



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

EIGHTEENTH CONGRESS
First Regular Session

HOUSE BILL NO. **2676**



Introduced by **HON. JOSEFINA B. TALLADO**

EXPLANATORY NOTE

The outdoor advertising industry, which is a 5 to 6 Billion Industry, is one of the prime movers of the country's economy. It has allowed the small and medium entrepreneurs to reach their target consumers and succeed in a highly competitive business environment through reasonably priced advertising media. The outdoor advertising industry has also benefited thousands of property owners allowing them a source of income for their livelihood and their children's education.

It cannot be denied that the Outdoor Advertising Industry is a legitimate industry. It promotes the growth of small and medium scale enterprises and provides them with the means to be competitive with large scale enterprises. It contributes to the national economy through 10,000 jobs and revenue taxes, and the proliferation of outdoor advertising is indicative of positive and sound economic activity.

Indubitably, out-of-home advertising, as a legitimate industry, deserves the Constitutional protection accorded other legitimate industries. However, the rights of the out-of-home outdoor advertising industry must also be regulated to ensure that it will augur well with the welfare of the general public.

This bill proposes to fairly regulate the outdoor advertising industry. It allows the industry to survive and grow even as it prevents abuse and proscribes indiscriminate and illegal installations of billboards and similar advertising structures and signages.

In view of the foregoing, the passage of this bill is earnestly sought.


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**AN ACT REGULATING THE OUTDOOR ADVERTISING AND
BILLBOARD INDUSTRY, AND FOR OTHER PURPOSES**

SECTION 1. Short Title. – This Act shall be known as the “Outdoor Advertising and Billboard Regulation Act of 2019.”

SEC. 2. Declaration of Policy. – It is the declared policy of the State to protect and secure the environment, highways, transportation lines and facilities, historical and scenic sites and the public domain in general from obstructions, hindrances and nuisances. In the pursuit of this policy, the State shall regulate in particular the outdoor advertising industry without arbitrarily impairing private enterprise and unduly curtailing the freedom of expression.

SEC. 3. Definition of Terms. – As used in this Act, the terms:

- a) “Air Right” means the right to physically develop and subsequently benefit from the continued use of the air space above the road right-of-way (RROW) or other rights-of-way (ROWs) or legal easements or private/public property outside or along such ROWs or easements. Air rights shall not extend to or include the construction and maintenance of non-mobile billboards as defined hereunder.
- b) “Alignments” are the surface areas and spaces traversed by a RROWs, similar ROWs, legal easements or similar public spaces, which form part of the public domain and are prohibited sites for non-mobile billboards.
- c) “ARR” means the Additional Rules and Regulation in the implementing Rules and Regulations of the National Building Code of the Philippines.
- d) “Barangay” means the basic and smallest government unit or political subdivision, as defined in the Local Government Code.
- e) “Billboard” means a signboard, identification, illustration, image, picture or any other devise for outdoor advertisement, consisting of a support structure, a display or message area, an optional lighting system and related components installed on land, building or property to attract or direct attention to a particular product, service, idea, information, design, system, activity, institution, business, belief and/or personality. The term shall be generic and shall collectively refer, but not limited, to multi-media or tri-vision display, neon or other illuminated and painted signs and the like.
- f) “Billboard Operator” is a natural or juridical person engaged in the construction, erection and maintenance of billboards, whether contracted by a third party or for leasing to advertisers.
- g) “Billboard Unit” or “BU” shall refer to one particular display with a total minimum surface area of seven and a half (7.5) square meters to a maximum surface area of two hundred twenty-five (225) square meters.

