

## **ADDITIONAL RULES AND REGULATIONS ON SIGNS OR SIGNBOARD STRUCTURES**

Pursuant to Section 5 of Administrative Order No. 160 and Section 203 of the National Building Code of the Philippines (P.D. 1096), the following additional Rules and Regulations on Signs or Signboard Structures are hereby promulgated and issued, amplifying Rule XX – SIGNS of the Revised Implementing Rules and Regulations (IRR) of PD 1096.

### **1. Definitions.**

For the purpose of these rules and regulations, the following definitions shall apply:

**Advertising Sign** – A sign or signboard structure that directs attention to a business, profession, commodity, service or entertainment conducted, sold or offered at a place other than where the business, profession, etc., is located. An off-premise sign.

**Arcade** – Any portion of a building above the first floor projecting over the sidewalk used to protect pedestrian from rain and sunlight.

**Back-to-Back Sign** – Advertising sign consisting of two signboards oriented in opposite direction.

**Billboard** – A display panel for posting advertising material.

**Building Permit** – A written authorization granted by the Building Official to an applicant allowing him to proceed with the construction of a specific project after plans, specifications and other pertinent documents have been found to be in conformity with PD 1096 and its IRR.

**Business Sign** – An accessory sign that directs attention to a profession, business, commodity, service or entertainment conducted, sold or offered in the same place where the business is located. An on-premise sign.

**Certificate of Use** – A written authorization issued/granted by the Building Official after final inspection and submittal of a duly notarized certificate of completion that the building/structure comply with PD 1096.

**Directional Sign** – An official sign directing traffic movement, parks, government institutions, landmarks etc.

**Display Sign** – Any material, device or structure that is arranged, intended, designed, or used as an advertisement, announcement or directory that includes a sign, sign screen, signboard or advertising device of any kind.

**Display Stand** – Any movable structure, table showcase, cabinet and the like where commodities, products are displayed.

**Display Surface** – The entire area of the signboard or the entire area enclosed by the extreme limits or perimeter of the signboard.

**Double Faced Sign** – An advertising sign with two adjacent faces oriented in the same direction and not more than three (3.00) meters apart the nearest points between the faces.

**Easement** – A kind of public open space defined under the Civil Code and other related laws that must be absolutely free of all forms of physical obstructions that can negatively affect natural light and ventilation within such space or that can impede access to or the full recreational use of such space by the general public. It is the area that may lie between legally usable portions of a public or private property and natural or man-made bodies of water such as seas, rivers, lakes, esteros, canals, waterways, floodways, spillways and the like.

**Electrical Sign** – Any sign which has characters, letters, figures, designs, faces, backgrounds, or outline illuminated by incandescent or fluorescent lamps or luminous tubes as part of the sign or signboard proper. These light sources are external or internal.

**Electronic Sign** – An electronically operated advertising medium like lighted electronic diodes, etc.

**Ground Sign** – An on-premise sign or signboard structure with the support resting on the ground, of which height shall not exceed six (6.00) meters.

**Imprint** – A plaque or sticker identifying the service provider/owner, office address, telephone number and other information.

**Multi-Faced Sign** – An advertising sign or signboard structure with three or more faces oriented in different directions.

**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 Public Works and Highways, satisfying the conditions set forth under Executive Order No. 113, Establishing the Classification of Roads.

**Official Sign** – Any sign setting forth information pursuant to law owned by the government.

**Off-Premise Sign** – An advertising sign or signboard structure usually located along national road that advertises goods or services that are sold or offered at a place other than where the sign or signboard is located, using free-standing upright supports or roof mounted sign.

**On-Premise Sign** – A sign or signboard structure located within the place where the goods or services are sold or offered; also called as Business Sign.

**Poster** – A fabricated flat surface upon which a message or information is posted or painted.

**Projecting Sign** – A sign fastened to, suspended from or supported on a building or structure the display surface of which is perpendicular from the wall or is at an angle from there.

**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.

**Roof Mounted Sign** – A sign installed on roofs, roof decks.

**Service Provider** – Owner of an advertising sign or signboard structure.

**Setback** – The horizontal distance measured from the outermost face of the building/structure to the property lines that must be absolutely free of all forms of physical obstructions that can negatively affect natural light and ventilation or that can impede access to the sides and rear area.

