



Republic of the Philippines
CITY OF OLONGAPO



JAMES L. GORDON AVENUE MARKET AND MALL

I. **Mandate**

As prescribed in RA 7160 “The Local Government Code of the Philippines”, Section 17. Basic Services and Facilities that the Local government units shall likewise exercise such other powers and discharge such other functions and responsibilities as are necessary, appropriate, or incidental to the efficient and effective provision of the basic services and facilities. Such basic services and facilities include, for a barangay, satellite or public markets, where viable, and for both municipality and city, public markets.

II. **Vision:**

A highly feasible and sustainable local economic enterprise that is receptive to the needs of the Local Government Unit of Olongapo City and adaptive to the demands of time that generate additional revenues to the city manned by highly dedicated and qualified personnel

III. **Mission:**

To become a self-sustaining, orderly, business-friendly and beneficial economic enterprise in the City of Olongapo and the 1st District of Zambales.

IV. **Service Pledge**

We commit to:

- To diligently implement City Ordinance No. 13 Series of 2017 or otherwise known as “The 2017 Market Code of Olongapo City”
- To contribute to the increase of local revenue of the City of Olongapo and to make JLGAMM - Pag-asa Public Market a self-sustaining, dynamic and viable economic enterprise thus, contributing to the strengthening of the financial capability of the city.
- To manage, maintain and upgrade the condition of the structures and its facilities for the continuous improvement of the Market building and to ensure the safety of our stallholders and customers; and
- To maintain cleanliness and orderliness in the public market to attract competitive investors, public consumers and customers for sustainable economic growth.





JAMES L. GORDON AVENUE MARKET AND MALL

I. APPLICATION OF LEASE STALLS - New Applicant/Renewal*

Office or Division:	James L. Gordon Avenue Market and Mall			
Classification:	Complex			
Type of Transaction:	G2C – Government to Citizen			
Who may avail:	All			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
1. Letter of Intent (1 Original and 1 Photo Copy)	Should be provided by the Stall Applicant			
2. Valid Identification Cards (2 each; Photo Copy)	Government valid Identification Card – SSS, GSIS, TIN, LTO License, Passport, etc...			
3. 2x2 latest picture white background (5 Original)	Should be provided by the Stall Applicant			
4. Stallholder Application Form (Triplicate Copy)	Admin Office of the Public Market – Admin or Billing Section personnel			
5. Stallholder Information Sheet (1 Original)	Admin Office of the Public Market – Admin or Billing Section personnel			
6. Barangay Clearance	Respective Barangay Office - the area of residence by the client			
7. Certificate of No Stall and No Outstanding Balance	Olongapo City Public Market			
8. Tax Clearance Certificate	Office of the City Treasurer			
9. Birth Certificate (Original Copy)	Philippine Statistic Authority or City Civil Registrar			
10. Marriage Certificate – Original Copy (if necessary)	Philippine Statistic Authority or City Civil Registrar			
11. Extra Judicial Settlement – Original Copy (If necessary)	Should be provided by the Stall Applicant			
CLIENT STEPS	AGENCY ACTIONS	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Present a Letter of Intent with 2 Valid Identification	1. Receive Letter of Intent	None	5 mins.	Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/ Admin Aide IV/Electrician I/ Admin Aide I /Client
	1.1 Verify stall availability for approval and recommendation	None	15 mins	Market Administrator/ Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/
2. Secure and fill up forms. Provide following:	2. Issuance of Form; Assist in filing forms	None	5 mins.; Client	Admin Aide VI/ Admin Aide IV/
2.1 Stallholder				





JAMES L. GORDON AVENUE MARKET AND MALL

<p>Information Sheet</p> <p>2.2 Stallholder Application Form</p> <p>2.3 Barangay Clearance</p> <p>2.4 Certificate of No Stall and No Outstanding Balance</p> <p>2.5 Tax Clearance</p> <p>2.6 Birth Certificate</p> <p>2.7 Five (5) 2x2 latest picture</p> <p>2.8 Two (2) Valid Identification Cards</p> <p>2.9 Valid Identification Cards</p>	<p>2.1 Approval of Intent</p>	<p>None</p>	<p>10 mins</p>	<p>CG Department Head II</p>
<p>3. Furnish duly notarized Stallholder Application Form*</p>	<p>3. Letter recommendation forwarded to the Market Committee and/or the Local Chief Executive with the following duly accomplished attachments:</p> <ul style="list-style-type: none"> - Stallholder Application Form - Stallholder Information Sheet - Barangay Clearance - Certificate of No Stall and No Outstanding Balance - Tax Clearance - Birth Certificate 	<p>None</p>	<p>1 day</p>	<p>Admin Aide VI/ Admin Aide IV/Admin Aide I</p>





