


THIRTEENTH CONGRESS OF THE REPUBLIC)
OF THE PHILIPPINES)
Third Regular Session)

6 OCT -4 27 59

SENATE
S. B. No. **2482**
(In substitution of Senate Bill No. 1714)

RECEIVED BY: 

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as authors

AN ACT
REGULATING THE PLACEMENT OF BILLBOARDS SIGNS

1 SECTION 1. *Short Title.* - This Act shall be known as the "Anti-Billboard Blight Act."

2 SECTION 2. *Declaration of Policy.* - It is the declared policy of the State to ensure an
3 improved quality of life for all, and to protect the scenery and environment.

4 SECTION 3. *Definition of Terms.* - As used in this Act the term:

5 (1) "Billboard" means an identification, description, illustration, or device which is
6 affixed to or represented directly or indirectly upon a building, structure, or land and which
7 directs attention to a product, place, activity, person, institution or business.

8 (2) "Off-Premise Billboard" means a business billboard which directs the attention of the
9 public to the business or activity conducted or product or service sold or offered at a location not
10 on the same premises where such business sign is located.

11 (3) "DPWH" means the Department of Public Works and Highways.

12 (4) "MMDA" means the Metropolitan Manila Development Authority.

13 (5) "DOT" means the Department of Tourism.

14 SECTION 4. *Regulation of Off-Site Signs and Billboards.* - Any off-premise sign erected
15 after the effective date of this Act shall comply with the following standards:

16 (1) No billboard shall be located in a position that obstructs or obscures the view of
17 vehicular or pedestrian traffic in such a manner as to endanger the safe movement thereof.

18 (2) Each billboard shall be set back at least twenty-five (25) feet from any road or street
19 right-of-way line, measured from the closest part of the billboard.

20 (3) No billboard shall be located within one thousand (1,000) feet of any interchange,
21 within one thousand (1,000) feet of any right-of-way of any underpass, overpass, bridge or
22 tunnel, or within one thousand (1,000) feet of any street intersection.

23 (4) All billboards shall be erected in conformity with the front, side and rear yard
24 requirements of the district in which they are located.

25 (5) No billboard shall be erected within a one thousand (1,000) feet circumference of the
26 nearest property line of any of the following:

27 (a) historic site

- 1 (b) school
- 2 (c) church
- 3 (d) hospital
- 4 (e) retirement or nursing home
- 5 (f) cemetery
- 6 (g) governmental building
- 7 (h) public park
- 8 (i) playground
- 9 (j) recreation area
- 10 (k) convention center
- 11 (l) or any area in which billboards are prohibited.

12 (6) No billboard shall be permitted whenever property zoned as residential would be
13 between the sign and the roadway toward which it is oriented.

14 (7) No part or foundation or support of any billboard shall be placed *on*, in, or over any
15 private property without the written consent of the property owner.

16 (8) No part or foundation or support of any billboard shall be placed on, in, or over any
17 public property, including public rights-of-way, or any utility or drainage easement, or upon
18 telephone or utility poles, or natural features such as trees and rocks.

19 (9) No billboard shall be erected or maintained upon or above the roof of any building
20 structure.

21 (10) No billboard shall be constructed on a lot where it obscures or shades the windows
22 or doorways of adjacent buildings.

23 (11) No two billboards located upon, or oriented towards traffic traveling upon, the same
24 side of a public street or road with four (4) or more lanes shall be spaced less than two thousand
25 (2,000) feet apart; on the same side of public streets or roads with less than four lanes, the
26 spacing shall be no less than one thousand (1,000) feet apart. This distance shall be measured
27 along a straight line between the two nearest points of the signs. The minimum spacing
28 requirement shall not apply to two panels viewed from different directions which share a
29 common support structure. Nor shall any billboard be located within a one thousand foot (1,000
30 ft.) radius of any other billboard even though the two billboards are on different streets.

31 (12) No billboard shall exceed three hundred square feet (300 sq. ft.) in total surface
32 display area.

