Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
18th City Council

PO2011-97

40th Regular Session

ORDINANCE NO. SP-2109, S-2011

AN ORDINANCE REGULATING THE CONSTRUCTION, DISPLAY, AND MAINTAINANCE OF ALL COMMERCIAL SIGNS AND SIGNBOARDS/BILLBOARDS INCLUDING ITS SUPPORT STRUCTURES WITHIN THE TERRITORIAL JURISDICTION OF QUEZON CITY, PROVIDING PENALTIES FOR VIOLATION THEREOF AND FOR OTHER PURPOSES.

Introduced by Councilor ANTHONY PETER D. CALISOLOGO.
Co-Introduced by Councilors Francisco A. Calalay, Jr., Dorothy A. Delarmente, Ricardo T. Belmonte, Jr., Joseph P. Juico, Alexis R. Herrera, Precious Hipolito Castelo, Alfredo D. Vargas III, Eden "Candy" A. Medina, Julienne Alyson Rae V. Medalla, Roderick M. Paulate, Godofredo T. Liban II, Julian ML. Coseteng, Allan Benedict S. Reyes, Jaime F. Borres, Jose Mario Don S. De Leon, Gian Carlo G. Sotto, Eufemio C. Lagumbay, Edcel B. Lagman, Jr., Jesus Manuel C. Suntay, Jessica Castelo Daza, Raquel S. Malañgen, Vincent DG. Belmonte, Marvin C. Rillo, Rafaelfo Z. Ludovica and John Ansell R. De Guzman.

WHEREAS, there is a rampant proliferation of illegal signs and sign structures along the thoroughfares of Quezon City;

WHEREAS, there were already instances wherein the existence of these gigantic structures in the City pose immediate threat to the public peace, health, welfare and safety to the city populace, especially during rainy and typhoon seasons;

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WHEREAS, Presidential Decree No. 1096, otherwise known as the National Building Code of the Philippines, and its Implementing Rules and Regulations prescribing uniform requirements for the design, construction, installation and maintenance of all kinds of signs, signage, billboards and signboards for general application is deemed inadequate to address the prevailing proliferation of all illegal signs, signage, billboards and signboards proliferating within the territorial jurisdiction of Quezon City;

WHEREAS, Section 455 (3) (iv) of Republic Act No. 7160, otherwise known as the Local Government Code of 1991, as amended, states that the City Mayor, as the Local Chief Executive of the City, shall issue licenses and permits and suspend or revoke the same for any violation of the conditions upon which said licenses or permits had been issued, pursuant to law or ordinance;

WHEREAS, Section 458 (3) (iv) of Republic Act No. 7160 empowers the Sangguniang Panlungsod 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, pursuant to Republic Act No. 7160, otherwise known as the Local Government Code of 1991, as amended, and Presidential Decree No. 1096, otherwise known as the National Building Code, the City Building Official, as the counterpart entity of the Department of Public Works and Highways, is mandated to strictly implement the provisions of the National Building Code with respect to the safety and regulation of all structures being installed and erected;

WHEREAS, the formulation and adoption of an up to date and a more stricter provision on the erection of signs, signage, signboards and billboards is necessary to complement the City's goal on urban renewal, green building and climate change as well as to provide remedies to the inadequacies and ambiguities of the National Building Code (PD No. 1096) and its Implementing Rules and Regulations geared towards the maintenance of economic balance;

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WHEREAS, in accordance with Rule XX of Presidential Decree No. 1096, it is necessary to have a standard structural billboard, signage, sign and signboard design compliant with the National Building Code of the Philippines.

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. SHORT TITLE - This ordinance shall be known as the "Comprehensive Signs, Signboard/Billboard Ordinance of 2011".

SECTION 2. DEFINITION OF TERMS. For the purpose of this Ordinance, the following definitions shall apply:

Advertising Sign – A sign or signboard structure that directs attention to a business, profession, commodity, service or entertainment conducted, sold or offered at a place other than where the business, profession, etc., is located. An off-premise sign.

Advertising Sign Precincts – an area specifically designated by the City Planning Development Office (CPDO) where advertising signs are permitted.

Back-to-Back Sign – Advertising sign consisting of two signboards with one structure oriented in opposite directions and at a distance of not more than three (3) meters between the nearest parts of the sign.

Billboard – A display panel for posting advertising material.

Building Permit – A written authorization granted by the Building Official to an applicant allowing the applicant to proceed with the construction of a specific project after plans, specifications and other pertinent documents have been found to be in conformity with Presidential Decree 1096 and [illegible]

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Business Sign – An accessory sign that directs attention to a profession, business, commodity, service or entertainment conducted, sold or offered in the same place where the business is located. An on-premise sign.

Certificate of Use – A written authorization issued/granted by the Building Official after final inspection and submission of a duly notarized certificate of completion that the building/structure complied with PD 1096.

Display Sign – Any material, device or structure that is arranged, intended, designed, or used as an advertisement, announcement or directory that includes a sign, sign screen, signboard or advertising device of any kind.

Display Surface – The entire area of the signboard or the entire area enclosed by the extreme limits or perimeter of the signboard.

Electrical Sign – Any sign which has characters, letters, figures, designs, faces, backgrounds, or outline illuminated by fluorescent lamps or luminous tubes as part of the sign or signboard proper. These light sources are external or internal.

Electronic Sign – An electronically operated advertising medium like lighted electronic diodes, etc.

Digital/Electronic Billboards - a billboard created from computer programs and software, projected or displayed using electronic devices such as projectors, LED display, board, etc.

Ground Sign – An on-premise sign or signboard structure with the support resting on the ground, of which height shall not exceed six (6.00) meters.

Imprint – A plaque or sticker identifying the service provider/owner, office address, telephone number and other information.

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