

**[PPKM MMDA REGULATION NO. 04-004, S. 2004,
September 02, 2004]**

**PRESCRIBING GUIDELINES ON THE INSTALLATION AND
DISPLAY OF BILLBOARDS AND ADVERTISING SIGNS ALONG
MAJOR AND SECONDARY THOROUGHFARES, AVENUES, STREETS,
ROADS, PARKS AND OPEN SPACES WITHIN METRO MANILA AND
PROVIDING PENALTIES FOR VIOLATION THEREOF**

WHEREAS, it has been noted that some billboards and advertising signs are indiscriminately posted along major and secondary thoroughfares, streets, roads, avenues, parks and open spaces within Metro Manila;

WHEREAS, some of these billboards and advertising signs distract the attention of motorists thereby causing road accidents and traffic;

WHEREAS, PD 1096 vests upon the Secretary of DPWH the power to administer and enforce the provisions of the National Building Code governing the design, content, construction, location, installation and maintenance of outdoor billboards, advertising and display signs, streamers, posters and the like;

WHEREAS, the Local Government Code of 1991 empowers the local government units to prescribe reasonable limits and restraints on the use of property and to regulate the putting up of signs, signposts and awnings within the territorial jurisdiction of the city/municipality;

WHEREAS, Republic Act No. 7924 empowers the Metropolitan Manila Development Authority (MMDA) to formulate, coordinate and monitor policies, standards, programs and projects to rationalize the existing infrastructure requirements, the use of thoroughfares and promotions of safe and convenient movement of persons and goods in Metro Manila;

WHEREAS, the Metro Manila Council recognizes the urgent need to prescribe guidelines on the installation/display of billboards and advertising signs along major and secondary thoroughfares, avenues, streets, roads, parks and open spaces within Metro Manila in order to ensure public safety and a smooth traffic flow in Metro Manila.

NOW, THEREFORE, pursuant to Section 6 of R.A. No. 7924, be it enacted by the Metro Manila Council, that:

Section 1. Definition of Terms -

Advertisement - the act of advertising, giving notice or calling the attention of the public thru the use of posters, banners, billboards or any advertising signs.

Signages - any letter, word, numeral, pictorial, preservation, 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.

Road-Right-of-Way - a parcel of land unobstructed from the ground to the sky, more than 3.00 meters in width, appropriated to the free passage of general public.

Major thoroughfares - a public street or highway which is a major artery leading to other parts of Metro Manila and nearby provinces with a minimum width of 10.00 meters, mostly maintained by the National government.

Secondary Roads - a public street maintained by the National or Local Government used as secondary passageway within certain City/Municipality.

Public Roads - any parcel of land appropriated for the free passage of the general public owned and maintained by the government whether national or local.

Public Advisory Messages - any form of signages that bears information, advice, messages to the general public in pursuance of any government project or campaign.

Ground Sign - a sign with support resting on the ground, the base of which ranges from a single pole (pylon) and does not exceed ten (10.00 sq.m.) as one (1) unit.

Sign Structure - any means employed to support the installation of signs and this includes the structural frame, anchorages and fasteners to support and suspend such signs.

Streamer - a narrow free floating strip of cloth or crepe papers of a synthetic fiber or material usually used as decorative material in commemoration and celebration of festivities including anniversary promotions in pursuance to commercial and industrial activities.

Traffic Sign - a device mounted on a fixed or portable support whereby a specific message is conveyed by means of word or symbols for the purpose of regulating, warning or guiding traffic.

Section 2. All signs/signboards/billboards shall be subject to Chapter 20 and Rule V of the National Building Code (PD 1096) and its implementing rules and regulations and such other pertinent rules and regulations enacted by the Metro Manila Council.

Section 3. All private commercial signs, billboards and streamers installed over or across and along public thoroughfares, center islands and street rights-of-way, whether it be National Road or Secondary Road are strictly prohibited pursuant to Rule V of the Implementing Rules and Regulations of the National Building Code of the Philippines (P.D. 1096) and other MMDA rules and regulations relevant to the posting and installation of billboards and advertising signs.

Section 4. MMDA Regulation No. 96-009 (Anti-Littering Regulation) must be strictly observed specifically, Sec. h, which states that:

"It is unlawful for any person/s private and public corporations, advertising and promotion companies, movie producers, professionals and service contractors to post, install display 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".

Section 5. Installation, operation and maintenance of lighted advertising panels endorsing individuals, private organizations or public corporations shall not be allowed within sidewalks, pedestrian overpasses, flyovers, interchanges, traffic signages, communications posts, LRT, and MRT structures (such as terminal stations, carriageways, columns and beams), roads rights-of-way, posts, waiting sheds or any part thereof.

Section 6. Any individual, private corporation or business establishment who plans to engage or enter into a contract with any government agency under the Build, Operate and Transfer Scheme (BOT) shall not be allowed to install advertising signs within government lots or in any part of the structure in order to protect the integrity of government buildings and facilities.

Section 7. Prohibited Signs

The following signs shall be prohibited within the road rights of way of Metro Manila.

7.1 Dazzling signs/neon signs;

7.2 Advertisement of cigar/cigarettes, tobacco, liquor,