

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

SIXTEENTH CONGRESS
First Regular Session

HOUSE BILL NO. 3454



Introduced by **Rep. Winston "Winnie" Castelo**

EXPLANATORY NOTE

It is important for Metro Manila as the only metropolis in the country to exhibit high degree of safety, orderliness, and its landscape made attractive for tourists and investors.

This bill seeks to preserve these attributes by institutionalizing new rules and regulations that will govern existing and proposed advertising signs, bill boards, LED boards and other display signs along major and secondary roads and open spaces within the metropolis.

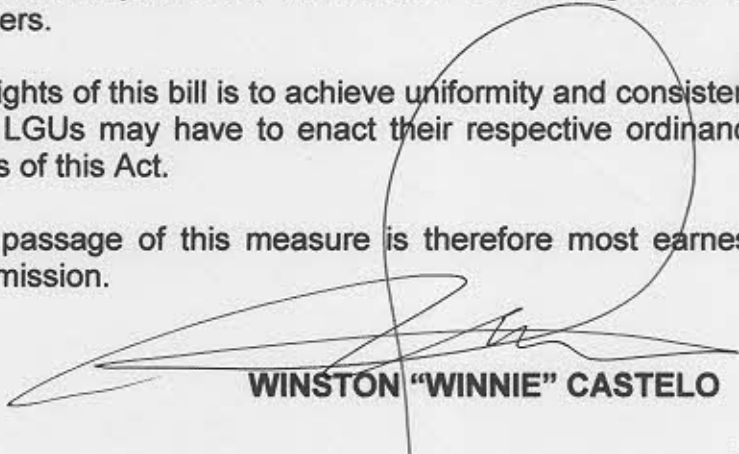
In principle, there had already been a forged agreement between the Metropolitan Manila Development Authority and various outdoor media industry stakeholders in what they refer to as a 'magna carta'.

It is high time that guidelines, requirements, and standards be set forth as would regulate the construction, installation and display of such advertising signs and billboards precisely in order to come up with a uniform size requirements, height requirements, and safety requirements.

In this regard, the MMDA shall see to it that the outdoor advertising organizations will comply with the technical particularities issued that take into account non-obstruction of traffic signs and landscapes through a prescribed size and height requirement provisions on outdoor advertising rules and regulations, among others.

One of the highlights of this bill is to achieve uniformity and consistency such all Metro Manila LGUs may have to enact their respective ordinances based on the provisions of this Act.

The immediate passage of this measure is therefore most earnestly sought, hence this submission.


WINSTON "WINNIE" CASTELO

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AN ACT
PRESCRIBING GUIDELINES, REQUIREMENTS AND STANDARDS FOR
METRO MANILA OUTDOOR MEDIA THEREBY ENJOINING LOCAL GOVERNMENT
UNITS TO ADOPT A UNIFORM POLICY AND FOR OTHER PURPOSES

Be it enacted in the Senate and the House of Representatives of the Republic of the Philippines in Congress assembled:

SECTION 1. Short Title. - This Act shall be known as the "Metro Manila Outdoor Media Industry Act of 2013".

SECTION 2. Declaration of Policy. - It is a declared policy of the State to ensure public safety, protect public investments, promote recreational value of public travel, and the reasonable, orderly and effective display of signs, displays and devices without obstructing historical and scenic sites and the public domain in general from obstructions, hindrances and nuisances.

The State upholds the legitimate, commercial use of private property adjacent to roads and highways and that outdoor advertising is an integral part of the business and marketing function of an established segment of the national economy that serves to promote investments in commerce and industry and therefore should be allowed to operate in business areas.

SECTION 3. Definition of Terms. - For purposes of this Act, the following terms shall be defined accordingly to mean as follows:

- 3.1. Advertisement shall mean the act of advertising, giving notice or calling the attention of the public thru the use of posters, banners, billboards or any advertising signs.
- 3.2. Advertising Sign shall mean a sign that directs attention to a business, profession, commodity, service or entertainment conducted, sold or offered at a place other than where the business, profession, etc. is located; an off-premise sign.

