



EXCERPTS FROM THE MINUTES OF THE 45<sup>th</sup> REGULAR SESSION OF THE SANGGUNIANG PANLALAWIGAN OF CAVITE HELD ON MAY 26, 2014 AT THE CONFERENCE ROOM, LEGISLATIVE BUILDING, TRECE MARTIRES CITY

PRESENT:

- Hon. Ramon Jolo B. Revilla III
- Hon. Ederlin G. Gawaran
- Hon. Raul Rex D. Mangubat
- Hon. Dino Carlo R. Chua
- Hon. Ryan R. Enriquez
- Hon. Rolando S. Remulla
- Hon. Arnel M. Candimbutan
- Hon. Larry Boy S. Nato
- Hon. Teofilo B. Lara
- Hon. Marcos C. Amutan
- Hon. Ives Jayme A. Reyes
- Hon. Hermogenes C. Arayata III
- Hon. Felix A. Grepo
- Hon. Eileen R. Beratio
- Hon. Irene P. Bencito
- Hon. Mark Joseph T. Mupas
- Hon. Conrado A. Viado

- Vice Governor/Presiding Officer
- Majority Floor Leader
- Pro-Tempore
- Board Member, 1<sup>st</sup> District
- Board Member, 1<sup>st</sup> District
- Board Member, 2<sup>nd</sup> District
- Board Member, 3<sup>rd</sup> District
- Board Member, 3<sup>rd</sup> District
- Board Member, 4<sup>th</sup> District
- Board Member, 5<sup>th</sup> District
- Board Member, 5<sup>th</sup> District
- Board Member, 6<sup>th</sup> District
- Board Member, 6<sup>th</sup> District
- Board Member, 7<sup>th</sup> District
- Board Member, 7<sup>th</sup> District
- CCL President
- Liga ng mga Brgy. ProvI. Chapter President

ABSENT:

NONE

PROVINCIAL ORDINANCE NO. 070

AN ORDINANCE MANDATING PRESCRIPTIVE PERIOD IN THE POSTING OF STREAMERS, STICKERS, BILLBOARDS, ADVERTISEMENTS AND/OR OTHER COMMERCIAL/ADVERTISING PARAPHERNALIA WITHIN THE JURISDICTION OF THE PROVINCE OF CAVITE AND PROVIDING PENALTIES FOR VIOLATION THEREOF

Sponsored by: Hon. Raul Rex D. Mangubat  
Co-sponsored by: All SP Members

WHEREAS, there are numerous streamers, stickers, billboards, advertisements and other advertising paraphernalia being posted for an unlimited period within the Province of Cavite;

WHEREAS, unregulated billboards, advertising signs, etc. are threats to public safety;

WHEREAS, the Local Government Code of 1991 empowers the Local Government Unit to prescribe reasonable limits and restraints on the use of property and regulate the putting up of signs, signposts and awnings within the territorial jurisdiction of each city/municipality;

*RJC*  
*Edwin*  
*John*

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NOW THEREFORE, on motion of Hon. Mangubat, duly seconded by Hon. Gawaran and all the members present, be it enacted by the Sangguniang Panlalawigan in session duly assembled that:

**Section 1. Short Title.** This Ordinance shall be known as the "*The Prescriptive Period Ordinance for the Posting of streamers, Stickers, Billboards, Advertisements and other Commercial/Advertising Paraphernalia in the Province of Cavite*"

**Section 2. Declaration Of Policy.** It is hereby declared the policy of the Provincial Government to promote and protect the general welfare of its inhabitants.

**Section 3. Definition of Terms.** As used in this Ordinance, the following terms shall mean:

- a. **Advertising Sign** – refers to a sign that directs attention to a business, profession, commodity, service or entertainment, conducted, sold or offered at a place where the business, profession, etc. is located.
- b. **Billboard** – refers to a panel for posting bills or posters and notices which includes tri-vision or electronically operated advertisements.
- c. **Display** – to show or exhibit, make visible or present a sign to the public.
- d. **Prescriptive** – giving exact rules, directions or instructions about how you should do something; relating to the imposition or enforcement of a rule or method.
- e. **Public Utility** – refers to any business organization which regularly supplies the public with some commodity or service such as electricity, gas, water, transportation or telephone or telegraph service.
- f. **Temporary Sign** – refers to a sign or symbol purposely for advertisements which is made of cloth or other light and/ or combustible material/s installed for a limited period of time.
- g. **Streamers** – any long narrow wavy strip resembling or suggesting a banner floating in the wind.
- h. **Sticker**- a slip of paper with adhesive back that can be fastened to a surface.