- h) "Building Height Limit" or "BHL" means the maximum height allowed for a building or structure based on its proposed use or occupancy. The BHL is generally measured from the established grade line (GROUND) to the topmost portion of such a building or structure, inclusive of a non-mobile billboard mounted on top of such a building or structure.
- i) "Carriageway" or "Roadway" means the portion or component of the RROW on which land-based transportation conveyances such as motor vehicles, are allowed to pass or park. For RRROWs, the term may be "Railway" and for WROWs, the applicable term may be "Waterway" or "Vessel-way".
- j) "Content" means the message and image components of a display which may be advertising, commercial, directional or general public information in intent.
- k) "Display" means the material or device mounted on the non-mobile billboard support structure together with its contents.
- l) "DILG" means the Department of the Interior and Local Government.
- m) "DOTC" means the Department of Transportation and Communication.
- n) "DPWH" means the Department of Public Works and Highways.
- o) "Firewall" means a reinforced masonry or reinforced concrete separator with the appropriate fire-resistive rating and which shall be positioned between buildings or structures to maintain the fire integrity of each building or structure. Firewalls that are erected along and/or above property lines utilize a substantial portion of the maximum development potential of a property and shall therefore have no openings except for the permitted vent wells specified under the National Building Code (NBC) and its Implementing Rules and Regulations (IRR). Firewalls shall not be used as mounting surfaces for billboards and other types of display.
- p) "Inflatable Device" is a sign that is a cold air inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable blower motor that provides a constant flow of air into the device. Inflatable devices are restrained, attached, or held in place by a cord, rope, cable or similar method. The term inflatable devices shall not include any object that contains helium, hot air or a lighter-than-air substance.
- q) "Intersections" are common surface areas or spaces shared by two (2) or more RROWs, similar ROWs or legal easements or a mix of such public spaces, which form part of the public domain and are therefore prohibited sites for non-mobile billboards.
- r) "IRR" means Implementing Rules and Regulations.
- s) "LED Billboard" means billboards signs illuminated by light emitting diodes arranged in such a way as to give the appearance of characters, letters, figures, designs, faces or backgrounds, and the like.
- t) "Legal Easement" means a public open space mandated under law that must be absolutely free of all forms of physical obstructions that can negatively affect natural light and ventilation within such a space or that can impede access to or the full recreational use of such a space by the general public. Legal easements also refer to the public area that may lie between the legally usable portions of a private/public property and natural or built bodies of water or waterways.
- u) "Lighting System" means the luminaries, complete lighting units, power source, connections, controls and all support structures and devices that ensure the continuous illumination of a display.
- v) "LGU" means Local Government Unit.
- w) "Luminance" means photometric brightness, measured in candelas per square meter, also termed as "Nits".
- x) "Minimum Billboard Unit" shall refer to one display with a surface area of seven and a half (7.5) square meters which could be displayed in multiples provided that the combined surface area shall not exceed two hundred twenty-five (225) square meters. It shall have a minimum dimension of one (1) meter.