- 3.3. Ad Standards Council (ASC) shall mean the body recognized by the PANA, 4As and other parties who own or exhibit advertising content, as the advertising industry self-regulatory body that screens various types of advertising materials, including those for Out-Of-Home Media (OOH) Billboards, before the same are displayed/exhibited.
- 3.4. Billboard shall mean a panel for posting bills or posters.
- 3.5. Building shall mean a three-dimensional physical development erected within a lot or property or any combination of or all of its three different levels (at grade, below grade, above grade). The term buildings/structures as used in these Implementing Guidelines shall invariably refer to both proposed and existing physical developments within a lot.
- 3.6. Business Sign shall mean an accessory sign that directs attention to a profession, business, commodity, service or entertainment. Business Sign may be On-Premise, when the Sign is placed on the location where the profession, business, commodity, service or entertainment is conducted, sold or offered or Off-Premise, when the Sign is placed in a location other than where the profession, business, commodity, service or entertainment is conducted, sold or offered.
- 3.7. Carriageway shall mean that part of the road-right-of-way, railroad-right-of-way, and water-right-of-way reserved for the passage of motorized traffic and other transportation conveyances.
- 3.8. Covered Area shall have the meaning ascribed thereto in Section 2 of these Implementing Guidelines.
- 3.9. Display Sign shall mean any material, device or structure that is arranged, intended, designed, or used as an advertisement, announcement or directory that includes a sign, sign screen, billboard or advertising device of any kind.
- 3.10. Display Surface shall mean the entire area enclosed by the extreme limits or perimeter of a Sign.
- 3.11. Electrical Sign shall mean any sign which has characters, letters, figures, designs, faces, backgrounds or outline illuminated by incandescent or fluorescent lamps or luminous tubes as part of the sign proper. These light sources are external or internal. It shall include static light emitting diode (LED) signs.

- 3.12. Ground Sign shall mean a sign with support resting on the ground, the base of which range from a single pole to double-pole, etc. (pylon) and does not exceed ten (10.00 sq.m.) as one (1) unit.
- 3.13. IRR shall mean the Revised Implementing Rules and Regulations of Presidential Decree No. 1096 issued on October 29, 2004.
- 3.14. LED Signs/Boards shall mean signs and billboards using Light Emitting Diodes technology which digital readouts are displayed and mounted on walls or buildings or with support resting on the ground.
- 3.15. Major Thoroughfares shall mean a public street or highway which is a major artery leading to other parts of Metro Manila and nearby provinces with a minimum width of 10.00 meters, mostly maintained by the National government.
- 3.16. NBC shall mean Presidential Decree No. 1096 entitled "Adopting a National Building Code of the Philippines Thereby Revising Republic Act Numbered Sixty-Five Hundred Forty One."
- 3.17. Nits shall mean candela per meter squared which is the international unit of measurement of luminance.
- 3.18. OOH shall mean Out-Of-Home Media which refers collectively to all forms of media outside the home that carry advertising messages for consumer audiences.
- 3.19. Projecting Signs shall mean a sign fastened to, suspended from or supported on a building or structure the Display Surface of which is perpendicular from the wall surface or is at an angle there from.
- 3.20. Public Advisory Messages shall mean any form of signs that bear information, advice, messages to the general public in pursuance of any government project or campaign.
- 3.21. Public Thoroughfares or Roads shall mean any parcel of land appropriated for the free passage of the general public owned and maintained by the government whether national or local.
- 3.22. Regulated Signs shall have the meaning ascribed thereto in Section 4 of these rules and regulations.

