

## INTRODUCTION

Subic Bay Metropolitan Authority (SBMA) has adopted these guidelines to direct locators and other person/s wishing to erect / install signs and sign structures pursuant to Chapter 20 of the National Building Code (PD 1096) and implementing Rules and Regulation of the Subic Bay Freeport Zone (SBFZ). These guidelines describe the application process, evaluation for the design, content, construction, location, installation, duration and maintenance of outdoor billboard, advertising and display signs, streamers, posters and the like.

It is the intention of SBMA to grant all request for the installation of signage in accordance to the provisions stated in their lease agreement, which stipulates that: " The Lessee may install, erect or affix upon leased properties and along main road leading to such premises, signs or advertisements as maybe necessary to promote / advertise the business to which it is engaged, in accordance with the rules and regulation of the Lessor. " However there is a need to regulate and standardize said sign/s in accordance to SBMA Visions Mission Goals to avoid clashing, clustering and to consolidate as much as possible directional signage of locators/investors to preserve land value and aesthetic appearance of the Freeport.

SBMA shall constitute a Committee to implement, monitor, and review any application related to Sign and Sign Structures The Committee on SBFZ Signage Guidelines will continue to update and refine these guidelines for the good of the public. Any changes made must be repealed or amended accordingly.

Interim rules and regulations on Signs and Sign Structures promulgated by SBMA before the adoption of these Guidelines shall continue to have binding effect, when not in conflict with provision of these Guidelines.

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## **THE SUBIC BAY FREEPORT ZONE SIGNAGE GUIDELINES**

WHEREAS, the Subic Bay Metropolitan Authority enabling role is to regulate and standardize signs and sign structures in accordance to the Subic Bay Freeport's Zone Vision, Mission, Goals, and to preserve land value and global standard of the Freeport;

WHEREAS, the Authority has organized a committee to determine the design, content, location, construction, installation, duration and maintenance of all outdoor billboards, advertising and display signs, streamers, posters, and the like within the Freeport Zone;

WHEREAS, in February 2000, the committee that was convened, composed of concerned departments from the organization, concluded that there are no definite and approved guidelines/regulation for sign and sign structure in the Freeport;

WHEREAS, the committee members submitted their own draft of guidelines with regard to their areas of concern, which were consolidated, and presented as SBMA's interim guidelines;

WHEREAS, the signage guidelines presented describe the application process, evaluation of the design, content, construction, location, installation, duration, and maintenance of the outdoor billboard, advertising display signs, streamers, posters and the like;

NOW THEREFORE, adoption of these guidelines is necessary to preserve the land value and the aesthetic appearance of the Freeport;

### **ARTICLE I POLICY**

Section 1.0 **Policy** – The Subic Bay Metropolitan Authority shall grant all requests for the installation of signages in accordance with the provision stated in their lease agreements, which stipulates that: “ The lessee may install, erect or affix upon lease properties along main road leading to such premises, signs or advertisements as may be necessary to promote/advertise the business to which it is engaged, in accordance with the rules and regulations of the lessor”.

## **ARTICLE II OBJECTIVES**

Section 1.0 **Objectives** – This guideline intends to:

- 1.1 Direct locators and other individuals wishing to erect/install sign and sign structures pursuant to Chapter 20 of the National Building Code (PD 1096) and the implementing rules and regulation of the Subic Bay Freeport Zone.
- 1.2 Regulate and standardize the sign/s in accordance to the preservation of the land value and the aesthetic appearance of the Freeport.

## **ARTICLE III DEFINITIONS**

Section 1.0 **Definition of terms** – For the purpose of this rule, the following definitions shall apply:

<b>Advertising Sign</b>	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.
<b>Arcade</b>	Any portion of a building above the first floor projecting over the sidewalk beyond the first story wall used as protection for pedestrian.
<b>Billboard</b>	A panel for posting bills or posters.
<b>Business Sign</b>	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.
<b>Building Line</b>	The line formed by the intersection of the outer surface of the enclosing wall of the building and the surface of the ground.
<b>Display Sign</b>	Any material, device or structure that is arranged, intended, designed, or used as an advertisement, announcement or directory that includes a sign, sign screen, billboard or advertising devise of any kind.

