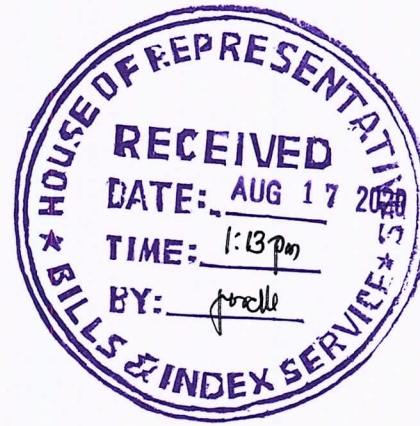


**E-FILED**

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

EIGHTEENTH CONGRESS
Second Regular Session



HOUSE BILL NO. 7412

Introduced by CIBAC Party-List Representatives
EDUARDO "BRO. EDDIE" C. VILLANUEVA and DOMINGO C. RIVERA

AN ACT PROHIBITING THE ACTIVE USE AND DISPLAY OF COMMERCIAL BILLBOARDS DURING TYPHOONS

EXPLANATORY NOTE

Billboards are effective and efficient means of advertising, as well as a suitable means of income for advertising agencies and property lessors. In the Philippines alone, an ad account for a single billboard can earn as much as over half a million pesos a month, and can reach over 4.5 million potential consumers a day in busy thoroughfares like EDSA.¹ However, this economic activity has had its own share of risks. In 2005, the tarpaulin of a billboard in the vicinity of Cubao got snagged onto an MRT power cable, and caused an eight-hour interruption. In 2006, due to a typhoon, a billboard at the corner of Boni Avenue and EDSA destroyed Meralco wires and caused a power outage in the immediate vicinity.² In 2008, heavy rains caused a billboard along EDSA to topple and injure four people, including a senior citizen, and damage three vehicles.³ In 2019, a billboard in Divisoria made out of substandard steel angle bars collapsed after strong winds and injured two people.⁴

The safety hazards caused by billboards evoked government response, albeit in a very limited capacity. In 2006, there was a plan to dismantle all billboards along

¹ 2005, November 2. Battle of the billboards. Philippine Center for Investigative Journalism. Available at <https://old.pcij.org/stories/battle-of-the-billboards/> (date last accessed: April 20, 2020).

² 2006, August 21. Billboard collapses on EDSA. Philippine Star. Available at <https://www.philstar.com/metro/2006/08/21/353963/billboard-collapses-edsa> (date last accessed: April 20, 2020).

³ 2008, October 14. Billboard on EDSA falls, injures 4. ABS-CBN News. Available at <https://news.abs-cbn.com/nation/metro-manila/10/13/08/billboard-edsa-falls-injures-4> (date last accessed: April 20, 2020).

⁴ 2019, September 9. DTI, Mla LGU urged to stop sale of substandard steel bars. Philippine Star. Available at <https://www.philstar.com/business/2019/09/09/1950186/dti-mla-lgu-urged-stop-sale-substandard-steel-bars> (date last accessed: April 20, 2020).

EDSA pursuant to Administrative Order No. 160 issued by the President. However, after more than 10 years since its issuance, major thoroughfares in Metro Manila, such as EDSA, are still saturated with billboards.

While a total ban on billboards would be economically unfeasible given the amount of revenue and jobs that it generates, especially in the advertising field, a step forward in the regulation of billboards is the prohibition on its active use during a calamity or severe weather disturbance. In line with this, this bill aims to prevent billboards from becoming a safety hazard by requiring billboard operators to take down their tarpaulin billboards, or switch off electronic-based billboards within 12 hours from an official announcement of Typhoon Signal No. 1 in the locality.

The immediate passage of this bill is earnestly sought.


HON. EDUARDO "BRO. EDDIE" C. VILLANUEVA


HON. DOMINGO C. RIVERA



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COMMERCIAL BILLBOARDS DURING TYPHOONS**

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

1 **SECTION 1. Short Title.** – This Act shall be known as the "Billboard Prohibition during
2 Typhoons Act."
3

4 **SEC. 2. Declaration of Policy.** – It is the policy of the State to mitigate the risk of
5 billboards during typhoons. For this purpose, the operation of billboards during
6 weather disturbances shall be strictly prohibited as a public safety measure for the
7 safety of motorists and pedestrians.
8

9 **SEC. 3. Prohibition on the Active Use of Billboards During Typhoons.** – All
10 advertising materials shall be automatically taken down by the billboard operator within
11 12 hours from an official announcement and/or release of a Typhoon Signal No. 1
12 bulletin, or any other significant weather disturbance by the Philippine Atmospheric,
13 Geophysical and Astronomical Services Administration (PAG-ASA). This prohibition
14 shall be in effect for the duration of the weather disturbance. For this purpose, contents
15 on tarpaulin-based billboards shall be taken down, while electronic-based billboards
16 shall be switched off during this period.
17

1 **SEC. 4. Penal Clause.** – Any billboard operator or person who shall violate the
2 provisions of this Act shall be subject to a fine of not less than three hundred thousand
3 Pesos (Php300,000), or imprisonment of not less than six months but not more than
4 one year, upon the discretion of the court.
5

6 **SEC. 5. Implementing Rules and Regulations.** – The Department of Public Works
7 and Highway (DPWH) in consultation with the Metro Manila Development Authority
8 and other metropolitan councils and other relevant agencies shall promulgate and
9 issue the implementing rules and regulations of this Act within sixty (60) days from the
10 effectivity thereof.
11

12 **SEC. 6. Repealing Clause.** – All law, executive orders, rules and regulations or any
13 part thereof inconsistent herewith are deemed repealed or modified accordingly.
14

15 **SEC. 7. Separability Clause.** – If any part or provision of this Act shall be declared
16 unconstitutional or invalid, the remainder of the law or the provision not otherwise
17 affected shall remain valid and subsisting.
18

19 **SEC. 8. Effectivity.** – This Act shall take effect fifteen (15) days its publication in the
20 Official Gazette or in at least two (2) newspapers of general circulation, whichever
21 comes earlier.
22

23 **Approved,**