33 (13) Billboards may be single-faced or double-faced but no billboard shall contain more
34 than one face on each side of the display and the surface area shall not exceed a total area of
35 three hundred square feet (300 sq. ft.) per structure [face].

36 (14) No billboard shall be permitted which, because of its size, shape, or location, may
37 obscure or obstruct the view of vehicular or pedestrian traffic or be confused with any authorized
38 traffic control sign, signal, or device.

1 (15) No billboard shall be permitted which, because of its size, shape, or location, may
2 impair any scenic vista from the highway or a building adjacent to the highway or to the
3 billboard.

4 (16) No billboard shall exceed fifty (50) feet in height. This distance shall be measured
5 from ground level at the base of the billboard's support system to the highest point of the
6 billboard.

7 (17) No billboard structure shall be built that will not withstand wind gusts of less than
8 two hundred forty (240) kilometers per hour, and not withstand an earthquake with a magnitude
9 of less than seven (7) on the Richter scale.

10 (18) No billboard structure shall be built with an overhang. All billboard structures shall,
11 from the ground up, have the same size as its base.

12 SECTION 6. *Permit Fee and Inventory of Billboards.* -

13 (1) As of the effective date of this Act, the annual fee for a billboard permit for a new
14 construction of a billboard shall be Seven Thousand Five Hundred Pesos (P7,500.00).

15 (2) The DPWH in coordination with the MMDA shall use additional revenues resulting
16 from subsection (1) to conduct a thorough countrywide inventory of all billboards, including
17 plotting the exact location of each sign, determining whether or not each sign has a valid permit
18 from the DPWH, MMDA and any local government agency charged with regulating billboards.

19 SECTION 7. *Insurance.* - No billboard structure shall be erected without a mandatory
20 insurance coverage, the amount of which is to be determined by the DPWH.

21 SECTION 8. *Enforcement of the Act* - It shall be the primary duty of the DPWH to
22 effectively enforce the provisions of this Act.

23 SECTION 9. *Liability of Officers.* - Any officer of the duly designated enforcement
24 agency who fails or neglect to enforce the provisions of this act shall be liable administratively
25 and in addition, shall be fined of no less than twenty thousand pesos (P20,000.00) and not more
26 than one hundred thousand pesos (P100,000.00). The filing of criminal charges against the erring
27 officer is not barred by this provision.

28 SECTION 10. *Assisting Entities.* - In compiling this inventory mentioned in Section 6,
29 the DPWH shall cooperate with billboard permit holders, local governments, the MMDA,
30 nongovernmental organizations and citizens groups concerned with scenic conservation and
31 transportation.

32 SECTION 11. *Development of Official Business Directional Signs.* - The DOT is directed
33 to develop, construct and contract with public and private entities for the construction and
34 maintenance of official business directional signs in addition to any such signs currently operated
35 by the DOT. The DOT shall consult with scenic conservation groups, businesses and business
36 organizations, and local governments to facilitate the development of these signs in such a way
37 as to allow businesses to reach the traveling public without the deleterious impact of billboards
38 on scenery.

1 SECTION 11. *Transitory Provision.* – All billboard structures not conforming with the
2 *provisions of this act shall immediately be dismantled by their owners or corrected accordingly,*
3 *provided, that those covered by existing advertising contracts are given two (2) years to novate*
4 *said contracts to conform with the provisions herein.*

5 SECTION 12. *Separability Clause.* - If any provisions or part hereof, is invalid or
6 unconstitutional, the remainder of the law or *the* provision not otherwise affected shall remain
7 valid and subsisting.

8 SECTION 13. *Repealing Clause.* - Any law, presidential decree or issuance, executive
9 order, letter of instruction, administrative order, rule or regulation contrary to or inconsistent
10 with, the provisions of this Act is hereby repealed, modified, or amended accordingly.

11 SECTION 14. *Effectivity Clause.* - This Act shall take effect fifteen (15) days after its
12 publication in at least two (2) newspapers of general circulation.

13 Approved,