



Republic of the Philippines
QUEZON CITY COUNCIL

Quezon City
20th City Council

PO20CC-427

80th Regular Session

ORDINANCE NO. SP- **2796**, S-2018

AN ORDINANCE DECLARING CUBAO GROWTH CENTER ALSO KNOWN AS ARANETA CENTER AS A TOURISM DISTRICT OF QUEZON CITY.

*Introduced by Councilor KATE ABIGAEL G. COSETENG.
Co-Introduced by Councilors Elizabeth A. Delarmente,
Victor V. Ferrer, Jr., Oliviere T. Belmonte, Alexis R.
Herrera, Voltaire Godofredo L. Liban III, Ramon P.
Medalla, Ranulfo Z. Ludovica, Estrella C.
Valmocina, Allan Benedict S. Reyes, Gian Carlo G.
Sotto, Franz S. Pumaren, Eufemio C. Lagumbay,
Marvin C. Rillo, Raquel S. Malañgen, Irene R.
Belmonte, Ivy Xenia L. Lagman, Marra C. Suntay,
Hero Clarence M. Bautista, Jose A. Visaya, Karl
Edgar C. Castelo, Julienne Alyson Rae V. Medalla,
Godofredo T. Liban II, Allan Butch T. Francisco,
Marivic Co-Pilar, Melencio "Bobby" T. Castelo, Jr.,
Rogelio "Roger" P. Juan, Diorella Maria G. Sotto,
Donato C. Matias, Eric Z. Medina, Alfredo S. Roxas
and Noe Lorenzo B. Dela Fuente III.*

WHEREAS, Quezon City is envisioned to be the premiere urban destination and the showcase of sustainable urban tourism development in the country and one of the strategic goals of the Quezon City Tourism Development Program is to develop tourism districts;

WHEREAS, the City Council approved Resolution No. SP-5763, S-2013 on June 24, 2013 adopting the Quezon City Tourism Development Plan (QCTDP) for the period 2012 to 2020, which identified nine (9) potential tourism districts combining multiple barangays within strategic tourism boundaries and provides for goals and necessary plans of action to improve the tourism sector of the City and make it a key tourist destination in the country. The QCTDP further provides that one of its strategic goals is to enact tourism district legislative measures, which would establish tourism land use and design guidelines within the area;

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WHEREAS, the Araneta Center is located at the heart of Metro Manila that traverses the crossroads of two major roadways, EDSA and Aurora Boulevard;

WHEREAS, the Araneta Center is a 35-hectare commercial area situated in Cubao, Quezon City. It is located between EDSA and Aurora Blvd. and hosts stations of Manila Metro Rail Transit System (MRT 3) and Manila Light Rail Transit System 2 (LRT 2). Araneta Center, Incorporated, a company under the Araneta Group is the Developer, owner and manager of the commercial area;

WHEREAS, the Araneta Center has been Manila's mecca of entertainment with a history of already more than 60 years. It has continuously served as a hub of retail, entertainment, residential, hospitality and office development;

WHEREAS, despite its major influence in the lifestyle of Quezon City, it keeps up with the changing modern times by undergoing extreme transformation towards becoming a world class commercial, office and residential district;

WHEREAS, one of the significant establishment in the Araneta Center is the Smart Araneta Coliseum, also known as the Big Dome. It is an indoor multi-purpose sports arena that is part of the Araneta Center in Cubao, Quezon City, Philippines. It is one of the largest indoor arena in Asia, and it is also one of the largest clear span domes in the world. The dome measures approximately 108.0 meters making it the largest dome in Asia from its opening in 1960 until 2001. It occupies a total land area of almost 40,000 square meters and has a floor area of 23,000 square meters. The coliseum opened on March 16, 1960, with Gabriel "Flash" Elorde boxing for the World Junior Lightweight crown against Harold Gomes. General admission then was 60 centavos and the reserve section was five (5) pesos;

WHEREAS, among the notable events to take place at the arena were the 11th and 34th FAMAS Awards, the 1975 "Thrilla in Manila" boxing match between Muhammad Ali and Joe Frazier, in which the arena was renamed into the Philippine Coliseum;

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WHEREAS, with Araneta Centers' six (6) decades of success and breakthrough transformation, the country's pioneer in commercial center showcases notable activities and attractions as follows: 1.) Shop until you drop in any malls – Gateway Mall, Ali Mall, Farmers Plaza, Isetann Department Store, SM Department Store and Shopwise Hypermart; 2.) Commute with ease through the newly renovated Bus Station catering to thirty (30) provincial bus companies with up to six hundred (600) provincial buses bringing passengers as far as Davao; 3.) Buy the freshest wet market goods at Farmers Market; 4.) See show at the Kia Theater which used to be the New Frontier Theater, the 60s entertainment landmark in the area; 5.) seek a cozy temporary nesting ground at Novotel Manila; 6.) See Philippine exhibit in augmented reality at Sining Saysay: Philippine History in Art; 7.) Find some unique novelty items at Cubao X; and 8.) Catch a big game or concert at the 15,000 seater Smart Araneta Coliseum;

WHEREAS, with its diverse features and multi-faceted functionality, it provides a complete experience for both the locals and tourist both in commercial, entertainment and lifestyle scenes in Metro Manila and declaring it as one of Quezon City's Tourism District will further showcase the area as a model for sustainable design of a modern community centre.

