



Republic of the Philippines  
PROVINCE OF NEGROS ORIENTAL  
City of Bayawan  
*Office of the Sangguniang Panlungsod*

EXCERPT FROM THE MINUTES OF THE REGULAR SESSION HELD BY THE CITY COUNCIL OF BAYAWAN, NEGROS ORIENTAL ON JANUARY 16, 2023 AT 10:00 AM AT THE LEGISLATIVE BUILDING GOVERNMENT CENTER.

RECORD OF ATTENDANCE

HON. HENRY E. CARREON, JR.	Vice Mayor	OB - Cebu
HON. MARK FIDENCIO L. AURELIA	Acting Presiding Officer	Present
HON. NARCISO N. CASIPONG		Present
HON. RUSMAR IAN D. TIJING		Present
HON. MERLITA R. GAUDIEL		Present
HON. NICO ANGELO L. LIM		Present
HON. ROLANDO B. ABRASALDO		Present
HON. KARL T. SARAÑA		Present
HON. LUIS J. SUMALPONG		Present
HON. FELIPE O. SANTIAGO, JR.		Present
HON. MA. LUCIANA T. TIZON		Present
HON. SEVERINO SALVADOR M. CAPULSO	(LNMB President)	Present
HON. TRISTAN GOLD T. TORRILLO	(SK Federated President)	Present

RESOLUTION NO. 95

Authored by: Honorable Councilor Luis J. Sumalpong

“WHEREAS, since Bayawan’s promulgation as a Chartered City in the province of Negros Oriental in 2000, the city has yet to standardize its procedure on the placement and pricing of commercial and special events signs;

“WHEREAS, fees for certain types of business and advertising signs have been specified, there is yet to be a document that provides the requirements and standards for the design, location, content, construction, installation, duration and maintenance of all billboards, advertising and display signs, streamers, posters, and the like;

“WHEREAS, clearance fees and permits for signs and sign structures could be a viable source of income for the LGU, considering that the rate of economic growth and the influx of new investors have been tremendously increasing over the past 5 years;

“WHEREAS, from a gross capital investment of ₱63,747,013.00 in 2015 to ₱540,021,133.00 in 2020, it is expected that more businesses would want to promote their products and services through business and advertising signs.

“WHEREFORE, on motion of Hon. Luis J. Sumalpong and duly seconded by Hon. Rusmar Ian D. Tijing, the Council

“RESOLVED, to enact, as it hereby enacts the following ordinance:

ORDINANCE NO. 3

AN ORDINANCE ON BAYAWAN INSTALLATION GUIDELINES FOR SIGNS AND SIGN STRUCTURES (BIG-SASS) AND PRESCRIBING FEES THEREON.

Be it ordained that:

**SECTION I. Title.** This ordinance shall be known as the “Bayawan Installation Guidelines for Signs and Sign Structures (BIG-SASS) and Prescribing Fees Thereon.”

## **SECTION II. Coverage**

These guidelines shall cover existing and proposed billboards, business signs, as well as streamers, banners, and temporary signs for special events (hereinafter collectively referred to as the "Regulated Signs") along major thoroughfares, public roads whether along the National Highway, city streets, or barangay roads, parks and open spaces within Bayawan City (hereinafter collectively referred to as the "Covered Areas").

This document will specify the following:

1. general guidelines for implementation
2. designated areas for print ads
3. pricing based on size and duration of ad space rental
4. penalties for violations of terms indicated in the permit
5. procedure for ads placement

The rules and regulations set forth herein provide minimum requirements and standards for the design, location, content, construction, installation, duration and maintenance of all outdoor billboards, advertising and display signs, streamers, posters, and the like.

These proposed guidelines shall apply to all existing signage in Bayawan City installed with or without Mayor's permit from the corresponding regulating office(s) and all sign(s) upon the date of effectivity hereof.

The following official signs are exempt from the restrictions of these guidelines that may also apply to signs:

- a. Official highway route number signs, street name signs, directional, or other official government signs.
- b. Directional, information, or public service signs, such as those availability of gasoline stations, restrooms, telephone, or similar public conveniences.
- c. Official traffic signs, signals, devices and the like; and
- d. Official signs for tourism, memorial, or historical places.
- e. Signs and sign structures installed in the concept of public-private partnership,
- f. Moving or animated and non-moving or static LED Signs primarily devoted to the display of Public Advisory Messages shall not be covered by these guidelines.

## **SECTION III. Purpose and Objective**

1. Direct locators and other individuals wishing to erect/install sign and sign structures pursuant to Chapter 20 of the National Building Code (PD 1096).
2. Identify areas where signs and sign structures will be allowed and the corresponding control parameters for each identified area including but not limited to height, dimensions, illumination, fees, content.
3. Regulate and standardize the sign(s) in accordance to the preservation of the land value and the aesthetic appearance of Bayawan.
4. Regulate billboard content to preserve moral and social values, aligned with the core values of the City.

## **SECTION IV. Definition of Terms**

**ADVERTISEMENT** – the act of advertising, giving notice or calling the attention of the public through the use of posters, banners, billboards or any advertising signs.

**ADVERTISER** – a person or company that advertises a product, service, or event; the lessee of a billboard or advertising sign structure.

**ADVERTISING** – the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised.

**ADVERTISING SIGN** - A sign 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.

**BIG SASS** - Bayawan Installation Guidelines for Signs and Sign Structures; refers to this document.

**BILLBOARD** - A display panel or structure for posting advertising material.

**BILLBOARD OPERATOR** - A natural or juridical person engaged in the construction, erection, and maintenance of billboards, whether contracted by a third party or for leasing to advertisers.

**BILLBOARD or ELECTRONIC DISPLAY UNIT OR BEDU** – Shall refer to one (1) free standing or building-mounted billboard or electronic display, including border and trim but excluding supports.

**BOSS** - Business One Stop Shop

**BPLO** - Business Processing and Licensing Office

**BUILDING HEIGHT LIMIT (BHL)** - The maximum height to be allowed for buildings/structures based on their proposed use or occupancy; the BHL is generally determined after the application of other development control (DC) and certain other parameters, i.e., considerations of site conditions, view, etc. The BHL shall be generally measured from the established grade line to the topmost portion of the proposed building/structure.

**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 identification or 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.

**CANOPY (or MARQUEE SIGN)** - is a permanent sign, typically attached to the exterior of a business over the main entrance, which includes both of the business name and its current offerings. They often include flashing or scrolling lights or illuminated letters to draw the eye to the signage.

**CONTENT** - The message and image components of a sign which may be advertising, commercial, directional or general public information in intent.

**CPDC** - City Planning and Development Coordinator

**CPDO** - City Planning and Development Office

**DIRECTIONAL SIGN** - An official sign directing traffic movement, parks, government institutions, landmarks.

**DISPLAY SURFACE** - The entire area enclosed by the extreme limits or perimeter of a sign.

**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 applicable code and other 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 the legally usable portions of a public or private property and natural or man-built 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 proper. These light sources are external or internal.

