

Republic of the Philippines
CITY OF ANTIPOLO
Province of Rizal

OFFICE OF THE SANGGUNIANG PANLUNGSOD

LEGISLATIVE TERM 2022-2025

PRESENT:

Hon. Josefina G. Gatlabayan, Ph.D.

City Vice Mayor/Presiding Officer

FIRST DISTRICT:

Hon. Susana G. Say

City Councilor

Hon. Enrico C. De Guzman, M.D. FPOGS

City Councilor

Hon. Charmaine Jill C. Tapales

City Councilor

Hon. Eileen Grace T. Zapanta, M.D.

City Councilor

Hon. Agnes G. Oldan-Gratil

City Councilor

Hon. Robert R. Altamirano, Sr.

City Councilor

Hon. Jewel Anne G. Camacho

City Councilor

Hon. Mariafe S. Pimentel

City Councilor

SECOND DISTRICT:

Hon. Lorenzo Juan Y. Sumulong III

City Councilor

Hon. Ronaldo L. Leyva

City Councilor

Hon. Christian Edward O. Alarcon

City Councilor

Hon. John Michael S. Leyva

City Councilor

Hon. Angie Lou C. Tapales

City Councilor

Hon. Christian A. Masangkay, DMD

City Councilor

Hon. Alfred J. Zapanta, RN

City Councilor

EX-OFFICIO MEMBERS:

Hon. Peter Arnold S. Papel, Jr.

SK Federation Pres

Hon. Gerardo S.J. Doroteo

IPM- Representative

ABSENT:

Hon. Edward R. O'Hara

City Councilor

Hon. Jonathan C. Salen

Liga ng mga Brgy. Pres.

Proposed Resolution No. 681 series of 2023

CITY ORDINANCE NO. 2023-1071

AN ORDINANCE AMENDING CITY ORDINANCE NO. 2006-242 OTHERWISE KNOWN AS "AN ORDINANCE REGULATING THE POSTING, PLACING, STRINGING, ATTACHING AND INSTALLING OF BILLBOARDS, SIGNBOARDS AND STREAMERS BY ALL COMMERCIAL AND BUSINESS ESTABLISHMENTS, RELIGIOUS ORGANIZATIONS, COMMUNITY ORGANIZATIONS AND NON-GOVERNMENTAL ORGANIZATIONS WITHIN THE CITY OF ANTIPOLO, PRESCRIBING PENALTIES FOR VIOLATION THEREOF, AND FOR OTHER PURPOSES".

APPROVED:

CASIMIRO A. YNARES III, M.D.

City Mayor

(ADMINISTRATION MEASURE)

**INTRODUCED BY: COUN. JEWEL ANN G. CAMACHO
COUN. EDWARD R. O'HARA**

**SPONSORED BY: COMM. ON PUBLIC UTILITIES AND FACILITIES
COMM. ON PEACE AND ORDER , PUBLIC
SAFETY AND SECURITY**

WHEREAS, Section 16 of the Local Government Code of 1991 provides that "Every local government unit shall exercise the powers expressly granted, those necessarily implied therefrom, as well as powers necessary, appropriate, or incidental for its efficient and effective governance, and those which are essential to the promotion of the general welfare";

WHEREAS, the clamor for modern information dissemination gave rise to the proliferation of billboards and other similar forms of non-mobile outdoor advertising displays which pose traffic distractions and hazards , constitute threats to public safety and contribute to environmental degradation and urban blight;

WHEREAS, on March 21, 2022, former President Rodrigo Roa Duterte signed into law Executive Order No. 165 which aims to update and supplement the existing rules on non-mobile outdoor advertising displays and their support structures and to prescribe minimum standards to harmonize national and local rules and regulations on the same;

WHEREAS, the City of Antipolo continuously seeks to preserve the natural beauty of its surroundings, to maintain cleanliness and a pleasant atmosphere, and to promote the health and safety of its people and ensure their right to a balanced ecology;

WHEREAS, the City of Antipolo, in the interest of public safety and general welfare, shall regulate and monitor the posting, placing, stringing, attachment and installation of all forms of outdoor advertising, and the timely dismantling of unauthorized or overstaying signs.

N O W T H E R E F O R E , B E I T E N A C T E D B Y T H E S A N G G U N I A N G , I N S E S S I O N A S S E M B L E D , T H A T :

SECTION 1. City Ordinance No. 2006-242 entitled "AN ORDINANCE REGULATING THE POSTING, PLACING, STRINGING, ATTACHING AND INSTALLING OF BILLBOARDS, SIGNBOARD AND STREAMERS BY ALL COMMERCIAL AND BUSINESS ESTABLISHMENTS , RELIGIOUS ORGANIZATIONS, COMMUNITY ORGANIZATIONS AND NON-GOVERNMENTAL ORGANIZATIONS WITHIN THE CITY OF ANTIPOLO, PRECRIBING PENALTIES FOR VIOLATION THEREOF, AND FOR OTHER PURPOSES "is hereby amended to read as follows:

SECTION 1. SHORT TITLE. This Ordinance shall be known as the "Antipolo Advertising Display Ordinance of 2023".