**Sign/Signboard** – Any letter, word, numerical, pictorial presentation, illustration, declaration, emblem, logo, device, symbol or trademark, banner or pennant, whether illuminated or not, electronic, static or dynamic, or any figure or similar character that is attached to, painted on, or in a manner represented on a building or structure used to announce, direct attention to or advertise and visible to the public.

**Sign Permit** - A written authorization granted by the Building Official to an applicant allowing him to install/attach display signs on a structure.

**Sign Structure** – Any means to support the installation of sign/signboard and this includes the structural frame, anchorages and fasteners to support and suspend such sign/signboard.

**Temporary Sign** – Advertisement/Announcement using cloth or other light and combustible material with or without frame and installed for a limited period.

**Wall Sign** – An advertising sign that is painted on, attached or fastened to the surface of the wall or any part of a building the surface of which is parallel to the wall surface.

## 2 – PERMITS AND INSPECTION

### 2.1. Building Permit

- 2.1.1. Any person desiring to construct, erect, install, strengthen, alter a sign or signboard structure shall secure a building permit at the Office of the Building Official (OBO) covering any of the afore-cited scope of work.

The following documentary requirements shall be submitted by the applicant/service provider together with an accomplished and notarized Building Permit application form endorsed by the lot/building owner:

- a. For proposed construction, erection/installation of signs or signboard structures along national roads, a DPWH Clearance so that the minimum yard/setback requirements are properly observed;
  - b. For construction, erection/installation along municipal/city roads, a Locational/Zoning Clearance from the Municipal/City Planning and Development Office;
  - c. Proof of Ownership, if the applicant is the registered owner of the lot/ building:
    - i. Certified true copy of OCT/TCT, on file with the Registry of Deeds;
    - ii. Tax Declaration; and
    - iii. Current Real Property Tax Receipt.
  - d. In case the applicant is not the registered owner of the lot/building, in addition to the above, a duly notarized Contract of Lease;
  - e. Five (5) sets of design plans, specifications and other related contract documents;
  - f. Certificate of Occupancy, if the sign or signboard structure is roof or wall mounted.
- 2.1.2. No new free-standing and/or roof mounted off-premise sign or signboard structures shall be constructed/installed on private lots along national roads unless a valid building permit is secured from the OBO.
- 2.1.3. The OBO, prior to the issuance of a building permit over a new free standing or roof-mounted sign or signboard structure, shall see to it that a DPWH Clearance has been issued by the DPWH Secretary or his duly authorized representative covering the construction/installation of signs and signboard structures located along national road, to ensure that the setback requirements are complied with. The issuance

of the clearance, building, sign and other permits shall be ministerial once an endorsement has been issued by the DPWH Secretary or his authorized representative.

## 2.2. Certificate of Use

- a. Upon completion, the Owner shall submit a duly notarized Certificate of Completion together with the construction logbook, as-built plans and specifications and the Building Inspection Sheet all signed by whoever is the contractor and signed and sealed by the Owner's duly licensed Civil Engineer who undertook the full-time inspection and supervision.

## 2.3. Sign Permit

- a. Upon issuance of the Certificate of Use, the applicant/service provider shall secure a Sign Permit for the installation/attachment of any sign to the structure.

## 2.4. Certificate of Annual Inspection

Field inspection shall be conducted by the OBO yearly and validate the structure whether the same is structurally stable, well maintained and that no enlargement has been done by the service provider. The assessment by the OBO and the waiver/s issued by a structural engineer certifying on the stability of the sign or signboard structure will be the basis in the renewal of the Sign Permit and Annual Inspection Certificate.

# 3 - GENERAL PROVISIONS

- 3.1. Signs or signboard structures shall promote and uphold the public good especially in historical monuments and shrines, natural scenic areas, parks, parkways and their immediate approaches. Immediate approaches shall mean a distance not exceeding fifty (50.00) meters from the periphery of said areas.
- 3.2. Signs shall display or convey only messages or visuals that conform to public decency and good taste.
- 3.3. Signs or signboard structures shall follow standards of design, construction and maintenance in the interest of public safety, convenience, good viewing and to promote proper urban design or community architecture.
- 3.4. Signs or signboard structures may be constructed only in areas where zoning regulations permit them. However, no sign or signboard structure shall be placed nor erected on parks and playgrounds, beside power substations, and on residential, institutional and recreational zones.

