

[MANILA CITY ORDINANCE NO. 8363, October 28, 2014]

**REGULAR SESSION NO. 114
9TH CITY COUNCIL**

**Begun and held in the City Council of Manila on Thursday, the
tenth day of
October, Two Thousand Thirteen**

**AN ORDINANCE PENALIZING THE ACT OF FLYPOSTING OF ANY
FORM OF PRIVATE ADVERTISEMENT, ANNOUNCEMENT OR ANY
OTHER SORT OF POSTERS, FLYERS, WRITINGS OR BILLS FOR
PRIVATE AND COMMERCIAL PURPOSES ON ANY OF THE CITY OF
MANILA'S TREES, ELECTRIC POSTS, LAMPPOSTS AND CABLES**

PRINCIPAL AUTHORS: HON. LEILANI MARIE H. LACUNA, HON. PRISCILLA MARIE T. ABANTE , HON. DENNIS B. ALCOREZA, HON. ARNOLD I. ATIENZA, HON. RUBEN BUENAVENTURA, HON. DON JUAN "DJ" BAGATSING, HON. ANTONIO G. CAPISTRANO, HON. ARLENE L. CHUA, HON. ERNESTO M. DIONISIO, JR., HON. MA. ASUNCION G. FUGOSO, HON. CRISTINA A. ISIP, HON. RODOLFO N. LACSAMAMA JR., HON. NUMERO G. LIM, HON. JOHN MARVIN C. NIETO, HON. ROBERTO ORTEGA JR., HON. JOEL M. PAR. HON. SCIENCE A. REYES, HON. RAMON M. ROBLES, HON. JOSEFINA M. SISCAR, HON. CASIMIRO C. SISON, HON. CHRISTIAN PAUL L. UY, HON. MANUEL M. ZARCAL, HON. SALVADOR H. LACUNA, HON. ELIZABETH Z. RIVERA, HON. RAYMUNDO R. YUPANGCO, **HON. MARLON M. LACSON, Majority Floor Leader, HON. EDWARD V.P. MACEDA, President Pro-Temporo and Acting Presiding Officer**

EXPLANATORY NOTE

Noticeable when roaming the City of Manila are bills, posters or flyers in the nature private advertisements and announcements and whether for commercial or private purposes affixed on the city's posts, cables, lamppost, trees and similar private and public structures which are undoubtedly eye sores which affect the city's drive for an atmosphere of cleanliness.

From wheat paste posters, thin wood to tin materials, the city's posts, cables, lampposts, trees and similar private and public structures are peppered with private advertisements and announcements such as advertisements of plumbers, electricians, septic tank service providers, cellular phone repairman, steel cabinet restorers. Others adverse washed-up rates in motels, room for rent and boarding

houses that are posted in places where there is heavy foot and vehicle traffic. In some instances, lost puppies, cats, pets and other lost things.

In what are intended to be fully utilized for electric power and cable services or intended to be used for aesthetic purposes to beautify the city, these posts, cables, lampposts, trees and similar private and public structures have become the most convenient place for these unsightly advertisements. This is because residents and owners of business establishments who can react and prevent the posting of bills, posters or flyers do not own these posts. Neither has the authorities made preventive measures because of the lack of the needed regulatory ordinance.

For this reason, it is pertinent that a prohibitory ordinance penalizing violation thereof be passed to this effect.

The City of Manila is the capital city of the Philippines, hence, it has to exhibit an image of cleanliness and orderliness among local government units:

Over the years, the City of Manila suffered criticisms from neighboring cities with regard to its cleanliness programs, hence, it has to improve its image as prime city of the Philippines:

In its drive to be esteemed once again as the lead city of the Philippines, cleanliness of its surroundings is an important consideration requiring political will and discipline among its constituents.

HON. LEILANIE MARIE H. LACUNA
Councilor, 6th District
Manila

Be it ordained by the City Council of Manila, in session assembled, THAT:

SECTION 1. The flyposting of any form of private advertisement, announcement or any other sort of posters, flyers, writing or bills for private and commercial purposes on any of the City of Manila's trees, electric posts, lampposts, cables, wirings and public utility structures, shall hereby be prohibited in the City of Manila: PROVIDED, circumstances may so warrant, can grant certain exemption from his Ordinance tor limited period of time.

SEC. 2 *Definition of Terms.* -

- a. Bill - a written or printed advertisement posted to announce an event that may be of interest to the public
- b. Bill posting or flyposting - the act of placing a bill on the City of Manila's trees, publicly owned posts, lampposts, cables and public utility structures.

SEC. 3. Existing fly posted private advertisement and announcements as prohibited in Section 1 hereof shall, upon effectivity, be removed through the efforts of city cleaners and sweepers.