- y) "Maximum Billboard Unit" shall refer to one display with a maximum total surface area of two hundred twenty-five (225) square meters.
- z) "MMDA" means the Metropolitan Manila Development Authority.
- aa) "NBC" means the National Building Code of 1977 under Presidential Decree No. 1096, including any amendments.
- bb) "NITS" shall mean candela per meter squared which is the international unit of measurement of luminance.
- cc) "Non-Conforming Billboard" means any non-mobile billboard lawfully constructed prior to the enactment of this Act which does not conform with the provisions of this Act.
- dd) "Non-Mobile Billboard" means a billboard positioned at a fixed location, where it can be readily and continuously viewed by the passing public.
- ee) "Official Signs" mean directional or informative signs, including infrastructure project announcements and descriptions, in whatever legal form, that are officially designed and erected by or through the National Government or any of the Local Government Units for the purpose of public service.
- ff) "OOH Media" means Out-Of-Home Media or any type of advertising that reaches the consumer while he or she is outside the home. This is in contrast with broadcast, print and internet or web-based advertising.
- gg) "Property Line" means the imaginary or defined line or a set of such interconnected lines denoting the limits of a property.
- hh) "ROW" means the Right-of-Way, including the airspace above the ROW.
- ii) "RROW" or "Road-Right-of-Way" or "Street" means a public open space for the continuous flow of pedestrian and vehicular traffic, including the air space above the RROW, that must be free of all forms of prohibited physical obstructions. It is also the surface area lying between two (2) or more parallel properties and its width is horizontally measured from opposite property lines.
- jj) "RRROW" means the Railroad-Right-of-Way consisting of the railway, tramway or tracks on which the trains actually pass, as well as the buffer areas on either side of the railway for operational safety and fixed facilities for passenger exchanges, inclusive of the airspace above the RRROW.
- kk) "Scenic Vista" refers to a natural feature in the viewable landscape which offers the viewer a refreshing visual experience or respite.
- ll) "Setback" means a one-dimensional quantity denoting the level horizontal measured at a ninety degree angle (90°) from the line formed by the outermost face of a building, structure or billboard support structure to a property line, whereby both lines run parallel to each other.
- mm) "Sidewalk" means the portion on each side of the road right-of-way (RROW) for the exclusive use of pedestrians and the disabled who are in transit.
- nn) "Sign Permit" refers to the permit secured from the appropriate LGU for installation, attachment, painting of any form of non-mobile billboard display.
- oo) "Sponsored Public Signs" are traffic, informational, public service signs or a combination thereof that partially show or advertise the sponsor's business, activity, product or service being offered to the public commercially, wherein the area covered by the commercial advertisement does not exceed twenty percent (20%) of the total display area.
- pp) "Support Structure" means the rigid framework on which the display or attention-catching device of a non-mobile billboard is mounted. The foundation and superstructure form part of the support structure.

- qq) "Temporary Sign" means a sign made of fabric, cloth, vinyl, plastic or similar light and/or combustible material, with or without frame, i.e. streamers, bills, posters and the like that are installed within or outside a ROW for public display and viewing for a limited period of time, subject to the issuance of the required permit.
- rr) "Transit Advertisement" shall refer to advertising on transportation vehicles limited to public utility buses, taxicabs, public utility jitneys (PUJ), by car cards found inside the vehicle in a fleet; and outside posters located outside the vehicles in a fleet and which conforms with the standards set forth by the Land Transportation Franchising and Regulatory Board on the installation thereof.
- ss) "UROW" means the Utility Right-of-Way consisting of the area on which public utility lines are allowed to pass, including buffer, safety zones, service and maintenance areas and the airspace above the UROW.
- tt) "Video Billboard" refers to Non-mobile Billboard with video display.
- uu) "View Corridor" means the visually unobstructed width, depth and height of all available sight lines running through and along RROWs, legal easements and similar ROWs, open spaces within lots, including yards and courts or through and along designated public spaces including recreational areas. View corridor also means specific ranges of sight lines from a building or structure to a specific natural object considered of beauty or value.
- vv) "Wall Sign" means a sign painted on, attached or fastened to the surface of a wall or any part of a building or structure, the display surface of which, is parallel to the wall surface
- ww) "WROW" means the Water Right-of-Way found in inland waterways, such as rivers, streams, lakes, canals and the like and consisting of the waterway and vessel-way on which boats, ships and barges pass, as well as the embankments and portions of the shore areas used to access the waterway and vessel-way, including the airspace above the WROW.
- xx) "Yard" means a two-dimensional space consisting of the vacant land area between the outermost portion of a non-mobile billboard, including its support structure and the property lines.