- 3.5. Signs or signboard structures shall be constructed in accordance with the provisions of Section 2003, Chapter 20 of the Code. Sign or signboard structures exceeding three (3.00) meters in height from the ground shall be adequately designed and constructed based on the generally accepted architecture and engineering practice. Design plans shall be signed and sealed by a duly registered architect or civil engineer.
- 3.6. Signs or signboard structures built within highly restrictive zones shall be of incombustible materials. No combustible materials other than approved plastics shall be used in the construction of electrical signs.
- 3.7. Signs or signboard structures equipped with electrical devices shall have an electrical wiring plan conforming to the latest provisions of the Philippine Electrical Code (PEC) duly signed by a Professional Electrical Engineer.
- 3.8. Signs shall be placed in such a manner that no part of its surface will interfere in any way with the free use of a doorway, a fire escape, standpipe or other required means of exit and fire-protective devices.
- 3.9. Signs shall be erected in such a manner as not to confuse or obstruct the view or interpretation of any public sign, traffic signal or device, nor obstruct the sight, attract or distract the attention of motorists, reflect blinding light or cause glare to oncoming traffic.
- 3.10. Signs shall only be written in English or in the local dialect.
- 3.11. If several signboards are located inside one property or building, the bottom line of the adjacent signboards shall follow a common base line to preserve aesthetic value of the site.

#### **4 – DESIGN, CONSTRUCTION, SUPPORTS AND ANCHORAGE**

- 4.1. Sign or signboard structures shall be provided with an appropriate device, such as pulleys, capable of being lowered jointly and severally by the owner of the sign structure and the advertising agency upon receipt of typhoon advisory Signal No. 2 by PAGASA within the area of the sign or signboard structure.
- 4.2. Free-Standing and Roof Mounted Off-Premise Signs – New and existing free standing and roof mounted off-premise signs shall be allowed under the following guidelines:
  - 4.2.1 New free-standing and roof mounted off-premise signs or signboard structures along national and provincial roads shall have a setback of five (5.00) meters at the front and two (2.00) meters at the sides and rear. The setback provision shall be measured from the front yard property line of the private property to the outermost edge of the billboard display frame.

- 4.2.2 In cases where there is no development yet introduced by the lot owner and where maximum yard and setback ranges from twenty (20.00) meters or more from the outermost board edge of the RROW, the maximum height of signs/signboard structures will be twenty-five (25.00) meters.
- 4.2.3. Sizes of new signs and signboard structures vary from six (6.00) meters by eight (8.00) meters or eight (8.00) meters by twelve (12.00) meters up to two hundred twenty-five (225.00) square meters depending on the location, the stability of the upright supports, and the compliance of the setback requirements and zoning classification of the site.
- 4.2.4. The minimum distance of new signs or signboard structures shall be one hundred (100.00) meters apart.
- 4.2.5. Existing free-standing or roof mounted off-premise signs or signboard structures with or without a current building permit and which have not been found or declared to be dangerous or ruinous may continue to operate and be issued the appropriate building, sign/signboard, attachment permit upon submission of the appropriate certification by a duly accredited structural engineer that the free-standing or roof mounted off-premise sign or signboard structure is structurally safe; provided, that a DPWH Clearance is issued to the service provider and the corresponding penalties, fines and building permit fees are paid. The issuance of the clearance, building, sign and other permits shall be ministerial once an endorsement has been issued by the DPWH Secretary or his authorized representative
- 4.2.6. The service provider shall secure and submit an insurance coverage policy annually over the existing free-standing or roof mounted off-premise signs or signboard structures in the amount of ONE HUNDRED THOUSAND PESOS (P100,000.00) to answer for any damage or injury caused by defective installation, improper or lack of maintenance of signs and signboard structures.
- 4.2.7. Installation of roof mounted signs on existing buildings/structures shall only be allowed if the same are designed in accordance with the provisions of these guidelines and of Section 108 of the National Structural Code of the Philippines (NSCP). However, if the building/structure is found to be no longer structurally sound, the installation of sign or signboard structure shall already be discouraged unless the building is retrofitted.