<b>Display Window</b>	That portion of a building abutting the sidewalk open to the public view protected by grilles, screen or transparent materials for the display of goods.
<b>Electrical Sign</b>	Any sign which has characters, letters, figures, designs, faces, background or outline illuminated by incandescent or fluorescent lamps or luminous tubes as part of the sign proper. These light sources being external or internal.
<b>Ground Sign</b>	A sign resting on the ground.
<b>Posters</b>	A fabricated flat surface upon which a message is either posted or painted.
<b>Projecting Sign</b>	A sign fastened to, suspended from or supported on a building or structure. The display surface of which is perpendicular against the wall surface or is at an angle therefrom.
<b>Roof Sign</b>	A sign installed on roofs, roof decks or eaves.
<b>Sign</b>	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: <ul style="list-style-type: none"><li>• attached to, painted on or in any manner represented on a building or structure.</li><li>• used to announce, direct attention to or advertise, and visible to the public.</li></ul>
<b>Sign Stand</b>	Any movable structure on which a sign is mounted or supported.
<b>Temporary Sign</b>	A sign made of cloth or other light and/or combustible material, with or without frame installed for a limited period of time.
<b>Wall Sign</b>	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.
<b>Imprint</b>	A plaque or sticker or lettering to be painted on either the top or the bottom of the poster or a sign as a means of identifying the company to whom the structure belongs and the permit issued therefore.

**ARTICLE IV  
RULES AND REGULATION**

Section 1.0 **Scope** - 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 guidelines shall apply to all existing signage in the SBFZ installed with or without permit from SBMA and all sign/s upon the date of effectivity hereof.

Section 2.0 **Review, Implementation, Monitoring** – The SBMA shall constitute a committee to implement, monitor, and review any applications related to sign and sign structures with responsibilities delineated as follows:

2.1 **Planning and Development Office (PDO)** – Approves all locations and designated common posting areas for signs and sign structures in conformance to the Land Use and Zoning of SBFZ.

2.2 **Engineering Department (ED)** – Evaluates / permits all application in conformance with these Guidelines and PD 1096 regarding structure, type of materials, design construction and maintenance of all Sign Structures.

2.3 **Business Group (BG)** – Evaluates / permits all application in conformance with these guidelines and PD 1096 regarding content, duration and size of all temporary signs (posters, advertising, streamers, and the like)

2.4 **Intelligence and Investigation Office (IIO)** – Implements and monitors signs and sign structures in conformance to these guidelines.

Section 3.0 **General Requirements**

3.1 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.

3.2 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.

- 3.3 Sign structures may be constructed only in areas designated or approved by the SBMA authorities and shall be in accordance with the accepted standards of design, construction and maintenance.
- 3.4 Contents / wordings of signs shall adhere to the Code of Ethics for Advertising and Promotions and to the rules and regulations of SBMA's Business Group. 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 50.00 meters from the periphery of said areas.
- 3.5 Signs shall display or convey only messages or visuals that conform to public decency and good taste.
- 3.6 Signs shall follow standard of design, construction, and maintenance in the interest of public safety, convenience, good viewing and to promote proper urban design.
- 3.7 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.
- 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, distract the attention of motorists, reflect blinding light or cause glare to oncoming traffic.
- 3.10 Signs that are written in any foreign language shall have a corresponding translation in English or in the local dialect.
- 3.11 The bottom line of all signboards adjacent to each other shall follow a common base line as stipulated herein (see annex 5.0 A & B).

## Section 4.0 **Specific Requirements**

### **4.1 Advertising Signs**

Outdoor directional advertising signs shall be permitted only within the premises of leased areas and in designated common posting areas allocated for such purposes.

### **4.2 Business Signs**

Business signs shall have a maximum width of 1.20 meters and a length not exceeding the frontage of the lot, but not more than 50 meters.

Business signs installed, displayed, or erected in the same building shall preferably be of identical size and flush against the building facade.