SEC. 4. Regulation of Out-Of-Home Media. - Any non-mobile billboard erected, modified, retrofitted, rehabilitated or otherwise altered and thereafter exhibited after the effective date of this Act shall comply with the following requirements:

a) Position Along RROWs, RROWs, ROWs, UROWs and Legal Easements:

- (1) No billboard shall be located in a position that obstructs or obscures the view of vehicular or pedestrian traffic in such a manner as to endanger the safe movement thereof. Non-mobile billboards shall not be erected in a manner that can confuse or obstruct the view or interpretation of any official traffic sign, signal or device.
- (2) The outermost portion or projection of a non-mobile billboard or its support structure or its lighting system shall be located at least two and a half (2.5) meters away from high-tension lines.
- (3) No billboard shall be erected on any structure or portion thereof found within the RROW, RROW, UROW, WROW, legal easement and the like. The air rights over such ROWs and legal easements shall not be availed of for the purpose of erecting non-mobile billboards.
- (4) Temporary signs, regardless of material, intended use and size, including election-related signs or signs showing the names and/or likeness of elective and appointed officials, shall not be strung or installed over or across a RROW, RROW, UROW, WROW, legal easement and the like, unless otherwise permitted by the barangay or LGU concerned, but in no case shall the period of display exceed seven (7) calendar days. The barangay or LGU must thereafter remove said temporary signs.

- (5) Reckoned from the carriageway portion of RROW to an existing non-mobile billboard, no subsequent non-mobile billboard shall be constructed such that it will obstruct the former's viewing distance from its intended viewing audience within two hundred (200) meters in any metropolitan area, and three hundred (300) meters outside thereof.
- (6) No part of a non-mobile billboard including its support structure shall be installed or constructed within carriageways, roadways, ROWs, RROWs, RRROWs, UROWs, WROWs, infrastructure or structures of public transportation facilities, telephone/utility poles or upon natural growths such as trees, rocks and the like. In particular, non-mobile billboards shall not be erected or maintained violating the air rights above a carriageway, roadway, railway, waterway or vessel-way.
- (7) No non-mobile billboard that may obscure or obstruct the view of vehicular or pedestrian traffic or that may interfere, imitate, resemble or be confused with official traffic signs, signals or devices shall be permitted, nor any billboard that prevents a clear and unobstructed view of official traffic signs in approaching or merging traffic be permitted.
- (8) No non-mobile billboard that may impair, obstruct or cover any scenic vista or view corridor of the natural landscape shall be permitted.

b) Position within Private and Proprietary Properties Outside RROWs / ROWs/ Legal Easements

- (1) No non-mobile billboard shall be erected without complying with the front, side and rear setback and yard requirements prescribed by the applicable LGU zoning regulations. All non-mobile billboards, however, shall have an additional setback of two and a half (2.5) meters from high tension wires in the surrounding area.
- (2) No part of a non-mobile billboard shall be placed on, within or over any private property or any proprietary property of the National Government or any of its political subdivisions or agencies or government-owned or controlled corporation without the written consent of the property owner or lawful possessor or duly authorized representative and without the permit of the DPWH.
- (3) No billboard shall be erected or maintained upon or above the roof of any building and structure if the same is in violation of the National Building Code and its IRR.
- (4) No billboard shall be constructed on a property where the same can obscure or shade the windows or doors of adjacent buildings and structures. Non-mobile billboards shall not be made of reflective material that can redirect unwanted light towards adjacent buildings and structures.

c. Billboard Spacing and Density

- (1) Non-mobile billboards located upon or oriented towards traffic traveling upon the same side of a RROW/street shall be so spaced to comply with the minimum clear and unobstructed viewing distance from its intended viewing audience of two hundred (200) meters within any metropolitan area and three hundred (300) meters outside thereof.
- (2) Non-mobile billboards may be single-faced or double-faced or layered. In the case of a double-faced billboard, the allowable display surface area per billboard unit on each face shall not exceed two hundred twenty-five (225) square meters, provided that applicable setback, yard and building height limit (BHL) requirements of the applicable LGU zoning ordinance are complied with.
- (3) No billboard or billboard structure shall be located within the distance of one hundred (100) meters and three (3) meters side-by-side. Only two (2) structures shall be allowed per location. This minimum spacing requirement shall not apply to two panels viewed from different locations which share a common support structure.

d. Display Content and Lighting

- (1) All display contents for non-mobile billboards and temporary signs must conform with the standards set by the Ad Standards Council and/or the government agency authorized or to be authorized to review and approve the display.