**Section 4. Regulated Acts.**

1. It shall be unlawful to install/post or display any sticker, streamer, billboard, advertisement and other advertising paraphernalia without first securing the necessary permit from the concerned Local Government Unit.
2. The size and the content of the stickers, streamers, tarpaulins, billboards, advertisement and other advertising paraphernalia and the location to which they will be posted shall be inspected and approved by the concerned Local Government Unit prior to their posting, and the corresponding validity dates must be stated thereat.

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 Sangguniang Panlalawigan

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Republic of the Philippines  
Province of Cavite  
**OFFICE OF THE SANGGUNIANG PANLALAWIGAN**  
Trece Martires City



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3. All temporary signs, streamers, tarpaulins and the like may be displayed for a maximum of fifteen (15) days prior to the holding of the event and the same shall be removed immediately the day after the event.
4. All billboards, commercial and advertising signs may be erected or displayed after securing the necessary permits from the concerned Local Government Unit which may be renewable after the expiration of period granted in the permit. Failure to comply thereof shall be subject for removal/dismantling fifteen (15) days after the receipt of the Notice of Demolition.

**Section 5. Administrative Provision.**

1. Before any billboard, advertising and/or other advertising paraphernalia may be erected or displayed, a permit/clearance with corresponding fees must first be secured from the concerned Local Government Units;
2. Inspection of the site to which the billboard, advertising and/or other advertising paraphernalia will be posted/erected shall be done by the duly authorized inspector of each Local Government Unit as part of the requirements in the application of permit/clearance;
3. Each Local Government Unit with their duly authorized team shall undertake the appropriate removal, disposition and dismantling of any billboards, advertising and/or other advertising paraphernalia found to be violating the provisions of this ordinance as stated in Section 4;
4. The Local Government Units may exempt a person from payment of fees if in its determination or evaluation, the content of the streamer, sticker, billboard and other advertising promotion or endorsement shall benefit public welfare, morals or health;
5. The Local Government Units may refuse to issue permit if the applying person have already incurred numerous violations;
6. The Local Government Unit concerned shall send notice when the period of validity of the permit expires.

**Section 6. Penalty.** For any violation in the provision of this Ordinance, a fine of Php2,500.00 shall be imposed and/or imprisonment of six (6) months, or both on the discretion of the court.

**Section 7. Repealing Clause.** All ordinances, resolutions, executive issuances or rules and regulations or parts thereof that are inconsistent with or contrary to the provisions of this Ordinance, are hereby deemed repealed, amended or modified accordingly.

**Section 8. Applicability Clause.** The provisions of existing ordinances, resolutions or executive orders dealing with related subject matter, which are not contradictory with this Ordinance, are hereby adopted as an integral part of this Ordinance.

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**Section 9. Separability Clause.** If, for any reason, any section or provision of this Ordinance is held unconstitutional or invalid, the other sections or provisions not affected thereby shall continue to be in force and effect.

**Section 10. Effectivity.** This Ordinance shall take effect after its approval.

**UNANIMOUSLY APPROVED.**

*I hereby certify that the foregoing ordinance was duly enacted by the Sangguniang Panlalawigan of Cavite during its 45<sup>th</sup> Regular Session on May 26, 2014.*

*Michelle F. Alcid*  
**MICHELLE F. ALCID**  
 Provincial Board Secretary

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**EDRALIN G. GAWARAN**  
Majority Floor Leader

  
**RAUL REX D. MANGUBAT**  
Pro-Tempore

  
**DINO CARLO R. CHUA**  
Provincial Board Member

  
**RYLAN R. ENRIQUEZ**  
Provincial Board Member

  
**ROLANDO S. REMULLA**  
Provincial Board Member

  
**ARNEL M. CANTIMBUHAN**  
Provincial Board Member

  
**LARRY BOY S. NATO**  
Provincial Board Member

  
**TEOFILO B. LARA**  
Provincial Board Member

  
**MARCOS C. AMUTAN**  
Provincial Board Member

  
**IVEE JAYNE A. REYES**  
Provincial Board Member

**HERMOGENES C. ARAYATA III**  
Provincial Board Member

  
**FELIX A. GREPO**  
Provincial Board Member

  
**IRENE P. BENCITO**  
Provincial Board Member


  
**EILEEN R. BERATIO**  
Provincial Board Member

  
**MARK JOSEPH T. MUPAS**  
CCL President

  
**CONRADO A. VIADO**  
Liga ng mga Barangay President

ATTESTED:

APPROVED:

  
**RAMON JOLO B. REVILLA III**  
Vice Governor/Presiding Officer

  
**JUANITO VICTOR C. REMULLA, JR.**  
Provincial Governor

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