**ELECTRONIC SIGN** - An electronically operated advertising medium like lighted electronic diodes, etc.

**FREE STANDING BILLBOARD** - A billboard mounted on top of a rigid support frame that is firmly anchored to the ground by way of a concrete foundation; said frame is independently constructed to serve solely as support to the billboard. This type of billboard is also referred to as an "independent mounted billboard".

**GRADE** - The lowest point of elevation of the finished surface of the ground between the exterior wall of a building and a point 1.50 meters distant from said wall, or the lowest point of elevation of the finished surface of the ground between the exterior wall of a building and a property line, if it is less than 1.50 meters distant from said wall. In case walls are parallel to and within 1.50 meters of a public sidewalk, alley or other public way, the grade shall be the elevation of the sidewalk, alley or public way.

**GROUND SIGN** - A sign with its support resting on the ground, the base of which ranges from a single pole (pylon) and does not exceed 10.00 sq. meters as one (1) unit.

**INDOOR BILLBOARDS/SIGNS** - Devices located within a building's exterior walls that are intended to be seen from the RROW or from a large public access way or assembly area within the building.

**MEDIA SUPPLIER/MEDIA ENTITY** - a business or a firm which sells or leases a place or spot where advertisers can post their advertisement for a certain period of time, such as in the case of a TV or radio block timer or a billboard ad space provider.

**MULTI-FACED SIGN** - An advertising sign or signboard structure with three or more faces oriented in different directions.

**OBO** - Office of the Building Official

**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 is either 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 surface or is at an angle therefrom.

**PUBLIC ADVISORY MESSAGES** - Any form of signage that bears information, advice, messages to the general public in pursuance of any government project or campaign.

**PUBLIC THOROUGHFARES OR ROADS** - Any parcel of land appropriated for the free passage of the general public owned and maintained by the government whether national or local.

**ROAD RIGHT-OF-WAY (RROW) or ACCESS STREET or STREET** - 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

**ROADWAY (or CARRIAGEWAY)** - The portion or component of the RROW on which motor vehicles are allowed to pass and on which vehicles may also be allowed to park in case of on-RROW (on-street) or on-roadway parking.

**ROOF SIGN** - A sign installed on roofs, roof decks, the horizontal least cross sectional area in case of supporting frame does not exceed 10.00 square meter for such framed structure resting entirely on the roof.

**ROOF PARAPET** – a dwarf wall or heavy railing around the edge of a roof, balcony, terrace, or stairway designed either to prevent those behind it from falling over or to shelter them from attack from the outside.

**SASS** – Signs and Sign Structures

**SASS-B** - Signs and Sign Structures Board

**SETBACK** - The horizontal distance measured 90° from the outermost face of the building/structure to the property lines.

**SIDEWALK** - The portion on each side of the road right-of-way (RROW) reserved for the exclusive use of pedestrians and the disabled who are in transit.

**SIGN** - Any letter, word, numeral, pictorial presentation, illustration, decoration, emblem, device, symbol or trademark, flag, banner, or pennant, or any other figure of similar character that is attached to, painted on or in any 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 STAND** - Any movable structure on which a sign is mounted or supported.

**SIGN STRUCTURE** - Any means to support the installation of signs, and this includes the structural frame, anchorages and fasteners to support and suspend such sign. A building where a roof sign is installed entirely on its roof is not part of the sign structure.

**TARPAULIN** - A heavy, water-proof fabric often used as material for printing of temporary signs such as posters, streamers, and banners.

**TEMPORARY SIGN** - A sign of cloth or other light and/or combustible material, with or without frame such as streamer, banners, bills, posters and the like installed for a limited period of time.

**WALL SIGN** - A sign painted on, attached or fastened to the surface of the wall or any part of a building or structure the display surface of which is parallel to the wall surface.

## **SECTION V. General Guidelines**

1. Signs and sign structures shall be constructed in accordance with the provisions of Section 2003 of the National Building Code. Plans of sign structures exceeding 3.00 meters in height from the ground shall be signed and sealed by a duly registered Architect or Civil Engineer.

Signs and sign structures equipped with electrical devices shall have an electrical wiring plan conforming with the provisions of the Philippine Electrical Code duly certified by a Professional Electrical Engineer, provided that for installations not exceeding 600 volts and 4 kilowatts, a sketch and bill of materials certified by an Electrical Engineer or Master Electrician shall be sufficient. (*PEC 2009, Wiring & Protection*)

2. Sign structures may be constructed only in areas designated or approved by the Office of the Building Official and the Zoning Section of the City Planning and Development Office, as specified in relevant ordinances, and shall be in accordance with the accepted standards of design, construction and maintenance. Any person/s private and public corporations, advertising and promotion companies, movie producers, professionals and service

contractors who posts, installs, or displays any kind or form of billboards, signs, posters and other visual clutters in any part of the roads, sidewalk, center island, posts, trees and open spaces shall be penalized according to existing national and/or local ordinances.

3. Content/wordings of signs shall adhere to the Code of Ethics for Advertising and Promotions and to the core values of the City of Bayawan. Signs shall display or convey only messages or visuals that conform to public decency and good taste.
4. Signs 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 50 meters from the periphery of said areas.
5. Signs that are written in any foreign language shall have a corresponding translation in English or in the local dialect.
6. Signs shall follow standard of design, construction, and maintenance in the interest of public safety, convenience, good viewing and to promote proper urban design.
7. Signs and sign structures built within highly restrictive fire zones shall be of incombustible materials. No combustible materials other than approved plastics shall be used in the construction of electrical signs.
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.

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, CCTV cameras, nor obstruct the sight, distract the attention of motorists, reflect blinding light or cause glare to oncoming traffic.

9. The bottom line of all signboards adjacent to each other shall follow a common base line, as determined by the OBO.

## **SECTION VI. Signs and Sign Structures Regulations**

### **A. Regulated Signs**

Regulation in all zones shall conform to the minimum requirements of the following statues and regulations:

1. PD 1096 – National Building Code of the Philippines (NBCP) and its IRR;
2. Fire Code; Sanitation Code; Structural Code;
3. Chapter XX of PD 1096, the 1977 NBCP, implemented and enforce by the DPWH and Rule XX of the 2005 Revised IRR of the NBCP;
4. Pertinent provisions under RA 7160 (Local Government Code of 1991), RA 7394 (Consumer Act) and RA 9646 (Real Estate Services Act), etc.

### **B. Advertising Sign and Sign Structures**

Any Advertising sign and sign structure erected, modified, retrofitted, rehabilitated or otherwise altered and thereafter exhibited upon effectivity of the BIG SASS shall comply with the following requirements:

1. Position along Road Right-Of-Way (RROWs), Right-Of-Way (ROWs), and Legal Easements within the LGU
  - a. No advertising sign and sign structure shall be located in a position that obstructs or obscures the view of vehicular or pedestrian traffic in such a manner as to endanger their safe movement thereof. Advertising Signs and Sign Structures shall not be erected in a manner that can confuse or obstruct the view or interpretation of any official traffic sign, signal or device.

