

SUBIC BAY METROPOLITAN AUTHORITY

OFFICE OF THE CORPORATE SECRETARY

Bldg. 229, Waterfront Rd, Subic Bay Freeport Zone, Philippines 2222 Tel 047.252.4172 /4173/ 4174 Fax 047.252-4170



Certification No. 15-295 Series of 2015

MEMORANDUM

Subject

REVISIONS AND AMENDMENTS OF THE UNIFIED

DIRECTIONAL SIGNS (UDS) GUIDELINES

This certifies that:

The records of the Office of the Corporate Secretary show that during the Three Hundred Third (303rd) Meeting of the Board of Directors of the Subic Bay Metropolitan Authority held last 19 November 2015 wherein there was a quorum to validly transact business, the following resolution was approved:

Resolution No. 15-11-5584

"Resolve, as it is hereby resolved, that upon recommendation of Management and without prejudice to COA Regulations and pertinent laws on the matter, the Board hereby approves the revisions and amendments of the Unified Directional Signs (UDS) Guidelines as contained in Management's Memorandum dated November 3, 2015, a copy of which is incorporated herein by way of reference."

Issued this 3rd day of December 2015.

Corporate Secretary

The Comment Keromo

SUBIC BAY METROPOLITAN AUTHORITY OURISM DEPARTMENT

2/F Subic Bay Exhibition & Convention Center, Efficiency Road, Subic Bay Gateway Park, Subic Bay Freeport Zone, Philippines 2222 Tel (+63-47)252.4655/4123/4200 Fax (+63-47)252-4194 www.sbma.com

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MEMORANDUM

HON, ROBERTO V. GARCIA

SBMA Chairman and Administrator

FROM

MARY JAMELLE A. CAMBA Sim comb Manager, Tourism Department

SUBJECT

UNIFIED DIRECTIONAL SIGNS (UDS) GUIDELINE

Date

FOR

November 3, 2015

This is to respectfully endorse for your review and for the approval and ratification of the Board the revised and proposed amendments to the Unified Directional Sign Project Implementation Guidelines in accordance with your instructions during our meeting last November 2, 2015.

Also, attached for your perusal is the copy of the proposed application and Permit Form to be used.

Thank you.

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MASTER 95 RECEIVED

OFFICE OF THE CHAIRMAN & ADMINISTRATOR

CHIER COLLESOPPORT DIVISION Approved o Disapproved

Republic of the Philippines SUBIC BAY METROPOLITAN AUTHORITY SBF Signage Guidelines: Advertising and Marketing Activities

IMPLEMENTING RULES AND REGULATIONS

<u>Unified Directional Sign (UDS)</u>

- The Tourism Department, in coordination with the Roads and Bridges of the Maintenance and Transportation Department, shall be responsible in the processing, scheduling, monitoring, and issuance of promite and all other sections and the leaving suit of the leaving su permits, and all other activities related to the leasing out of unified directional signs.
 - In the process, signage materials must be checked by the Roads and Bridges of the Maintenance and Transportation Department for compliance to the set standards prior to release of permit and installation.
 - b. Standard Sticker/ Directional Sign Specification: Sticker: Type XI, Avery Dennison or 3M Brand

c. Contents:

- Color: White Text in Blue Background

LEFT Company Name (1st line), Distance in Kilometer (2nd line) RIGHT Arrow, covering 1st & 2nd lines, pointing towards company direction - Text Lines:

- Font: 140mm Series D Letter, Medium Spacing without Borderline

UDS is open to all Subic Bay Freeport Stakeholders, with priority given to companies that are compliant to and updated in paying the Environmental Tourism Administrative Fee (ETAF) and tourist destinations companies who are highly dependent from visiting clients such as Tourism and Tourism-related businesses.

Number of allowable spaces to be implemented:

- a. Tourism and Tourism-related Stakeholders: Maximum of 5 spaces in staggered locations.
- b. Limited slots for SBF Non Tourism-related Industries: Maximum of 2 spaces in staggered locations
- Limited slots will be given also to Non Subic Bay Freeport-registered companies who are highly dependent on SBF Road networks in doing business.
 - a. Number of allowable spaces to be implemented: 2 spaces, in staggered locations
 - b. Additional slot/s subject to the approval of the Chairman and Administrator.
- Permit Fees and Duration:
 - a. ETAF Compliant Stakeholders:
 - FREE OF CHARGE for the first 2 slots subject for rotation every 6 months P12,000/ piece for the 3rd up to 5th slots for 12 months

b. SBF Tourism Stakeholders and Tourist Destination - Companies:

