

BUSINESSQCC



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The Ideal Distribution Hub

Quezon City is the most highly interconnected city within the metropolis. It is located near the center or at the heart of Metro Manila, towards its northeastern portion. It is also the strategic convergence point for the metropolitan road and transportation networks, making the city an ideal distribution hub. It is easily accessible from the major highways, thoroughfares and mass transit systems of the metropolis.

The city is traversed by an 'alphabet soup' of major thoroughfares, namely Circumferential Road 3 or C-3 (Araneta Avenue), C-4 (most of EDSA), C-5 (Katipunan – Luzon – Republic Avenues), R-6 (Aurora Boulevard), R-7 (Quezon – Commonwealth Avenues) and R-8 (Bonifacio Avenue – Quirino Highway), which provide numerous linkages of the city to the rest of Metro Manila.

Among the recent public works projects that have contributed to Quezon City's connectivity, as well as ease in traffic flow in Metro Manila, are the following:

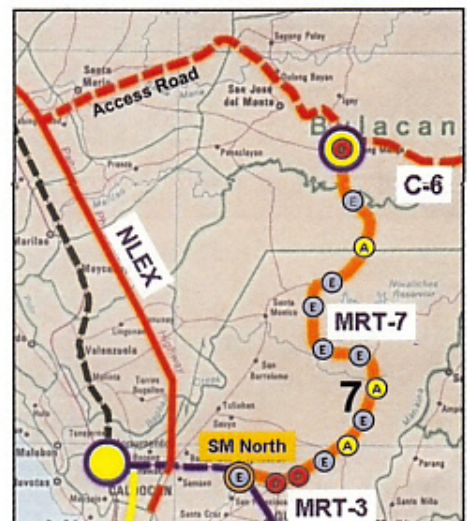
- The North Luzon Expressway (NLEX)- Mindanao Avenue Link connecting NLEX, at its Valenzuela City junction, to Mindanao Avenue in Quezon City, which is serving around 30,000 vehicles daily. Also known as the NLEX Segment 8, the NLEX-Mindanao Avenue connector is a 2.6 kilometer tollway starting from the Smart Connect Interchange, a cloverleaf interchange between the NLEX-Mindanao Avenue link and the NLEX and ending in a 3-way signalized junction with Mindanao Avenue. The entire 2.6 kilometer tollway is designated as part of a C-5 Road.

As a result of this linkage, motorists from any part of Metro Manila and neighboring areas can get to the NLEX without having to go through heavy traffic in Balintawak, the main entrance to the expressway, and other choke points in the metropolis. This link has dramatically speeded up the transport of people and goods via the NLEX to and from Northern Luzon thru Quezon City.

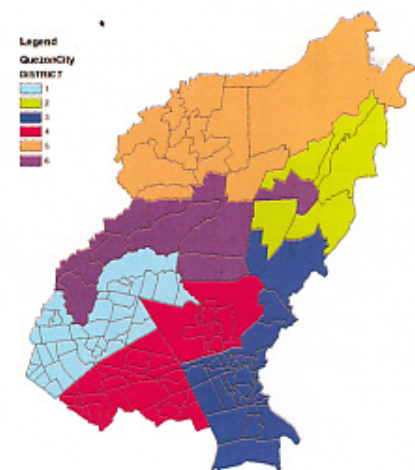
- Tandang Sora – Commonwealth Avenue flyover, an 18-meter wide bridge from Old Balara to Congressional Avenue and Mindanao Avenue, crossing over Commonwealth Avenue, thereby connecting Tandang Sora to NLEX

This flyover encourages motorists from NLEX who are going towards the South Luzon Expressway (SLEX) and vice versa to skip traffic at EDSA by taking the convenient route of C-5 and the NLEX-Mindanao Avenue link. *(continued on page 3)*

New Developments



MRT-7, which will connect Quezon City to Bulacan, will start construction this year.



Quezon City now has six legislative districts.

ECOindicators

QUEZON CITY'S ROAD INVENTORY

FROM THE CITY PLANNING AND DEVELOPMENT OFFICE

By District and classified into types of roads (all lengths are in kilometers)

DISTRICT	NATIONAL		CITY		PRIVATE		BARANGAY		TOTAL		Road density (km/has.)
	Length	% to total	Length	% to total	Length	% to total	Length	% to total	Length	% to total	
1	48.84	22.57%	238.66	26.72%	36.02	3.71%	2.43	1.30%	325.94	14.37%	0.17
2	19.00	8.78	59.72	6.69	163.67	16.84	118.01	63.24	360.40	15.89	0.17
3	32.55	15.05	137.34	15.37	151.12	15.55	7.00	3.75	328.01	14.46	0.15
4	71.24	32.92	195.64	21.90	76.66	7.89	9.69	5.19	353.22	15.57	0.15
5	19.46	8.99	185.26	20.74	323.66	33.30	13.59	7.28	541.96	23.89	0.10
6	25.29	11.69	76.73	8.59	220.96	22.73	35.88	19.23	358.86	15.82	0.16
TOTAL	216.37	100.00%	893.35	100.00%	972.09	100.00%	186.60	100.00%	2268.40	100.00%	0.14