### 4.3 Ground Signs

- 4.3.1. Ground signs shall not exceed six (6.00) meters in height above the street crown; except, when the same are constructed in conformity with accepted engineering standards, of which the maximum height shall be equal to the horizontal distance measured from the property line

abutting the RROW and all the adjoining properties to the nearest base of the sign structure.

4.3.2. In areas near electric distribution facilities including that of any power substations, the minimum horizontal distance measured from the property line abutting the RROW and all the adjoining properties to the nearest base of the sign structure shall be the height of the structure plus one (1.00) meter.

4.3.3. New self-supporting outdoor signs along highways shall be located five (5.00) meters away from the property lines abutting the RROW.

#### 4.4. Projecting Signs

4.4.1. In urbanized areas traversed by national road with non-arcaded and arcaded RROW/streets, signs/signboards shall not extend or project more than one (1.00) meter over the sidewalk or arcade and measured horizontally from the wall line or building line or the outermost portion of the wall line of the allowed structure over the arcade. For buildings abutting on RROW/streets or alleys without sidewalks or provisions therefor, the signs/signboards shall not project more than one (1.00) meter from the outermost portion of the building/structure.

#### 4.5. Wall Signs

4.5.1. All signs painted or pasted on the exterior surface of building or structures may be considered either as business or advertising signs.

4.5.2. Signs placed on exterior perimeter walls of the building, when made of combustible materials, must be within the property line and the building must be able to support the structure. Those made of incombustible materials may be allowed to cover the entire surface of blank walls only and shall not be allowed to cover or obstruct openings.

4.5.3. Signs installed, displayed or erected in the same building shall preferably be of identical size and flushed against the building façade.

#### 4.6. Temporary Signs

4.6.1. All temporary signs, bills, posters and the like may be installed or posted only in areas or structures allowed by pertinent provisions of the Code.

4.6.2. Streamers strung over or across any public thoroughfare shall have the necessary permit therefor from the Building Official. The lowest point of the bottom edge of streamer shall have a minimum clearance of four point thirty (4.30) meters above the pavement.

## **5 - MATERIAL REQUIREMENTS**

- 5.1. In addition to the provisions on *Materials* of Section 2004 on Supports and Anchorages of the Revised IRR of the Code, the following shall likewise be applicable:
- a. Signs consisting of banners, pennants, tarpaulins and other similar non-rigid materials shall not be installed near power lines.
  - b. Sign structures carrying signs and signboards made of such materials shall be required to maintain a horizontal clearance from the power lines in accordance with Rule XIII, Table XIII.1., Revised IRR of the Code.

## **6 - LIGHTING**

Signs/Signboards shall be illuminated only by electrical means in accordance with the PEC and subject to the following restrictions:

- 6.1. Signs/Signboards which contain, include or are illuminated by any flashing, intermittent, or moving light or lights are prohibited if such signs/signboards interfere with traffic safety. Reflective surfaces or devices on sign faces, and multi-faced signs/signboards, with illumination, are permitted, provided such signs/signboards do not interfere with traffic safety.
- 6.2. Electronic variable message signs/signboards giving public information such as, but not limited to, time, date, temperature, weather, or other information, and commercial electronic variable-message signs/signboards which function in the same manner as multi-faced signs/signboards are permitted; provided, such signs/signboards do not interfere with traffic safety and do not resemble or simulate traffic control or safety devices or signs.
- 6.3. Signs/signboards must be effectively shielded to prevent beams or rays from being directed toward any portion of the traveled ways, and must not be of such intensity or brilliance to cause glare or impair the vision of the driver or any motor vehicle or otherwise interfere with any driver's operation of a motor vehicle.
- 6.4. No sign/signboard shall be so illuminated that it interferes with the effectiveness of or obscures an official sign, device or signal.

