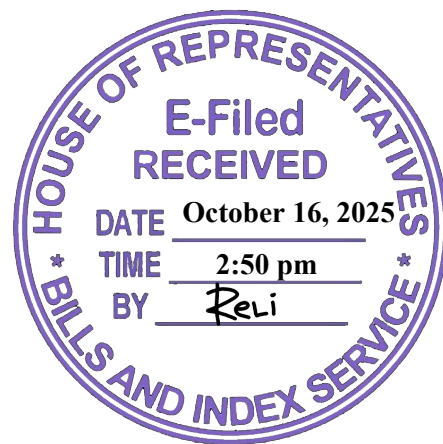


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City
20TH CONGRESS
First Regular Session

House Bill No. **5603**



Introduced by: **REP. JOEL R. CHUA**

EXPLANATORY NOTE

Last July 2025, during the onslaught of Severe Tropical Storm Crising and the southwest monsoon, a billboard collapsed along Katipunan Avenue. Fortunately, no lives were lost, but three vehicles were struck and destroyed. The incident highlighted the urgent need to ensure that billboards are constructed and maintained in accordance with established safety standards.

In recent years, the number of billboards along major thoroughfares—particularly in Metro Manila—has grown rapidly. While several laws already regulate billboard construction, enforcement and consistency remain a challenge. First, Section 2001 of Presidential Decree No. 1096, or the National Building Code of the Philippines (1977), prohibits the construction of any sign or signboard that unduly obstructs the natural view of the landscape, distracts motorists to the point of creating a traffic hazard, or offends aesthetic and cultural values. Second, many local government units regulate billboards through their own ordinances. Third, Executive Order No. 165 prescribes national regulations on out-of-home advertising signs and billboards. This Executive Order sets minimum standards to harmonize national and local rules, supports ease of doing business, and promotes self-regulation within the advertising industry. However, even with E.O. No. 165, gaps in the regulation of billboards still remain.

This Bill seeks to strengthen billboard regulation by establishing clear and uniform standards for their construction, placement, and content. It introduces a mandatory clearance system requiring annual inspection, with corresponding fees and penalties for non-compliance. It also requires adherence to a code of ethics for advertisements and promotions. Finally, the Bill expressly prohibits the integration of traffic signs with advertisements that may confuse or endanger motorists.

In view of the foregoing, approval of this legislative measure is earnestly sought.

A handwritten signature in black ink, appearing to be "Joel R. Chua", written over a circular stamp.

JOEL R. CHUA
Representative, 3rd District, Manila

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City
20TH CONGRESS
First Regular Session

House Bill No. **5603**

Introduced by: **REP. JOEL R. CHUA**

AN ACT
REGULATING BILLBOARDS AND OTHER
OUT-OF-HOME ADVERTISING SIGNS

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

Section 1. Short Title.- This Act shall be known as the “**Billboard Act of 2025**”

Section 2. Declaration of Policy. – Section 11(2), Article XVI of the Constitution provides that the advertising industry is impressed with public interest, and it is the policy of the state to regulate it by law for the protection of consumers and the promotion of the general welfare.

Section 3. Definition of Terms. – As used in this Act, the following terms shall be defined as follows:

- a) **Advertising Sign** – Any word, letter, model, sign, pattern, placard, board, notice, device or representation employed wholly or partly for the purposes of advertisement, announcement, information or direction printed in one tarpaulin or other similar or related medium.
- b) **Back-to-Back Sign** - Advertising sign consisting of two signboards oriented in opposite directions sharing one support structure.
- c) **Billboard** - A display panel for posting advertising material of any form and material, including static, mechanical, electronic and light emitting diode (LED) screens.
- d) **Building/Sign Permit** - A written authorization granted by the Local Government Building Official to an applicant allowing the person to proceed with the construction of a specific project after plans, specifications and other pertinent documents have been found in conformity with this Act and its Implementing Rules and Regulations.