- b. Advertising Signs and Sign Structures shall not be erected on any structure or portion thereof found within Right-Of-Way, legal easement and the like. The air rights over such Right-Of-Way (ROWs) and legal easements shall not be availed of for the purpose of erecting billboards. As such, no part of a billboard shall extend over any part of the Right-Of-Way at grade or above grade.
  - c. No advertising sign and sign structures shall be located within 50 meters of the outermost portion of all interchanges or of the outermost portion of Right-Of-Way of all bridges, terminals/inter-modal/multi-modal structures and the like or from the center of an intersection.
  - d. No part of an advertising sign and sign structures including its support structure shall be placed upon natural features such as trees, rocks, and the like.
  - e. Advertising sign and sign structures shall not be erected at residual areas at or along intersections of national Right-Of-Way (ROWs) and legal easements or along intersections of such public spaces.
  - f. Advertising sign and sign structures that may obscure or obstruct the view of vehicular or pedestrian traffic or that may interfere, imitate, resemble or be confused with official traffic signs, signals, or devices shall not be permitted.
  - g. Advertising sign and sign structures that may impair any scenic vista or view corridor from the Right-Of-Way /legal easement or from a building/structure along such Right-Of-Way/legal easement shall not be permitted.
  - h. Advertising sign and sign structures may be single-faced or double faced. In the case of a double-faced billboard/electronic displays, the maximum allowable display surface area/Billboard or Electronic Display Unit (BEDU) on each face shall not exceed the maximum size allowed in its zone, provided that applicable setback, yard and building height limit (BHL) requirements of the (National Building Code of the Philippines (NBCP) and its IRR are satisfied.
  - i. Triple, quadruple, or higher multi-faced billboards/electronic displays shall not be allowed as these are already configured as buildings or solid structures that unnecessarily block natural light and ventilation and pose public safety problems.
  - j. Advertising sign and sign structures shall not be placed at the sides, below or on top of the exterior of public structures such as elevated expressways and transit alignments/stations/terminals and the like which occupy the Right-Of-Way (ROWs), including the airspace/air rights above such ROWs. However, they shall be allowed at the enclosed sides of loading platforms and pedestrian access ways of such public structures.
  - k. Building-mounted advertising sign and sign structures along Right-Of-Way (ROWs) and any other legal easement with its display area parallel to the said ROW/easement shall be positioned such that no part of the imaginary triangle created in the triangle method should extend beyond the edge of the ROW.
2. Position within Private Property or Public Property Outside Right-Of-Ways/Legal Easements within the LGU (including those mounted on building facades and firewalls)
- a. All advertising Sign and Sign Structures (SASS) shall be erected in conformity with the front, side and rear setback, and yard requirements prescribed in the latest pertinent executive issuance pertaining to and/or the latest Implementing Rules and Regulations (IRR) of the National Building Code of the Philippines (NBCP) and in the applicable LGU zoning regulations. In case of conflict between such laws/regulations, the provisions of the National Building Code of the Philippines (NBCP) shall generally prevail. However, if the provisions under the LGU ordinances are more stringent than the National Building Code of the Philippines, then such LGU ordinance shall prevail.
  - b. Advertising signs mounted on facades of buildings along an Road-Right-Of-Way/street shall be sized in accordance with the zoning classification, the applicable setbacks, Building Height Limit, the openings/fenestrations for mandated natural light and ventilation, outermost face of buildings/billboards (OFBs) and limits on architectural projections and related provisions under the National Building Code of the Philippines as well as the various safety provisions under the Fire Code of the Philippines (RA 9514), duly determined by a Registered and Licensed Architect (RLAr).
  - c. No part of an advertising sign and sign structure shall be placed on, in or over any private/public property without the written consent of the property owner or lawful

possessor and without the necessary permit issued by the City. This particularly applies to billboards/electronic displays and their outdoor lighting provisions, as applicable, mounted on firewalls and deliberately intruding into the air rights of adjoining properties.

- d. An advertising sign and sign structure mounted on a firewalled property shall not utilize the air rights of a private/public property adjoining such firewalled property without the written consent of the property owner or lawful possessor of the affected property and without the necessary permit issued by the City.
- e. No advertising sign and sign structure shall be constructed on a property where the same can obscure or shade the prescribed openings, windows or doors of adjacent buildings/structures. Advertising signs shall not be made of reflective material that can redirect unwanted light towards adjacent buildings/structures, particularly at residential structures at nighttime.
- f. No freestanding or building mounted billboard along Road-Right-Of-Way shall be positioned in such a way that should it topple face down into the ground, no portion of it shall extend over and beyond the edge of the adjacent property.
- g. Stickers or painted-type billboards shall not obstruct the lighting and ventilation of a building. Both shall not prevent windows and doors from being opened. In the case of stickers, only perforated-type stickers that allow natural lighting to penetrate are allowable. Stickers and painted-type billboards shall use only environment-friendly materials. Both sticker and painted billboards shall be governed by the same regulations as any other type of billboard.
- h. Indoor billboard/signs are allowed as long as they do not obscure or block natural lighting and prevent windows and doors from opening. For curtain walls, indoor billboards are allowed up to 0.85 meters from the finished floor line of a building floor.

3. Advertising Sign Spacing/Density and Allowable Dimensions

- a. All billboards/electronic displays shall be erected in conformity with the Building Height Limit (BHL), limit on architectural projections and the outermost face of buildings/billboards, duly prescribed in the 2005 and/or latest Implementing Rules and Regulations of the National Building Code of the Philippines and in the applicable Bayawan City Zoning Ordinance and related development-oriented national and local laws and regulations.
- b. Billboards shall only be allowed at designated locations in accordance with section c.1, c.2, and c.3 on pages 8 and 9, as well as the provisions of the Zoning Ordinance.
- c. All advertising signs shall conform to the following dimensions and spacing. The suggested spacing shall refer to the distance measured along a straight line between the two (2) nearest points of the billboards/electronic displays viewed from different directions but which share a common support structure.

c.1. For Zone 1 (Along Major Road-Right-Of-Ways – National, Provincial and City Roads)

- A Billboard or Electronic Display Unit (BEDU) shall have the following maximum surface or display area depending on the width of the existing/proposed RROWS.

RROW	Surface Area (square meter)
10 to 20 meters	100

- No freestanding advertising sign and sign structure shall exceed 40 meters in height, measured from the average elevation of the surface of the natural ground or existing sidewalk or carriageway level (whichever is higher) up to the highest point of the billboard or any of its components.

In reckoning and applying this maximum height requirement, there must be prior compliance with the relevant setback, yard, and building height limit (BHL) requirements as specified in the Zoning Ordinance.

For building-mounted billboards, this maximum height is contingent on the prior satisfaction of the applicable setback, building height limit (BHL), non-obstruction of doors and windows, maximum architectural projection and/or outermost face of the building (OFB) requirements of the National Building Code of the Philippines (NBCP) and its 2005 and/or latest IRR and the Zoning Ordinance.