- 3.23. Road-Right-of-Way (RROW) shall mean a parcel of land unobstructed from the ground to the sky, more than 3.00 meters in width, appropriated to the free passage of general public.
- 3.24. Roof Sign shall mean a sign installed on roofs, roof decks, and the horizontal least cross sectional area in case of supporting frame does not exceed 10.00 sq. m. for such framed structure resting entirely on the roof.
- 3.25. Secondary Roads shall mean a public street maintained by the National or Local Government used as secondary passageway within a certain City/Municipality.
- 3.26. Setback shall mean the horizontal distance measured 90 degrees from the outermost face of the building/structure to the property lines.
- 3.27. Signs or advertising materials shall mean any letter, word, numeral, pictorial presentation, illustration, decoration, emblem, device, symbol or trademark, flag, banner, or pennant, or any other figure of similar character that is attached to, painted on or in any manner represented on a building or structure; used to announce, direct attention to or advertise, and visible to the public.
- 3.28. Sign Structure shall mean any means employed to support the installation of signs and this includes the structural frame, anchorages and fasteners to support and suspend such signs. A building where a Roof Sign is installed entirely on its roof is not part of the sign structure.
- 3.29. Streamer shall mean a narrow free floating strip of cloth or crepe papers of a synthetic fiber or material usually used as decorative material in commemoration and celebration of festivities including anniversary promotions in pursuance to commercial and industrial activities.
- 3.30. Structure shall mean that which is built or constructed, an edifice or building of any kind, or any piece of work artificially built up or composed of parts joined together in some definite manner.
- 3.31. Temporary Sign shall mean a sign of cloth or other light and/ or combustible material, with or without frame such as streamer, bills, posters and the like installed for a limited period of time.
- 3.32. Traffic Sign shall mean a device mounted on a fixed or portable support whereby a specific message is conveyed by means of word or symbols for the purpose of regulating, warning or guiding traffic.

- 3.33. Wall Sign shall mean a sign painted on, attached to or fastened to the surface of the wall or any part of a building or structure the display surface of which is parallel to the wall surface.

SECTION 4. Coverage. – These rules and regulations shall cover existing and proposed Advertising Signs, Billboards, Display Signs, Electrical Signs, LED Signs/Boards, Ground Signs, Roof Signs, and Sign Structures (hereinafter collectively referred to as the "Regulated Signs") along Major Thoroughfares, Public Roads, Secondary Roads, avenues, streets, roads, parks and open spaces within Metro Manila (hereinafter collectively referred to as the "Covered Areas"). That unless otherwise provided: (a) Wall Signs painted on the surface of the wall or any part of a building or structure the display surface of which is parallel to the wall surface; (b) Moving or animated and non-moving or static LED Signs primarily devoted to the display of Public Advisory Messages; and (c) Streamers and Temporary Signs shall not be covered by these rules and regulations.

SECTION 5. Local Government Units (LGUs) to issue locational and structural clearances. – The local chief executive of each local government unit within Metropolitan Manila shall issue locational and structural clearances/ permits for Regulated Signs within their respective jurisdictions in accordance with the guidelines set out in this Act.

Said officials shall require all owners of Regulated Signs within their respective jurisdictions to: (a) obtain necessary permits, subject to such fines and penalties as may be imposed by law or ordinance; or (b) make necessary changes in the construction of the same when said construction violates any law or ordinance; or (c) order the demolition or removal of the same within the period prescribed by law or ordinance. Any Metropolitan Manila local chief executive may enlist the assistance of the MMDA to demolish, dismantle or remove a Regulated Sign in accordance with this Section.

Provided, That the foregoing is without prejudice to the exercise by the MMDA of its mandate to enforce and implement the National Building Code provisions on Regulated Signs along major and secondary thoroughfares falling under its jurisdiction.

In this regard, the owners and operators of existing and proposed Regulated Signs along major and national thoroughfares falling under MMDA jurisdiction shall, as a pre-requisite to obtaining relevant permits from a Metropolitan Manila local government unit, shall obtain an MMDA Billboard Clearance to ensure compliance with MMDA Regulation No. 04-004, these rules and regulations, and other related issuances.

SECTION 6. Guidelines for the Evaluation of Applications for MMDA Billboard Clearance. –

6.1. Setback Requirements. – For new Regulated Signs, it shall have a ten (10) meters setback from the property line to the edge of the billboard. While existing Regulated Signs, setback shall not be less than seven (7) meters.

6.2. Size of Display Surface. – Regulated Signs and Sign Structures, including LED and other electronic signs and billboards, shall not exceed 32' x 48' which is equivalent to 1,920 square feet or equivalent to 178 square meters inclusive of the space required for the landscape/vertical gardens.

