakatayo sa pamahalaang lungsod ay bagsak sa safety standard (If we are to strictly follow regulations almost all of the billboards in the city fail with regards to safety standards)" Versoza said.

Versoza recommended the closure of some 39 buildings in the city for failure to comply with the building safety and fire standards which included dormitories near the University of the Philippines.

He added that a number of government buildings in the city were found to have minor violations in fire safety standards.

Earlier, the city government issued notices of demolition to six outdoor billboards and signages displayed on EDSA for failing to comply with the standards of the National Building Code.

Versoza said the move to provide a stricter provision on the installation of signages and billboards complements the goals on urban renewal, green building and climate change.

Under the city's comprehensive signs, signboard/billboard ordinance of 2011, the design and construction of roof signs must conform to the aprovisions of the National Building Code.

+ QC Billboard

THE DAILY tribune
4 Monday, November 26, 2012

QC government set to demolish unsafe buildings, other structures

By Arlie O. Calalo

The Quezon City government is set to conduct massive inspection of all outdoor billboards, particularly along Edsa, saying it will not hesitate to issue notices of demolition for unsafe structures.

Interviewed by the *Tribune* over the phone, Isagani Verzosa, the city building official, said he already instructed his department's task force composed of a licensed engineer and three other personnel to look into the documentary and safety compliance of either the billboard operators or building owners or administrators.

He said the action is pursuant to Ordinance SP-2109 or the Comprehensive Signs and Signboard Ordinance in putting up roof or wall billboards.

"You go around Edsa, take photographs of the billboards, look for the operators, building owners or administrators to check their compliance, and then issue notices of violations. Take quick actions to protect lives and properties if unsafe billboards are found," he told the task force.

He said "even billboards without the necessary permits from the city government must be removed."

The city government will be constrained to dismantle illegal or unsafe billboards over the failure of those who violate to respond to its notices, he warned.

He, however, said the local government is giving those with permits 30 days to comply with the implementing rules and regulations (IRRs) of Ordinance SP-2109.

"Billboard operators and building owners must comply with the standards and provisions set by our IRRs," he said.

According to Verzosa, there are 500 outdoor billboards all over the city.

"We want to ensure that signs and sign structure do not pose a threat to peace, health, welfare and safety of the public, especially during rainy season," he said.

Mayor Herbert "Bistek" Bautista approved the ordinance authored by District 1 Councilor Anthony Peter "Onyx" Crisologo in February 2011 and tasked the building official and Department of Public Order and Safety to come up with the IRRs.

- approved ordinance SP-2109 Comprehensive Signs and Signboard ordinance
- QC building inspection
- Billboard / sighboard

PHILIPPINE DAILY INQUIRER
THURSDAY, SEPTEMBER 13, 2012 A 23

Bistek to QC pols, officials: Remove your 'epal' signs, too

By Jeannette I. Andrade

LOOKS like it's now a case of "I removed mine, now remove yours."

Quezon City Mayor Herbert Bautista has ordered the removal of all billboards, streamers and signs bearing the faces and names of city officials, days after workmen started painting over his initials "HB" on the decorative tiles adorning the sidewalks.

City administrator Victor Endriga said the mayor gave the order in a meeting yesterday, wherein Bautista identified the areas with the most number of signs conveying "greetings" from local politicians or claiming that a project is "compliments of" certain officials.

"I had it done, so should you," Endriga quoted Bautista, a former comedic actor also known as Bistek, as saying during the meeting.

Quoting city engineer Joselito Cabungcal, an INQUIRER report on Wednesday said Bautista had ordered the removal of his initials from the sidewalk tiles in response to mounting criticisms, particularly from groups assailing so-called *epal* or credit-grabbing politicians.

In an interview yesterday, Endriga claimed that Bautista wanted to have his initials removed as early as last year. "It only took so long but he has been giving instructions for their removal," he said.

Endriga also said it was another city official—not Bautista—who thought of replacing the earlier "SB" sign on the tiles with "HB."

The SB signs came out during the term of Bautista's predecessor and now House Speaker Feliciano "Sonny" Belmonte.

Billboards + Streamers - removal

Q.C. PUBLIC LIBRARY
LOCAL HISTORY

The Manila Times
News
A8 WEDNESDAY December 27, 2006

QC asked to follow rules on outdoor ads strictly

THE Metro Manila Development Authority has called on the local government of Quezon City to comply with the order earlier issued by Malacañang regarding billboards and commercial ads along major thoroughfares.

Emmanuel de Castro, legal chief of the MMDA, said the Quezon City engineer's office should immediately dismantle all advertising display that have sprouted along major roads over the past months because it is a violation of Administrative Order 160 issued in October.

