

**[ MMDA MEMORANDUM CIRCULAR NO. 12, S.  
2011, August 05, 2011 ]**

**ADDITIONAL IMPLEMENTING GUIDELINES OF MMDA  
REGULATION NO. 04-004, SERIES OF 2004, THE MEMORANDUM  
OF AGREEMENT BETWEEN THE DEPARTMENT OF PUBLIC WORKS  
AND HIGHWAYS AND THE METROPOLITAN MANILA  
DEVELOPMENT AUTHORITY DATED AUGUST 31, 2010, AND THE  
MAY 19, 2011 AGREEMENT BETWEEN THE DEPARTMENT OF  
PUBLIC WORKS AND HIGHWAYS AND THE METROPOLITAN  
MANILA DEVELOPMENT AUTHORITY CONCERNING REGULATION  
OF SIZES, HEIGHTS AND LOCATION OF BILLBOARDS AND  
ADVERTISING SIGNS ALONG MAJOR AND SECONDARY  
THOROUGHFARES, AVENUES, STREETS, ROADS, PARKS AND  
OPEN SPACES WITHIN METROPOLITAN MANILA.**

**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 which distract the attention of motorists and cause road accidents and traffic congestion, and even resulting in visual pollution of the urban landscape;

**WHEREAS,** with the onset of strong tropical storms, there is an imminent danger that some billboards and advertising signs might thereby topple resulting in tragic deaths, injuries and damage to property and causing road blockages which could hinder efficient and immediate evacuation and transport of relief goods and other materials, such as what Opened several years ago;

**WHEREAS,** unregulated and non-complying billboards and advertising signs which are extraordinarily huge or massive are traffic distractions, traffic hazards, threats to public safety and contribute to environmental degradation and urban blight;

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

**WHEREAS,** Republic Act No. 7924 empowers the Metropolitan Manila Development Authority (MMDA) to do the following: (A) 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; (B) formulate and implement policies, rules and regulations, standards, programs and projects for the promotion and safeguarding of the health of the region and for the enhancement of ecological balance; and (C) formulate and implement programs, policies and procedures to