



Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
21st City Council

PO21CC-134

24th Regular Session

ORDINANCE NO. SP- **2946**, S-2020

AN ORDINANCE DECLARING THE TOMAS MORATO - TIMOG AVENUE AREA, ALSO KNOWN AS THE LIFESTYLE DISTRICT, AS TOURISM DISTRICT OF QUEZON CITY.

Introduced by Councilors EDEN DELILAH "Candy" A. MEDINA and LENA MARIE P. JUICO.

Co-Introduced by Councilors Bernard R. Herrera, Dorothy A. Delarmente, M.D., Tany Joe "TJ" L. Calalay, Nicole Ella V. Crisologo, Victor V. Ferrer, Jr., Winston "Winnie" T. Castelo, Jr., Atty. Bong Liban, Ramon P. Medalla, Mikey F. Belmonte, Estrella C. Valmocina, Franz S. Pumaren, Matias John T. Defensor, Wencerom Benedict C. Lagumbay, Jorge L. Banal, Sr., Peachy V. De Leon, Imee A. Rillo, Marra C. Suntay, Resty B. Malañgen, Ivy L. Lagman, Hero M. Bautista, Jose A. Visaya, Karl Castelo, Patrick Michael Vargas, Shaira L. Liban, Ram V. Medalla, Allan Butch T. Francisco, Marivic Co Pilar, Melencio "Bobby" T. Castelo, Jr., Rogelio "Roger" P. Juan, Diorella Maria G. Sotto-Antonio, Donato "Donny" C. Matias, Eric Z. Medina, Freddy S. Roxas and Noe Dela Fuente.

WHEREAS, Quezon City aspires to become a premiere urban destination within Metro Manila and the showcase of sustainable urban tourism development in the country. With proper planning and implementation, the City aims to reap social and economic benefits from tourism, currently the largest and fastest growing industry in the world that has been utilized by both countries and local governments as one of the foundations of their economies;

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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 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;

WHEREAS, QCTDP aims to develop and promote tourism districts that are chosen based on their inherent advantages, unique character and tourism potential vis-à-vis other areas in the City. Development of these areas will include programs and projects with regard to accessibility, mobility, security, incentives to attract specific businesses, structural and aesthetics enhancement that would transform these places into attractive and viable tourist attractions;

WHEREAS, one of the tourism districts identified in the QCTDP is Timog-Tomas Morato area, which is home to a number of notable landmarks and features such as dining and lodging establishments, entertainment centers, media avenue, health and wellness centers;

WHEREAS, several of the streets in the immediate area were named in honor of the 22 Boy Scouts who died in a plane crash en route to joining the 11th World Scout Jamboree. A memorial stands in the center of a rotunda at the intersection of Timog and Tomas Morato Avenues, which accounts for the Timog area being called as the Scout Area;


WHEREAS, Tomas Morato and Timog Avenues are the heart of restaurant and entertainment row with a wide array of prices, cultures, and flavours. The area is populated with high-quality food and entertainment structures that are safe and sound.


NOW, THEREFORE,


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

SECTION 1. DECLARATION. - Tomas Morato - Timog Avenue area shall be known as the Lifestyle District and is hereby declared as a Tourism District of Quezon City.

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SECTION 2. OBJECTIVE. - The Quezon City Government shall develop the Lifestyle District, in cooperation with the barangay officials and stakeholders in the area, through programs and policies that are consistent with the Quezon City Tourism Development Plan (QCTDP), and shall undertake all efforts to promote and popularize the same as a top tourist destination within the City.

SECTION 3. BOUNDARIES. - Timog-Tomas Morato area is bounded on the northwest by Quezon Avenue, on the east by Epifanio delos Santos Avenue (EDSA), on the south by Don Alejandro Roces Avenue and Kamuning Road.

The location map of the Lifestyle District shall be attached as Annex A to this Ordinance and made an integral part hereof.

SECTION 4. TECHNICAL WORKING GROUP. - A Technical Working Group (TWG) is hereby created composed of the following or their duly authorized representative:

1. Office of the City Mayor - Chairman
2. Office of the City Vice Mayor – Vice Chairman
3. Chairperson, City Council Committee on Tourism
4. Quezon City Tourism Department
5. City Planning and Development Department
6. City Engineering Department
7. City Architect Department
8. City Budget Department
9. Department of Public Order and Safety
10. Punong Barangays, barangays covered by the Lifestyle District
11. Representative from the private sector (e.g. business owners/operators) - may be more than one but not more than three

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SECTION 5. SECRETARIAT. - The Quezon City Tourism Department shall function as the secretariat to facilitate and ensure the performance of the duties of the TWG, which include providing technical support, documentation, preparation of reports and such other assistance as may be required to discharge its functions.

SECTION 6. MEETINGS. - The TWG shall conduct regular meetings as scheduled by the Chairman and/or as may be required by the City Government or by the Quezon City Tourism Department.

SECTION 7. DEVELOPMENT PLAN. - The TWG shall prepare a development plan involving the architectural, landscape and engineering design of the area within three (3) months from the approval of this ordinance.