## **7 - MAINTENANCE**

Signs shall be maintained in a safe and presentable condition. Should a sign become, in the opinion of the DPWH or the Building Official concerned, unsafe or show extensive deterioration due to poor maintenance, the service provider/lot/building owner, upon notice of the Building Official, shall immediately restore the sign to a safe and satisfying condition. For non-compliance within fifteen (15) days after receipt of the notice, the

DPWH/Building Official shall summarily dismantle the sign or signboard structure, with the cost of dismantling charged to the expense of the service provider.

All signs, together with all of their supports, braces, guys, and anchors, shall be kept in repair and in proper state of preservation jointly by the owner of the sign or signboard structure and the advertising agency. In addition, the owner and the advertising agency shall perform the following:

- 7.1. Sign structures shall be inspected annually and after every occurrence of major typhoons and earthquakes.
- 7.2. Signs shall be inspected annually and a corresponding Certificate of Use secured. Sign Permits shall also be renewed and secured from the OBO on an annual basis.
- 7.3. Tarpaulins and other advertising materials shall be automatically lowered upon announcement of a Typhoon Signal No. 2 bulletin by PAG-ASA within the area of the sign or signboard structure.

## **8 - PROCEDURE FOR ABATEMENT/DEMOLITION OF SIGNS OR SIGNBOARD STRUCTURES**

The following steps shall be observed in the abatement/demolition of sign and signboard structures:

- a. There must be a finding or declaration by the Building Official that the sign or signboard structure is ruinous or dangerous.
- b. Written notice or advice shall be served upon the service provider, lot or building owner of such finding or declaration, giving him at least fifteen (15) days within which to cause repair, abate, demolish and remove, as the case may be, the ruinous or dangerous sign or signboard structure or any part or portion thereof.
- c. Within the fifteen (15)-day period, the service provider, lot/building owner may, if he so desires, appeal to the DPWH Secretary the finding or declaration of the Building Official and ask that a re-inspection or re-investigation of the sign or signboard structure be made.
- d. If the appeal is meritorious, the DPWH Secretary may designate a competent representative/s other than the Building Official to undertake the re-inspection or re-investigation of the sign or signboard structure. The representative/s so designated shall make or complete his/their report within a period of thirty (30) days from the date of termination of re-inspection or re-investigation.
- e. If after re-inspection, the finding is the same as the original one, the DPWH Secretary, thru the Building Official, shall notify the service

provider, lot/building owner, giving him not more than fifteen (15) days from receipt of notice with affirmed finding to make the necessary repair, abatement, demolition and removal of the subject sign or signboard structure or parts thereof, as the case may be.

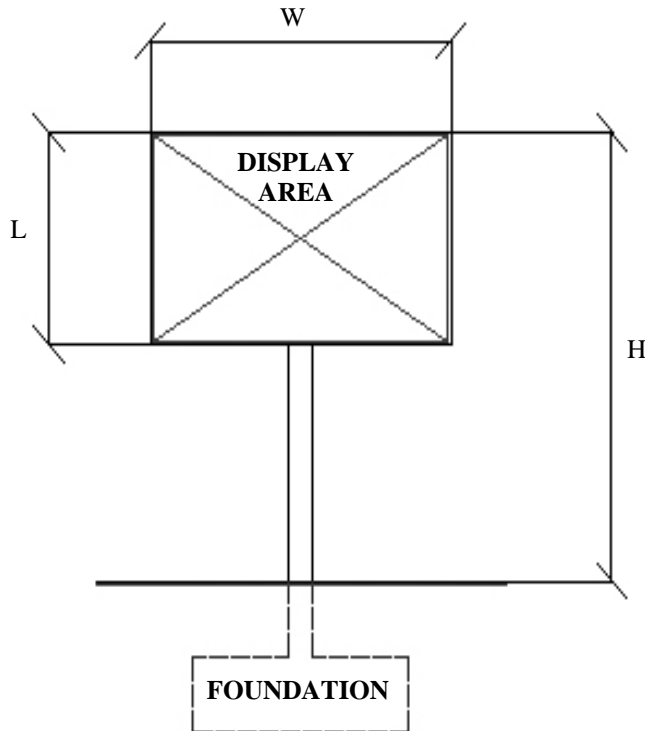
- e.1. If the Building Official has determined that the sign or signboard structure must be repaired or abated, the Order to be issued shall require that all necessary permits therefor be secured and the work physically commenced within fifteen (15) days from the date of issuance of the permits and completed within such reasonable time as may be determined by the Building Official.
- e.2. If the Building Official has determined that the sign or signboard structure must be demolished, the Order shall require that the service provider shall demolish the sign or signboard structure within fifteen (15) days from the date of receipt of the Order; that all required permits be secured therefor within the same fifteen (15) days from the date of the issuance of the permits, and that the demolition be completed within such reasonable time as may be determined by the Building Official.
- f. The decision of the DPWH Secretary on the appeal shall be final.
- g. Upon failure of the service provider/owner to comply with the Order of the Building Official or of the DPWH Secretary, in case of appeal, to repair, abate, dismantle or remove the sign or signboard structure or any part thereof after fifteen (15) days from the date of receipt of the Order, the Building Official shall cause the structure to be repaired, dismantled or removed, partly or wholly, as the case may be, with all expenses therefor chargeable to the owner.
- h. The sign structure as repaired or in case of dismantling, the materials gathered after the demolition of the sign or signboard structure shall be held by the OBO until full reimbursement of the cost of repair, dismantling and removal is made by the owner which, in no case, shall extend beyond thirty (30) days from the date of the completion of the repair, dismantling or removal. After such period, said materials of the sign or signboard structure thus repaired, dismantled or removed shall be sold at any public auction to satisfy the claim of the OBO. Any amount in excess of the claim of the government realized from the sale of the sign or signboard structure and/or materials shall be delivered to the owner.