JAMES L. GORDON AVENUE MARKET AND MALL

	3.1 Secure Recommending Approval from the Market Committee and/or the Local Chief Executive	None	Note: Refer to the Mayor's Office and/or Market Committee Offices on the procedure for approval of letter request/recommendation	Market Committee/ Office of the City Mayor
4. Receive Approval/Disapproval of Application*	4. Release the decision of the Market Committee and/or the Local Chief Executive	None	5 mins	Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/ Admin Aide IV/
	TOTAL	NONE	1 DAY AND 40 MINS	

II. AWARDING OF LEASE STALLS – New Applicant and Renewal*

Office or Division:	James L. Gordon Avenue Market and Mall
Classification:	Complex
Type of Transaction:	G2C – Government to Citizen
Who may avail:	All
CHECKLIST OF REQUIREMENTS	WHERE TO SECURE
1. Market Certification	Admin Office of the public market – Billing Section personnel thru your assigned Market Collector
2. Government Permits/Documents (1 photocopy each; present original)	Forms/Documents to be secure with other respective Government Agency
2.1 DTI	2.1 DTI – BNR Form No. 01-2018 or login to bnrs.dti.gov.ph
2.2 Barangay Clearance	2.2 Barangay Clearance from the Office of the Barangay Captain of Barangay Pag-asa, O.C.
2.3 BIR	2.3 BIR Form 2303
2.4 Business Permit	2.4 Business Permit and Licensing Office (BPLO) - Application for Business Permit
3. Valid Identification Cards (2 each; Photo Copy)	Government valid Identification Card – SSS, GSIS, TIN, LTO License, Passport, etc...
4. Official Receipt	Admin Office of the public market – Billing Section personnel thru your assigned Market Collector





JAMES L. GORDON AVENUE MARKET AND MALL

CLIENT STEPS	AGENCY ACTIONS	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Pay the required two (2) months' deposit	1. Collect the corresponding payment and issue an official receipt	Based on C.O. No. 16 S. 2018. (Ordinance Amending Sec. 40 of C.O. No. 13 S. 2017)*	8 mins.; Client	Admin Aide VI
2. Secure/Request Market Certification and present the following documents: 2.1 Latest DTI Registration 2.2 Previous Business Permit*	1. 2. Verification and Validation of payment/Market Records – Updated/Delinquent /Approved Letter of Endorsement 2. 2.1 Issue Market Clearance Certification	None P150.00	<i>Note: refer to Market Certification Procedure.</i> ; Client 15 mins	Admin Aide IV; Admin Aide VI; LTOO II Admin Aide IV; Admin Aide VI; LTOO II/Sr. Admin Asst VI/ CG Department Head II
3. Proceed to City Planning and Development Office	4. Signing of Lease Contract Agreement		<i>Note: Refer to CPDO procedure on Signing of Contract</i>	Technical GIS - CPDO
4. Proceed to the Office of the City Mayor (or his duly representative – Market Administrator)	5. Awarding of Stall	None	20 mins <i>Note: Refer to the Office of the City Mayor re: procedure on Awarding of Market Contract</i>	CG Department Head II/ Local Chief Executive
	TOTAL	PhP150.00 ; Other fees and charges based on	43 MINUTES	





JAMES L. GORDON AVENUE MARKET AND MALL

		C.O. No. 16 S. 2018. (Ordinance Amending Sec. 40 of C.O. No. 13 S. 2017)*		
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III. IMPROVEMENT or ALTERATION

Office or Division:	James L. Gordon Avenue Market and Mall			
Classification:	Simple			
Type of Transaction:	G2C – Government to Citizen G2G – Government to Government Agency, Employee or Official			
Who may avail:	Stallholder/s/ Tenant of the JLGAMM Public Market			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
1. Request Form – Stall Alteration Form		Admin Office of the public market – Maintenance Section personnel		
2. Plan/Sketch of Alteration or Improvement		Must be provided by the Stall Applicant		
3. Official Receipt		Admin Office of the public market – Billing Section personnel thru your assigned Market Collector		
4. Renovation and Repair Permit <i>(required only if necessary)</i>				
CLIENT STEPS	AGENCY ACTIONS	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Proceed Market Admin Office and present the proposed plan/sketch of alteration	1. Evaluation of request	None	15 Mins	Maintenance Supervisor/ Electrician I/ Admin Aide IV/ Admin Aide VI CG Department Head II
2. Must be present at his/her respective stall during the inspection	2. Inspection of the Stall/ area	None	20 mins; Client	Maintenance Supervisor/ Electrician I/ Admin Aide IV/Admin Aide VI
	2.1. Recommend for Approval/ Disapproval	None	5 mins	Maintenance Supervisor/ Electrician I/ Admin Aide IV