The improvements within the area may include, but are not limited to, the following:

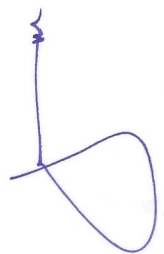
- 1. Signages, Markers and Information Boards - Signages and markers for business establishments and such other directional signages shall be installed in prominent locations for easy visibility. Locational maps to guide visitors shall likewise be included in the information boards.*
- 2. Information Centers - these shall be established in strategic locations to meet the needs of the visitors. The City's collaterals, such as pamphlets, fliers, maps, and other communication materials shall be distributed to guests.*
- 3. Multi-Level Parking - a multi-level parking structure shall be built to decongest the area and encourage visitor traffic. Preferred locations of this facility shall be vacant or underutilized lots within the vicinity of the tourism district.*
- 4. Shuttle Service - preferably environmentally-sound, electronic-powered and equipped with Global Positioning System (GPS), this shall be provided to facilitate a convenient hop-on and hop-off service for the visitors and locals of the area and ease the traffic flow therein, with designated stops at fixed time intervals.*

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5. *Traffic Lights and Signals - these will include countdown timers and pedestrian signals, which may include sensors to aid PWDs.*
6. *Digital Billboards - these include LED displays, which shall flash advertisements and announcements with allotted screen time for City promotional matters.*
7. *Emergency Calling Stations and Helpdesks/Hotlines - these shall be established in accessible areas with helpdesk operators.*
8. *Closed-Circuit Television (CCTV) Cameras - high-definition closed-circuit television (CCTV) cameras shall be installed in traffic light posts, street lamps or other key points in the area. These shall be connected to a command center manned by technical personnel who shall provide real-time updates for rapid response/assistance to ensure peace and security within the tourism district.*
9. *Wi-Fi Connection - accessible to visitors and locals within the tourism district.*
10. *Lamp Posts - these may be solar-powered in keeping with the environmental objectives of the City.*
11. *Sidewalks - the walkways shall be widened and/or cleared of obstructions to give due consideration for pedestrians and persons with disabilities (PWDs). Walkways may likewise be landscaped for aesthetic purposes.*
12. *Souvenir Shops - the souvenir items shall primarily promote the tourism district and/or the City and may include, among others, products made by the stakeholders within the area or City micro-entrepreneurs, livelihood communities and cooperatives.*
13. *Drinking Fountains - strategically placed in areas with high foot traffic.*

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14. *Waiting Sheds - these shall be designed according to theme.*
15. *Drainage System Improvement - as may be deemed necessary for the tourism district.*
16. *Public Restrooms and Sanitation - restrooms and sanitary bins with appropriate signages or markers shall be strategically placed in areas with high foot traffic.*
17. *Traffic Regulation - traffic rules and regulations shall be developed and strictly implemented in the area, in cooperation with barangay officials.*
18. *Such other improvements as may be provided in the development plan, including the prohibition of ambulant vendors and/or privilege-stores or tianges, removal of illegal transportation terminals, clearances for security agencies and setting of higher fines and penalties for law violators, if necessary and applicable.*

SECTION 8. TOURIST POLICE. - The City Government shall designate tourist police to maintain peace, safety and order within the tourism district. They shall be assigned in tourist information centers, main streets and other strategic areas.

SECTION 9. IMPLEMENTATION. - The Quezon City Tourism Department is primarily mandated to execute the provisions of this ordinance. It shall maintain close coordination with the TWG and stakeholders within the community, which shall be made part of the conceptualization, planning and promotion of all projects and activities within the area. Further, it shall coordinate with the barangays covered by the Timog-Tomas Morato area to ensure the accessibility, sanitation and smooth traffic flow within the area.

SECTION 10. SITE BRANDING AND PROMOTION. - The City government shall reinforce the identity of the tourism district and promote the same through appropriate branding mechanisms, as provided in the Quezon City Tourism Development Plan.

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The official logos of the City government and "Great, Green, Growing," the official tourism brand of the City, shall be adopted by all departments and offices in promoting the tourism district. The said logos shall be prominently displayed in strategic areas within the area, and the same shall be incorporated in all collaterals or promotional materials of the area.

The QCTD, in collaboration with Public Affairs and Information Services Department (PAISD), shall adopt ways to popularize and promote the tourism district through various media platforms, including printed advertisements, digital billboards and in 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 11. GUIDED TOURS. - The Quezon City Tourism Department shall include the tourism district in educational guided tours for visitors and guests, including students of both public and private schools in the City.

Tour guides within the tourism districts must be accredited by the Department of Tourism (DOT) and registered with the QCTD, who must undergo regular training and attend seminars conducted by DOT, the City government or other government agencies duly authorized by the DOT to conduct seminars.

SECTION 12. APPROPRIATIONS. - Necessary funds are hereby appropriated from the General Fund and other available funds of the City Government for the implementation of this ordinance.

SECTION 13. REPEALING CLAUSE. - All other ordinances, resolutions, orders, circulars 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 14. 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 15. EFFECTIVITY. - This Ordinance shall take effect upon its approval.

ENACTED: March 2, 2020.



GIAN G. SOTTO
City Vice Mayor
Presiding Officer

ATTESTED:


Atty. JOHN THOMAS S. ALFEROS III
City Government Dept. Head III

APPROVED: 23 JUN 2020


MA. JOSEFINA G. BELMONTE
City Mayor

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on March 2, 2020 and was PASSED on Third/Final Reading on March 16, 2020.


Atty. JOHN THOMAS S. ALFEROS III
City Government Dept. Head III