P12,000/ piece for up to 5 slots for 12 months

- Non Tourism-related Industries/ Companies P12,000/ piece for up to 3 slots for 12 months
- d. Non SBF Companies (Doubled)
 - P24,000/ piece for up to 3 slots for 12 months



- Permit fee pertains only to the lease of specified space/s. It does not cover the actual cost for the printing, cutting, installation, and removal of stickers/ directional sign materials.
- Detachable Aluminum Plates will be required from ETAF-Compliant Stakeholders who will be availing their entitlement of 2 FREE spaces for effortless and immediate installation and dismantling of materials.
- All materials to be used are expected to last not lower than the twelve (12) months approved duration. Any materials that may deteriorate before the maturity date must be replaced within five (5) days upon receipt of notice from SBMA.
- No more than one (1) space shall be leased out to the same applicant-company in a single UDS set and in the same area.
- No more than 2 spaces shall be leased out to the same applicant-company within the same stretch of the SBF thoroughfares.
- SBMA, upon evaluation of concerned department/s/ office/s such as the Tourism Department, and considering the number of stakeholders that need the same, reserves the right to recommend the number of space/s to be leased out to requesting applicant-company within the same road network.
- SBMA reserves the right to refuse approval, recommend and/ or change non-conforming layout and materials at the expense of the applicant-company.
- Date of implementation:
 - Guidelines shall take effect upon approval and ratification by the SBMA Board of Directors and 15 days from posting at the SBMA Website and Official Bulletin Boards of the Agency
 - Guidelines shall form part of the initiative to come up with an Implementing Rules and Regulations for Subic Bay Freeport Advertising and Marketing Activities (to be presented for approval and ratification by the SBMA Board of Directors) and aligned to the existing Subic Bay Freeport Signage Policy of 2001.

Revision No. 00 Effective Date: , 2015



SUBIC BAY METROPOLITAN AUTHORITY TOURISM DEPARTMENT

2/F Subic Bay Exhibition & Convention Center, Efficiency Road,
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SUBIC BAY

Republic of the Philippines

SUBIC BAY METROPOLITAN AUTHORITY

SBF Signage Guidelines: Advertising and Marketing Activities IMPLEMENTING RULES AND REGULATIONS

Unified Directional Sign (UDS)

- The Tourism Department, in coordination with the Roads and Bridges of the Maintenance and Transportation Department, shall be responsible in the processing, scheduling, monitoring, and issuance of permits, and all other activities related to the leasing out of unified directional signs.
 - a. In the process, signage materials must be checked by the Roads and Bridges of the Maintenance and Transportation Department for compliance to the set standards prior to release of permit and installation.
 - b. Standard Sticker/ Directional Sign Specification:
 - Sticker: Type XI, Avery Dennison or 3M Brand
 - c. Contents:
 - Color: White Text in Blue Background
 - Text Lines: LEFT Company Name (1st line), Distance in Kilometer (2nd line)
 - RIGHT Arrow, covering $1^{\rm st}$ & $2^{\rm nd}$ lines, pointing towards company direction
 - Font: 140mm Series D Letter, Medium Spacing without Borderline
- UDS is open to all Subic Bay Freeport Stakeholders, with priority given to companies that are compliant to
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 - P12,000/ piece for the 3rd up to 5th slots for 12 months
 - b. SBF Tourism Stakeholders and Tourist Destination Companies:
 - P12,000/ piece for up to 5 slots for 12 months
 - c. Non Tourism-related Industries/ Companies
 - P12,000/ piece for up to 3 slots for 12 months
 - d. Non SBF Companies (Doubled)
 - P24,000/ piece for up to 3 slots for 12 months
 - Permit fee pertains only to the lease of specified space/s. It does not cover the actual cost for the
 printing, cutting, installation, and removal of stickers/ directional sign materials.
 - Detachable Aluminum Plates will be required from ETAF-Compliant Stakeholders who will be availing
 their entitlement of 2 FREE spaces for effortless and immediate installation and dismantling of materials.
 - All materials to be used are expected to last not lower than the twelve (12) months approved duration.
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Revision No. 00 Effective Date: , 2015



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TOURISM DEPARTMENT

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Tel (+63-47)252.4123/4200/4242 Fax (+63-47)252-4194 www.mysubicbay.com.ph

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Unified Directional Sign (UDS)