JAMES L. GORDON AVENUE MARKET AND MALL

	2.1a. Recommend of requirement/s for Renovation or Repair Permit at City Engineering Office			<i>Note: Refer to City Engineering's procedure for acquiring a Renovation/Repair Permit (if necessary)</i>	
	2.2. Secure clearance from Market Billing and Collection Section	None	5 mins		LTOO II/ Admin Aide VI/Admin Aide IV
	2.3. Secure clearance from the Administrative Section	None	5 mins		Sr. Admin Asst. V/ Admin Aide IV
3. Pay the necessary payment	3. Issue Official receipt	PhP150.00	5 mins; Client		Admin Aide VI
4. Receive approved/disapproved Alteration Request Form	4. Issue approved Alteration Request Form	None	5 mins		Maintenance Supervisor/ Electrician I; CG Department Head II
	TOTAL	PhP150.00	1 HOUR		

IV. MARKET CERTIFICATION: A. Market Clearance

B. Certification for Request of Utilities Connection

C. Certificate of No Stall

Office or Division:	James L. Gordon Avenue Market and Mall	
Classification:	Simple	
Type of Transaction:	G2C – Government to Citizen G2B – Government to Business Entity	
Who may avail:	All; Stallholder/s/Tenants of the JLGAMM Public Market	
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE
1. Request Form		Admin Office of the public market – Billing Section





JAMES L. GORDON AVENUE MARKET AND MALL

		personnel thru your assigned Market Collector		
2. Stallholder's Ledger		Admin Office of the public market – Billing Section personnel thru your assigned Market Collector		
3. Payment records		Admin Office of the public market – Billing Section Head		
4. Stallholder Record File Folder		Admin Office of the public market – Billing Section personnel thru your assigned Market Collector		
CLIENT STEPS	AGENCY ACTIONS	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
1. Request Market Clearance from the Market Admin Office. State purpose of request – e.g. a. For Business Permit Renewal b. For Contract Signing c. Utility Connection – OEDC, Subic Water, etc.. d. Certificate of no Stall e. Other purposes	1. Provide a request form for verification of records 1.1 Validate record/s and confirm updated payments -for clearance For validation/ confirmation: Stallholder's Ledger; Computer payment records; Stallholder Record File Folder	None None	5 mins; Client 15 mins	Sr. Admin Asst. V/ Admin Aide VI/ Admin Aide IV Sr. Admin. Asst. V; LTOO II; Admin Aide VI; Admin Aide IV; Electrician I <i>Note: If the stallholder has an outstanding account, the client must execute a Promissory Note</i>
2. Pay the necessary payment	2. Collect payment and issue an official receipt	PhP150.00	10 mins	Admin Aide VI
3. Receive Approval/ Disapproval of Market Certification	3. Issue Approved Market Certification	None	10 mins	CG Department Head II; Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/ Admin Aide IV
	TOTAL	PhP150.00	40 MINUTES	

V. COLLECTION OF FEES AND CHARGES – Promissory Note

Office or Division:	James L. Gordon Avenue Market and Mall
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JAMES L. GORDON AVENUE MARKET AND MALL

Classification:	Simple			
Type of Transaction:	G2B – Government to Business Entity G2G – Government to Government Agency, Employee or Official			
Who may avail:	Stallholder/s/ Tenant of the JLGAMM Public Market			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
1. Letter of Intent/Notice of Delinquency received		Must be provided by the applicant		
2. Promissory Note		Admin Section; Billing and Collection Section; Market Administrator of Public Market		
3. 2 Valid IDs		Must be provided by the Client		
4. Official Receipt		Billing Section personnel		
5. Approved Promissory Note		Office of the City Treasurer		
6. Notarized Promissory Note		Office of the City Legal Office		
CLIENT STEPS	AGENCY ACTIONS	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Proceed to Market Admin Office - Letter of Intent	1. Received Letter of Intent and/or verified details of the Notice of Delinquency received by the client	None	15 mins	Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/ Admin Aide IV
	2. Discuss with the client the rules and regulations of the Promissory Note	None	15 mins	Market Administrator/ Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/ Admin Aide IV/
	3. Seek Approval for the Issuance of Promissory Note	None	10 mins; Client	Market Administrator/ Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/
	4. Execute/ Construct Promissory Note	None	1 hour	Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/ Admin Aide IV
Pay the required down payment	Collect necessary payment/s and issue Official Receipts	Prevailing rental fees and charges (Pursuant	10 mins	Admin Aide VI





