



Republic of the Philippines
CITY COUNCIL
City of Manila

REGULAR SESSION NO. 110

11TH CITY COUNCIL

Begun and held in the City Council on Friday,
the eleventh day of January, Two Thousand Twenty

ORDINANCE NO. 8726

AN ORDINANCE DECLARING A CERTAIN PORTION IN BARANGAY 699 AND BARANGAY 702 OF MALATE AS MANILA KOREA TOWN FOR BUSINESS AND TOURIST HUB IN THE CITY OF MANILA

PRINCIPAL AUTHORS: **HON. NUMERO G. LIM, HON. PAMELA "FA" G. FUGOSO-PASCUAL, HON. LEILANI MARIE H. LACUNA, HON. JOEL R. CHUA**, Majority Floor Leader, Hon. Laris T. Borromeo, Hon. Joey S. Hizon III, Hon. Ricardo "Boy" A. Isip, Jr., Hon. Charry R. Ortega, Hon. Irwin C. Tieng, Hon. Raymundo R. Yupangco, Hon. Priscilla Marie T. Abante-Barquia, Hon. Irma C. Alfonso-Juson, Hon. Terrence F. Alibarbar, Hon. Krystle Marie C. Bacani, Hon. Don Juan "DJ" Bagatsing, Hon. Ma. Theresa F. Buenaventura-Quimpo, Hon. Carlos C. Castañeda, Hon. Louisito N. Chua, Hon. Ernesto G. Dionisio, Hon. Salvador Philip H. Lacuna, Hon. Moises T. Lim, Hon. Johanna Maureen C. Nieto-Rodriguez, Hon. Erick Ian O. Nieva, Hon. Peter M. Ong, Hon. Joel M. Par, Hon. Wardee P. Quintos XIV, Hon. Science A. Reyes, Hon. Roma Paula S. Robles-Daluz, Hon. Darwin B. Sia, Hon. Edward M. Tan, Hon. Christian Paul L. Uy, Hon. Luciano M. Veloso, Hon. Joel "JTV" Villanueva, Hon. Timothy Oliver I. Zarcal, Hon. Daniel Dave A. Tan, **HON. MACARIO M. LACSON**, Acting Majority Floor Leader and **HON. ERNESTO C. ISIP, JR.**, President Pro-Tempore and Acting Presiding Officer



PREAMBLE

WHEREAS, City of Manila envisions 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 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;

WHEREAS, South Koreans are currently the top tourism market for the Philippines and the Korean government promises to bring even more in the coming year;

WHEREAS, data shows that around 1.6M Korean tourist visited Manila in the country last year and the Korean government is committing to bring up to two million Korean tourists in the coming year;

WHEREAS, establishing a Korea Town in Malate, Manila would entail promising business opportunities not only to Koreans but to the Manila constituents as well;

WHEREAS, the recent pronouncement of the Korean government emphasizing that the Philippines has a strong leadership in the Duterte government resonates Manila as a safe and robust business center;

WHEREAS, establishing a Korea Town in Malate, Manila will strengthen diplomatic ties between Manila City and South Korea particularly the Korea's Retailing Association and eventually enhancing and improving tourist visitations creating a strong business activity;

WHEREAS, DTCAM 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;

WHEREAS, the Manila City Council recognized the economic and tourism potential of Barangay 699 & Barangay 702, Malate area in view of the feasibility study conducted by the Korean-Filipino community, which sought to improve the physical environment of the area for tourism and strengthen its economic base through a strong partnership between the City and community;

WHEREAS, aside from being widely known as the "Korean Restaurant" because of the concentration of Korean restaurant in the locale, Barangay 699 & Barangay 702 has also been identified by the Korea-Filipino community as an area of prosperity based on feng shui, thus a viable place of resettlement for the community, and home of authentic Korean dining;

WHEREAS, considering the invaluable contribution of the Korean-Filipino community in Malate to revenue and employment generation, the City government deems it proper to support the community in terms of site development, security and other improvements to foster growth and progress in the area as one of City of Manila tourism district: NOW, THEREFORE,



Be it ordained by the City Council of Manila, in session assembled, *THAT*:

SECTION 1. Declaration. – “AN ORDINANCE DECLARING A CERTAIN PORTION IN BARANGAY 699 & BARANGAY 702 OF MALATE AS MANILA KOREA TOWN FOR BUSINESS AND TOURIST HUB IN THE CITY OF MANILA”.

SEC. 2. Objective. – The City of Manila government shall develop Manila Korea Town, in partnership with the stakeholders and barangay officials in the area, through programs and policies that are consistent with the Department of Tourism, Culture and Arts of Manila (DTCAM) and shall undertake all efforts to promote and popularize the same as a tourist destination within the City.

SEC. 3. Boundaries. – The Manila Korea town in Malate, Manila is bounded by vicinities within the block comprising of Barangay 699 & Barangay 702 (M. H. Del Pilar St. to Gen. Malvar St. to Adriatico St. cor. Remedios St. to Guerrero St. to San Andreas St. to Adriatico St. to Remedios St.).

The location map of the Manila Korea Town shall be attached as Annex “A” to this Ordinance and made an integral part hereof.