- (2) Non-mobile billboards shall be illuminated only by luminaries exuding a fixed, non-oscillating and non-fluctuating amount of light that shall not produce unwanted glare or reflectance when directed at a display and must not be of such intensity or brilliance as to impair the vision of motorists.

(3) LED and Video billboard displays shall conform with the following guidelines:

- a. Its brightness shall not exceed 200 Nits during night time and Five Hundred (500) Nits during day time.
- b. LED installations should be above traffic lights
- c. Transitions should be fade to black
- d. Such displays may be turned on as early as 6:00 a.m.; and shall be turned off no later than 12:00 m.n.

e. In addition to the requirements set by the NBC, a non-mobile billboard must have structural integrity to withstand the following:

- (1) Maximum windload of Two Hundred Forty (240) kilometers per hour;
- (2) Earthquakes of a maximum magnitude of (Seven) 7.0 on the Richter Scale; and
- (3) Other climatic and geographic factors to be determined by the DPWH, Philippine Atmospheric Geophysical and Astronomical Services Administration, Philippine Institute of Volcanology and Seismology, the Department of Science and Technology and the LGUs in case of local conditions.

f. Allowable Dimensions for Non-Mobile Billboard Displays

- (1) A billboard unit shall have a surface or display area of between seven and a half (7.5) square meters minimum and two hundred twenty-five (225) square meters maximum.
- (2) No billboard shall exceed forty (40) meters in height, measured from the average elevation of the surface of the natural ground or existing sidewalk or carriageway level, whichever is higher, up to the highest point of the non-mobile billboard or any of its components. In reckoning and applying this maximum height requirement, there must be prior compliance with the relevant setback, yard, and BHL requirements of the applicable LGU zoning ordinances.
- (3) All non-mobile billboards shall be erected in conformity with the BHL prescribed in the applicable LGU zoning regulations.

g. Billboard-Free Zones

- (1) No billboard with any commercial content shall be erected within a thirty-five (35) meter distance of the nearest property line of declared historic or cultural sites or of institutional sites such as schools, churches, hospitals, government buildings, public parks, playgrounds, recreation areas, convention centers, cemeteries or any other area which must be free of non-mobile billboards with commercial content.

SEC. 5. Placement of Billboards with respect to Emergency Exits, Doors and Windows. - No billboard shall be erected in such a manner that any portion of its display or support will interfere in any way with the free use or operation of any fire escape, emergency exit, door, window, standpipe and the like. A non-mobile billboard shall not be erected, constructed and maintained as to obstruct any emergency exit or other openings or to prevent free passage from one part of a roof to any part thereof. A non-mobile billboard in any form or shape shall not, in any manner, be attached to a fire escape or be so placed as to interfere with an opening required for introducing natural light and ventilation into a building or structure.

SEC. 6. Fees and Inventory of Billboards. - As of the effective date of this Act, the following fees for a non-mobile billboard shall apply:

- a) A one-time billboard inventory fee of Two Thousand Five Hundred Pesos (Php2,500.00) per billboard, payable (i) upon filing of the application for building permit for a new non-mobile billboard to be constructed after the effectivity of this Act; or (ii) upon filing of the first application for sign permit for non-mobile billboards legally constructed before the effectivity of this Act.

- b) An annual inspection fee of Two Thousand Five Hundred Pesos (Php2,500.00), payable upon filing and approval of the application for the yearly sign permit; and
- c) A building permit fee for new non-mobile billboards in accordance with the National Building Code and its IRR.

