Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
19th City Council

PO19CC-484

70th Regular Session

ORDINANCE NO. SP- 2439 *, S-2015*

AN ORDINANCE DECLARING MAGINHAWA STREET AND ITS ADJACENT STREETS AS A TOURISM DISTRICT OF QUEZON CITY TO BE KNOWN AS THE MAGINHAWA ART AND FOOD HUB AND FOR OTHER PURPOSES.

Introduced by Councilors DIORELLA MARIA G. SOTTO, JESUS MANUEL C. SUNTAY, RANULFO Z. LUDOVICA, MARVIN C. RILLO, VINCENT DG. BELMONTE, RAQUEL S. MALAÑGEN, JESSICA CASTELO DAZA and BAYANI V. HIPOL.

Co-Introduced by Councilors Anthony Peter D. Crisologo, Ricardo T. Belmonte, Jr., Dorothy A. Delarmente, Lena Marie P. Juico, Alexis R. Herrera, Roderick M. Paulate, Estrella C. Valmocina, Allan Benedict S. Reyes, Gian Carlo G. Sotto, Franz S. Pumaren, Eufemio C. Lagumbay, Jaime F. Borres, Candy A. Medina, Marivic Co-Pilar, Rogelio "Roger" P. Juan, Melencio "Bobby" T. Castelo, Jr. and Donato C. Matias.

WHEREAS, Quezon City envisions to become a premiere urban destination within Metro Manila and the showcase of sustainable urban tourism development in the country;

WHEREAS, with proper planning and implementation, the City aims to obtain 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, during the special session convening the Legislative–Executive Development Committee (LEDAC) held on January 28, 2015, Mayor Herbert M. Bautista underscored the importance of preparing the City for the 2015 Association of Southeast Asian Nations (ASEAN) Economic Community. Local policies and programs must be created or updated to better prepare constituencies on the challenges, problems and opportunities that this new economic climate may usher in, specifically in the area of tourism, because the City shall now have to encompass country-to-country linkages and membership in the ASEAN Tourism Investment Zone;

WHEREAS, the Quezon City Tourism Development Plan (QCTDP) for the period 2012 to 2020 was developed by the Office of the Vice Mayor Ma. Josefina G. Belmonte and presented to Mayor Herbert M. Bautista and other City officials on August 16, 2011, during a LEDAC (Legislative-Executive Development Advisory Council) meeting;

WHEREAS, the City Council approved Resolution No. SP-5763, S-2013 on June 24, 2013 adopting the QCTDP, which identified potential tourism districts combining multiple barangays within strategic tourism boundaries. The plan provides for goals and necessary plans of action to improve the tourism sector of the City, including the enactment of legislative measures, which would establish tourism land use and design guidelines within the tourism districts;

WHEREAS, QCTDP provides that the tourism districts were 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, and structural and aesthetics enhancement that would transform these places into attractive and viable tourist attractions;

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WHEREAS, among the areas recognized for its tourism and economic potential are Maginhawa Street as well as its adjacent streets, Malingap Street, Magiting Street and V. Luna Extension, to be collectively known as Maginhawa Art and Food Hub, which are fast gaining recognition for their art galleries/shops, wide range of food offerings and hole-in-the-wall (small and affordable) type of establishments that make the area an exciting art and culinary destination in the country;

WHEREAS, in celebration of Quezon City's 75th Diamond Jubilee, the first Quezon City Food Festival was held on October 11, 2014 in Maginhawa Street. The event aims to promote the area as the newest food strip in the City;

WHEREAS, Maginhawa Street and the streets adjacent thereto possess the potential to become a top art and gastronomic destination in the metro, thus, it is proper for the City government to support the area in terms of site development, security and other improvements to foster growth and progress therein.

NOW, THEREFORE,

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

SECTION 1. DECLARATION. - Maginhawa Street and the streets adjacent thereto, namely Malingap Street, Magiting Street, and V. Luna Extension, shall be collectively known as the "Maginhawa Art and Food Hub", and is hereby declared as a Tourism District of Quezon City.

SECTION 2. OBJECTIVES. - The Quezon City Government shall develop the Maginhawa Art and Food Hub, in partnership 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.

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Maginhawa Art and Food Hub's existing economic base shall be strengthened through a strong partnership between the City government and business owners. The City government shall promote the expansion of the area by encouraging micro and small enterprises to invest in the area.

SECTION 3. BOUNDARIES. - Maginhawa Art and Food Hub covers the 2.2 km stretch of Maginhawa Street up to V. Luna Extension, including the adjacent streets of Malingap and Magiting.

The location map of the Maginhawa Art and Food Hub shall be attached as Annex "A" to this Ordinance and made an integral part thereof.

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

Office of the City Mayor
Office of the City Vice Mayor
Chairperson, City Council Committee on Tourism
Quezon City Tourism Department
City Planning and Development Office
City Engineering Department
Special Design Group
City Budget Office
Department of Public Order and Safety
Environmental Protection and Waste Management Department
City Health Department
Quezon City Police District
Punong Barangays, barangays covered by the Maginhawa Art and Food Hub

The City Mayor may invite provisional non-voting representatives from national government agencies, including the Department of Tourism, regulatory bodies, private sector and such other persons or agencies as may be deemed necessary, to introduce comments and recommendations.

