

NINETEENTH CONGRESS OF THE REPUBLIC OF THE PHILIPPINES Second Regular Session

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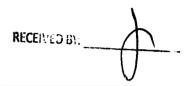
## SENATE

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P.S. Res. No. 924



## 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

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

**WHEREAS,** the National Building Code (PD 1096), which sets the policies of the State with regard the regulation of buildings and structures, specifically its conformance to minimum standards to ensure its safety, durability and sustainability, states that, "[n]o sign or signboard 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";

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

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

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

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

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

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

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

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RAMON BONG REVILLA, JR.