Republic of the Philippines
SANGGUNIANG PANLUNGSOD
City Government of Naga

ORDINANCE NO. 2026-091
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AN ORDINANCE RENAMING THE "NAGA CITY PEOPLE'S MALL" TO "NAGA CITY PUBLIC MARKET", AND PROVIDING THE TERMS AND CONDITIONS ON ITS TRANSITION, AND LEGAL INSTRUMENTS:-

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Sponsors: **Hon. Elmer S. Baldemoro**
Hon. Allan Reiz C. Macaraig
Hon. David Casper Nathan A. Sergio
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Hon. Wilfredo Jude A. Diokno

EXPLANATORY NOTE

The facility historically known as the Naga City Public Market has long been more than just a center of local commerce; it is a vital repository of our city's living heritage, economic resilience, and social identity. In 2011, the Sangguniang Panlungsod enacted Ordinance No. 2011-048, officially naming the facility the "Naga City People's Mall." While well-intentioned in its effort to modernize the image of the facility, the term "Mall" carries a distinctly corporate, commercialized, and private connotation. This linguistic shift inadvertently dilutes the rich historical legacy and public character of the space, distancing it from the very people it serves.

By reverting the name to "Naga City Public Market," this proposed ordinance seeks to achieve two critical legislative objectives. First, it preserves local heritage and identity. The term "Market" aligns with the historical narrative of Naga City as a historic trading hub in the Bicol Region. This correction honors the traditional socioeconomic fabric of our community and restores dignity to the local vendors and micro-entrepreneurs who form the backbone of this public institution. Naming public spaces should reflect our shared history, collective memory, and grassroots economy rather than adopting corporate nomenclature.

Second, this measure directly advances Vision 5 of Naga City's 2028 Finish Lines framework, which mandates the preservation of Nagueño history, language, and heritage. Restoring the designation of a public "Market" actively safeguards our cultural identity, aligns municipal assets with strategic development goals, and protects public infrastructure from contemporary historical amnesia. Words matter in governance, and this correction ensures our policy framework matches our cultural realities.

Thus, be it ordained by the Sangguniang Panlungsod of Naga City, in session assembled, that:

SECTION 1. TITLE. This Ordinance shall be known as the **"Naga City Public Market Name Restoration Ordinance".**

SECTION 2. DECLARATION OF POLICY. The Naga City Government declares it a policy to preserve and honor the historical identity, local heritage, and cultural significance of its public institutions. Renaming the city's primary trading hub to a public market fosters civic pride and maintains historical continuity for generations of Nagueños.

SECTION 3. RENAMING OF NAGA CITY PEOPLE'S MALL. The public market facility currently known and registered as the Naga City People's Mall is hereby officially renamed as the **"Naga City Public Market."**

SECTION 4. TRANSITION OF PHYSICAL SIGNAGES AND PROMOTIONAL MATERIALS. To prevent public confusion and to ensure institutional identity, the transition to the restored name shall be governed by the following guideline:

a. **Physical Public Signages.** All prominent building signs, directional markers, and directories of the subject facility shall be updated to reflect the name "Naga City Public Market" within ninety (90) days from the effectivity of this Ordinance.
b. **Digital and Promotional Assets.** All names on the Naga City official websites, social media platforms, tourism collaterals, maps, and promotional materials maintained or authorized by the City Government shall utilize the restored name in all subsequent publications and digital modifications.
c. **Inventory of Existing Office Stationery.** To prevent the unnecessary displacement of public funds, all departments and offices possessing existing inventories of printed stationery, letterheads, and administrative forms bearing the name "Naga City People's Mall" are hereby authorized to utilize the same until fully exhausted. Provided that all subsequent procurement and printing of office supplies following the effectivity of this Ordinance shall strictly conform to the new designation.

Section 5. LEGAL CONTINUITY OF CONTRACTS, PERMITS, AND INSTRUMENTS.

To ensure uninterrupted market operations, preserve vested rights, and prevent delays in administrative demands, the legal status of all existing instruments shall be preserved as follows:

a. **Non-Impairment of Existing Obligations.** All existing lease contracts, agreements, certificates of award, permits, clearances, memoranda of agreement, and other legal instruments executed by, with, or under, the name of the "Naga City People's Mall" prior to the effectivity of this ordinance shall remain fully valid, binding, and legally enforceable.
b. **Automatic Succession and Exemption to Novation.** The "Naga City Public Market" shall automatically succeed to all rights, interests, duties, and liabilities stipulated in the aforementioned instruments. Concurrently, no tenant, vendor, contracting party shall be required to re-execute, amend, or undergo a novation of their active, unexpired contracts or permits solely by reason of this facility renaming.
c. **Prospective Applications.** All contracts, permits, business licenses, and any communications executed, issued, or renewed subsequent to the effectiveness of this ordinance shall strictly be in the name "Naga City Public Market."

SECTION 6. NAGA CITY MARKET WEEK DECLARATION. To promote local commerce, celebrate the contributions of market vendors, and honor the facility's heritage:

a. **Official Observance.** The third (3rd) week of July of every year is hereby declared as "Naga City Market Week."
b. **Leading Office.** The Market Enterprise and Promotions Office (MEPO) is the leading office during the designated week to highlight the economic and historical significance of the Naga City Public Market.
c. **Dedicated Observance Funding.** The funding for activities, promotional campaigns, and administrative logistics associated with the annual celebration of Naga City Market Week shall be specifically allocated and sourced from the annual operational budget of the Market Enterprise and Promotions Office (MEPO).

SECTION 7. APPROPRIATION. The initial financial resources necessary for the implementation of this Ordinance including physical signage updates, transition logistics, and institutional modifications shall be charged against the existing operational budget of the Market Enterprise and Promotions Office (MEPO). Subsequent annual budgetary requirements for both full implementation and the observance of Naga City Market Week shall be integrated into MEPO's annual budget submission.

SECTION 8. REPEALING CLAUSE. All local ordinances, resolutions, executive orders, and rules and regulations, or parts thereof, which are inconsistent with the provisions of this Ordinance are hereby repealed, amended, or modified accordingly.

SECTION 9. EFFECTIVITY. This Ordinance shall take effect upon its approval and publication in accordance with the provisions of the Local Government Code of 1991.

ENACTED: July 28, 2026.

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WE HEREBY CERTIFY to the correctness of the foregoing ordinance.

LILIAN O. PASCUAL
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Sangguniang Panlungsod

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City Youth Secretary to the
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