

AUTHORIZING THE LOCAL GOVERNMENT UNITS (LGUS) OF METRO MANILA TO REGULATE THE INSTALLATION AND DISPLAY OF BILLBOARDS AND ADVERTISING SIGNS IN THEIR RESPECTIVE TERRITORIAL JURISD...

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WHEREAS, Presidential decree 1096, otherwise known as the “National Building Code,” prescribes the required guidelines on 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 (LGUs) to prescribe reasonable limits in the 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, in consonance with the National Building Code, MMDA Regulation No. 04-004, Series of 2004 was adopted by the Metro Manila Council to prescribe the 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 safe and convenient movement of people and goods in the metropolis;

WHEREAS, most billboards and advertising signs do not conform to the provisions of Section 7, paragraphs 7.3, 7.4, 7.5 of MMDA regulation no. 04-004, Series of 2004 that prohibit graphic display of nudity and underwear among others, which are offensive to public morals and likewise may pose danger to the motorists as these could distract their attention while they are driving;

WHEREAS, it has been observed that some of the billboards and other advertising signs along the major thoroughfares, avenues, streets, roads, parks and open spaces in metro manila do not have clearance from MMDA and mayors permit as required under MMDA Regulation No. 04-004, Series of 2004;

WHEREAS, it has also been noted that some of these billboards have not fully complied with the provisions of the National Building Code;

WHEREAS, in view of the foregoing, the Metro Manila Council recognized the urgent need to authorize the local government units (LGUs) of metro manila to regulate the installation and display of billboards and advertising signs, in their respective territorial jurisdiction and to strictly implement MMDA Regulation No. 04-004, Series of 2004 on major thoroughfares/national roads within Metro Manila;

NOW, THEREFORE, be it resolved as it is hereby resolved pursuant to Section 6 of RA 7924, that the Council hereby authorizes the local government units (LGUs) of metro Manila to regulate the installation and display of billboards and advertising signs in their respective territorial jurisdiction and to strictly implement MMDA Regulation No. 04-004, Series of 2004 on major thoroughfares/national roads within Metro Manila;

RESOLVED FURTHER, that clearance on the installation and display of billboards and advertising signs, along major thoroughfares or national roads within Metro Manila shall be issued by MMDA prior to the issuance of mayors Permit of the concerned LGU pursuant to Sections 13 and 16 of MMDA regulation no. 04-004, Series of

2004.

RESOLVED FINALLY, that the MMDA Chairman shall be authorized to issue Memorandum Circular to implement Regulation No. 04-004, Series of 204 for the guidance of all Metro Manila LGUs.

This Resolution shall take effect upon approval.

Adopted: 13 July 2011

(SGD.) FRANCIS N. TOLENTINO

Chairman

(SGD.) BENJAMIN C. ABALOS, JR.

(SGD.) VERGEL A. AGUILAR

Mayor, City of Mandaluyong

Mayor, City of Las Pinas

(SGD.) HERBERT M. BAUTISTA

(SGD.) FLORENCIO M. BERNABE, JR.

Mayor, Quezon City

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