- e) **Business Permit** - A legal document that offers proof of compliance with City or Municipal laws regulating structural appearances and safety as well as the sale of products.
- f) **Certificate of Completion** - The certificate issued by the Engineer In-charge of construction when the work/s have been completed to his satisfaction in accordance with the terms of the contract/permit
- g) **Certificate of Occupancy or Use** - A document issued by the local government Building official indicating readiness of the structure to be occupied or used after the Engineer In-charge of construction submits a notarized declaration of Completion, and, after evaluation the project subject of the permit had fully complied with all its requirements
- h) **Display Surface** - The entire area enclosed by the extreme limits or perimeter of a sign.
- i) **Electronic Sign /Digital/ LED Billboard** - An electronically operated advertising sign using light emitting diode or similar technology.
- j) **National Road** - Any public road classified as primary or secondary, declared as national road by the President of the Philippines upon recommendation of the Secretary of DPWH, satisfying the conditions set forth under Executive Order No. 113, Establishing the Classification of Roads.
- k) **Road Right-of-Way (RROW)** - A kind of public open space for the continuous flow of pedestrian and vehicular traffic that must be free of all forms of prohibited physical obstructions. The RROW is the area lying between two (2) or more parallel properties and its width is horizontally measured from opposite property lines.
- l) **Roof Mounted Sign** - A sign installed on roofs or roof decks.
- m) **Setback** - The horizontal distance measured from the outermost face of the building/structure to the property lines that must be free of physical obstructions that can negatively affect natural light and ventilation
- n) **Sign Permit** - A written authorization granted by the Building Official to an applicant allowing him to install advertising signs on a structure.
- o) **Sign Structure** - Any means to support the installation of one advertising sign or billboard. A sign structure is a part of the entire structural frame together with the anchorages and fasteners. The entire structural frame can contain several sign structures as long as there is a distance or space in between advertising signs or billboards.
- p) **Wall Sign** - An advertising sign that is painted or, attached or fastened to the surface of the blank wall or any part of a building the surface of which is parallel to the wall surface.

Section 4. Coverage. - This Act shall apply to all existing and proposed advertising signs, billboards, display signs, electrical signs, light emitting diode (LED) signs and billboards, ground signs, roof signs, and sign structures, hereinafter referred to as the "regulated signs", along major thoroughfares, public roads, secondary roads, avenues, streets, roads, parks and open spaces within Metro Manila and other cities and municipalities.

Section. 5. Standards on Signs and Billboards. - Any new sign or billboard and its support structures to be constructed, and existing billboards to be modified, retrofitted, rehabilitated, or converted from static billboard to light-emitting diode (LED) billboard, regardless of size, make, location and construction, shall comply with the following requirements:

- a) **Billboard Setback Requirements.** A newly constructed billboard structure must have at least five (5) meters (m.) of setback from the frontage property line, measured perpendicularly up to the support structure. Existing static billboards or LED billboards with a setback of less than five (5) m. must comply with the guidelines for size of display surface and height of billboard structures under sub-items (b), (c) and (d) of this Section, and relevant clearances from the high tension wire as prescribed by the Philippine Electrical Code;
- b) **Size of Billboard Display Surface.** Signs shall not exceed two hundred fifty (250) square meters. Billboards may accommodate multiple signs, provided that the structure complies with the design provisions of the National Building Code, P.D. No. 1096, and National Structural Code of the Philippines;
- c) **Size of LED Billboard Display.** LED and other electronic signs shall have a minimum display area of fifty-five (55) sqm. and a maximum display area of up to two hundred fifty (250) sqm., as the site allows, provided that the sign conforms with the structural design and wind load exposure prescribed under the latest edition of the National Structural Code of the Philippines;
- d) **Height of Billboard Structures.** Unless otherwise allowed by the Building Official supported by a design analysis of a duly accredited structural engineer in accordance with the National Building Code, P.D. No. 1096, and National Structural Code of the Philippines, free-standing structures shall have a maximum height of thirty-six (36) m. from the established grade, provided it will not obstruct any public utility and fire exits in accordance with existing laws;
- e) **Roof-mounted Billboard Structures.** Unless otherwise allowed by the Building Official supported by a design analysis of a duly accredited structural engineer in accordance with the National Building Code, P.D. No. 1096, and National Structural Code of the Philippines, roof-mounted billboard structures shall have a combined height limit of not more than twenty-six (26) m. for urban areas and not more than thirty-six (36) m. for rural areas, measured from the ground to the established grade;
- f) **Rooftop Billboards.** New rooftop billboards shall not exceed or occupy more than one-fourth ($\frac{1}{4}$) of the street frontage of the building on which they are attached, with the base area of the support skeleton frame structure not more than ten (10)

sqm. on any horizontal section, and shall be constructed of incombustible material pursuant to Section 1210 of the IRR of the Building Code;