Comparative road length
(in kilometers)

CATEGORY	DIST. 1	DIST. 2	DIST. 3	DIST. 4	DIST. 5	DIST. 6	TOTAL
Primary	32.61	15.46	23.40	39.31	27.98	25.56	164.32
Secondary	36.57	8.24	25.97	46.52	24.48	21.42	163.21
Alternate	28.26	1.96	5.19	18.27	10.03	2.78	66.49
Collector	62.15	71.13	43.59	47.71	109.69	77.45	411.73
Tertiary	154.66	258.10	186.17	145.68	311.62	215.10	1,271.33
Service	11.69	5.50	43.69	55.74	58.16	16.54	191.33
TOTAL/DIST	325.94	360.40	328.01	353.22	541.96	358.86	2,268.40

CATEGORY	2003	2009	Increase (decrease) 2003-2009	2012	Increase (decrease) 2009-2012
Primary	156.68	158.46	1.78	164.32	5.86
Secondary	160.13	161.26	1.13	163.21	1.95
Alternate	40.17	40.43	0.26	66.49	26.06
Collector	370.39	373.80	3.41	411.73	37.93
Tertiary	1,311.93	1,333.04	21.11	1,271.33	-61.71
Service	176.20	180.77	4.57	191.33	10.56
TOTAL/YR	2,215.50	2,247.76	32.26	2,268.40	20.64

Comparative road density
(in km/hectare)

CATEGORY	DIST. 1	DIST. 2	DIST. 3	DIST. 4	DIST. 5	DIST. 6
Primary	0.02	0.01	0.01	0.02	0.01	0.01
Secondary	0.02	0.00	0.01	0.02	0.00	0.01
Alternate	0.01	0.00	0.00	0.01	0.00	0.00
Collector	0.03	0.03	0.02	0.02	0.02	0.04
Tertiary	0.08	0.12	0.09	0.06	0.06	0.10
Service	0.01	0.00	0.02	0.02	0.01	0.01
TOTAL	0.17	0.17	0.15	0.15	0.10	0.16



Moving by Rail through QC

• Quezon City prepares for the start of construction of MRT-7 early this year, which will connect passengers easily to Bulacan. The Manila Mass Rapid Transit Line 7 (MRT-7) is a proposed rapid transit line in Metro Manila. When completed, the line will be 23 km long with 14 stations. The line has been planned to run in a northeast direction, traversing Quezon City and a part of Caloocan City in Metro Manila before ending at the City of San Jose del Monte in Bulacan province

The project's major components are:

- Rail : about 23 km of railway from SM City North Avenue to San Jose del Monte, Bulacan, with 14 stations, through a tunnel under the Quezon Memorial Circle continuing along Commonwealth Avenue and Quirino Highway.
- Road : about 22 km long with a 6-lane highway from San Jose del Monte to Marilao / Bocaue, Bulacan NLEX exit.
- Intermodal transport terminal at San Jose, Bulacan
- Real estate developments around the terminals.

The project has been reported to have a combined 45-km of road and rail transportation project from the Bocaue exit of the North Luzon Expressway (NLEX) to the intersection of North Avenue and EDSA. The 22-km, 6-lane asphalt road will connect the NLEX to the major transportation hub development in San Jose del Monte.

COMMON STATION (NEDA Board Approval in July 2009)



www.quezoncitybusiness.com

The Ideal Distribution Hub (continued from page 1)

- C-3 (G. Araneta Avenue) -Quezon Avenue Interchange Project. This Quezon Avenue and Araneta Avenue underpass is a project which involves the construction of a depressed underpass with a length of 440 lineal meters and 330 lineal meters approaches along Quezon Avenue. it includes the installation of three submersible pumps with individual capacity of pumping out 277 liters per second, backed up by a power house with generating set and motor circuit control to operate, depending on the intensity of the rain.

This project is designed to improve traffic flow at the intersection of Quezon Avenue and G. Araneta Avenue, and decongest EDSA. The project also covers the widening of Mariblo Bridge, improvement of service roads, and provision for street lighting, pavement markings, and traffic signs. The provision of water cisterns beneath the underpass with enough holding capacity and the construction of reinforced concrete box and pipe culverts will also help manage flooding.