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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 City Mayor or as may be required by the Quezon City Tourism Department.

SECTION 7. DEVELOPMENT PLAN. - The TWG shall prepare and adopt a Development Plan, which shall be consistent with the QCTDP and subject to confirmation by the City Council through a resolution, involving the architectural, landscape and engineering design of the area, as well as the guidelines for the implementation and monitoring of the development plan, within three (3) months from the approval of this Ordinance.

The Development Plan shall improve accessibility and mobility, ensure environmental sustainability, as well as enhance infrastructure and amenities within the tourism districts. The improvements within the area may include, but shall not be limited to, the following:

I. Information Dissemination and Promotion

a. Signages, Markers and Information Boards – Signages, markers 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.

b. 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 made available to visitors.

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c. Digital Billboards – These include LED displays, which shall flash advertisements and announcements with allotted screen time for City informational/promotional matters.

d. 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.

II. Traffic Improvement

a. Parking Area – a parking space/facility within the vicinity of the tourism district shall be provided to decongest the area and encourage visitor traffic.

b. Shuttle Service – preferably environmentally-sound, electric-powered and equipped with Global Positioning System (GPS) and Wi-Fi connectivity, 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.

c. Traffic Regulation – traffic rules and regulations shall be developed and strictly implemented in the area.

d. Traffic Lights and Signals - these will include countdown timers and pedestrian signals, which may include sensors to aid PWDs.

e. Illegal transportation terminals shall be removed.

f. Ambulant vendors and/or privilege-stores or tiangges shall be regulated.

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III. Peace and Order Measures/Security Facilities

a. Tourist Police - The City government, through the Department of Public Order and Safety and reinforced by the Quezon City Police District and barangay peace and security officers, shall designate tourist police to maintain peace, safety and order within the tourism district and shall strictly apprehend violators. They shall be assigned in tourist information centers, main streets and other strategic areas within the tourism district.

b. Emergency Calling Stations and Helpdesks/Hotlines - these shall be established in accessible areas with helpdesk operators who are well-versed in both Filipino and English languages.

c. 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.

IV. Road Facilities Improvement

a. Lamp Posts/Street Lights – these shall be environmentally-sound and shall complement the design of the tourism district.

b. Sidewalks – these 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.

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c. *Waiting Sheds - these shall be designed according to theme.*

d. *Drainage System– as may be deemed necessary for the tourism district.*

e. *Public Restrooms– shall have appropriate signages or markers and strategically placed in areas with high foot traffic. These shall be properly sanitized and maintained by assigned personnel*

f. *Sanitation - sanitary bins shall be strategically placed in areas with high foot traffic. The cleanliness of streets, walkways and other public spaces shall be maintained at all times by assigned personnel.*

V. *Miscellaneous Improvement*

Wi-Fi Connection – accessible to visitors and locals within the tourism district.

VI. *Such other improvements as may be provided in the development plan.*

SECTION 8. SOLID WASTE MANAGEMENT. – The City government, through the Environmental Protection and Waste Management Department, shall provide guidelines for an efficient and effective solid waste management system applicable to the tourism district, including the strict implementation and promotion of waste segregation, recycling, re-use, and zero-waste programs.

SECTION 9. IMPLEMENTATION. - The Quezon City Tourism Department is primarily mandated to monitor the implementation of this Ordinance. It shall maintain close coordination with the stakeholders within the community, which shall be part of the execution and promotion of all projects and activities within the area. Further, it shall coordinate with the barangays covered by the Maginhawa Art and Food Hub to ensure the accessibility, sanitation and smooth traffic flow within the area.

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SECTION 10. SITE BRANDING AND PROMOTION. – The City government, through the Quezon City Tourism Department, 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.

The official logos of the City government and "Great, Green, Growing," the official tourism brand of the City, shall be adopted by all City 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 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 11. GUIDED TOURS. - Quezon 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, who must undergo regular trainings and attend seminars conducted by DOT, the City government or any other agency or institution duly authorized by the DOT to conduct said trainings and seminars.

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SECTION 12. REGULATION OF FOOD CHAINS. - The establishment of fast food and restaurant chains in the area shall be regulated by the City government to maintain the distinct hole-in-the-wall characteristics of the Maginhawa Art and Food Hub, and to encourage micro and small business enterprises to invest and/or allow them to thrive therein.

The Quezon City Tourism Department, in coordination with the Business Permits and Licensing Office, shall provide the guidelines in implementing this provision, within three (3) months from the approval of this Ordinance.

SECTION 13. FOOD SANITATION. - The City government, through the Quezon City Health Department, shall strictly monitor food service establishments and enforce sanitation rules within the area.

