



Republic of the Philippines  
**QUEZON CITY COUNCIL**

Quezon City  
21<sup>st</sup> City Council

PO21CC-133

24<sup>th</sup> Regular Session

ORDINANCE NO. SP- **2961**, S-2020

**AN ORDINANCE DECLARING LA LOMA DISTRICT AS A TOURISM DISTRICT OF QUEZON CITY.**

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*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, 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.*

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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;*

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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 the La Loma District, widely known as the "Lechon Capital of the Philippines" due to the numerous establishments selling roasted suckling pigs or "lechon" therein, a favorite dish in Filipino feasts;

WHEREAS, on December 17, 2002, the Quezon City Council approved Ordinance No. SP-1221, S-2002 entitled "An Ordinance Appropriating Funds for the Development of La Loma Business Center to serve as one of the Tourist Spots in Metro Manila";

WHEREAS, the La Loma Lechon Festival is held every third Sunday of May, which includes the Lechon Parade where roasted pigs are dressed in costumes. It has been a tradition in the area for over 50 years;

WHEREAS, declaring La Loma District as tourism district would further boost the economic activity in the area and aid in its promotion as a top tourist destination in Metro Manila.

NOW, THEREFORE,

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

SECTION 1. DECLARATION. - It is hereby declared that La Loma District as a Tourism District of Quezon City.

SECTION 2. OBJECTIVE. - The Quezon City Government shall develop La Loma 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.

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*La Loma District's existing economic base shall be strengthened through a strong partnership between the City government and business owners.*

**SECTION 3. BOUNDARIES.** - *La Loma District is located on the southwest area of Quezon City. It is composed of five barangays along the vicinity of its main streets, N.S. Amoranto Avenue (Retiro) and A. Bonifacio Avenue.*

*The location map of the La Loma District shall be attached as Annex A to this ordinance and made an integral part hereof.*

**SECTION 4. STRENGTHENED PARTNERSHIP FOR BUSINESS GROWTH.** - *As one of the major economic zones, the area's existing economic base will also be strengthened through a strong partnership between the local government of Quezon City, La Loma business owners, and the La Loma Lechoneros Association, Inc. The local government shall promote the expansion of the lechon industry by requiring the existing businesses in the area to upgrade its slaughterhouses in accordance to the abattoir grading system and other related regulations of the Department of Industry, the Department of Health, and the Department of Agriculture specifically the National Meat Inspection Service. This is to produce lechon that could be certified to be exported nationally and internationally.*

**SECTION 5. PHYSICAL CHARACTERISTICS.** - *The Quezon City Government, through the Quezon City Tourism Department (QCTD) shall initiate the improvement of the sanitation of the slaughterhouses, physical environment of the area and make it an aesthetically appealing and accessible tourist destination and shall ensure the smooth traffic flow/rerouting, and security and safety of business owners, customers/patrons and guests in the area.*

**SECTION 6. 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

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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 La Loma District
11. Representative from the La Loma Lechonero's Association
12. Representatives from each of the homeowners' associations within the area

**SECTION 7. 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 8. 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 9. 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. Lechon-related imagery shall be incorporated in the signages, markers and information boards.

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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.*
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.*

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

**SECTION 10. 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.

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**SECTION 11. 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 La Loma District to ensure the accessibility, sanitation and smooth traffic flow within the area.

**SECTION 12. PRODUCT BRANDING.** - In addressing the aesthetics of La Loma, the local government shall find ways to reinforce the identity of the area through appropriate branding mechanisms, which includes:

- a. Improving the two La Loma arcs (e.g. making the signage more visible, replacing their foundations with sturdier materials);
- b. Putting up tarpaulins related to lechon (e.g facts about lechon, enticing photos and different cooks of lechon, slogans, photos of Lechon Festival); and
- c. Urging the frontline employees to wear presentable clothing (e.g. uniform shirts or aprons).

**SECTION 13. 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 14. LECHON FESTIVAL AND COMMITTEE.** - The annual La Loma Lechon Festival shall be held every third Sunday of May to promote the area as a dynamic food destination and shall be popularized through various media outlets.

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

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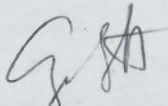
**SECTION 15. APPROPRIATIONS.** - Necessary funds are hereby appropriated from the General Fund and other available funds of the City Government for the implementation of this Ordinance.

**SECTION 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.

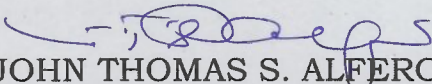
**SECTION 17. SEPARABILITY CLAUSE.** - If, for any reason, any part or provision of this Ordinance shall be held to be unconstitutional or invalid, other parts or provisions hereof which are not affected thereby shall continue to be in full force and effect.

**SECTION 18. 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: 03 JUL 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