- g) Wall-Mounted Billboards.** Wall-mounted billboards shall be placed against blank walls and shall not exceed the area of such wall, in accordance with the provisions of this Act and latest revision of the IRR of the Building Code; and
- h) Distance between billboards.** New billboard structures to be installed or erected at the same side of the road must have a minimum distance of one hundred (100) meters apart.
- i) 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.
- j) Billboard-free Zones.** No billboard or billboard structures shall be constructed in areas of historical sites, tourist destinations and parks. Neither shall they be installed near power stations and institutional establishments like hospitals, schools and other academic or learning facilities.
- k) 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.
- l) Non-Obstruction of Existing Billboards.** Obstruction of an existing billboard or on-premises sign by an advertising billboard from its intended viewership, no matter how partial, is strictly prohibited. The existing outdoor advertising sign is considered not obstructed by a newly constructed sign when it is fully visible within two hundred (200) m. distance from its intended audience.
- m) 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.

Section 6. Billboard Clearance. - All owners and operators of existing regulated signs, billboards and structures along major thoroughfares shall be required to secure a clearance from the MMDA for those in the Metropolitan Manila, or the LGU Building Official for other areas. The clearance shall be made a requirement prior to the issuance of locational and structural clearances and permits. A clearance granted prior to the effectivity of this Act shall be suspended pending compliance of the preceding requirements.

The clearance shall ensure compliance with the requirements on setback, size of display surface, height, minimum distance between signs, as well as clearance from power lines, location, structural stability and zoning.

All applications for billboard clearance shall be required to pay the following to the MMDA or to the concerned LGU:

- a) P1,000.00 upon filing of the application;

b) P5,000.00 annual inspection fee;

c) P2,000.00 clearance fee.

Such fees shall be used by the MMDA or the concerned LGU to cover the expenses of processing the clearances, and the inspection.

The clearance shall be valid for one (1) year, unless sooner revoked for violation of this Act and other applicable laws or ordinances concerning billboards or out-of-home advertising signs.

An application for renewal shall be made not later than thirty (30) days after the expiration of the clearance: Provided, That the billboard has not been altered or modified. Failure to comply within the said period, shall cause the MMDA or LGU to remove or roll down the advertising material installed after due notice, and the cost or expenses incurred shall be chargeable to the owner or operator of the regulated sign, business sign or wall sign.

Section 7. Billboard Permit Requirement. - No billboard shall hereinafter be erected, constructed, maintained or altered until a billboard permit has been issued by the Building Official of the LGU concerned after payment of the required fees. An application for a billboard shall be made in writing by a duly licensed outdoor advertising company or by legitimate entities with in-house outdoor advertising services on the permit forms furnished by the authorities concerned and shall include such information as maybe required for a complete understanding of the proposed work.

Section 8. Revocation of Permit - The construction permit or annual inspection clearances issued by the LGU for a qualified entity to construct, operate, and maintain a billboard may be revoked by the DPWH if the billboard is:

- a) In violation of any provision of the National Building Code or its Implementing Rules and Regulations or poses a clear threat to public welfare, safety and health; or
- b) In violation of any provision of this Act or its Implementing Rules and Regulations or of any provision of subsequent derivative rules and regulations as subsequently promulgated by the DPWH.

The permit or clearances issued by the MMDA and the LGU for the construction, operation, and maintenance of a billboard and revoked by them, may be officially reinstated if the violations found have been properly addressed or remedied.

Section 9. Prohibited Signages – Traffic and directional signs, including markers of historical sites and tourist destinations, shall not be combined with advertisement signs even if these are sponsored by private businesses.

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.

Section 10. Adherence to Code of Ethics. - All advertisers, owners and operators of billboards shall adhere to the Advertising Code of Ethics for advertising and promotions that

regulate the content of the advertising signs and the meaning of the message, including its words and visuals, being conveyed by the sign, which must not be offensive and should conform to accepted moral standards.

No outdoor advertiser or billboard operator shall display or cause 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 8. Review of Advertising Content. - The review of the contents of regulated signs including digital or electronic billboards, moving or static LED signs, and liquid crystal display (LCD) advertisements shall be administered and regulated by the Movie and Television Ratings and Classification Board (MTRCB). The billboard owner or operator shall forthwith be notified if the content of the advertisement defiles, debases or offends aesthetic and cultural values and traditions and shall require them to modify the content of the billboard accordingly. The findings of the MTRCB shall not be subject to appeal.