An amendment to the initially approved guidelines by the SBMA Board of Directors

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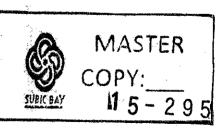
- Transportation Department, shall be responsible for the processing, scheduling, monitoring, and issuance I. The Tourism Department, in coordination with the Roads and Bridges Section of the Maintenance and of permits, and all other activities related to the leasing out of unified directional signs.
- Maintenance and Transportation Department for compliance to the set standards prior to In the process, signage materials must be checked by the Roads and Bridges of release of permit and installation.
- b. Standard Reflective Sticker/ Directional Sign Specification:
- Sticker: Type XI, Avery Dennison or 3M Brand
- Size: 1600mm W x 420mm H
- Contents, contents
- Color; White Text in Blue Background
- Text Lines: FIRST LINE: LEFT, from 00mm-1200mm: Company Name

SECOND LINE: LEFT, from 00mm-800mm: Company Name Continuation

SECOND LINE: RIGHT, from Right Backward after 400mm: Kilometer Distance Arrow: FIRST and SECOND LINES: RIGHT, from Right Backward between 00mm - 400mm

- Font: 140mm Series D Letter, Medium Spacing without Borderline

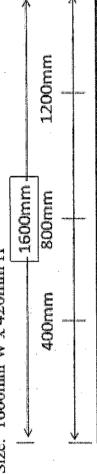
Maximum of 9 characters per line including Kilometer Distance



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SECOND LINE: RIGHT, from Right Backward after 400mm; Kilometer Distance

ARROW: FIRST and SECOND
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Maximum of 9 characters per
line including Kilometer
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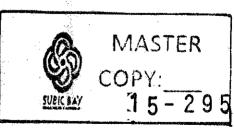
are compliant to and updated in paying the Environmental Tourism Administrative Fee (ETAF) and tourist destinations - companies who are highly dependent from visiting clients II. UDS is open to all Subic Bay Freeport Stakeholders, with priority given to companies that such as Tourism and Tourism-related businesses.

Number of allowable spaces to be implemented:

- staggered Tourism and Tourism-related Stakeholders: Maximum of 5 spaces in locations.
- b. Limited slots for SBF Non Tourism-related Industries: Maximum of 2 spaces in staggered locations
- III. Limited slots will be given also to Non Subic Bay Freeport-registered companies who are highly dependent on SBF Road networks in doing business.
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IV. Permit Fees and Duration:

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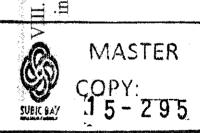
Jeitzation Guidelines (proposed amendment)

- c. Non Tourism-related Industries/ Companies- P12,000/ piece for up to 3 slots for 12 months
- Non SBF Companies (Doubled)
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- V. Permit fee pertains only to the lease of specified space/s. It does not cover the actual cost for the printing, cutting, installation, and removal of stickers/ directional sign materials.
- VI. Detachable Aluminum Plates will be required from ETAF-Compliant Stakeholders who will be availing their entitlement of 2 FREE spaces for effortless and immediate installation and dismantling of materials.

VII. All materials to be used are expected to last not lower than the twelve (12) months approved duration. Any material that may deteriorate before the maturity date must be replaced within five

VIII. No more than one (1) space shall be leased out to the same applicant-company in a single UDS set and

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Illization Guidelines (proposed amendment)

- IX. No more than 2 spaces shall be leased out to the same applicant-company within the same stretch of the SBF thoroughfares.
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XII. Date of Implementation:

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Regulations for Subic Bay Freeport Advertising and Marketing Activities (to be presented for b. Guidelines shall form part of the initiative to come up with an Implementing Rules and approval and ratification by the SBMA Board of Directors) and aligned to the existing Subic Bay Freeport Signage Policy of 2001.





SUBICBAY METROPOLITAN AUTHORITY

An amendment to the initially approved guir by the SBMA Board of Directors



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SECOND LINE: LEFT, from 00mm-800mm: Company Name

Continuation

SECOND LINE: RIGHT, from Right Backward after 400mm: Kilometer Distance



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Number of allowable spaces to be implemented:

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Maximum of 2 spaces in staggered locations

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IV. Parmit Faas and Duration

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- P24,000/ piece for up to 3 slots for 12 months
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Stakeholders who will be availing their entitlement of 2 FREE spaces VI. Detachable Aluminum Plates will be required from ETAF-Compliant for effortless and immediate installation and dismantling of materials. VII. All materials to be used are expected to last not lower than the twelve (12) months approved duration. Any material that may deferiorate before the maturity date must be replaced within five (5) days upon receipt of notice from SBMA. VIII. No more than one (1) space shall be leased out to the same applicant-company in a single UDS set and in the same area.



The of Presentation