- Billboard spacing for each side of the street shall depend upon the width of the roadway, as follows:

<b>RROW</b>	<b>Spacing (m)</b>
10 to 20 meters	100

c.2. For Zone 2 (Along Secondary Road-Right-Of-Ways - Barangay Roads)

- A Billboard or Electronic Display Unit shall have a maximum surface or display area of 20 square meters for existing/proposed Road Right-Of-Way (RROWs/ROWs).
- No freestanding advertising sign and sign structure shall exceed 6 meters in height, measured from the average elevation of the surface of the natural ground or existing sidewalk or carriageway level (whichever is higher) up to the highest point of the billboard or any of its components.

In reckoning and applying this maximum height requirement, there must be prior compliance with the relevant setback, yard, and BHL requirements as specified in the Zoning Ordinance.

For building-mounted billboards, this maximum height is contingent on the prior satisfaction of the applicable setback, building height limit, non-obstruction of doors and windows, maximum architectural projection and/or outermost face of the building requirements of the National Building Code of the Philippines and its 2005 and/or latest Implementing Rules and Regulations and the Zoning Ordinance.

- Billboards shall be spaced at least 50 meters apart.

c.3. For Zone 3 (Central Business District - CBD)

- A Billboard or Electronic Display Unit shall have a maximum surface or display area of 36 square meter for existing/proposed Road-Right-Of-Ways/Right-Of-Ways.
- No freestanding advertising sign and sign structure shall exceed 15 meters in height, measured from the average elevation of the surface of the natural ground or existing sidewalk or carriageway level (whichever is higher) up to the highest point of the billboard or any of its components. For building-mounted billboards, this maximum height is contingent on the prior satisfaction of the applicable setback, building height limit, non-obstruction of doors and windows, maximum architectural projection and/or outermost face of the building requirements of the National Building Code of the Philippines and its 2005 and/or latest Implementing Rules Regulations and the Bayawan City Zoning Ordinance.
- Billboards shall be spaced at least 50 meters apart.

- d. Indoor billboards shall be allowed a maximum height of 0.85 meters from the finished floor line of interior portion of building. Indoor billboards are allowed in any floor provided that the total display area does not exceed the maximum allowable prescribed for its area.

- e. Painted billboards shall be subject to the same spacing/density and allowable dimensions per area; however, painted billboards will not be allowed in high-density residential (R3) and Central Business District (C4).

4. Design, Construction, Supports and Anchorage

- a. 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 Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA) within the area of the sign or signboard structure.
- b. 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:

- b.1. New free-standing and roof mounted off-premise signs or sign 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.
- b.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 Road-Right-Of-Ways, the maximum height of signs/signboard structures will be 22.5 meters in primary Road-Right-Of-Ways, 15 meters in secondary Road-Right-Of-Ways and in the Central Business District.
- b.3. Sizes of new signs and signboard structures shall follow the provisions found in *Section VI B3*.
- b.4. The minimum distance of new signs or signboard structures shall follow the provisions found in *Section VI B3*.
- b.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 clearance and permits 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 for advertising signs along the National Highway, a Department of Public Works and Highways (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 Department of Public Works and Highways (DPWH) Secretary or his authorized representative.
- b.6. The billboard operator 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.
- b.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 disallowed unless the building is retrofitted.

5. Display Content and Lighting for Billboards/Electronic Displays

- a. All display content for billboards/electronic displays must conform to the standards set by the Advertising Board of the Philippines and the Bayawan Sign and Sign Structures Board.

- b. All display content exhibited in a foreign language shall similarly exhibit the corresponding translation in either English, Filipino, or the vernacular.
  - c. No advertising sign and sign structure with any commercial content shall be permitted within all properties zoned as residential or within residential subdivisions. In the case of new residential subdivision/condominium/ apartments, only commercial billboards/electronic displays containing information on the residential subdivision shall be allowed.
  - d. No advertising sign with any commercial content shall be permitted within a 50-meter distance of the nearest property line of declared historic or cultural sites or of institutional sites such as schools, churches, hospitals, government buildings, public parks/playgrounds/recreations areas, convention centers, cemeteries or any other area which must be free of billboards/electronic displays with commercial content.
  - e. Billboards shall be illuminated only by luminaries exuding a fixed/non-oscillating/non-fluctuating amount of light that shall not produce glare or unwanted reflectance when directed at a display.
6. Placement of Advertising Signs and Sign Structures with respect to Emergency Exits, Doors and Windows
- a. No advertising sign and sign structure shall be erected in such a manner that any portion of its display or support will interfere in any way with the free use or operation of any fire escape, emergency exit, door, window, standpipe, and the like. An advertising sign and sign structure shall not be erected, constructed and maintained so as to obstruct any emergency exit or other openings or to prevent free passage from one part of a roof to any part thereof. An advertising sign and sign structure in any form or shape shall not, in any manner, be attached to a fire escape or be so placed as to interfere with an opening required for introducing natural light and ventilation into a building/structure.
  - b. Signs and sign structures shall not also be used to wrap buildings to deprive occupants of natural light, ventilation and view. This particularly applies to all types of residential and office buildings as well as above-grade parking buildings, where exhaust venting shall be severely compromised by such signs and sign structures, even if perforations are introduced.

**C. Business Signs Regulations**

Any business sign installed, modified, rehabilitated or otherwise altered and thereafter exhibited upon adoption BIG SASS shall comply with the following requirements:

- 1. Allowed Number of Business Signs by Zone
  - a. Central Business District (CBD) shall allow the highest number of business signs at a maximum of six (6) signs for each façade of building or structure facing a road for certain building types.
  - b. The majority of zones shall allow for a maximum of five (5) business signs for certain uses (i.e., R2, R3, C1, C2, General Institutional Zone)
  - c. A maximum of four (4) business signs shall be allowed for certain uses in the following zones: R1, Parks and Recreation Zone (PR-Z), and Cemetery/Memorial Park Zone.
  - d. Utilities, Transportation and Services (UTS) Zone shall allow for a maximum of three (3) signs.

2. Dimensions of Signage and Illumination

There is no prescribed minimum for business signs dimensions but for ground and monument signs along major roads, the maximum display area allowable is 9.0 square meters. For building wall mounted signs, the maximum height allowable is 3.0 meters. Illumination shall be allowed at all zones except R1 and PR-Z.

3. Other Building Signs

Certain uses shall be allowed special signs. Places that serve as congregation areas for large crowds (e.g. places of worship, sports stadiums, racetracks, etc.) shall be allowed event signs to announce details of the occasion. Structures that have multiple tenants shall be allowed a building directory sign. Projecting signs shall be allowed for fire/security stations and general/specialized hospitals, medical centers. Petrol identification signs (pole signs) shall be specific to petrol filling kiosks/service stations.

4. For certain types of uses, business sign regulations shall be consistent no matter the zone these are located in. These allowed uses include fire/security stations; general/specialized hospitals, medical centers; hotels; multi-family dwellings; parking structures; parks/playgrounds/gardens; petrol filling kiosks/service centers; residential inns, condominiums/condotels/apartments; single-detached dwellings; supermarkets/food stores; transit stations/terminal; wet/dry markets; and zoos; other nature centers.