The inventory and annual inspection fees shall be collected by the District Engineer in each engineering district for remittance to the DPWH, which shall be the lead agency for the conduct of the inventory and annual inspection. The DPWH, in coordination with the other agencies such as the MMDA (for the Metropolitan Manila Area only) and with the provincial LGUs, shall use the additional revenues to conduct a thorough countrywide inventory of all non-mobile billboards, including plotting the exact location of each sign, determining whether or not each sign has a valid permit from the DPWH, MMDA and any LGU agency charged with regulating billboards. The annual inspection fees shall be used to defray the cost of inspecting said non-mobile billboards for compliance with this Act, the NBC and other applicable laws, rules and regulations on a yearly basis.

SEC. 7. Non-Mobile Billboard Permit Required. – Except as otherwise provided in this Act, no non-mobile billboard shall hereinafter be erected, constructed, maintained or altered unless a billboard permit has been issued by the DPWH after payment of the required fees. An application for a non-mobile billboard shall be made in writing by a billboard operator on the permit forms furnished by the authorities concerned and shall include such information as may be required for a complete understanding of the proposed work.

The construction permit or annual inspection clearance issued by the DPWH for a qualified entity to erect, operate, maintain a non-mobile billboard may be revoked by the DPWH if the non-mobile billboard is found to be:

1. In violation of any of the provisions of the Act and its IRR, the National Building Code and its IRR, and guidelines, standards, manuals of procedure and other regulations promulgated by the DPWH; and
2. Poses a clear threat to public welfare, safety and health, as determined by the DPWH.

The permit or clearance issued by the DPWH may be reinstated by the DPWH if the provisions or rules found to have been violated are complied with within the period specified by the same agency.

SEC. 8. Maintenance – Billboards, and all other outdoor advertising devices embraced herein, shall be maintained at all times in a state of good repair, with all braces, bolts, clips, supporting frames and fastenings free from deterioration, termite infestation, rot, rust or loosening. Moreover, they shall be inspected by the outdoor media owner after every occurrence of major typhoons and earthquakes.

The DPWH, in coordination with LGUs and the MMDA, in Metro Manila, shall ensure that all regulated signs installed in highly restrictive fire zones as defined in the NBC and its IRR and ARR shall have structural members of incombustible materials. Ground signs may be constructed of any material meeting the requirements of the NBC. No combustible material other than approved plastics shall be used in the construction of Video and LED billboards.

All advertising materials shall be automatically lowered by the outdoor media owner/erator upon any official announcement and/ or release of a Typhoon Signal No. 2 bulletin, or any other significant weather disturbance by the Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA).

SEC. 9. Abatement of Dangerous/ Abandoned Billboards. - When any non-mobile billboard is found or declared to be dangerous, ruinous or abandoned, as declared by the Office of the Building Official of the LGU concerned, the MMDA or the DPWH, the DPWH conduct an investigation and, if necessary, shall order its repair or demolition at the expense of the billboard operator, depending upon the degree of danger it poses to life, health or safety, without prejudice to further action that may be taken under the provisions of the New Civil Code or the NBC and its IRR.

The business address of the billboard operator shall be permanently attached to the lower right corner of a non-mobile billboard's support structure to facilitate the identification billboard operator.

SEC. 10. Official Signs Exempted. - The following official signs are exempt from the restrictions of this Act:

- (1) Official highway route number signs, street names, directional and other official government signs;
- (2) Information and public service signs, such as those on availability of restrooms, telephone or similar public conveniences;
- (3) Information and description on infrastructure projects;

- (4) Official traffic signs, signals, devices and the like; and
- (5) Official signs for memorial or historical places.

Function and utility of the sign shall be the primary consideration in the determination of an official sign, and shall not be designated as such by mere resolutions of LGUs.

A sponsored public sign shall be considered an official sign if the commercial advertising it contains does not exceed twenty (20%) of the total display area.

