



Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
16th City Council

40th Regular Session

ORDINANCE NO. SP- **1593** , S-2005

(PO2005-222)

AN ORDINANCE PROHIBITING COMMERCIAL AND/OR PRIVATE ADVERTISEMENTS IN THE CENTER ISLES OF MAJOR THOROUGHFARES IN QUEZON CITY, PRESCRIBING PENALTIES FOR VIOLATION THEREOF, AND FOR OTHER PURPOSE.

Introduced by Councilors VICTOR V. FERRER JR., ELIZABETH A. DELARMENTE, FRANCISCO A. CALALAY, JR., ROMMEL R. ABESAMIS, JOSEPH P. JUICO, WINSTON "Winnie" T. CASTELO, ALLAN BUTCH T. FRANCISCO, JULIAN M.L. COSETENG, EDCEL B. LAGMAN, JR., ANTONIO E. INTON, JR., RESTITUTO B. MALAÑGEN and BAYANI V. HIPOL.

WHEREAS, Section 16 of Republic Act No. 7160, otherwise referred to as the Local Government Code of 1991, empower "every local government unit to 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" and, as it is, said local government units, as the Local Government of Quezon City, shall, within their territorial jurisdiction, "ensure and support, among other things, the preservation and enrichment of culture, promote health and safety, enhanced the right of the people to balanced ecology, encourage and support the development of appropriate and self-reliant scientific and technological capabilities, improve public morals, enhance economic prosperity and social justice, promote full employment among their residents, maintain peace and order, and preserve the comfort and convenience of their inhabitants";

WHEREAS, the commercial and/or residential advertisements contained in billboards and the like placed in the center isles of the major thoroughfares in Quezon City, such as the Efipanio Delos Santos Avenue (EDSA), Quezon Avenue, Commonwealth Avenue, Mindanao Avenue, Visayas Avenue, Congressional Avenue, East Avenue, North Avenue, etc., create a distraction among pedestrians and motorists which invariably causes road accidents and traffic congestion;

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WHEREAS, the said commercial and/or private advertisements may properly placed elsewhere wherein the same shall be of the same commercial value and, at the same time, shall not endanger public safety,

WHEREAS, it is thus apt and high time to prohibit said commercial and/or private advertisement in the center isles of the major thoroughfares in Quezon City.

NOW, THEREFORE,

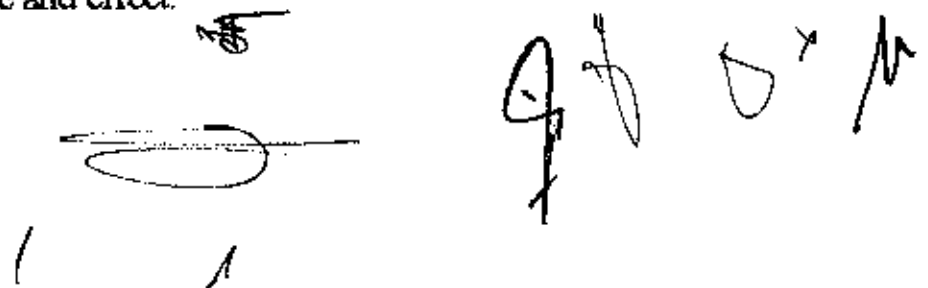
BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. Henceforth, private and/or commercial advertisements in billboards and the like shall not be placed in the center isles of the major thoroughfares in Quezon City, particularly, the Epifanio Delos Santos Avenue (EDSA), Quezon Avenue, Commonwealth Avenue, Mindanao Avenue, Visayas Avenue, Congressional Avenue, East Avenue, North Avenue, etc.

SECTION 2. Any person who shall violate this Ordinance by placing or obstructing the removal of the subject private and/or commercial advertisements shall be punished by imprisonment not exceeding thirty (30) days, a fine not exceeding Two Thousand Pesos (P2,000.00), or both such fine and imprisonment.

SECTION 3. The Department of Public Order and Safety (DPOS), in consultation and collaboration with the Office of the City Engineer, is hereby tasked that this Ordinance is faithfully complied with. Immediately it shall remove such private and/or commercial advertisements mentioned in Section 1 thereof and prohibit the placing of the same, apprehend violators hereof preferably with the assistance of the local police force, and prosecute said violators.

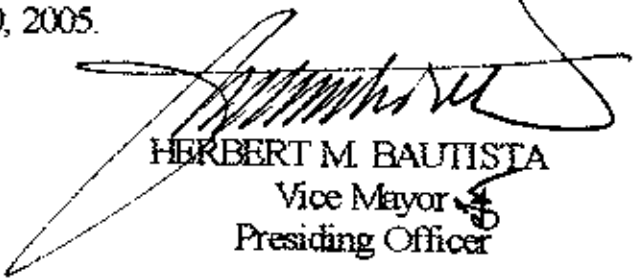
SECTION 4. If any part of this Ordinance is declared invalid or unconstitutional for any reason by a court of competent jurisdiction, the remaining parts hereof which are unaffected by the declaration shall continue in full force and effect.



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SECTION 5. This Ordinance shall become effective fifteen (15) days following the completion of its publication in a newspaper of general circulation within Quezon City.

ENACTED: September 20, 2005.




HERBERT M. BAUTISTA
Vice Mayor &
Presiding Officer

ATTESTED:



EUGENIO V. JURILLA
City Secretary


APPROVED: NOV 18 2005



FELICIANO R. BELMONTE, JR.
City Mayor

CERTIFICATION

This is to certify that this Ordinance which was APPROVED on Second Reading on September 20, 2005, was finally PASSED on Third/Final Reading by the City Council under Suspended Rules on the same date.



EUGENIO V. JURILLA
City Secretary