5. Detailed regulations at Sub-zones

The Zoning Section of the City Planning and Development Office (CPDO) shall keep in its archives, for reference during signage application the detailed provisions for each sub-zone (e.g. principal uses, accessory uses) as to number allowed, illumination, dimensions, and height from ground level.

6. Following are the allowed business signs.

- a. **Address and occupant signs** for buildings or structures shall be allowed a maximum area of 1.35 square meters (0.3m x 0.45m) and a height of between 1.2-1.6 meters from sidewalk level, regardless of whether it is mounted beside or on gate of property wall or on the façade of building beside the main entrance.

For fire/security stations there shall be no limit to the dimensions for the maximum area.

- b. **Building identification signs and/or logo signs**

- b.1. Top of Building – Building identification sign and/or logo sign whether halo-lighted, internally lighted or externally lighted and at top of building, shall not extend beyond above the roof parapet at its top and shall not extend to the top of window of the floor below. In case there is no immediate window below or the distance between top of parapet and top of window below is greater than 3.0 meters, the height of signage shall not exceed 3.0 meters.

- b.2. At Top of Ground Floor – Building identification sign and/or logo sign (illuminated or not-illuminated), shall be allowed over the ground floor window and/or door but the top of the sign shall not extend beyond the bottom of the window of the floor above. In case there is no window directly above, the height of said sign shall not exceed 3.0 meters.

- b.3. Building identification sign and/or logo sign (canopy sign) shall be allowed at entrance canopy as long as the canopy is within the property; canopies that extend into and over the sidewalk will not be allowed to install a sign. Canopy signs may be retractable. Height of sign shall not exceed an imaginary line projected from the bottom of the window on the building façade to the canopy where the sign is positioned. Height shall not exceed 3.0 meters if there is no window above on the mezzanine or second floor.

- b.4. At Roof Parapet – Building identification sign and/or logo sign shall be allowed at roof parapet.

- c. **Events signs** may be placed in any location within the building façade as long as it does not cover any window, door and fire escape and does not extend above the bottom of the window at the second floor.

- d. **Free-standing ground signs** (e.g. building directory) that are mounted perpendicular to the Road-Right-Of-Ways shall not be higher than 4.0 meters (if along secondary road) and 6.0 meters (if along major road) and must be located within the property line. For buildings, perpendicular ground signs shall be positioned a maximum allowable width of ground sign is 1.50 meters for buildings with setbacks of 3.0 meters or greater; for setbacks less than 3.0 meters, maximum allowable width shall not exceed 50% of setback. Certain building types (petrol stations, fast food establishments) are allowed ground signs at edge of property line.

For ground signs mounted parallel to the Road-Right-Of-Ways, maximum allowable height is 6.0 meters along major roads and 4.0 meters along secondary roads. The maximum allowable width for both is 1.50 meters; parallel ground signs may be reduced in height so that width may be increased as long as the total area is not exceeded: 9.0 square meters for signs along major roads and 6.0 square meters for signs along secondary roads.

In areas near electric distribution facilities including that of any power substations, the minimum horizontal distance measured from the property line abutting the Road-Right-Of-Ways 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.

- e. **Monument signs** shall be allowed a maximum area of 9.0 square meters (along major road) and 6.0 square meters (along secondary road) including the base material that is attached to the ground and shall be located at the entrance area, except for petrol filling kiosks/service stations. For monument signs located at petrol filling kiosks/service stations, the signs shall be allowed a maximum area of 3.0 square meters and shall be mounted on the ground.
- f. **Projecting signs** may or may not be illuminated, and shall not extend beyond the property line and into the Road-Right-Of-Ways; maximum allowable width is 1.20 meters and minimum height from the finished sidewalk level to the bottom of the sign shall be 3.0 meters; maximum height of projecting sign must not exceed the roof eaves above the second floor or the finished floor line of the third floor.

In urbanized areas traversed by national road with non-arcaded and arcaded RROW/streets, business signs shall not extend or project more than one (1.20) meters over the sidewalk or arcaded 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.

On arcaded Road-Right-Of-Ways/streets, the signs shall not project more than 0.60 meter from the outermost portion of the wall line of the allowed structure over the arcade.

For buildings abutting on Road-Right-Of-Ways/streets or alleys without sidewalks or provisions therefor, the signs shall not project more than 0.30 meter from the outermost portion of the building/structure.

- g. **Wall signs** may be placed in any location within the building façade as long as it will not cover any window, door, and fire escape, and does not extend above the bottom of the second floor window. Wall Signs painted on the surface of the wall or any part of a building or structure the display surface of which is parallel to the wall surface does not require any structural permit but will require content clearance. These painted wall signs, however, are not allowed in areas zoned as R3 and C4.

Wall signs that have depth of thickness (maximum allowable depth of 300 mm) must be placed not lower than 3.0 meters above sidewalk level. Only recessed and flushed signs will be allowed at heights below 3.0 meters. In all cases, top of sign must not extend above the bottom of the window of the floor above; if there is no window above, the height of the sign shall not exceed 3.0 meters.

For parking structures and transit stations/terminals, wall signs shall be allowed a minimum height of 2.4 meters measured from the bottom of sign to crown of RROW carriageway.

For petrol filling kiosks/service stations, the wall sign shall be at the edge of the roof/parapet.

- h. Marquee signs** are placed on or above a projecting roof or canopy over the main entrance to a building. Signs may be placed on all three (3) sides of the canopy. Lighted, flashing, animated, variable electronic signs, etc. are allowed. Top of marquee sign shall not be higher than the bottom window of the floor above. Marquee signs will only be allowed if it is within the property line.
- i. Indoor signs** shall not obstruct natural lighting and ventilation. For curtain walls, indoor signs can only be mounted up to a height of 0.85 m from finished floor line.
- j. Perforated stickers** are the only form of sticker signs allowed since said sticker allows natural lighting to penetrate. However, stickers shall not impede the operability of doors and windows.
- k. Light Emitting Diode (LED) and Video billboard displays** shall conform with the following guidelines:
  - Its brightness shall not exceed 200 Nits during night time and Five Hundred (500) Nits during day time.
  - LED installations should be above traffic lights
  - Transitions should be “fade to black”
- l. Painted signs** are allowed and governed by the same set of regulations as wall signs; painted signs are not allowed in areas zoned as R3 and C4.