SECTION 14. FESTIVITIES. - Quezon City Tourism Department, in consultation with the stakeholders of the area, shall organize, implement and promote events and activities to popularize the Maginhawa Art and Food Hub including, but not limited to, the annual food festival held every first Saturday of December to promote the area as a dynamic tourist destination.

A festival committee composed of City and barangay officials, as well as the stakeholders within the area, shall be formed to plan and implement the activities to ensure the success of the event.

SECTION 15. APPROPRIATIONS. - Necessary funds are hereby appropriated from the Tourism Development Special Account and other available funds of the City Government for the implementation of this Ordinance.

SECTION 16. 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 17. SEPARABILITY. – 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 18. EFFECTIVITY. - This Ordinance shall take effect upon its approval.

ENACTED: September 1, 2015.

MA. JOSEFINA G. BELMONTE
Vice Mayor
Presiding Officer

ATTESTED:

Atty. JOHN THOMAS S. ALFEROS III
City Gov't. Asst. Dept. Head III

APPROVED: 16 OCT 2015

HERBERT M. BAUTISTA
City Mayor

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on September 1, 2015 and was PASSED on Third/Final Reading on September 7, 2015.

Atty. JOHN THOMAS S. ALFEROS III
City Gov't. Asst. Dept. Head III

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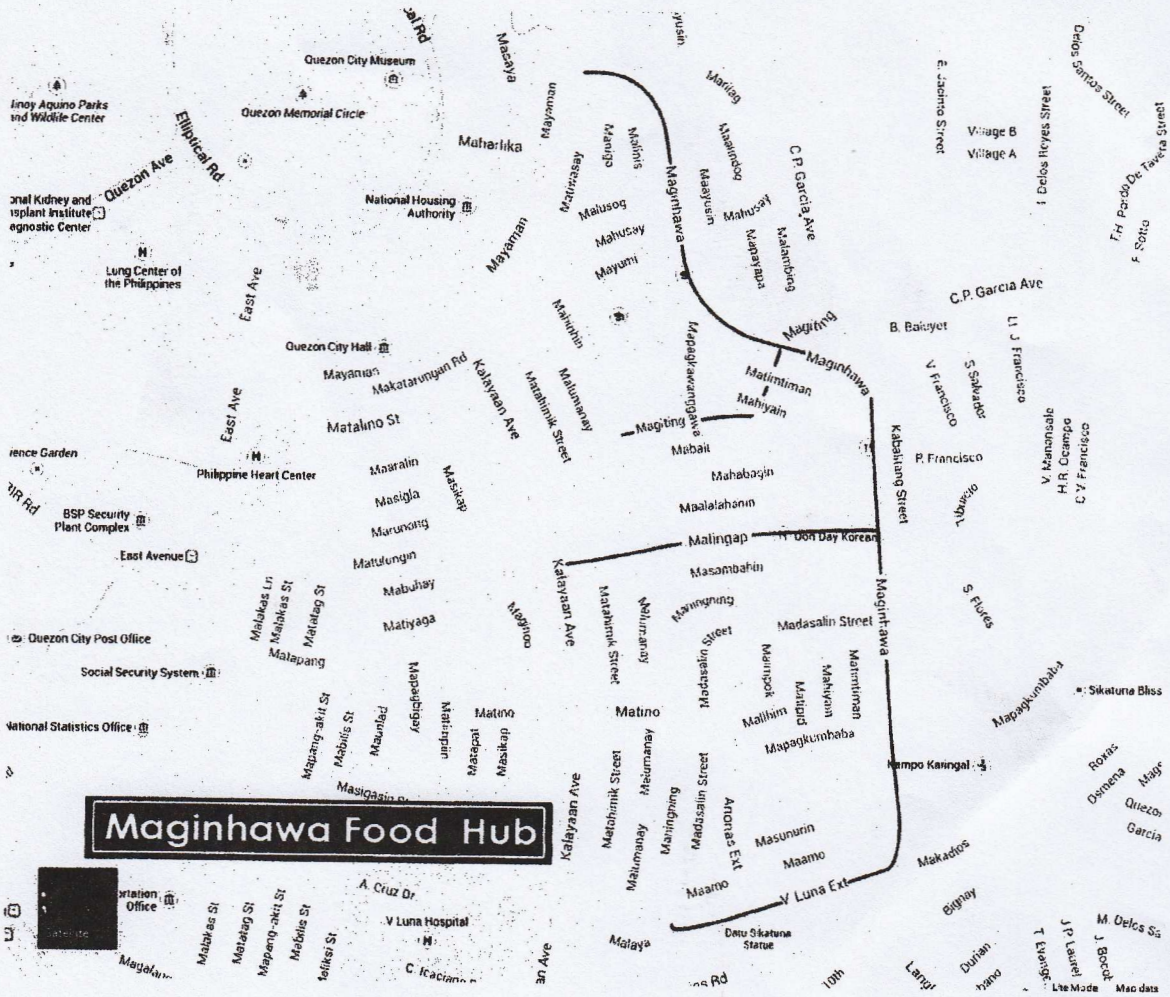
ANNEX "A"
Location Map of the Maginhawa Art and Food Hub



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