

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Philippines

THIRTEENTH CONGRESS
First Regular Session

HOUSE BILL NO. 4266



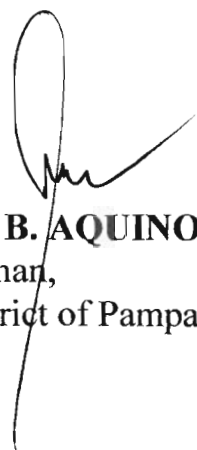
INTRODUCED BY HONORABLE DR. REY B. AQUINO

EXPLANATORY NOTE

Of late, there has been too much proliferation of Billboards and Signages that has cluttered the main thoroughfares in the country, including posts and walls.

While the consuming public had been made aware of the products that these Billboards and Signages promote, the Billboards and Signages have, on the downside, obstructed the view of vehicular or pedestrian traffic, and taken the space reserved for safety and informative road signs, thus posing a hazard to road users. Too, these huge structures have covered most of the country's open space, defaced the architecture of renowned sights, cluttered the landscapes, and blocked natural views that are psychologically essential to well-being.

It is in this regard that the approval of this Act, which seeks to regulate the construction and installation of Billboards and Signages, is earnestly requested.


DR. REY B. AQUINO
Congressman,
Third District of Pampanga

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Introduced by Representative Dr. Rey B. Aquino

**AN ACT TO REGULATE
THE CONSTRUCTION AND INSTALLATION OF
BILLBOARDS AND SIGNAGES**

SECTION 1. Short Title – This Act shall be known as the “Billboard and Signage Act of 2005”.

SECTION 2. Declaration of Policy. – Every citizen of this Country has the right to a pleasing view that is psychologically essential to well-being, as well as a right to open space above the ground. Alongside with these rights is the constitutional mandate making it one of the prime duties of the government to serve and protect the people. Pursuant to these rights and mandate, it is declared an operative policy of the government to regulate the construction and installation of Billboards and Signages.

SECTION 3. Definition of Terms. –As used in this Act, the term:

(1) “Billboard” shall refer to any contraption, structure, or advertisement using any form of marketing or advertising medium, which is attached upon a building or improvement, or erected on real property, and which directs attention to a product, place, activity, person, institution, or business.

(2) “Signage” shall refer to any form of poster, placard, or advertisement, which is smaller in dimension than a “Billboard,” and which is installed, posted, hung, painted or otherwise displayed in a public place.

SECTION 4. Regulation of Billboards and Signages. – Upon the effectivity of this Act, no Billboard or signage shall:

- (1) obstruct the view of vehicular or pedestrian traffic in a manner that it may pose a hazard to road users;
- (2) be installed on posts and walls that obstruct roadways and pedestrian lanes;
- (3) take the space reserved for safety and informative road signs;
- (4) cover any rural or urban natural vista;

- (5) be constructed on any historical site;
- (6) be erected on any property unless any portion of it is set back at least twenty-five (25) meters from any road, street, or right-of-way line;
- (7) be erected or assembled on top of the roof of any dwelling or building

SECTION 5. Billboard Permit, Approval and Fee – Any person desiring to construct Billboards and Signages after the effectivity of this Act shall file an application with the Business Permit and License Office of the City or Municipality where the Billboard or Signage shall be erected. Thereafter, the advertiser shall have the proposed Billboard or Signage approved by the City or Municipal Engineer's Office.

An annual fee of P100.00 per square meter shall be paid to the City or Municipal Treasurer before any Billboard or Signage is displayed.

SECTION 6. Penalties for Violation. – Any person found violating any of the requirements set forth in Sec. 4 and Sec. 5 hereof shall be punished with imprisonment for not less than six (6) months to a maximum of one (1) year, and a fine equivalent to twenty five per cent (25%) of cost of the Billboard or Signage.

SECTION 7. Separability Clause. – All laws, decrees, executive orders, rules and regulations or parts thereof contrary to, or inconsistent with this Act are hereby modified or repealed accordingly.

SECTION 8. Effectivity. – This Act shall take effect fifteen (15) days after its publication in at least two (2) newspapers of general circulation.

APPROVED.