6.3. Height of Billboard Structures. – Ground Signs and Sign Structures along Epifanio de los Santos Avenue (EDSA), Circumferential Road 5 (C-5), and Commonwealth Avenue should have maximum thirty-six (36) meters height and minimum twenty-four (24) in height from the ground. On all other areas in Metropolitan Manila, the height limits for billboard and billboard structures shall be determined by the local government units in their respective local zoning ordinances.

6.4. Minimum Distance Between Signs. – No new billboard or billboard structure shall be located within the distance of one hundred (100) meters from existing billboards. In some areas where more than one billboard structure can be constructed side-by-side, the distance should be three (3) meters apart.

6.5. Non-obstruction of Traffic Signs. – No Regulated Sign shall be installed in such a manner as to confuse or obstruct the view or interpretation of any official traffic sign, signal or device.

6.6. Non-obstruction of Landscape. – No Regulated Sign shall be constructed as to unduly obstruct the natural view of the landscape, distract or obstruct the view of the public as to constitute a traffic hazard, or otherwise defile, debase or offend aesthetic and cultural values and traditions.

6.7. Billboard-free zones. – Billboard-free zones are identified in order to ensure public safety and to prevent visual clutter, road accidents and traffic congestion, landscape obstruction and deface the natural landscape in the following areas:

- historical sites, tourist destinations and recreational zones (parks)
- power stations and institutional establishments e.g. hospitals and schools
- critical signalized intersections
- waiting sheds on any city or national road all over Metro Manila shall have no ads, large or small, atop such structures

The installation of Billboards and LED board structures shall not be allowed along Roxas Boulevard (Padre Burgos Ave. – NAIA Road) and Diosdado Macapagal Boulevard (Jose W. Diokno Blvd. – Pacific Avenue).

MMDA shall identify and designate other billboard-free zones along the major corridors of Metro Manila.

6.8. Display Surfaces. – Display surfaces in Regulated Signs may be made of metal, glass or approved plastics.

6.9. Restrictions on Combustible Materials. – All Regulated Signs installed in highly restrictive Fire Zones as defined in the NBC and its IRRs shall have structural members of incombustible materials. Ground Signs may be constructed of any material meeting the requirements of the NBC. Combination signs, Roof Signs, Wall Signs, Projecting Signs, and Signs on marquees shall be constructed of incombustible materials. No combustible material other than approved plastics shall be used in the construction of electric signs.

6.10. Clearances from Fire Escapes, Exits or Standpipes. – No Regulated Sign shall be installed in such a manner that any portion of its surface or supports will interfere in any way with the free use of any fire escape, exit, or standpipe.

6.11. Obstruction of Openings. – No Regulated Sign shall obstruct any opening to such an extent that light or ventilation is reduced to a point below that required by the NBC. Regulated Signs installed within 1.50 meters of an exterior wall in which there are openings within the area of the Regulated Sign shall be constructed of incombustible material or approved plastics.

6.12. Roof Signs. – Roof signs shall be allowed subject to the provisions of the local zoning ordinance of the concerned local government unit. In addition, a maximum size of 216 sq meters shall be allowed and the height shall be in accordance with the allowable height limit contained in the zoning ordinance and the building permit issued by the local government unit. Building name or building sign shall be allowed but shall not exceed 1% of the area of the supporting roof.

Owner/operator shall be required to submit a Certification prepared, signed and sealed by a Civil/Structural Engineer confirming the structural stability and worthiness of the existing building that it is still safe to carry the proposed roof sign.

6.13. Wall Signs. – Wall signs shall be placed on the exterior perimeter walls of the building and may be allowed to cover the entire surface of blank walls provided it shall not exceed the roofline and cover/obstruct windows & any openings such as fire exits. Wall Signs should follow the roll down procedure during inclement weather. For Wall Mounted LEDs, it should be treated as a wall sign subject to luminance regulations which should not also exceed the limits of the wall.

Owner/operator shall be required to submit a Certification prepared, signed and sealed by a Civil/Structural Engineer confirming the structural stability and worthiness of the existing building that it is still safe to carry the proposed wall sign. Neighbors consent should be submitted as a requirement for clearance.