The project proponents are Universal MRT Corporation, composed of a consortium of the Tranden Group, EEI Corporation and SM Prime Holdings which submitted an unsolicited proposal to the Philippine Department of Transportation and Communications in 2002. In June 2007, DOTC presented a Swiss Challenge in which four business firms submitted their counter proposal. In January 2008, DOTC announced that the ULC proposal emerged as winner and the contract was signed. In May 2009, The Investment Coordination Committee (ICC) of the National Economic and Development Authority (NEDA) approved the MRT-7 project.

The Commonwealth Tandang Sora Flyover was redesigned and rehabilitated and the Luzon Avenue-C-5 Flyover also provides a higher elevated structure to accommodate the elevated Station 4 (Tandang Sora MRT Station)

The planned stations are:

- North Avenue (Quezon City)
- Quezon Memorial (Quezon City)
- University Avenue (Quezon City)
- Tandang Sora (Quezon City)
- Don Antonio (Quezon City)
- Batasan (Quezon City)
- Manggahan (Quezon City)
- Doña Carmen (Quezon City)
- Regalado Highway (Quezon City)
- Mindanao Avenue (Quezon City)
- Quirino (Quezon City)
- Sacred Heart (Quezon City)
- Tala (North Caloocan City)
- Araneta (San Jose del Monte City, Bulacan)

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The Katipunan Avenue is a 7.3 kilometer thoroughfare that starts from the intersection of Magsaysay Avenue at the University of the Philippines (UP) campus in Diliman, where Tandang Sora Avenue becomes Katipunan Avenue, and meanders up to the fork that leads to White Plains Avenue and Temple Drive. It serves as the main transportation corridor of the Balara and Project 4 districts of Quezon City, connecting Tandang Sora to EDSA. A big landmark at the starting point is the expansive compound of the Metro Manila Waterworks and Sewerage System (MWSS), where both Maynilad and Manila Water hold office.

A multi-learning environment

Katips, as it is often referred to, is well-known as a campus drive, that takes you from UP, through the vast campuses of Miriam College and Ateneo de Manila University, along with other educational facilities such as the Multiple Intelligence School, the Center for Culinary Arts (CCA) and tutorial centers, language schools as well as TESDA-accredited training centers. Nearby are St. Bridget's School and the Philippine School of Business Administration which are along Aurora Boulevard. Servicing the school supply needs is National Book Store.



University of the Philippines



Miriam College



Ateneo de Manila University



Health and grooming

For your grooming needs, the place has numerous nail and body spas and beauty salons. Health concerns are served by dental clinics and wellness facilities, medical and diagnostic laboratories and clinics, dermatology clinics, as well as a hospital, the Quirino Memorial Medical Center. *(continued on next page)*





<http://stephkoooo.blogspot.com>

(continued from page 4)

A major foodtrip

The 7 kilometers is chockfull of the places you need for daily living. Two coffee places mark the road from end to end, with an auspicious start at Café Via Mare at the GT Toyota Asian Center in UP and an end near Temple Drive where Starbucks is along with a cluster of restaurants at Corinthian Hills. You will never lack for a java fix as there are 13 other coffee and tea places along this strip.

Holding their head offices here are Sbarro (Michael Angelo Inc.), Burgoo (Anything Goes Burgoo Central Office), Cravings (The Cravings Group), Coffee Beanery (Cravings Food Services Inc.) and Gumbo (Specialty Restaurant Inc.).

Of the more than 110 restaurants along this road, expect to find at least 9 different types of eating places specializing in chicken dishes, 7 burger joints, 10 pizza houses, and 5 bar and restaurants. There are several full-service restaurants, rice toppings for the ravenous but low in budget, and sumptuous pastry shops serving full meals.

The cuisine may be diversely foreign – or just sounding Japanese, Persian, Turkish, Thai, Chinese, or Sicilian. Of course there are always the Filipino favorites (Max's Restaurant, Katips Bar and Grillery, Reyes Barbecue, and Jollibee) as well as the ubiquitous American franchises.



Mom and Tina's Bakery Café

<http://www.foodspotting.com>



Bento at Moshi Moshi

Barbecued beef ribs at Red Garlic Bistro



<http://dullwhiteeats.tumblr.com>



<http://www.metrodeal.com>



Religious sites

A popular landmark under the flyover of Katipunan Road near Alta Vista Subdivision is the Monasterio de Sta. Clara or the Order of the Poor Claires, a community of contemplative nuns devoted to prayer. It has become a custom for people desperate for good weather to offer eggs to the nuns, in exchange for prayers, through St. Claire's intercession. Eggs came to be associated with the saint because her name—also spelled as Ciara, Claire or Clara—means "clear." The practice of offering eggs dates back to the medieval times, when nobles donated eggs to monasteries because the monks regarded them as very useful, for food as well as adhesive for stone building.

Another place of worship is the church of Maria della Strada, which rose in the 1970s as a result of a petition of residents from Balara Filters, Pansol, Varsity Hills, Xavierville, La Vista and Alta Vista for a parish in that area.