## **9 - INVENTORY AND ASSESSMENT OF SIGN**

- 9.1 The DPWH shall conduct a nationwide inventory of all signs and signboard structures upon effectivity of these rules and regulations in coordination with the service providers/owners, representatives of Building Officials and



**SAMPLE COMPUTATION ON THE ASSESSMENT OF SIGN/SIGNBOARD  
STRUCTURE BUILDING PERMIT FEE, SIGN PERMIT FEE, CERTIFICATE OF  
USE, ANNUAL INSPECTION FEE AND ANNUAL RENEWAL FEE**



**Sign Structure:**

Height = 15.00m  
Display Area = 225 sq.m.

**I. Building Permit Fee**

A. Structure (See Item 8(f)(ii), New Schedule of Fees & Other Charges (NSFOC), Revised IRR of PD 1096)

1. First 10.00m in height.....P2,400.00
2. Every meter or fraction thereof @ P120  
5 x P120..... 600.00  
P3,000.00

B. Excavation (See Item 9(b)(i)(d), NSFOC) Per cu. meter of excavation for foundation = P4.00  
Assumed volume/cu.m = 25cu.m

∴ 25 x P4.00 = P100.00

Total Building Permit Fee = **P3,100.00**

**II. Sign Permit Fee**

(See Item 9(h)(i), NSFOC) Display/Signboard Area = 225 sq.m.

A. Erection/Anchorage of display area (single face) up to 4.00 sq. meters of signboard area = P120.00  
4 x P120.00..... P480.00

Every sq. meter or fraction thereof in excess of 4.00 sq. meters = P24.00  
221xP24.00..... P5,304.00  
P5,784.00

B. Installation, per sq. meter or fraction thereof of display area  
[See Item 9(h)(ii) Advertising Signs (illuminated),  
NSFOC] = P36.00  
225 sq. m x P36.00..... P8,100.00

Total Sign Permit Fee..... **P13,884.00**

(Note: Excluding Electrical & Other Accessory Fee/s)

**III. Certificate of Use**

A. 50% of Building Permit Fee, excluding Excavation  
= P3,000.00 x 0.50..... **P1,500.00**

**IV. Annual Inspection Fee (Structure)**

A. 100% of Building Permit Fee, excluding Excavation  
= P3,000.00 x 1.00..... **P3,000.00**

**V. Annual Renewal Fee (Signboard)**

(See Item 9(h)(iii) Advertising Signs Illuminated, NSFOC)

A. Per sq. meter of display area = P38.00  
= P38.00 x 225.00 sq.m..... **P8,550.00**