#### **D. Temporary Signs Regulations**

1. All temporary signs, bills, posters and the like may be installed or posted only in structures defined in pertinent provisions of the guidelines and in designated locations identified in the Temporary Signs Location List.
2. All display content for temporary signs must conform to the standards set by Advertising Board of the Philippines and the Bayawan Sign and Sign Structures Board.
3. Temporary signs strung over or across any public thoroughfare shall have the necessary permit therefore 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.
4. The size of the sign, bill, streamer, banner, poster, and the like shall not be more than eight (8) feet in height and eight (8) feet in width.
5. In no case shall the temporary sign, bill, streamer, banner, poster, and the like, or its cable, string, or brace, be nailed on a live tree or plant.
6. Temporary signs shall have a life of thirty (30) calendar days, renewable for another thirty (30) calendar days, with the date of expiry printed on the sign. Upon expiry, the signs shall be removed by the signage owner. If it is not removed 3 days upon expiry, Local Government Unit of Bayawan City through the General Services Office shall remove the signs. Removal cost shall be charged accordingly to the signage owner. Temporary signs on construction fences shall be allowed only for the duration of the construction work, and should be maintained at original quality at all times; events signs are considered temporary signs.
7. Temporary signs that inform the public of government projects, programs, activities, events are the only signs allowed within the Right-Of-Ways and other legal easements. However, said signs will only be allowed at the edges of road carriageway, within sidewalks. In no case shall the signs be allowed to be strewn or hung over and above the Right-Of-Ways.
8. Election-related signs or signs showing the names and/or likeness of elective/appointed officials fall under this category and shall follow the guidelines and regulations set by the Commission on Elections (COMELEC).

## **E. Lighting**

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

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.
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.
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.
4. No sign/signboard shall be so illuminated that it interferes with the effectiveness of or obscures an official sign, device or signal.

## **F. Prohibited Signs**

The following signs shall be prohibited within the road rights of way of Bayawan City.

1. Advertisement of cigar/cigarettes, tobacco, liquor, prohibited drugs; (*As per existing national laws and memorandum*)
2. Exhibit of graphic display of sexuality/nudity that is offensive to public morals;
3. Sanitary products, birth control devices or birth control medicines, underwear and other sensitive products; and,
4. Other signs that will pose danger/nuisance to the motorists or may cause inconvenience to the general public.

## **SECTION VII. Establishing the Bayawan Signs and Sign Structures Board (SASS-B)**

A Signs and Sign Structures Board (SASS-B) will be established through an Executive Order of the Local Chief Executive.

### **A. Composition**

The Sign and Sign Structures Board shall be composed of the following:

1. Representative from the Bayawan City People's Council
2. Representative from the Bayawan City Chamber of Commerce
3. Representative from the DepEd Schools Division Office
4. Representative from the Faith Community
5. Head, General Services Office or representative
6. Head, Culture, Arts, Tourism and Investment Promotion Office or representative
7. Head, Business One Stop Shop or representative
8. City Administrator or representative
9. Legal Officer or representative
10. Zoning Officer – Secretariat
11. Building Official – Secretariat

### **B. Functions**

The Sign and Sign Structures Board shall meet regularly to decide on advertising sign/billboard content applications to ensure that these:

1. Promote and uphold the public good especially in historical monuments and shrines, natural scenic areas, parks, parkways and their immediate approaches.

2. Display or convey only messages or visuals that conform to public decency and good taste, and does not in any way contradict the core values of Bayawan City.
3. Recommend to the City Mayor the execution or imposition of penalties/sanctions to violators.

### **C. Meetings**

The Sign and Sign Structures Board shall hold regular meetings as it may agree upon, and special meetings as often as necessary. A member shall send an authorized representative in writing if he/she is not able to attend a meeting. Representatives shall have the same voting- and decision-making power as members.

## **SECTION VIII. Administration and Enforcement**

These guidelines shall be enforced and administered by the Office of the Building Official under the supervision of the Mayor in coordination with Business Processing and Licensing Section and the Joint Inspectorate Team.

### **A. Sign Structures/Billboards and Electronic Display Units**

#### **1. Locational Clearance and Building Permit**

Except otherwise provided in this document, no billboard, electronic display, sign, or sign structure shall hereinafter shall be granted a SASS business permit until a locational clearance from the Zoning Section of the City Planning and Development Office has been secured.

This will be followed by the application of building permit to the OBO.

#### **2. Other Pre-Business One Stop Shop Requirements**

Aside from the locational clearance and building permit, here are the other documents that need to be secured prior to applying for business permit at the Business One Stop Shop.

- a. Community Tax Certificate
- b. barangay certification of the business location
- c. barangay clearance of the business owner
- d. local police clearance
- e. contract of lease (if lessee)
- f. photocopy of business name registration (from Department of Trade and Industry)
- g. occupancy permit
- h. fire safety inspection certificate (if sign structure is lighted or utilizing electronics)
- i. tax clearance of the owner

#### **3. Sign Structure Permit**

The billboard operator of the sign structure, after securing the necessary documents shall then apply for a business permit from the Business Permits and Licensing Office (BPLO) through the Business-One-Stop-Shop (BOSS) as a media supplier for ad space rental or for advertising and communication services

#### **4. Responsible Professionals for Signs and Signs Structures**

Permit documents for the installation and maintenance of all Sign and Sign Structures within Bayawan shall be signed and sealed by the following professionals, as the case may be:

- a. Registered and Licensed Architect (RLAr) for the Architectural and Urban Design Analyses;
- b. Registered and Licensed Environmental Planner (RLEnP) for the Environmental Analyses (if applicable);
- c. Registered and Licensed Civil Engineer (RLCE) with specialization in structural design for the Structural Design and Analyses;
- d. Registered and Licensed Professional Electrical Engineer (PEE) for the Electrical Design and Analyses for Non-Mobile Billboards; and
- e. Registered and Licensed Professional Communications Engineer (PCE) for the Electronic Design and Analyses for Electronic Displays.

## **B. Advertising Sign/Billboard Content**

### **1. Content Clearance**

Prior to securing an advertising sign permit, the advertiser (or lessee) shall also apply for an advertising sign clearance from the Office of the Building Official for the advertisement to be displayed. The application shall be endorsed to the Bayawan Sign and Sign Structures Board (see section IX on Establishing the Bayawan Signs and Sign Structures Board).

The following documents shall be submitted.

- a. Filled out Content Clearance Form.
- b. Design and content (5 sets) per type, if there are more than 1.
- c. Other pertinent data as may be required.

The advertiser (or lessee) shall have six (6) months to undertake the use of such clearance. Non-use of said clearance within the said period shall result in its automatic expiration and a lessee shall apply for new clearance.

### **2. Computation of Sign Permit Fees**

Another requirement prior to securing Mayor's Permit is to have the sign permit fees computed by the Building Official. This would be based on the dimensions and type of sign.

The following document shall be submitted:

- a. Filled out installation permit form.
- b. Detailed design and specifications signed by the applicable profession
- c. Other pertinent data as may be required.

### **3. Mayor's Permit**

Once an advertising sign clearance for content has been issued by the Sign and Sign Structures Board and once the Office of the Building Official (OBO) has computed the sign permit fees, the advertiser (or lessee) shall apply for a Mayor's Permit through the BUSINESS-ONE-STOP-SHOP (BOSS) to post an advertisement on a sign structure. The following documents need to be secured prior to applying for business permit at the Business One Stop Shop.

- a. Community Tax Certificate
- b. barangay certification of the business location
- c. barangay clearance of the business owner
- d. local police clearance
- e. contract of lease (if lessee)
- f. photocopy of business name registration (from Department of Trade and Industry)
- g. occupancy permit
- h. fire safety inspection certificate (if sign structure is lighted or utilizing electronics)
- i. tax clearance of the owner

### **4. Advertising Sign Identifier**

The following must be indicated at the bottom right corner of the advertising sign, written in bold letters not less than one (1) cm high.