Section 9. Administrative Fines and Sanctions. - After the effectivity of this Act the following fines shall be imposed on any person, corporation, partnership, or juridical entity found violating the construction requirements for outdoor advertising as provided in this Act:

- a) The fine shall be computed at P100.00 per square foot of the surface space of the advertising material.
- b) Government offices or agencies with non-compliant government signs shall be charged P25.00 per square foot.
- c) A surcharge of Twenty Five Percent (25%) of the penalty shall be added for failure to pay the fine within seven (7) days upon receipt of notice thereof.

These fines do not exempt the applicant from any civil, criminal, or administrative liability to which they may likewise be subject to. National or local officials and personnel who fail to comply with the provisions of this Act shall be proceeded against in accordance with civil service laws, rules and regulations, and relevant provisions of RA No. 7160, as amended.

Operators shall be given ninety (90) days from receipt of notice of violation to comply or retrofit the non-compliant billboard structure based on the rules and regulations hereof. Failure to retrofit within the said period from receipt of notice, shall cause the dismantling/removal of the billboard and the cost for such shall be for the account of the billboard owner.

For new applications of regulated signs, any billboard structure or commercial structure erected or installed prior to the release of the MMDA or LGU billboard clearance shall be covered by the following sanctions:

- i. **First Offense** - Warning and a fine in the amount of Ten thousand pesos (P10,000.00);
- ii. **Second Offense** - Prohibition from installing advertising material for two (2) years and a fine of Twenty thousand pesos (P20,000.00); and
- iii. **Third Offense** - Non-issuance of billboard clearance for the subject billboard structure and a fine of One hundred thousand pesos (P100,000.00).

Section 10. Authority of the Office of the City and Municipal Building Official. - Consistent with Section 207 of the Building Code, the Offices of the City or Municipal Building Official shall strictly implement the provisions of this Act, the Building Code and its IRR, and other relevant administrative rules and regulations promulgated by the government.

Consistent with Section 9(b)(1) of RA No. 9485 or the "Anti-Red Tape Act of 2007," as amended by RA No. 11032 or the "Ease of Doing Business and Efficient Government Service Delivery Act of 2018, " the processing time for local permits or licenses of a new sign or billboard shall not exceed seven (7) working days from the date the request and/or complete application or request was received.

Section 11. Transitory Provisions. - All owners and operators of existing regulated signs and billboard structures are given two (2) years from the approval of this Act to retrofit their billboards as to size of display surface, height, minimum distance between signs, as well as clearance from power lines, location, structural stability and zoning in order to conform with the provisions herewith stated.

Structures that do not comply with the requirements after two (2) years may be subject to summary dismantling by the MMDA or the LGU, and appropriate charges shall be filed against its owner or operator.

Without prejudice to whatever legal action the MMDA or the LGUs 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 and other required permits and clearances immediately.

The MMDA and the LGUs concerned may grant a reasonable period of time for the owners and operators of existing regulated signs and sign structures to comply with the requirements in the preceding paragraph.

Section 12. Uniformity with Local Standards. - To ensure uniformity and harmonization of national and local standards on signs and billboards, all local governments shall not impose requirements higher or more burdensome than the parameters provided under this Section.

Section 13. Implementing Rules and Regulations. The DILG, DPWH, MTRCB, and the MMDA, in consultation with the Philippine Atmospheric, Geophysical and Astronomical Services Administration, Civil Aviation Authority of the Philippines (PAGASA), and representatives of stakeholders from the billboard industry, shall formulate the implementing rules and regulations to effectively carry out the provisions of this Act. Such implementing rules and regulations shall include, among others, the requirements and procedures for the issuance of the necessary permits for the erection, building, placement and installation of all outdoor advertising displays.

Section 14. Appropriations. The funds necessary to implement this Act shall be sourced from the current appropriations of the DILG, DPWH, and other relevant agencies. Funding requirements for subsequent years shall be included in the annual General Appropriations Act, subject to the usual budget process.

Section 15. Separability. - If any provision or part of this Act is declared invalid or unconstitutional, the remaining parts or provisions not affected shall continue to be in full force and effect.

Section 16. Repealing Clause. - All laws, executive orders, and administrative orders or parts thereof inconsistent with any provision of this Act are hereby repealed or amended accordingly.

Section 17. Effectivity Clause. - This Act shall take effect fifteen (15) days after its publication in the online version of the Official Gazette or in two (2) newspapers of general circulation or with an established internet website presence.

Approved,