JAMES L. GORDON AVENUE MARKET AND MALL

		to City Ordinance No. 13 Section 40)		
Proceed to the Office of the Market Administrator for the Approval of the Letter of Intent and/or signing of the Promissory Note	<p>1. Approval/ Signing of Promissory Note for endorsement</p> <p>1.1 Recommend/ Endorse Promissory Note for Approval to the Office of the City Treasurer</p> <p>1.2 Recommend for Notary of Promissory Note to the Office of the City Legal</p>		<p>15 mins</p> <p>20 mins; Client <i>Note: Refer to the City Treasurer's Office on the procedure for Approval of Promissory Note</i></p> <p><i>Note: Refer to the Office of the City Legal on the procedure of Public Notary.</i></p>	Market Administrator/ Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/
	TOTAL	Prevailing rental fees and charges (Pursuant to City Ordinance No. 13	2 HOURS AND 25 MINS	

VI. COLLECTION OF FEES AND CHARGES - Product Promotion

Office or Division:	James L. Gordon Avenue Market and Mall
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Classification:	Simple			
Type of Transaction:	G2B – Government to Business Entity G2G – Government to Government Agency, Employee or Official			
Who may avail:	Stallholder/s/ Tenant of the JLGAMM Public Market			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
7. Letter of Intent/Request Letter (1 Original and 1 Photocopy)	Must be provided by the applicant			
8. Official Receipt/Cash Ticket	Admin Office of the public market – Billing Section personnel			
9. Letter Approval/Certification (1 Original and 1 Photocopy)	Admin Office of the public market – Admin Section			
CLIENT STEPS	AGENCY ACTIONS	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Proceed to Market Admin Office - Letter of Intent	1. Received Letter of Intent and inquire about the details of the product promotion.	None	5 mins	Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/ Admin Aide IV/ Electrician I
	2. Briefing on Market rules and regulations re: cleanliness and sanitation and other regulations.	None	10 mins	Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/ Admin Aide IV/ Electrician I
	3. Site inspection and recommendation for Approval	None	20 mins; Client	Admin Aide VI/ Admin Aide IV/ Electrician I
Proceed to Market	Collect necessary	Prevailing	8 mins	Admin Aide VI





JAMES L. GORDON AVENUE MARKET AND MALL

Collection Officer for payment	payment/s and issue Official Receipts and/or Cash Tickets	rental fees and charges (Pursuant to City Ordinance No. 13 Section 40)		
Proceed to Market Admin Office for the Approval of the Letter of Intent	Approval/ Certification		10 mins	CG Department Head II
	TOTAL	Prevailing rental fees and charges (Pursuant to City Ordinance No. 13	53 MINS	

VII. FILING OF COMPLAINT

Office or Division:	James L. Gordon Avenue Market and Mall			
Classification:	Simple			
Type of Transaction:	G2C – Government to Citizen G2B – Government to Business Entity G2G – Government to Government Agency, Employee or Official			
Who may avail:	Stallholder/s/ Tenant of the JLGAMM Public Market			
CHECKLIST OF REQUIREMENTS		WHERE TO SECURE		
1. Complaint Letter/Form		Admin Office of the public market – Admin Section		
2. Evidence		Must be provided by the complainant		
CLIENT STEPS	AGENCY ACTIONS	FEES TO BE PAID	PROCESSING TIME	PERSON RESPONSIBLE
Fill-up Complaint Form	Evaluate complaint and/or refer to the concern section or office for proper	None	30 mins; Client	City Govt. Dept. Head II/Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/ Admin Aide IV





Republic of the Philippines
CITY OF OLONGAPO



JAMES L. GORDON AVENUE MARKET AND MALL

	disposition			
	Call the attention of the respondent/ complaineer for mediation or immediate resolved	None	1 hour; Client	City Govt. Dept. Head II/Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI/ Admin Aide IV
	For unresolved complaint: Endorsement letter will be made to a higher office – Market Committee; Office of the City Mayor and Barangay or other Government Agency for appropriate action	None	30 mins; Client	City Govt. Dept. Head II/Sr. Admin. Asst. V/ LTOO II/ Admin Aide VI
	TOTAL	NONE	2 HOURS; CLIENT	