6.14. Material Requirements. – Sign Structures carrying Signs and signboards made of banners, pennants, tarpaulins and other similar non-rigid materials shall not be installed near power lines, and shall maintain a horizontal clearance from such power lines in accordance with Rule XIII, Table XIII.1 of the NBC IRRs.

6.15. Clearances from High Voltage Power Lines. – Clearances of Regulated Signs from high voltage power lines shall be in accordance with the Philippine Electrical Code. In areas near electric distribution facilities including that of any power substations, the minimum horizontal distance measured from the property line abutting the RROW and all the adjoining properties to the nearest base of the sign structure shall be the height of the structure plus one (1.00) meter.

6.16. All Regulated Signs, Temporary Signs and LED Signs, installed over/across or straddling along public thoroughfares, center islands and Road Rights-Of-Way, whether it be a National Road or Secondary Road are strictly prohibited except those approved by the MMDA pursuant to its programs and policies, whose main messages and majority LED area space shall be for traffic, public emergency and government announcement purposes or contributes in the enhancement and improvement of applicable road infrastructure and furniture consistent with the programs of the MMDA and DPWH.

6.17. MMDA Regulation No. 96-009 (Anti-Littering Regulation) must be strictly observed specifically, Sec. h, which states that: "It is unlawful for any person/s private and public corporations, advertising and promotion companies, movie producers, professionals and service contractors to post, install display any kind or form of billboards, signs, posters and other visual clutters in any part of the roads, sidewalk, center island, posts, trees and open spaces".

6.18. Markers of historical sites and tourist destinations including directional signs shall not be combined with advertisement signs even if these are sponsored by private businesses. Sponsors may put their advertisement in the periphery of the historical sites upon acceptance and permission of the sites' administrators and upon signing of a Memorandum of Understanding or Agreement (MOU/MOA) witnessed by the LGU concerned and the MMDA.

No signs shall be installed in trees, electric or lighting posts, center islands, side strips and fences that will destroy, alter or deface the natural landscape or seascape of historical sites and tourist destinations.

6.19. All LED Signs/Boards shall have the following requirements:

- Size = maximum of 172 square meters
- Brightness must be 4,000 nits during the daytime and 320 nits at night time.
- Outdoor sensors must be installed to ensure that standard brightness or luminance is complied with to ensure tolerable & safe levels including time delay for power surges to avoid glare when powering up at night time.
- Installations should be duly certified by structural engineers to carry a 240-250 kph wind load capacity.
- LED installations should be above traffic lights
- Transitions should be fade to black
- To be turned on not earlier than 6:00am and be turned off at 11:00pm

6.20. All Regulated Signs, Temporary Signs and LED Signs along Covered Areas shall automatically be put down or turned off by the owners and advertisers upon the announcement by the Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA) that there would be a low pressure area or other weather disturbance in Metropolitan Manila. In case of failure of the billboard owners and advertisers to comply with this Section, the MMDA shall put down the aforesaid advertising material at the expense of the owners.

6.21. OOH/Billboard advertising materials screened by the ASC shall be assigned an ASC screening reference number that shall be prominently displayed with the displayed/exhibited advertising material.

6.22. For uniformity of implementation, particularly the standards for advertising content, OOH/Billboard advertising materials that do not bear an ASC screening reference number shall be referred by the MMDA to the ASC for appropriate action. Non-compliant billboards referred to the ASC which do not comply within five (5) days shall be rolled-down by MMDA.

6.23. Notwithstanding the foregoing provisions, any local Government Unit in Metropolitan Manila may provide for stricter billboards regulations and may prohibit certain kinds of billboard signs and structures as may be provided in their respective local ordinances.

SECTION 7. Uniformity and Consistency to all Metro Manila LGUs. - To achieve consistency, all local government units of Metropolitan Manila are encouraged to enact their respective billboard ordinances based on the foregoing rules and regulations. LGUs with existing billboard ordinances are likewise encouraged to amend the same to conform with these rules and regulations.

SECTION 8. *Traffic Signs.* -

8.1. All Traffic signs to be installed in all streets of Metro Manila whether local or national roads shall conform to the international standards as to design and installation specifications embodied in the "Philippine Road Signs Manual" or subsequent revisions thereof. Structural specification shall be determined by MMDA in accordance with DPWH standards.