SEC. 4. Manila Korea Town Tourism Council. – The Manila Korea Town Tourism Council is hereby created composed of authorized representatives of the following:

1. Office of the City Mayor
2. Office of the City Vice Mayor
3. Chairman, Committee on International Relations
4. Chairman, Committee on Tourism
5. Department of Tourism, Culture and Arts, Manila (DTCAM)
6. Department of Engineering and Public Works (DEPW)
7. City Planning and Development Office (CPDO)
8. National Historical Commission of the Philippines (NHCP)
9. Malate Police Station Representative
10. Korean Organization Representative of Korean Business District
11. Punong Barangays, Barangays covered by the Manila Korea Town

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 suggestions and recommendations in furtherance of this goal.

SEC. 5. Secretariat. – The Department of Tourism, Culture and Arts of Manila (DTCAM) shall function as the secretariat to facilitate and ensure the performance of the duties of The Manila Korea Town Tourism Council, which include providing technical support, documentation, preparation of reports, and such other assistance as may be required to discharge its functions.

SEC. 6. Meetings. – The Manila Korea town Tourism Council shall conduct regular meetings as scheduled by the City Mayor, or as may be required by the Department of Tourism, Culture and Arts of Manila (DTCAM).

SEC. 7. Development Plan. – The Manila Korea Town Council shall prepare and adopt a development plan, which shall be consistent with the Department of Tourism, Culture and Arts of Manila (DTCAM) 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 six (6) 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 district. The improvements within the area may include, but are not limited to, the following:

I. **Information Dissemination and Promotion**

- a. **Signages, Markers and Information Boards** Korean translation and/or symbols shall complement signages in Filipino or English, including business signages. Korean art may be incorporated in the area, either engraved or painted. Locational maps to guide visitors shall be included in the information boards, written in the Filipino, English, and Korean language.
- b. **Information Center** – 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 visitors, and should be written in Filipino, English, and Korean languages.
- 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, electronic-powered and equipped with Global Positioning System (GPS) and Wi-Fi connectivity, this shall be provided to facilitate 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.

III. Peace and Order Measures/Security Facilities

- a. **Emergency Calling Stations and Helpdesks/Hotlines** – these shall be established in accessible areas with helpdesk operators who are well-versed in the Filipino, English, and Korean languages.
- b. **Closed-Circuit Television (CCTV) Cameras** – High-definition closed-circuit television (CCTV) cameras shall be installed in traffic lights 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 Post** – these shall be environmentally-sound and shall complement the design of the tourism district. Korean lanterns or any other Korean ornaments shall also be installed in the area during special occasions.
- 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 aesthetics purposes.
- 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 signaged 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.

SEC. 8. Solid Waste Management. – The City government, through the Department of Public Safety (DPS), 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.

SEC. 9. Food Sanitation. – The City government, through the Manila Health Department (MHD), shall strictly monitor food service establishments and enforce sanitation rules within the area.

SEC. 10. Implementation. – The Department of Tourism, Culture and Arts of Manila (DTCAM) is primarily mandated to monitor the implementation of this Ordinance. It shall maintain close coordination with the 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 Manila Korea Town to ensure the accessibility, sanitation and smooth traffic flow within the area.

SEC. 11. Site Branding and Promotion. – The City government, through the Department of Tourism, Culture and Arts of Manila (DTCAM), shall reinforce the identity of the tourism district and promote the same through appropriate branding mechanisms, as provided in the Manila Tourism Development Plan.

The official logos of the City government, 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 Department of Tourism, Culture and Arts of Manila (DTCAM) shall collaborate with the Manila Public Information Office (MPIO) 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.

SEC. 12. Guided Tours. – Department of Tourism, Culture and Arts of Manila (DTCAM) shall include the subject tourism district in educational guided tours for visitors and guests.

Tour guides within the tourism district must be accredited by the Department of Tourism (DOT) and registered with the Department of Tourism, Culture and Arts of Manila (DTCAM), 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.

SEC. 13. Festivities. – Department of Tourism, Culture and Arts of Manila (DTCAM), in consultation with the stakeholders of the area, shall organize, implement and promote events and activities to popularize the Manila Korea Town.

SEC. 14. Appropriations. – Necessary funds are hereby appropriated based on the availability of funds of the City government for the implementation of this Ordinance.

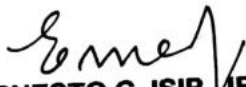
SEC. 15. Repealing Clause. – All other ordinances, resolutions, orders, circulars and regulations or parts thereof, which are inconsistent with the provisions of this Ordinance are hereby repealed, amended, or modified accordingly.

SEC. 16. 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.

SEC. 17. Effectivity Clause. – This Ordinance shall take effect upon its approval.

This Ordinance was finally enacted by the City Council of Manila on January 28, 2021.

PRESIDED BY:


ERNESTO C. ISIP, JR.
President Pro-Tempore and
Acting Presiding Officer
City Council, Manila

ATTESTED:


LUCH R. GEMPIS, JR.
City Government Department Head III
(Secretary to the City Council)

APPROVED BY HIS HONOR, THE MAYOR, ON FEB 09 2021.


FRANCISCO "Isko Moreno" DOMAGOSA
Mayor
City of Manila

ATTESTED:


BERNARDITO C. ANG
City Government Department Head III
(Secretary to the Mayor)

RNF: rrb/acl/jok/cpf/jmt/jrp