APPROVED:

C. A. B.

CASIMIRO A. YNARES III, M.D.

City Mayor

SECTION 2. COVERAGE. This Ordinance shall cover all non-mobile outdoor advertising displays, and their support structure/s, erected and installed, modified, retrofitted, rehabilitated or otherwise altered and thereafter exhibited.

SECTION 3. DEFINITION OF TERMS. For purposes of this Ordinance, the following terms are hereby defined as follows:

- a. Advertising Permit – a written authorization granted by the Business Permits and Licensing Office (BPLO) or the Office of the Building Official (OBO) to an applicant which allows him or her to erect and install, modify, retrofit, rehabilitate or otherwise alter and thereafter exhibit non-mobile advertising display/s;
- b. Non-mobile outdoor advertising displays – billboards, banners, signs, wallscapes, tarpaulins, streamers, posters and other place-based media for purposes of advertising or statements of general interest.

SECTION 4. ADVERTISING PERMIT. A permit shall be required before any non-mobile outdoor, advertising display may be erected, constructed or maintained.

For tarpaulins, streamers, banners, and poster, the permit shall be issued by the BPLO after payment of the required fees and upon compliance with the requirements set forth of BPLO.

For non-mobile outdoors= advertising displays that fall outside the above category such as billboards and other similar signage, the permit shall be secured at the Office of the Building Official (OBO), subject to compliance with the requirements of OBO.

Displays erected, constructed, maintained or altered in violation of this Section are deemed prohibited and shall be subject to the penalties prescribed in this Ordinance.

SECTION 5. OVERSTAYING NON-MOBILE ADVERTISING DISPLAYS. The advertising permit for tarpaulins, streamers, banners, posters shall be valid for only thirty days from the date of application for the permit, unless sooner revoked for violation of this Ordinance and other applicable laws.

The validity of the permit for other types of displays shall be determined by OBO depending on its assessment of the technical plans submitted by the applicant.

APPROVED:

C. D.

CASIMIRO A. YNARES III, M.D.

City Mayor

Displays erected , constructed, maintained or altered in violation of this Section are deemed prohibited and shall be subject to the penalties prescribed in this Ordinance.

SECTION 6. ADVERTISING BOND. Prior to the issuance of an advertising permit, an applicant shall first deposit a bond amounting to 10% of the amount of said permit to be assessed by the City Treasurer’s Office to ensure the applicant’s compliance with the rules and regulations set forth in this Ordinance.

The City Government of Antipolo retains the right to forfeit the bond deposited under this Section in case of any violation of the provisions of this Ordinance.

SECTION 7. UNAUTHORIZED NON-MOBILE ADVERTISING DISPLAYS. The following non-mobile advertising displays are deemed prohibited:

- a. Displays that obstruct natural landscape, or debase or offend aesthetic and cultural values and traditions;
- b. Displays that distract or obstruct the view of the public as to constitute a traffic hazard, especially along major thoroughfares and public roads;
- c. Displays erected, installed or exhibited on billboard-free zones such as historical sites, tourists destinations and parks, institutional establishments, and critical facilities, such as power plants;
- d. Displays erected, installed or exhibited on/in trees, center islands, side strips and fences and other areas deemed restricted by the BPLO/OBO; and
- e. Displays erected, installed or exhibited outside the following designated areas:
 - i. Marcos Highway (Antipolo Boundary up to Cogeo and Padilla)
 - ii. Sumulong Highway (J.P. Rizal St. up to Antipolo Boundary (Ponderosa) before Cainta/Marikina);
 - iii. Ortigas Extension Boundary up to P. Oliveros St. (McDonalds Antipolo);
 - iv. Alfelor Avenue (Marcos Highway up to Sumulong Highway Checkpoint);
 - v. M. L. Quezon Street and M.L. Quezon Extension;
 - vi. Sen. Lorenzo S. Sumulong Memorial Circle (formerly Circumferential Road);
 - vii. Provincial Road up to Teresa Boundary;
 - viii. V. V. Soliven Avenue, Sto Niño St., Sumulong St. C. Lawis St., and Gen. Luna St. and
 - ix. Such other allowable areas as may be designated by the local chief executive.

APPROVED:



CASIMIRO A. YNARES III, M.D.

City Mayor