8.2. Road Signs for Traffic Improvement Projects. - In case of road signs for traffic improvement projects such as one-way system, alternate/detour routes, U-turn slots and the like, appropriate design plan shall be coordinated with the MMDA prior to installation/implementation.

Traffic improvement projects shall be subject to the approval of the MMDA in accordance with MMDA standards.

SECTION 9. ID tag shall be issued by the MMDA to properly identify the owners of the billboards with the assistance of OAAP to access the database.

SECTION 10. All advertisers, owners and operators of billboards shall adhere to the Ad Standards Council's Code of Ethics for advertising and promotions regulating the content of the Advertising Signs, meaning the message, including its words and visuals, being conveyed by the Sign must not be offensive and should conform to accepted moral standards.

No outdoor advertiser or billboard operator shall display or cause or allow to be displayed upon any advertising structure or sign, any statement or words of an obscene, indecent or immoral character, or any visual that goes against public morals or decency.

SECTION 11. MMDA Billboard Clearance Office (MMDA-BCO). -

There is hereby created from the current set up of the Metropolitan Manila Development Authority Billboard Clearance Office (MMDA-BCO) to be headed by the Assistant General Manager for Planning.

11.1 The Metro Manila Billboard Office shall have an appellate or oversight function to review and regulate all advertising signs and billboards along major thoroughfares of Metropolitan Manila.

11.2 The Metro Manila Billboard Office shall, *motu proprio* or based on a complaint filed by any local government unit, public official, or private person, proceed to review the contents of any advertising sign/billboard in accordance with the provisions of Section 11 hereof.

SECTION 12. *MMDA Billboard Clearance.* -

12.1. All owners and operators of existing regulated signs, billboards and structures along major thoroughfares of Metropolitan Manila, including EDSA, C-5, Taft Avenue and Commonwealth Avenue among others, shall be required to secure an MMDA Billboard Clearance to ensure compliance with MMDA Regulation No. 04-004, the National Building Code and other related issuances.

12.2. The Local Chief Executive of each LGU within Metropolitan Manila shall include the MMDA Billboard Clearance as a requirement prior to the issuance of locational, structural clearances and permits for regulated signs in major thoroughfares within their respective jurisdictions including EDSA, C-5, Taft Avenue and Commonwealth Avenue, among others.

12.3. All owners and operators of existing regulated signs and billboard structures along major thoroughfares shall apply for the clearance with the Billboard Clearance Office under the Office of the Assistant General Manager for Planning (OAGMP) or any Authorized Office of the MMDA and shall be required to submit a notarized application form and all required documents in support thereof.

12.4. The MMDA Billboard Clearance Office under the Office of the Assistant General Manager for Planning (OAGMP) shall ensure that all billboard structures being applied for clearance are complying with the requirements on setback, size of display surface, height, minimum distance between signs and clearance from power lines. All other requirements including the location, structural stability, and zoning shall be determined by the respective local government unit.

12.5. Upon determination of the sufficiency of the application and supporting documents, the MMDA Billboard Clearance Office shall inspect the billboard and the billboard structure and if needed, the creative approval of content by a division to be so created with a representative from House Committee on Metro Manila Development in exercise of oversight function.

12.6. After the applicant has passed the inspection, the Billboard Clearance Office thru the Assistant General Manager for Planning or the Authorized Office shall recommend to the Chairman the approval of the application and the issuance of the MMDA Billboard Clearance. Otherwise, the MMDA Billboard Office shall recommend denial of the same citing the reasons thereof.

12.7. Upon receipt of the recommendation of the Billboard Clearance Office, the same shall be acted upon by the Chairman either by approving or denying the clearance

application, or ordering the re-evaluation or re-inspection of the billboard structure involved.

12.8. All applicants for an MMDA Billboard Clearance shall be required to pay the following:

- P1,500.00 upon filing of the application;
- P2,500.00 inspection fee prior to the actual inspection; and,
- P3,000.00 clearance fee prior to the issuance of the Clearance

12.9. All billboard clearances issued by the MMDA shall be valid for one (1) year, copy furnished the appropriate local city/municipal Engineering Office, unless sooner revoked for violation of laws, rules, and ordinances concerning billboard, signs, and structures. For applications for renewal, the MMDA Billboard Clearance Office shall ensure that the billboard structure was not altered or modified.