- a. Name of advertiser or agent of the advertiser
- b. Inclusive dates of permit/clearance
- c. Date of installation/display
- d. Who granted the permit/clearance and what office
- e. Address and telephone number of the advertiser/contact person

The following figure illustrates how the billboard/advertising sign will look with the identifier (note: text size proportion isn't based on actual)

Immediately after the lapse or expiration of the permit to install/display, permittee/requesting party shall undertake the appropriate removal, disposition and dismantling of the advertising sign(s); otherwise, LGU-Bayawan through the GSO shall undertake the removal of the same, charging the cost/expenses incurred therefore to the permittee/requesting party.

## **C. Temporary Signs**

### **1. Content Clearance**

Prior to securing a temporary sign permit, the advertiser shall also apply for temporary sign clearance from the Office of the Building Official for the content. The application shall be endorsed to the Bayawan Sign and Sign Structures Board.

The following documents shall be submitted.

- a. Filled out Content Clearance Form.
- b. Design and content (5 sets) per type, if there are more than 1.
- c. Other pertinent data as may be required.

### **2. Computation of Sign Permit Fees**

Any person desiring to install/maintain a temporary sign in a privately-owned lot with a height exceeding 4 meters and surface area exceeding 0.2 square meters/ 310 square inches; or strung over or across any public thoroughfare shall have the necessary permit therefore from the Building Official, submitting the following documents.

- a. Filled out installation permit form
- b. Site and location map (5 sets) showing the location wherein said signs are to be displayed, installed, or maintained. This should be in accordance with the Temporary Signs Map.
- c. Written consent of the owner of the premises (if privately owned) or contract of lease;
- d. Other pertinent data as may be required.

### **3. Temporary Sign Permit**

Once a temporary sign clearance for content has been issued by the Sign and Sign Structures Board and an installation permit given by the Office of the Building Office, the advertiser shall apply for a Mayor's Permit through the BUSINESS-ONE-STOP-SHOP (BOSS) to post temporary sign advertisement.

### **4. Advertising Sign Identifier**

The following must be indicated at the bottom right corner of the advertising sign, written in bold letters not less than one (1) cm high.

- a. Name of advertiser or agent of the advertiser
- b. Inclusive dates of permit/clearance
- c. Date of installation/display
- d. Who granted the permit/clearance and what office
- e. Address and telephone number of the advertiser/contact person

Immediately after the lapse or expiration of the permit to install/display, permittee/requesting party shall undertake the appropriate removal, disposition and dismantling of the advertising sign(s) otherwise LGU-Bayawan through the GSO shall undertake the removal of the same, charging the cost/expenses incurred therefore to the permittee/requesting party.

## **D. Existing Signs**

Existing signs without permits but conforming to the provisions the Bayawan Installation Guidelines of Sign and Sign Structures shall be allowed to remain provided that the owner obtains a validating permit within 15 days from receipt of notice from LGU-Bayawan through the Office of the Building Official in coordination with the Business Permits and Licensing Office.

Existing signs without permit and non-conforming to the provisions of the Bayawan Installation Guidelines of Sign and Sign Structures shall be altered to conform to the guidelines. The owner shall then secure the necessary permit not later than fifteen (15) days from the receipt of notice from Local Government Unit of Bayawan City through the Business Permits and Licensing Office. In case of failure to secure permits within the grace period, the owner shall remove the sign. If the owner fails to do so, LGU-Bayawan through the General Services O shall cause the removal of the sign at the expense of the owner (see section X (A) for schedule of fees).

#### **E. Maintenance**

All Sign and Sign Structures shall be maintained in a safe and presentable condition. Should the sign become unsafe or an eyesore, the permittee, shall upon notice from LGU-Bayawan and Office of the Building Official (OBO) shall immediately restore the sign to a safe and satisfactory condition.

For non-compliance within fifteen (15) days after receipt or the notice, LGU-Bayawan shall remove the sign at the expense of the permittee.

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 sign structure and the advertising agency. In addition, the owner and the advertising agency shall perform the following:

1. Sign structures shall be inspected annually and after every occurrence of major typhoons and earthquakes.
2. Signs shall be inspected annually and a corresponding Certificate of Use secured. Sign Permits shall also be renewed and secured from the Office of the Building Official on an annual basis.
3. Billboards and other advertising materials shall be automatically lowered upon announcement of a typhoon signal no. 2 bulletin by Philippine Atmospheric Geophysical, Astronomical Services Administration (PAG-ASA) within the area of the sign or sign structure.

#### **F. Procedure for Abatement/Demolition of Signs or Sign Structures**

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

1. There must be a finding or declaration by the Office of the Building Official that the sign or signboard structure is ruinous or dangerous.
2. 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.
3. Upon failure of the service provider/owner to comply with the order of the Office of the Building Official 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 Office of the Building Official through the General Services Office 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.
4. 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 Office of the Building Official 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 dismantled or removed shall be disposed of by the LGU in accordance with LGU policies.

#### **G. Inventory and Assessment of SASS**

The Office of the Building Official shall coordinate with Department of Public Works and Highways and service providers/owners in the conduct of inventory of all signs and sign structures upon implementation of the BIG SASS to determine if the same are to be abated or demolished.

### **SECTION IX. Taxes and Fees on Advertising, Business, or Temporary Signs and Sign Structures**

#### **A. Imposition of Fees**

Any fees related to Sign and Sign Structures shall be paid to the City Treasurer by the owners, contractors, agents, and advertisers or lessees before any construction/alteration, installation, and operationalization can begin. Fees shall be in accordance with the following schedule:

1. Building Permit Application Fee
  - a. Structure
    - Commercial/Industrial (Groups B, E, F, G)
      - up to 10.00 meters in height..... ₱2,400.00
      - Every meter or fraction thereof in excess of 10.00 meters..... ₱ 120.00
    - b. Excavation
      - Per cubic meter of excavation for foundation with basement..... ₱ 4.00
2. Electronics Fees
  - a. Electronic or electronically-controlled indoor and outdoor signages and display systems, including TV monitors, multi-media signs, ... ₱ 50.00 per unit
  - b. Poles and attachment:
    - (i) Per Pole (to be paid by pole owner)..... ₱ 20.00
    - (ii) Per attachment (to be paid by any entity who attaches to the pole of others) ..... ₱20.00
    - (iii) Other types or electronics or electronically- controlled device, apparatus, equipment, instrument or units not specifically identified above ..... ₱ 50.00 per unit
3. Sign Permit Fee
  - a. Content clearance Fee, per type of design..... ₱500.00
  - b. Erection and anchorage of display surface, up to 4.00 square meter of signboard area..... ₱120.00
    - Every square meter or fraction thereof in excess of 4.00 square meter ..... ₱ 24.00
  - c. Installation Fees, per square meter or fraction thereof of display surface:

Type of Sign Display	Business Signs (₱)	Advertising Signs (₱)
Neon	₱36.00	₱52.00
Illuminated	₱24.00	₱36.00
Others	₱15.00	₱24.00
Painted-on	₱9.60	₱18.00

- d. Annual Renewal Fees, per square meter of display surface or fraction thereof:

Type of Sign Display	Business Signs	Advertising Signs
Neon	₱36.00, minimum fee shall be P 124.00	₱46.00, minimum fee shall be P 200.00
Illuminated	₱18.00, minimum fee shall be P 72.00	₱38.00, minimum fee shall be P 150.00
Others	₱12.00, minimum fee shall be P 40.00	₱20.00, minimum fee shall be P 110.00
Painted-on	₱8.00, minimum fee shall be P 30.00	₱12.00, minimum fee shall be P 100.00

(Note: Computation of Electrical & Other Accessory Fee/s not reflected here shall be based upon the latest IRR of the National Building Code of the Philippines.)