### **4.3 Projecting Signs**

The erection of projecting signs shall be subject to the following conditions:

- 4.3.1** On non-arcaded streets or where arcades are proposed, signs shall not project more than 1.20 meters from the wall line or building line. On arcaded streets, the signs shall not project more than 1.00 meter from the wall line over the street. For buildings abutting on streets or alleys without sidewalks or provisions thereof, the rules for arcaded streets shall apply on projecting signs.
- 4.3.2** A clearance of not less than 3.00 meters shall be provided below the lowest part of such signs projecting over sidewalks on buildings without arcades and a clearance of not less than 5.00 meters shall be provided below the lowest part of such signs projecting over arcaded streets.
- 4.3.3** The erection of electric neon signboards or other advertisements of similar nature projecting over roadways or public streets shall be allowed, provided that:
  - 4.3.3.1** Clear distance between the signboards erected on one building is not less than 4.00 meters.
  - 4.3.3.2** Signboards on multi-story buildings shall be erected on the same vertical line and shall not overlap each other.
  - 4.3.3.3** Tops of signboards shall not extend over the topmost part of the parapet or other bottom line of the eave of the building.
  - 4.3.3.4** Horizontal projections of signboards shall follow items 4.3.1 and 4.3.2 above.
  - 4.3.3.5** In case of two adjacent buildings, adjacent signboards shall be placed at a distance of not less than 2.00 meters from the common boundary line.
  - 4.3.3.6** Signboards shall not obstruct any window or emergency exit, nor be closer than 1.00 meter to electric and telephone posts and wires.
  - 4.3.3.7** Vertical clearances shall follow item 4.3.2 above.

### **4.4 Ground Signs**

Ground signs shall be subject to the following conditions:

- 4.4.1.** Ground signs shall not exceed 6.00 meters in height above the street crown except neon signs, which shall be constructed in conformity with accepted engineering standards.

- 4.4.2 Ground signs shall be located within the property line and under no circumstances shall they occupy the street or sidewalk.

#### **4.5 Roof Signs**

- 4.5.1 The design and construction of roof signs shall conform to the provisions of Sec.2003 of the National Building Code. However, no signs shall be erected, attached to, installed or fastened on rooftops of buildings.
- 4.5.2 Adequate provisions for grounding metallic parts of roof signs exposed to lightning shall be provided.

#### **4.6 Temporary Signs**

- 4.6.1 All temporary signs, bills, posters and the like may be installed or posted only in designated areas indicated in Annex 7.0 or structures allowed by pertinent provisions of this guidelines as stipulated in Section 5.8 and Annex 5.0A and 5.0B.
- 4.6.2 Commercial or business streamers strung over or across any public thoroughfare are not permitted.
- 4.6.3 All temporary signs shall be posted at a minimum of fifteen (15) days and maximum of thirty (30) days after issuance of sign permit and shall be removed thereafter unless extension for posting is applied subject to the approval of Business Group.
- 4.6.3.1 During conventions and special occasions duly approved by SBMA, all temporary signs maybe installed along main road leading to such premises, signs or advertisement as maybe necessary to promote / advertise the activity to which it is engaged. However, this exemption shall not release the owner from securing permits from SBMA's Business Group.

#### **4.7 Wall Signs**

The construction of wall signs shall be subject to the following conditions:

- 4.7.1 Display signs placed against the exterior surface of buildings shall not extend more than 300 millimeters from the wall with its lowest portion not less than 3.00 meters above the sidewalk.
- 4.7.2 Signs shall not extend beyond the top and/or sides of any face of the exterior perimeter walls of the building. Signs, when made of combustible materials, shall not exceed 4.00 square meters in area. 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.

- 4.7.3 Sign stands or display stands shall not be placed on the sidewalk pavement.
- 4.7.4 Signs shall not be attached to, painted on, installed or displayed on posts or columns of arcades.
- 4.7.5 Display windows or wall signs within 3.00 meters above the sidewalk shall be flushed or recessed.

## Section 5.0 **Administrative Requirements**

### **5.1 Application**

#### **5.1.1 Sign Structures**

Any person desiring to display, erect, or maintain any free standing sign structure exceeding three (3) meters in height shall file an application to SBMA- Public Works & Technical Services Group (PWTSG) in a standard form (see Annex 3.0).

All applications shall include five (5) sets:

1. Site and Location of the premises wherein said signs are to be displayed, erected or maintained.
2. Duly accomplished application form stating size, color, and content of such signs.
3. Pertinent drawings and/or sketches and structural analysis signed and sealed by civil engineer.
4. Written consent of the owner of the premises.
5. Other pertinent data as may be required by the SBMA.

