National Road – Any public road, classified as primary or secondary, declared as national road by the President of the Philippines upon recommendation of the Secretary of Public Works and Highways, satisfying the conditions set forth under Executive Order No. 113, Establishing the Classification of Roads.

Off-Premise Sign – An advertising sign or signboard structure usually located along the 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.

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

Road Right-of-Way (RROW) – A kind of public open space for the continuous flow of pedestrian and vehicular traffic that must be free of all forms of prohibited physical obstructions. The RROW is the area lying between two (2) or more parallel properties and its width is horizontally measured from opposite property lines.

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

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

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

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

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

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

Small-Scale Business – as applied to roof sign structures, any allowed business activity located within the building where the roof sign is installed or erected (on-premise sign).

Space Frame Structure -- a structural system assumed for the purpose of analysis and designed as a three-dimensional structural framework (as contrasted to a plane frame which is two-dimensional).

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

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

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Zoning/Locational Clearance – a clearance issued to a project that is allowed under the provisions of the local Zoning Ordinance as well as other standards, rules and regulations on land use.

SECTION 3. IMPLEMENTING GUIDELINES – The following shall govern the anchorage phase, lighting, display and maintenance of all Signs, Signboards/Billboards/Electronic Billboards, including its support structures within the territorial jurisdiction of Quezon City:

3.1 Advertising Sign Structures may be constructed only in areas where zoning regulation permit is given and only within the established advertising sign precincts or allowable areas within the zone and in accordance with the accepted standards of design, construction and maintenance;

3.1.1 Ground signs and advertising ground signs which shall be constructed in conformity with accepted engineering standards, of which height control shall be in conformity with the Local Zoning Regulation (LZR);

3.1.2 Ground signs may be constructed only in areas where zoning regulations permit them and in accordance with the accepted standards of design, construction and maintenance.

3.2 Roof Mounted Sign Structures shall be allowed under the following guidelines:

3.2.1 The design and construction of roof sign shall conform to the applicable provisions of Section 1210 of the Code;

3.2.2 Roof-mounted Sign Structures for small scale business with building structure of one (1) Storey height shall have a maximum dimension for display area of one (1) meter tall by length of roof;

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3.3 Space Frame Sign Structures shall not be allowed as free-standing lattice structural support for signage. Only Uni-pole and Bi-pole Structures shall be allowed as free-standing structural support for signages;

3.4 Wall Mounted Sign Structures shall be allowed as structural support for signages mounted on walls;

3.5 Digital/Electronic Billboards on rooftops shall have the same requirements as regular billboards and can either be on wall-mounted or free-standing unipole or bi-pole structure. Digital/Electronic Billboards can be designed to display running text, display several different displays from the same company and even exist to provide several companies a certain slot of time during the day.

3.5.1 Measurement for digital display shall be a maximum of thirty two (32) square meters for free-standing structures while it is the permitted space by use for wall-mounted structures.

3.5.2 The intensity of lighting shall conform to the acceptable standards in the Electrical or Electronic Code.

3.5.3 Running promotional advertisements shall be covered by only one sign permit per year, regardless of the number of products and/or advertisements aired therein.

3.6 All other types of Sign Structures shall conform to the provisions of the National Building Code of the Philippines and its Implementing Rules and Regulations and other issuances pertinent thereto;

3.7 The distance of free-standing Advertising Signs/Billboard Structures shall not exceed One Hundred (100) meters to One Hundred Fifty (150) meters radius apart from one another along and across a national or local road and shall have a minimum distance of One Hundred Meters (100 m) away from intersections and entrance of tunnels. This provision shall be applicable for new applicants and/or operators of free-standing Advertising Signs/Billboard Structures.

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3.8 For the purpose of safety and aesthetics, the following are the permitted dimensions of Sign Structures:

Type of Billboard	Free-Standing Sign		Wall Mounted Sign	Roof-Mounted Sign
Property Restrictions				
Support Structure	Uni-pole	Bi-Pole	Building Front Façade and not on the Boundary Firewall	Any roof deck by Use
Max Area (m^2)	80 m^2	100 m^2	Permitted Space by Use	2.00 m. x L/4 (roof) m.
Total Height H (m)	26 m. from the ground		Permitted Space by Use	3.60 m. from any roof deck, fronting the access road

3.8.1 Minimum Clearance of Free Standing Signs shall be 6 meters from the natural ground level.

3.9 For Advertising Signs/Billboards and Displays:

3.9.1 Advertising signs/billboards/displays shall adhere to the code of ethics for advertising and promotions and to the rules and regulations of the appropriate agency in-charge of the conduct of the business;

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