4. Certificate of Use/Occupancy  
50% of Building Permit Fee, excluding Excavation
5. Annual Inspection Fee (Structure)  
100% of Building Permit Fee, excluding Excavation
6. Sign and Sign Structure Demolition/Removal Fee, per square meter of area or dimensions involved:
  - a. Buildings in all Groups per square meter floor area..... P 3.00
  - b. Building Systems/Frames or portion thereof per vertical or horizontal dimensions, including Fences ..... P 4.00
  - c. Structures of up to 10.00 meters in height..... P800.00
    - (i) Every meter or portion thereof in excess of 10.00 meters ..... P 50.00
  - d. Appendage of up to 3.00 cubic meter/unit..... P 50.00
    - (i) Every cubic meter or portion thereof in excess of 3.00 cubic meters..... P 50.00
  - e. Moving Fee, per square meter of area of building/structure to be moved ..... P 3.00

**B. Imposition of Taxes**

Taxes should be levied on owners, contractors, actors, agents, and advertisers or lessees of Signs and Sign Structure in Bayawan, using the rates and computation stipulated in the latest local revenue code.

**C. Escalation**

LGU-Bayawan City may increase regulatory fees and taxes not more often than once every 5 years and not more than ten percent (10%), the rates prescribed in the BIG SASS.

**D. Time of Payment**

The time of payment for fees and taxes shall be reckoned at the beginning of the quarter the sign or signboard is displayed. In the ensuing year, the tax shall be payable annually on or before the twentieth (20<sup>th</sup>) day of January or in quarterly equal installments within the first twenty (20) days of the month next following the end of the calendar quarter.

**E. Surcharge and Interest for Late Payment**

In case of failure to pay the tax imposed within the prescribed period, the tax shall be increased by twenty-five percent (25%) of the quarterly amount due, and such surcharge shall be paid at the same time and in the same manner as the tax.

In addition to the tax herein imposed, there shall be imposed an interest upon the unpaid amount at the rate of two percent (2%) per month from the due date until the tax or surcharge is fully paid but in no case the interest shall exceed seventy-two percent (72%).

**SECTION X. Fines and Penalties**

The following fines shall be imposed on any person, corporation, or partnership found to have installed or constructed signs and sign structures without permit and/or not conforming to the standards and provisions specified in this regulation.

If the violator is a corporation, partnership, or cooperative, the president or manager shall be liable thereof.

**A. Sign Structures**

1. First Offense

Fines shall be computed based on the following computation:

Up to 10.00 meters in height.....P2,400.00  
 Every meter or fraction  
 thereof in excess of 10.00 meters.....P120.00

a. Excavation  
 Per cu. meter of excavation for  
 foundation with basement.....P 4.00

2. Second and Final Offense  
 P 5,000.00 or imprisonment of 10 days, or both such fine and imprisonment at the  
 discretion of the Court.

**B. Advertising, Business, and Temporary Signs**

Fines shall be computed per square meter (or a fraction thereof) per unit for advertising signs  
 and business signs, and per square foot (or a fraction thereof) per unit for temporary signs.

	1 <sup>st</sup> offense	2 <sup>nd</sup> and subsequent offenses
<b>Advertising Sign/Billboard</b>	₱100.00/sq.m. minimum of ₱1000.00 but not exceeding ₱5000.00	₱5,000.00 or imprisonment of 10 days, or both such fine and imprisonment at the discretion of the Court.
<b>Business Sign</b>	₱50.00/sq.m. minimum of ₱1000.00 but not exceeding ₱5000.00	
<b>Temporary Sign</b>	₱10.00/sq.foot minimum of ₱500.00 but not exceeding ₱5000.00	

**SECTION XI. Disposition of Fines**

Proceeds from the penalties and fees collected from the preceding provisions shall accrue to the  
 LGU's General Fund.

**SECTION XII. Exemptions from Securing Permit**

The following signs are exempted from payment of permit, fees, or taxes; provided that this  
 exemption shall not release such person or organization from the responsibility for its correct  
 placement, design material, maintenance, removal, and damages.

Bayawan City, through the Office of the Building Official may order the dismantling or  
 discontinuance of installed signs if such signs and sign structures do not conform to the standards  
 set by existing national and local guidelines and issuances.

**A. Installation of Signs and Sign Structures in the Concept of Public-Private Partnership**

Signs, signboards, billboards, streamers, banners, or buntings posted, displayed or installed by  
 person or organization other than by personnel of the City Government in connection with any  
 LGU celebrations or events shall be exempt from fees or taxes: Provided that such person or  
 organization is a duly recognized partner of the City in running the affairs of the festival.

Such signs should be designed in a way that not less than 80% of the surface area of the sign  
 should exhibit content that promote the event, activities related to the event, or Bayawan City  
 as a whole and should make use of the Bayawan brand, "Bayawan: Celebrate Life's Harvest"  
 and/or the official logo of the event, if available.

**B. Other Exemptions**

A permit shall not be required for any sign whose surface area does not exceed 0.20 square  
 meters nor for temporary signs for charitable, religious, or civic purposes, as long as these are  
 posted within a private property with the owner's consent, do not cause visual pollution, and  
 are not found to pose any hazards or risks to the public.

**SECTION XIII. Review of Guidelines**

The BIG SASS shall be subject for review every three (3) years, as necessary or upon recommendation of the Signs and Sign Structures Board (BIG-SASS).

**SECTION XIV. Separability Clause**

In the event that any section, paragraph, sentence, words or clause of this ordinance is declared invalid, null and void for any reason, provisions thereof shall not be affected thereby.

**SECTION XV. Repealing Clause**

All ordinances, resolutions, rules and regulations are inconsistent herewith are likewise repealed and amended accordingly.

**SECTION XVI. Effectivity Clause**

This ordinance shall take effect immediately upon approval.

“Enacted.”

\* \* \*


I hereby certify to the correctness of the foregoing resolution.

\* \* \*

JULIUS T. ESPARTERO  
Secretary to the Sangguniang Panlungsod

ATTESTED:

APPROVED:

  
MARK FIDENCIO L. AURELIA  
Councilor  
Acting Presiding Officer

  
JOHN T. RAYMOND, JR.  
Mayor

Date: 20 FEB 2023

Copy for:

- The Honorable Provincial Board, Dumaguete City