Failure to renew the MMDA Billboard Clearance within thirty (30) days from expiration, the MMDA shall remove/roll down the advertising material installed after due notice. Costs/expenses incurred shall be chargeable to the owner/operator of the regulated sign, business sign or wall sign.

12.10. The issuance of the MMDA Billboard Clearance shall be without prejudice to the exercise by the MMDA of its mandate to enforce and implement the provisions of the National Building Code on regulated signs along major and secondary thoroughfares falling under its jurisdiction and in coordination with the respective LGUs.

SECTION 13. *Special Provisions.* - a) All owners and operators of regulated signs shall for every billboard structure procure two (2) full-grown sustainable trees which shall be planted and maintained within the setback areas or, in case the setback area could not accommodate the same, the owner or operator shall inform or coordinate with MMDA for the appropriate planting of trees in another area within Metropolitan Manila.

b) For ground signs, a landscape/vertical garden with an area of 1/6 of the total area of the billboard shall be installed on the billboard structure.

c) Outdoor operators of billboards and LEDs shall allow promotional images on Philippine arts and culture in coordination with the Department of Tourism, National Commission for Culture and the Arts and other concerned government agency as the need arises for public information/awareness on LED boards and, depending on the availability of vacant spaces, on static signs and billboards.

SECTION 14. *Administrative Fines and Sanctions.* – The following fines shall be imposed on any person, corporation or partnership found violating the size and height requirement provisions of this outdoor advertising rules and regulations:

- a. The fine shall be computed at P100.00 per square foot of surface space of the advertising material.

Non-compliant government signs shall be charged P25.00 per square foot.

A surcharge of twenty five percent (25%) of the penalty shall be added for failure to pay the fine within fifteen (15) days upon receipt of notice thereof.

Operators shall be given 15 days from receipt of notice of violation to comply/retrofit the non-compliant billboard structure based on the rules and regulations hereof, otherwise the operator shall be prohibited from displaying any advertising material on subject billboard structure. Failure to retrofit within one (1) month from receipt of notice shall be subject to dismantling and appropriate charges.

- b. For new applications for regulated signs, any billboard structure/commercial structure erected/installed prior to the release of the MMDA Billboard Clearance shall be covered by the following sanctions:

- 1) First offense – warning and a fine in the amount of P10,000.00
- 2) Second offense – prohibition from installing advertising material for two (2) years and a fine of P20,000.00
- 3) Third offense – non-issuance of MMDA Billboard Clearance for the subject billboard structure.

SECTION 15. *Transitory Clause.* – All owners and operators of existing regulated signs and billboard structures are given four (4) months from the approval of this Act to retrofit their billboards as to size, height and setback in order to conform with the provisions herewith stated and those structures that do not comply with the requirements after such period may be subject to summary dismantling by government and appropriate charges will be filed against the owner/operator.

Without prejudice to whatever legal action the MMDA and/or the local government units may take, all owners and operators of existing regulated signs and sign structures without valid permits and clearances are required to apply for building permits, sign permits, and other required permits and clearances immediately.

SECTION 16. *Separability Clause.* - If any provision or part hereof is declared invalid or unconstitutional, the remainder of the law or the provisions not otherwise affected shall remain valid and subsisting.

SECTION 17. *Repealing Clause.* – Any law, presidential decree or issuance, executive order, letter of instruction, administrative order, rule or regulation, contracts and other memoranda of agreement entered into by a government agency, LGU or government-owned and/or controlled corporation/organization contrary to or inconsistent with the provisions of this Act is hereby repealed, modified, or amended accordingly.

All previous memorandum circulars and issuances inconsistent with the foregoing are hereby modified, amended, or repealed accordingly.

Section 18. *Effectivity Clause.* – This Act shall take effect thirty (30) days after its publication in the Official Gazette and in at least three (3) newspapers of general circulation.

Approved,