#### **5.1.2 Temporary Signs**

Any person desiring to install / maintain a temporary sign within three (3) meters in height shall file an application to the SBMA-Business Group in a standard form (see Annex 3.0) with the following documents:

1. Site and Location map (five sets) showing the location wherein said signs are to be displayed, erected or maintained.
2. Duly accomplished application form stating size, color, graphics, and text of such signs.
3. Written consent of the owner of the premises
4. Other pertinent data as may be required by the SBMA.

## **5.9 Existing Signs**

- 5.9.1 Existing signs without permits, but conforming to the provisions of this rule shall be allowed to remain provided the owner obtains a validating permit within 30 days from receipt of notice from the Deputy Administrator (DA) for PWTSG.
- 5.9.2 Existing signs without permit and non-conforming to the requirements of these guidelines shall be altered to conform to these Guidelines. The owner shall secure the necessary permit not later than 60 days from receipt of notice from the DA for PWTSG. In case of failure to secure permits within the grace period, the owner shall remove the sign. For failure of the owner to remove the sign, the SBMA- PWTSG shall cause the removal of the sign at the expense of the owner.

## **5.10 Maintenance**

All signs and sign structures shall be maintained in a safe and presentable condition. Should a sign become unsafe or an eyesore, the permittee shall, upon notice from the SBMA concerned department, immediately restore the sign to a safe and satisfactory condition.

For non-compliance with the notice, the SBMA shall remove the sign at the expense of the permittee.

## **5.11 Permit for erection or installation**

No sign of any kind shall be erected, installed or constructed unless a permit, is obtained from the SBMA-PWTSG / Business Group.

## **5.12 Removal/Alterations**

All signs in violation of these guidelines shall be confiscated / demolished after thirty (30) days upon receipt / issuance of notice of violation.

A sign with permit erected before the adoption of these guidelines but not conforming hereto shall be given a grace period to conform dating from the receipt of notice as follows

- a. Neon Signs ..... 6 months
- b. All others ..... 3 months

### 5.13 Identification

All signs shall bear the imprint of the permittee and other standard logo/s as may be required by SBMA.

### 5.14 Design

Signs and sign structures shall be designed and constructed to resist wind and seismic forces and shall conform to the provisions of the National Structural Code of the Philippines and all other applicable rules and regulations.

### 5.15 Strategic Location

5.15.1 Designated locations (see Annex 7.0) shall be the common areas for posting of signage subject to the following conditions:

5.15.1.1 All posting shall be on a first come first serve basis.

5.15.1.2 No person shall be allowed to erect or install any signs or sign structure in designated posting areas without written permission from SBMA.

5.15.2 Location of all signs and sign structures, whether permanent or temporary not located within the designated areas are subject to the approval of SBMA Planning and Development Office.

5.15.3 Only vertical streamers/signs as described herein are allowed to be installed along street islands in major thoroughfares of commercial and recreational zone of SBFZ and must comply with all the requirements of these guidelines as stipulated in Section 4.6 and Annex 5.0A &5.0B.

5.15.4 All signs are permitted to be erected within the premises of the leased area subject to the pertinent provisions of these guidelines.

## SECTION 6.0 Advertising Fees

For Non-SBMA Locators/Investors advertising fees will be double.

6.1 Erection of supports of any signboard, billboard, and the like:

6.1.1 up to two (2) sq. m. of signboard area Php 100.00

6.1.2 every square meters or fraction thereof in excess of 2 sq. m. Php 50.00

6.2 Installation of signs:

6.2.1 Neon .....	Php 300.00
6.2.2 Illuminated. ....	Php 200.00
6.2.3 Others .....	Php 120.00
6.2.4 Painted-on.....	Php 80.00

6.3 Temporary Signs

6.3.1 Streamer

All streamers are allowed to be posted with a minimum period of 15 days and a maximum of 30 days.

First five square meters Php 200.00  
additional Php 40.00 per square meter in excess hereof.

6.3.2 Advertising Fee for Special Events

Php 500/ event

(The removal of such signs shall be cause by the SBMA at the expense of the owner)

6.4 Permanent Signs

Fees for permanent signs are included when acquiring a building permit form.

Section 7.0 **Effectivity**

All requirements specified herein, including advertising fees shall apply to Subic Bay Freeport Zone as defined in R.A. 7227, Bases Conversion and Development Act of 1992, and shall take effect thirty (30) days after the date of approval of SBMA Board of directors.