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. DECLARATION – It is hereby declared that Cubao Growth Center also known as Araneta Center as a Tourism District of Quezon City.

SECTION 2. BOUNDARIES – Covered by Aurora Boulevard in the north and EDSA at its west. Eastern side is bounded by Gen. Romulo Avenue and at southern end is P. Tuazon Boulevard.

SECTION 3. PROMOTIONS – The City Government, through the Quezon City Tourism Department, in partnership with Araneta Center, Inc., shall jointly undertake the promotions and marketing of the destination through holding of significant events at Cubao Growth Center i.e. mega-concerts, media launch, food and book fair, arts competition, cultural shows, sporting events and other analogous activities with worthy causes through the use of the following means:

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Handwritten marks and signatures, including a large 'S' and a '\$' symbol, and a signature at the bottom right.

- Brochures
- LED Screens
- Signages
- Tarpaulins
- City Websites
- Social Media
- Print, Radio and TV Ads

SECTION 4. VISITOR INFORMATION CENTER AND SOUVENIR SHOP – The Araneta Center, Inc. shall provide the Quezon City Government a strategically located spot to set-up the Visitor Information Center that will be equipped with all the necessary information for tourists visiting Quezon City. A Souvenir Shop containing selling items that is proudly produced by our local MSMEs and Cooperatives shall also be showcased.

SECTION 5. SITE BRANDING AND PROMOTION – The strengthening of the identity of the tourism district and promotion of the same shall be reinforced by the City Government, through the Quezon City Tourism Department by appropriate branding mechanisms, as provided in the Quezon City Tourism Development Plan.

The display of official logos of the City government and “Great, Green, Growing” the official tourism brand of the City, shall be adopted and the same shall be incorporated in all collaterals or promotional materials of the area.

The Quezon City Tourism Department shall collaborate with the Communications Coordination Center in adopting ways to popularize and promote the tourism district through various media platforms, including the internet. It shall disseminate feature articles, press releases and audio-video presentations; upload locational maps, brochures and list of business establishments in the City Government website; facilitate the creation of a tourism website, and undertake such other tasks to promote the tourism district.

SECTION 6. GUIDED TOURS – The City Tourism Department shall include the tourism district in educational guided tours for visitors and guests.

Tour guides within the tourism districts must be accredited by the Department of Tourism (DOT) and registered with the Quezon City Tourism Department. y

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SECTION 7. PEACE AND SECURITY – The City Government, through the Quezon City Police District, shall designate “TOURIST POLICE” to maintain peace, safety and order within the tourism district.

SECTION 8. APPROPRIATIONS – An amount shall be appropriated necessary for the above-mentioned purpose and shall be sourced from the Tourism Development Special Account and other available funds of the City Government.

SECTION 9. TECHNICAL WORKING GROUP – A Technical Working Group (TWG) is hereby created composed of one (1) official or duly authorized representative from the following:

1. Office of the City Mayor
2. Office of the City Vice-Mayor
3. City Council Chairperson of the Committee on Tourism and Cultural Affairs and Heritage
4. Quezon City SK Federation President
5. Quezon City Tourism Department
6. City Planning and Development Department
7. City Engineering Department
8. City Architect's Office
9. City Budget Department
10. Business Permits and Licensing Office
11. Environmental Protection and Waste Management Department
12. Department of Public Order and Safety
13. QC Police District
14. QC Health Department
15. T.F. Streetlights
16. Barangay Socorro

The Quezon City Tourism Department shall be designated to act as the Secretariat of the TWG providing technical support, documentation, preparation of reports and such other assistance as may be required to discharge its functions.

SECTION 10. REPEALING CLAUSE – All other ordinances, resolutions, orders, circular and regulations or parts thereof, which are inconsistent with the provisions of this Ordinance, are hereby repealed, amended, or modified accordingly. *

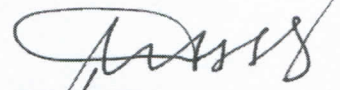
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SECTION 11. SEPARABILITY CLAUSE – If for any reason, any part or provision of this Ordinance shall be held to be unconstitutional or invalid, other parts or provisions hereof which are not affected thereby, shall continue to be in full force and effect.

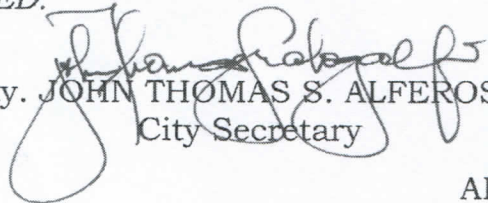
SECTION 12. EFFECTIVITY – This Ordinance shall take effect immediately upon its approval.

ENACTED: December 3, 2018.



RODERICK M. PAULATE
President Pro-Tempore
Acting Presiding Officer

ATTESTED:



Atty. JOHN THOMAS S. ALFEROS III
City Secretary

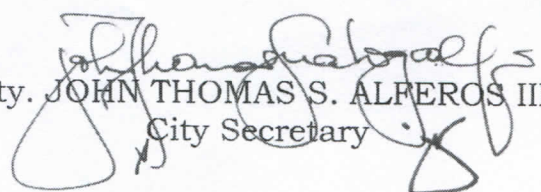
APPROVED: 15 JAN 2019



HERBERT M. BAUTISTA
City Mayor

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on December 3, 2018 and was PASSED on Third/Final Reading under Suspended Rules on the same date.



Atty. JOHN THOMAS S. ALFEROS III
City Secretary

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