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SENATE

P.S. Res. No. 924

RECEIVED BY: 

Introduced by SENATOR RAMON BONG REVILLA, JR.

RESOLUTION

DIRECTING THE SENATE COMMITTEE ON PUBLIC WORKS AND OTHER APPROPRIATE SENATE COMMITTEES TO LOOK INTO THE PROLIFERATION OF BILLBOARDS ON MAJOR THOROUGHFARES, AND THE CONSEQUENT DANGERS THEY POSE RELATING TO ROAD ACCIDENTS, WITH THE END IN VIEW OF UPDATING AND/OR CONSOLIDATING EXISTING LAWS AND REGULATIONS TOWARDS A SAFER AND SUSTAINABLE ROAD FOR THE RIDING PUBLIC AND PEDESTRIANS ALIKE

1 **WHEREAS**, no less than the Constitution, in Article XVI, Section 11(2), states
2 that “[t]he advertising industry is impressed with public interest, and shall be regulated
3 by law for the protection of consumers and the promotion of the general welfare”;

4 **WHEREAS**, the National Building Code (PD 1096), which sets the policies of
5 the State with regard the regulation of buildings and structures, specifically its
6 conformance to minimum standards to ensure its safety, durability and sustainability,
7 states that, “[n]o sign or signboard shall be constructed as to unduly obstruct the
8 natural view of the landscape, distract or obstruct the view of the public as to
9 constitute a traffic hazard, or otherwise defile, debase or offend aesthetic and cultural
10 values and traditions”;

11 **WHEREAS**, in March 2022, Executive Order No. 165, entitled “Prescribing
12 Regulations on Out-of-Home Advertising Signs and Billboards,” was issued cognizant
13 of the fact that “unregulated advertising signs and billboards pose traffic distractions
14 and hazards, constitute threats to public safety and contribute to environmental
15 degradation and urban blight due to their inappropriate location, site, glare, size,
16 structural configuration and uncontrolled height limit”;

1 **WHEREAS**, data on accidents attributable to billboards may not be readily
2 available as it is lumped under the violation of distracted driving, but anecdotal
3 evidence suggest billboards really cause distraction while driving especially because
4 of its light and even its content;

5 **WHEREAS**, not only do light-emitting diode (LED) billboards cause distractions
6 to people traversing the roads because of glaring lights; but more so do motion
7 billboards. There is also a question of stability that is posed by these kinds of billboards
8 which are more prone to accidents during calamities;

9 **WHEREAS**, there is a need for an intensified implementation of applicable laws
10 and regulations covering the construction, operation, maintenance and monitoring of
11 billboards in the country;

12 **WHEREAS**, it is imperative to secure the safety of the riding public who are at
13 special risk to fall prey to the hazards that are necessarily linked with billboards;

14 **WHEREAS**, the geographical location of the Philippines makes it vulnerable to
15 natural calamities such as typhoons and earthquakes whose destructive effects may
16 be exacerbated by the failure to comply with safety standards and guidelines;

17 **WHEREAS**, as the deadline set by EO No. 165 draws near, it is only proper to
18 determine whether billboard owners and operators have complied with the standards
19 set forth therein;

20 **NOW THEREFORE, BE IT RESOLVED**, as it is hereby resolved, to direct the
21 Senate Committee on Public Works and other appropriate Senate Committees to look
22 into, the proliferation of billboards on major thoroughfares, and the consequent
23 dangers they pose relating to road accidents, with the end in view of updating and/or
24 consolidating existing laws and regulations towards a safer and sustainable road for
25 the riding public and pedestrians alike.

Adopted,


RAMON BONG REVILLA, JR.