AO 160 directs the Department of Public Works and Highways (DPWH) to conduct field inspections, evaluations and assessments of all commercial or non-commercial billboards nationwide and determine which are of substandard condition and dismantle it.

The order will serve as immediate policy of the state to protect life, health, safety and property and the general welfare of the pedestrians and motorists on the streets.

De Castro said the city engine considered the local representative of the DPWH, need not conduct an investigation of the reported mushrooming billboards in the city, because even Chairman Bayani Fernando has seen them.

The city building office has sufficient personnel to go around and dismantle these giant billboards, which have been considered a nuisance on the road right of way," de Castro said in an interview adding, "They have the equipment and manpower to do these things."

De Castro was reacting to the letter of engineer Joselito Cabungcal of the Quezon City engineer's office, saying he has no knowledge of new commercial ads being put up by billboard owners in major roads in the city.

He also added that they have already revoked many of the building permits they have earlier issued to billboard contractors in line with the memorandum circular of the DPWH.

But contrary to Cabungcal's claim, the MMDA has observed that oversized billboards have started proliferating along C-5 road in Quezon City.

AO 160 was issued several days after the devastation brought by Typhoon Milenyo in September that toppled hundreds of advertising billboards and even claimed a life.

Jefferson Antiporda

Q.C. PUBLIC LIBRARY
LOCAL HISTORY

AO 160
QC - BILLBOARDS

THE EXPONENT OF PHILIPPINE PROGRESS SINCE 1900
MANILA BULLETIN
THE NATION'S LEADING NEWSPAPER
METRO MANILA BULLETIN
Sunday, December 10, 2006

Stop sprouting of billboards, QC told

By CHITO A. CHAVEZ

The proliferation anew of illegal billboards has prompted Metropolitan Manila Development Authority (MMDA) Chairman Bayani Fernando to order the Quezon City building and license officials to stop issuing permits and to revoke authorization to advertising applicants to put up oversized and misplaced billboards.

Despite Administrative Order 160 issued by President Arroyo, Fernando said the Quezon City government remained defiant as it continued to grant permits to advertising firms and billboard owners.

In the wake of the collapse of billboards that damaged properties and claimed lives during typhoon "Milenyo," President Arroyo, with the Department of Public Works and Highways (DPWH) as lead agency, issued Administrative Order 160 directing building officials to halt the processing and granting of new billboard permits.

Fernando told Engineer Joselito Cabungcal of the Quezon City Building Office of the infraction in handing out billboard permits despite the administrative order of the President.

He specifically mentioned the memorandum circular dated Oct. 6 issued by DPWH Secretary Hermogenes Ebdane that calls for the cancellation of all recent billboard and outdoor advertising permits.

"We request that you refrain from issuing billboard permits to minimize or eliminate further construction of nuisance billboards. We also request your office to cancel or revoke those billboard permits already issued," Fernando said.

Fernando claimed that Cabungcal's decision to issue new permits despite the prohibition has resulted in an increasing number cases filed by advertisers against the MMDA.

As one of the main support groups of the DPWH, the MMDA has been involved in the tearing down of illegal billboards along non-designated areas in Metro Manila.

Shaggy Zaldivar, a Canadian-based Filipino businessman, was surprised to find out that billboards on Epifanio de los Santos Avenue (EDSA), Commonwealth Avenue and other busy streets and thoroughfares in Quezon City were on the rise again barely two-months after the DPWH, the MMDA and the local government units conducted a dismantling campaign against outdoor advertising displays.

Fernando threatened to take Cabungcal and other local building officials to court if they continue to issue new permits or if they fail to revoke the licenses issued after the presidential directive.

"We will be constrained to file administrative and criminal charges against the building officials for not complying with the AO implemented by the DPWH," Fernando added.

Earlier, DPWH Special Buildings Director Emmanuel Cuntapay, on orders of Ebdane, held a series of meetings with the DPWH district engineers and local building officials to discuss the provisions on the issuance of billboard permits.

The meetings sought to refresh the memories of the local building officials and their DPWH counterparts in identifying specific violations committed by the billboard owners and advertising contractors.

MANILA BULLETIN
Thursday, February 23, 2006

Quezon City bans sexy billboards

1 Quezon City now bans offensive advertising signs, streamers and billboards depicting graphic display of sexuality or nudity.

2 The city council has approved a resolution denouncing the display of signs offensive to public morals along major thoroughfares, streets, roads, parks and open spaces.

3 The resolution directs the local police and engineering office to cause the immediate removal of all existing offensive signs and displays within the city.

Councilor Resty B. Malangen, principal author of the measure, noted that these displays readily catch the attention of motorists, resulting in road accidents and heavy traffic.

Malangen said "these streamers and outdoor signs appeal to the prurient interest of man; and if not regulated the soonest possible time could easily threaten the moral fiber of our society."

