



Republic of the Philippines
City of Naga
"Heart of Bicol"
OFFICE OF THE CITY MAYOR



EXECUTIVE ORDER NO. 2006-04

CREATING THE CENTRAL BUSINESS DISTRICT I (CBD I) REDEVELOPMENT COUNCIL, DEFINING ITS FUNCTIONS, COMPOSITION, AND FOR OTHER PURPOSES

WHEREAS, to promote economic growth and ease pressure within the Central Business District I (CBD I), the city government is promoting the development of other commercial zones;

WHEREAS, new investments have already been committed in these new commercial zones, particularly Central Business District II (CBD II) and the Southeast Development Area;

WHEREAS, the city government has to balance the interests and needs of all sectors of the community without sacrificing the lawful rights of any particular group;

WHEREAS, there is a need for policies, programs, and projects to redevelop CBD I to ensure that it maintains its character as the primary commercial zone of the city and to promote the interests of local commercial enterprises, most of which are located in the same area;

NOW, THEREFORE, I JESSE M. ROBREDO, by virtue of the powers vested in me by law, do hereby order the following:

SECTION 1. The Central Business District I (CBD I) Redevelopment Council. The Naga City Central Business District I (CBD I) Redevelopment Council (CBD I RC), is hereby created as the primary recommendatory and coordinating body of the city government's CBD I redevelopment efforts.

SECTION 2. Composition. Its membership shall be appointed by the City Mayor and is composed of the following:

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|----------------|---|--|
| Chairman | - | President, Metro Naga Chamber of Commerce and Industry |
| Vice-Chairman- | | President, Filipino-Chinese Chamber of Commerce and Industry |
| Members | - | Chairman, Naga City People's Council |
| | - | President, Naga City Jaycees |
| | - | President, Camarines Sur Bankers Association |
| | - | Department Head, Metro Naga Public Employment Service Office |

- Executive Director, Investment Promotion and Action Center
- Head, Public Safety Office
- President, NCPM Stallholders Federation
- President, Naga City Vendors Association

SECTION 3. Functions. The CBD I RAC shall have the following functions:

- 1.) in consultation with the private sector, to provide recommendations to the City Mayor on policies, programs, and projects that the city government can adopt and implement to maintain and enhance the economic vibrancy of CBD I;
- 2.) to coordinate the efforts of various local special bodies and agencies of the city government in conceptualizing and implementing programs, and projects for the revitalization of CBD I. For this purpose, these special bodies and agencies shall include, but is not limited to:
 1. Naga City People's Council
 2. Urban Regreening and Beautification Task Force
 3. City Engineer's Office
 4. City Planning and Development Office
 5. Naga City Public Market
 6. Public Safety Office
 7. Metro Naga Public Employment Service Office
 8. Investment Promotion and Action Center;
- 3.) to consolidate the efforts of the private sector and build consensus and cooperation among the many groups and individuals who have a role in the revitalization process. So that they can more effectively become partners in the revitalization efforts;
- 4.) to design and coordinate the implementation of programs to disseminate information and generate feedback on the CBD I revitalization policies, programs, and projects;
- 5.) to enhance the physical appearance of CBD I by encouraging rehabilitation of historic buildings, and encouraging supportive new construction;
- 6.) to market CBD I to customers, potential investors, local citizens, and visitors;
- 7.) to strengthen the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development; and
- 8.) to mobilize funding from various sources in support of its programs and projects.

SECTION 4. Goals. The goals of the revitalization efforts are:

- 1.) to diversify the economic base and to create jobs;
- 2.) to maintain an effective, efficient, and safe traffic system;
- 3.) to improve and retain existing businesses; and
- 4.) to regreen and beautify the area.

SECTION 5. Objectives. The objectives of the revitalization efforts are:

- 1.) restructuring and replanning the CBD I area;
- 2.) designing more effective local transport and road networks;
- 3.) rationalizing land uses;
- 4.) promoting the rehabilitation of buildings in need of repair;
- 5.) preserving buildings, and structures of historical or cultural interest;
- 6.) preserving as far as practicable local characteristics;
- 7.) preserving the social networks of the local community; and

8.) providing purpose-built structures for groups with special needs.

SECTION 6. Committees. The CBD I RAC shall be assisted by the following committees in carrying out its mandates or create other committees as the need arises and appoint the composition thereof:

- 1.) Design Committee – to create an attractive, coordinated, and quality image of CBD I using its unique assets and heritage and incorporating all elements of its appearance that include analyzing parking, coordinating window displays, and acting as a design resource for property owners.
- 2.) Promotions Committee – to market the CBD through retail promotions, special events, and by creating a positive image to attract shoppers, investors, tourists, and new businesses.
- 3.) Opportunity Committee – to create and maintain diverse economic opportunities in CBD I through business expansion, recruitment, and retention strategies.
- 4.) Preservation Committee – to preserve and protect historic sites and resources and educate the public about its unique history and cultural heritage.
- 5.) Mobilization Committee – to undertake fund-raising activities to mobilize funding from various sources to support its programs and projects.

SECTION 7. – Repealing Clause. – Executive orders, rules and regulations, and other issuances of the city government, inconsistent with this are hereby modified accordingly.

SECTION 8. – Effectivity. – This executive order shall take effect upon its approval

DONE this 8th day of March 2006 in Naga City Philippines.

JESSE M. ROBREDO

City Mayor

Attested by:

FRANCISCO M. MENDOZA

City Administrator