

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Philippines

THIRTEENTH CONGRESS
Third Regular Session

HOUSE BILL NO. 5822



INTRODUCED BY HONORABLE CONSUELO A. DY

EXPLANATORY NOTE

Over the years, and with the development of new types of signs that are more cost effective, outdoor signs, particularly billboards, have proliferated and could now be seen in almost every conceivable place in Metro Manila, and these are growing in number in the provinces particularly in urban centers. This is due mainly to the fact that the construction, placement, and even the content and dimension of outdoor signs, continue to be unregulated.

The excessive number of outdoor signs and the number of incidents involving billboards that have led to accidents and near mishaps have caught the ire of the public who now clamor for the outright ban on outdoor signs. Among the concerns of the public are that outdoor signs are eyesores and obstruct the view from adjacent buildings and houses; confuse the vision and distract the attention of motorists and pedestrians resulting in accidents and road mishaps; blight the scenery of the surroundings; contribute to criminality particularly in overpasses where criminal acts are hidden from the public view because outdoor signs have covered the overpasses, and; pose hazard and threat to public safety as many billboards are near electric wires and even on light rail cables.

However, the outright prohibition of outdoor signs is not an option since the State, as a matter of policy, recognizes the indispensable role of the private sector and encourages private enterprise. Outdoor signs are necessary for public announcements and for commerce to grow. However, the growth of commerce through outdoor advertising must come hand in hand with social order. Therefore, outdoor signs must conform to certain sets of standards that will ensure the balance between commercial development and social order.

It is thus the purpose of this Act to regulate outdoor advertisements by laying down the standards as regards the design, construction, location, dimension and content.


CONSUELO A. DY
Congresswoman
Lone District of Pasay City

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**AN ACT SETTING THE STANDARDS FOR THE DESIGN, CONSTRUCTION,
LOCATION, DIMENSION AND CONTENT OF OUTDOOR SIGNS**

SECTION 1. *Short Title.* – This act shall be known as “Outdoor Signs Act of 2007.”

SECTION 2. *Declaration of Policy.* – While the State recognizes the indispensable role of the private sector and encourages private enterprise, it is also the policy of the State to promote a just and dynamic social order and an improved quality of life for all.

SECTION 3. *Scope and Application.* – The provisions of this Act shall apply to the design, location, dimension, content, construction, alteration, repair, and maintenance of outdoor signs.

SECTION 4. *Definition.* – As used in this Act, outdoor sign is any letter, work, numeral, pictorial presentation, illustration, decoration, emblem, device, symbol or trademark, flag, banner or pennant, of any material, whether illuminated or not, electronic, static or dynamic or any figure of similar character that is attached to, painted on or in any manner represented on a building or structure and/or used to announce, direct attention to or advertise, and visible to the public.

SECTION 5. *Standards for Outdoor Signs and Structures.* –

1.) Outdoor signs shall not be installed or erected on underpasses, overpasses, bridges, tunnels, interchanges and flyovers nor shall outdoor signs be installed or erected within 500 feet of the right-of-way of the aforementioned structures.

2.) Outdoor signs shall not be allowed within 500 feet circumference of any of the following:

- a. historical monuments and shrines;
- b. schools and educational institutions;
- c. churches and religious structures;
- d. parks, playgrounds and recreation areas;
- e. public lands, premise, or buildings.
- f. any area in which billboards are prohibited.

3.) Outdoor signs shall not be installed or erected in a location that will obstruct, hinder or obscure the view of vehicular or pedestrian traffic, signal lights and street signs / lights.

4.) Outdoor signs shall not distract, confuse or blind motorists from the flow of traffic.

5.) Outdoor signs shall not destroy/alter the natural beauty of the landscape and seascape.

6.) Outdoor signs shall not contain provocative or offensive images and texts. All display content must conform to the standards set forth by the Advertising Board of the Philippines.

7.) No outdoor sign shall exceed three hundred square feet (300 sq. ft.) in total surface display area nor shall it exceed fifty (50) feet in height. This distance shall be measured from ground level at the base of the billboard's support system to the highest point of the billboard.

8.) The structural design of outdoor signs shall conform to the standards set by Chapter 20 of the Presidential Decree No. 1096, otherwise known as the National Building Code, and its Implementing Rules and Regulations.

9.) Outdoor signs shall be inspected regularly to maintain their structural integrity to ensure safety.

10.) No part or foundation or support of any outdoor sign structure billboard shall be placed on, in, or over any private property without the written consent of the property owner.

11.) Vacant structures shall be installed with public service or company ads while those that are no longer to be used must be dismantled by the responsible outdoor sign company which erected the said structures.

12.) Temporary signs, such as streamers and banners, regardless of material, size, and purpose shall not be strung or installed over or across any public thoroughfare or along islands or sidewalks or street lamp posts.

13.) Outdoor signs and temporary signs shall not be installed on overpasses, footbridges and/or elevated pedestrian walkways in such a way that these would cover the view from the outside and be used to conceal the commission of crimes.

SECTION 6. *Separability Clause.* – If any provision of this Act shall be held unconstitutional or invalid, the remaining provisions which are not affected thereby shall continue to be in full force and effect.

SECTION 7. *Repealing Clause.* – All laws, decrees, executive orders, rules and regulations, and other issuances, or parts thereof, contrary to or inconsistent with this Act are hereby modified, amended 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.