He justified the measure saying "the Local Government Code of 1991 empowers the local government unit to prescribe reasonable limits and restraints on the use of property and to regulate the putting up of signs, signposts and awnings within the jurisdiction of Quezon City." (Sel A. Baysa)

QC Billboard Bans

Manila Standard TODAY

FRIDAY
September 30, 2005 | A5

METRO

QC dads to probe billboards

THE Quezon City council will hold on Monday a public hearing on the regulation of commercial billboards in the city.

Summoned to attend the public hearing are representatives of various outdoor advertising agencies and their sexy commercial models, according to councilors Winston "Winnie" Castelo and Ariel Inton.

Castelo and Inton said officials from the Metro Manila Development Authority and other government agencies were also invited to join the session, which will be led by majority floor leader councilor Ariel Inton.

Author of a recently proposed ordinance calling for a moratorium on the construction and installation of billboards, Castelo said the hearing aims to establish regulations on billboards.

According to Castelo and Inton, complaints and recent accidents involving commercial billboards prompted the city council to call for a public hearing.

Billboard, installation + regulation

MANILA BULLETIN 12 Friday, September 30, 2005

National News Bulletin

AROUND THE NATION

QC Council sets public hearing on billboards

The Quezon City Council announced yesterday that it will conduct a public hearing on Monday regarding commercial billboards that had become a public nuisance.

Summoned to attend the public hearing are representatives from various outdoor advertising agencies and their sexy commercial models, Quezon City Councilors Winston "Winnie" Castelo and Ariel Enrile Inton said.

Castelo and Inton said officials from the Metro Manila Development Authority (MMDA) and other government agencies were also invited to the public hearing that will be led by Inton, Quezon City Council Majority Floor Leader.

Author of a proposed ordinance calling for a moratorium on the construction and installation of billboards, Castelo said the hearing aims to establish regulatory measures and review the laws allegedly being violated by billboard operators and their models.

According to Castelo and Inton, complaints and recent accidents involving commercial billboards prompted the Quezon City Council to call for a public hearing on the matter.

Castelo and Inton cited an incident last week when a huge billboard in Cubao, Quezon City collapsed and hit a Metro Rail Transit (MRT) power cable. The incident paralyzed the operations of the MRT for eight hours. As a result, the government lost millions of pesos in revenues. It also further raised concerns over the threat posed by the billboards to the safety of commuters. (TFL)

Q.C. PUBLIC LIBRARY
LOCAL HISTORY

QC Proposed Ordinance
re
Billboards construction +
installations

METRO TODAY

SATURDAY, MARCH 27, 2004

QC officials cannot dismantle 'ads'

By M. PUNONGBAYAN
Correspondent

THE Quezon City government refused to order the dismantling of controversial Napoleon Brandy *Kinse Anyos* billboards of Distileria Limtuaco's Napoleon Brandy unless the Advertising Board of the Philippines (AdBoard) can present a written order or resolution confirming their decision to revoke or recall the permit to exhibit the advertising materials.

Business Permits and Licensing Office (BPLO) chief Pacifico Maghacot explained yesterday that Mayor Feliciano Belmonte Jr. can only act on complaints against the billboards if there is sufficient and concrete basis to do so.

He said city hall approved only the permit to put up the billboards based not on the contents but on its structural nature.

"We issued permits based on the location, the business space, the structure, safety and the likes—not on what the advertising material says," Maghacot explained.

City engineering office's Signs Division chief Victor Isunza gave the go signal after a thorough study of the structural safety of the giant billboard that have been installed on EDSA.

Maghacot said Isunza cannot simply order the dismantling of the billboards based on public clamor or complaints about its contents filed before the wrong body.

The AdBoard, on Thursday, confirmed that the liquor brand's billboards did not pass through their prescreening process since the same did not have to undergo the present rules. TODAY learned that Gabriela, headed by former Party-list representative Liza Maza, actually filed a complaint against the the *Kinse Anyos* ads at the BPLO.

Its letter of complaint was sent to Belmonte, who sent the same back to Maghacot's office for referral to Isunza, whom has now forwarded the concern to the city legal department.

Gabriela's complaint covered two giant billboards displayed on EDSA near Kamuning Road and in Balintawak.

Maghacot confirmed that the places where these billboards stand are owned by Distileria Limtuaco, and the company has the right to accuse anyone who tries to dismantle the billboards with trespassing.

Former Manila mayor Alfredo Lim learned this lesson the hard way on Tuesday when he was barred from entering the compound when his group tried to dismantle the *Kinse Anyos* billboard on EDSA near Kamuning Road.

Maghacot said Belmonte or other city hall officials can order the dismantling of the billboards but that specific action is only one of the many options.

Q.C. PUBLIC LIBRARY
LOCAL HISTORY