SEC. 11. Regulation of Transit Advertisement - Any transit advertisement exhibited after the effective date of this Act shall comply with the following requirements:

- (1) Transit advertisement shall neither constitute a traffic hazard nor compromise the safety, comfort and convenience of passenger and the public, in general;
- (2) Transit advertisement must not impede, limit or obstruct in any way the driver's line of sight;
- (3) All advertising matters to be installed shall conform to the standards relative to morality, decency and public safety, in accordance with, but not limited to, government regulations and the Code of Ethics of the Ad Standards Council. No political ads, any cigarette brand or product advertisements, or offensive to the senses shall be allowed;
- (4) The required PUV identification and operational information shall not be hindered. Specifications of mandatory markings including, but not limited to, company and/or trade name, license plate, body number, "May reklamo ka ba? Itawag sa LTFRB hotline 0921-448-7777, 426-2515", City or provincial mode of operation, designation, authorized route, mandated by previous Memorandum Circulars of the Land Transportation Franchising and Regulatory Board shall not be reduced, diminished, or obscured;
- (5) It is understood that all transit advertising materials shall be installed in such a manner as not to cover the trade name, the license plate number and body number of the vehicle, or make it any difficult for the riding public to identify the details of the public utility bus;
- (6) No transit advertising permit shall be granted to units with expired franchises even with application for extension of validity of Certificate of Public Convenience, and to suspended units even with motion to lift order of suspension.

SEC. 12. Advertisement Specifications For Buses – The following shall be the requirements for the transit advertisement for public utility buses:

- (1) On both sides, transit advertising materials on buses shall be specifically positioned from the middle of its front axle to the middle of its rear axle in the right and left external surfaces of the bus excluding its windows.
- (2) At the back of the unit, a white space extending throughout the bus width and at least thirty inches (30") in height shall be reserved for the required markings of the LTFRB. These required markings are as follows:
 - a. Name of Bus Company – to be located at the upper left side of the white space
 - b. Plate Number – to be located on the lower left side
 - c. Bus Route – to be located on the upper right side
 - d. May Reklamo Ka? LTFRB Contact Details/ Maximum Passenger Capacity – to be located at the lower right side

SEC. 13. Advertisement Specifications For Taxi and PUJs – Transit advertisement on PUJs shall be limited only to its toppers. Advertisements for taxis shall be placed on toppers, its rear back and upper portion at the back windshield not exceeding eight inches (8") in width, but must not in any way impede, limit or obstruct in any way the driver's line of sight and will not in anyway reduced the size of the required markings.

For taxis, the required markings such as the "May Reklamo Ka? Itawag sa LTFRB Hotline, 426-2515 or (0921)448-7777" shall be located at the rear windshield, right and left sides of the units with the required size set under Memorandum Circular No. 2012-008 which is three inches (3") in height and one inches (1") in width, with a color green.

The above mandatory markings for PUJs shall be located at the rear end of the right and left sides of the units with the same size as that of taxis but using black color.

SEC. 14. Application Processing for Transit Advertisement – All requests for the installation of transit advertising materials on public utility motor vehicles shall be formally filed by the operator-applicant with the LTFRB in the same manner that regular LTFRB applications are filed with it.

Permits shall be released within one (1) month upon submission of complete requirements. The validity of the authority shall be for a period of one (1) year counted from the date of approval of the application. Applications with incomplete documents shall be rejected outright.

SEC. 15. Applicable Fees; Filing Fee and Permit Fee – The filing fee shall be fixed by the LTFRB after consultation with the Outdoor Advertising Industry and other transit advertisers.

SEC. 16. Penal Clause. - It shall be unlawful for any natural or juridical person to directly or indirectly erect, construct, enlarge, alter, repair, move, improve, remove, convert, use or maintain any billboard contrary to or in violation of any provision of this Act.

No officer or employee of the National Government, chartered cities, provinces, municipalities, and barangays, now or hereafter charged with the enforcement of laws, ordinances or regulations relating to the construction, erection or alteration of non-mobile billboards, shall endorse the approval of any plans, designs or specifications which have not been prepared and submitted in full accord with all the provisions of this Act.

