



Republic of the Philippines  
Quezon City  
**OFFICE OF THE MAYOR**

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**EXECUTIVE ORDER NO. 41**  
Series of 2020

**REGULATING BILLBOARDS, SIGNS AND OTHER OUTDOOR MEDIA ON  
QUEZON CITY GOVERNMENT PROPERTY**

WHEREAS, Section 3 (l) of Republic Act No. 7160, otherwise known as the Local Government Code of 1991, encourages the participation of private sector, particularly in the delivery of basic services as an alternative strategy for the sustainable development of local autonomy;

WHEREAS, Article 30 (b) Implementing Rules and Regulations (IRR) of Republic Act No. 7160 vests authority on the Local Government to tap the private sector in the delivery of basic services and facilities;

WHEREAS, under Section 22, Chapter II, Title I of Book I of Republic Act No. 7160 otherwise known as the Local Government Code of Quezon City, local government units shall enjoy full autonomy in the exercise of their proprietary functions and in the management of their economic enterprises, subject to the limitations provided under the Code and other applicable laws;

WHEREAS, outdoor media service providers and other third parties have expressed interest in putting up billboard advertisements, drop down banners and other signs on Quezon City Government-owned property, such as streetlights, lamp-posts and buildings;

WHEREAS, for consistent administration of the placing of such billboards and signs, the terms and conditions for the same should be defined, including the timely dismantling of unauthorized or overstaying signs;

NOW, THEREFORE, I, MA. JOSEFINA G. BELMONTE, *City Mayor* of Quezon City, by virtue of the powers vested in me by law, do order:

**SECTION 1. Purpose.** This Order provides terms and conditions whereby service providers or other interested third parties ("Applicants") may place or install billboards, banners, signs, wallscapes and other place-based media, for purposes of advertising or statements of general interest ("Outdoor Media") on Quezon City Government-owned property such as streetlights, buildings, waiting sheds, and other public structures. For clarity, this Order shall not cover public structures not owned by the City Government.

**SECTION 2. Procedure.** Applicants shall comply with the following procedure:

2.1. The Applicant shall submit a letter of intent to the Office of the City Administrator with a detailed description of the location and design of the proposed Outdoor Media and the duration of

installation which shall not exceed a period of sixty (60) days.

The expired contract shall be renewable upon submission of the required documents in accordance with the original process, provided that the Applicant has not violated any of the terms and conditions in the Memorandum of Agreement or committed acts detrimental to the City;

2.2 After evaluation of the submitted documents, the City Administrator shall approve the application of any Applicant who has met the documentary requirements;

2.3. The Quezon City Government and the Applicant shall execute a Memorandum of Agreement including but not limited to the following terms:

2.3.1 Terms and conditions of the contract;

2.3.2 Limit as to the number of signages to be installed;

2.3.3 Location of the placements;

2.3.4 The obligation of the Applicant to remove the Outdoor Media on or before the expiration of the Memorandum of Agreement, and also granting authority to the City or its contractor to remove the same on expiration; and

2.3.5 Rate of rental fee, including an amount set aside to cover the cost of removal of the Outdoor Media.

Pending an Ordinance delegating authority to the City Administrator to sign the Memorandum of Agreement (MOA), the City Mayor shall sign the MOA.

2.4. The Applicant shall be charged a corresponding rental rate as may be recommended by the City Appraisal Committee;

2.5. The Memorandum of Agreement shall be endorsed to the Department of the Building Official for the application of the necessary Sign Permits;

2.6. The Department of the Building Official shall issue the necessary permits once the requirements set forth by the National Building Code of the Philippines and other related laws with regard to signages has been complied with;

2.7. The Applicant shall be responsible for the maintenance and repair of the Outdoor Media while it remains installed.



**SECTION 3. Standards.** Outdoor Media must not be offensive or in violation of applicable law, including but not limited to the National Building Code, the Consumer Protection Act, applicable advertising standards, or election law.

The Building Official, in coordination with the City Administrator, may issue technical standards for the Outdoor Media, including standardized shapes, sizes and other fixed designs.

**SECTION 4. Removal of Illegal or Expired Signage.** The Quezon City Government, or a contractor engaged by the City in accordance with applicable law, shall have the authority to immediately dismantle or remove any illegal or expired Outdoor Media on any Quezon City Government-owned property. The City shall have the authority to set aside in advance the appropriate amounts from Applicants' rental fees, to cover the cost of the removal of the signage. Any Outdoor Media materials removed or dismantled by the City due to expiration or illegality shall be forfeited.


In addition to the penalties provided below, the offender may be charged with rent for the duration that the illegal or expired Outdoor Media remained installed, at a premium rate of 150% of the regular rate.

**SECTION 5. Funding.** Funding to implement this Order shall be drawn from the available and appropriate funds of the involved departments.

**SECTION 6. Dissemination.** A copy of this Executive Order shall be furnished to the Office of the President and the Metropolitan Manila Development Authority (MMDA) for information and guidance pursuant to Section 455(1)(xii) of RA 7160, as amended, and shall be posted at the official website of the Quezon City Government.

**SECTION 7. Effectivity.** This Order shall take effect immediately.

DONE, 21 December 2020, Quezon City.

  
MA. JOSEFINA G. BELMONTE  
City Mayor