Any individual or firm, whether in the private or public sector, who shall violate any of the provisions of this Act shall, upon conviction by the proper court, be punished by a fine not less than thrice the amount of the non-mobile billboard including its support structure, but not more than ten (10) times the amount of said billboard, including its support structure, or by imprisonment of not less than one (1) year but not more than five (5) years; or both, at the discretion of the court. In case of a firm, partnership, corporation or association, whether private or public, the penalty shall be imposed upon its responsible officers for such violation, and in case the guilty party is an alien, he/she shall immediately be deported after payment of the fine and/or service of sentence.

Any public utility transit operator who allows, consents or tolerates advertising matters on any of its/his/her vehicle(s) in violation of this Act shall, upon proper verification, pay a fine to be fixed by the LTFRB in consultation with the Outdoor Advertising Industry and transit advertisers.

SEC. 17. Enforcement of the Act. - It shall be the primary duty of the DPWH, in coordination with the other agencies such as the MMDA (for the Metro Manila area only) and with the provincial LGUs to effectively enforce the provisions of this Act. All duly constituted law enforcement agencies and officers of the national, provincial, city or municipal governments or of any political subdivision thereof, shall, upon the call or request of the DPWH, render immediate and complete assistance in enforcing the provisions of this Act and to prosecuting violators. The Secretary of Justice or his duly designated representative shall act as legal adviser to the DPWH and render legal assistance as may be necessary in carrying out the provisions of this Act.

SEC. 18. Transitory Clause and Non-Conforming Billboards. - Within one (1) year from the date of the effectivity of this Act, any non-conforming non-mobile billboard, including those designed/constructed in full compliance with the NBC and its IRR and ARR or in compliance with LGU building codes or ordinances existing as of the approval of this Act shall be dismantled, removed or altered to conform to the provisions of this Act. The cost of dismantling, removal or alteration shall be charged to the owner or operator of the non-complying billboard. The owners or operators of such altered billboards shall thereafter secure a certificate of compliance from the appropriate government agency, the required permits and pay the necessary fees.

Existing billboards erected without permits before the enactment of this Act shall be given written notice to secure a permit within ninety (90) days from receipt. The DPWH shall dismantle such billboards at the expense of the billboard operators who fail to secure the required permits.

SEC. 19. Implementing Rules and Regulations (IRR). - Within ninety (90) days after the effectivity of this Act, the DPWH, in coordination with other agencies of the national and local governments, and in consultation with all stakeholders in the industry, shall adopt and promulgate such rules and regulations, to carry out the provisions of this Act and which shall be effective fifteen (15) days following their publication in the Official Gazette or in two (2) major daily newspapers of general circulation. The updating of and amendments to the IRR shall be undertaken by the DPWH every five (5) years, including the provisions on the permit and related fees.

The IRR of this Act shall include the proper spacing, density, sizing and proportioning/configuration and format of non-mobile billboards as provided for in this Act.

The recognized National Organization of Non-Mobile Billboard Operators shall assist the DPWH in the formulation of the IRR.

The DPWH shall also prepare and promulgate the necessary guidelines, standards and manuals of procedure.

SEC. 20. Separability Clause. – If any provision or part hereof is declared invalid or unconstitutional, the remainder of the law or the provision not otherwise affected shall remain valid and subsisting.

SEC. 21. Repealing Clause. - Any law, presidential decree or issuance, executive order, letter of instruction, administrative order, rule or regulation, contracts and other memorandum of agreements entered into by a government agency, LGU or government owned and controlled organization contrary to or inconsistent with, the provisions of this Act is hereby repealed, modified, or amended accordingly.

SEC. 22. Effectivity Clause. - This Act shall take effect fifteen (15) days after its publication in at least two (2) newspapers of general circulation.

Approved,