Traveler on Foot

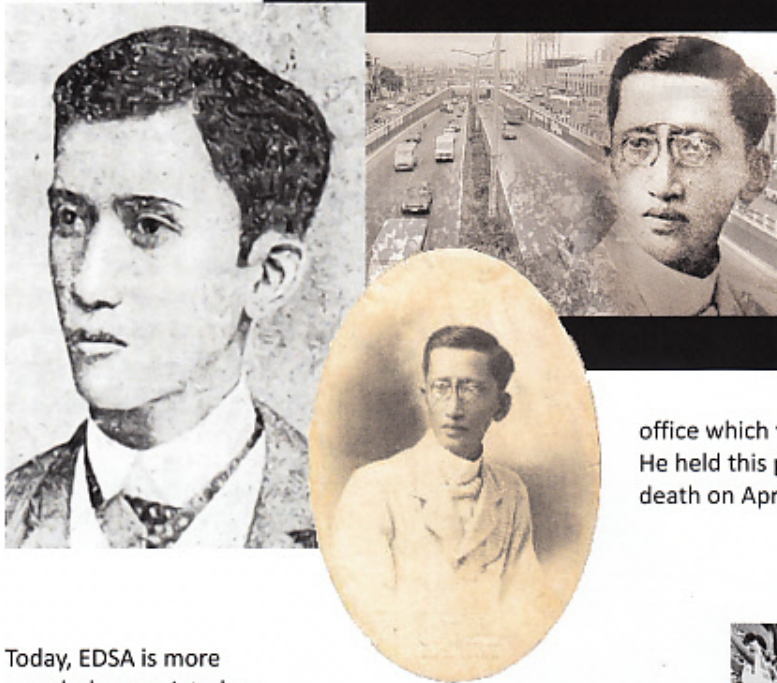
Who is EDS of EDSA?

The longest stretch of EDSA is along Quezon City. It is the longest and most important thoroughfare of Metro Manila, with its 23.8 kilometer length passing through 6 of the 17 local governments that compose the National Capital Region. It serves as a major route north to south of the metropolis. EDSA is a divided carriageway, with 12 lanes on most of its length, with the elevated railroad Manila Metro Rail Transit System often serving as its median. An estimated 350,000 vehicles pass through EDSA every day.



A newspaper reporter has quoted Public Works Secretary Rogelio Singson as saying, "EDSA is our main artery. It can make or break us in terms of pollution, in terms of economy, in terms of our utilization of time. It's right in the middle of the metropolis so all attention is focused on EDSA. So when EDSA gets choked, you practically choke the whole metropolis. That's how important it is."

The construction of EDSA began in the 1940s, as part of President Manuel Quezon's strategy to make access to the new city of Quezon City easier and to provide a straight route to the Nielsen Airport in Makati which once had Ayala Avenue and Paseo de Roxas as its runways. Initially, the street was named Avenida 19 de Junio, for Dr. Jose Rizal's birthday. Later, American administrators called it Highway 54, in keeping with the practice of Americans to name their Highways in terms of numbers.



While President Ramon Magsaysay wanted the avenue to be named after Rizal, the avenue ended up being named after a Rizaleño, through the initiatives of fellow Rizaleños Eulogio Rodriguez Sr. and Juan Sumulong. Thus, EDSA was named after Epifanio delos Santos, a Filipino intellectual and historian. Some have called him the greatest Filipino genius since Rizal. He was known as Don Panyong and co-published a patriotic newspaper called *La Libertad*. When the publication was censored by the revolutionary government, he joined the editorial staff of Gen. Antonio Luna's revolutionary paper, *La Independencia*. He was a Director of the Philippine Library and Museum, an office which was by tradition only for men of learning and erudition. He held this position until his death on April 18, 1928.

Today, EDSA is more popularly associated as the site of the People Power Revolution, the bloodless revolt that triggered the country's return to democracy.
(continued on next page)



Sites along Quezon City's EDSA:



The People Power Monument at the corner of White Plains and EDSA Revolution depicts the thousands of Filipinos who gathered in front of the military camps at this main highway of the metropolis in February 1986, to unite in courage and faith to oust a dictator and restore democracy in the Philippines. The sculpture is by Ed Castrillo and was installed in 1993.

Another product of the EDSA Revolution is the Our Lady of EDSA Shrine, located at the crossroads of EDSA and Ortigas Avenue. It was built by grateful Filipinos to honor the Virgin Mary for her protection and guidance during the world-renowned, bloodless ouster of the Marcos dictatorship that led to the return of democracy in the Philippines. The idea for a commemorative shrine was conceived by Cardinal Sin two days after the Marcos family fled into exile in 1986. He approached the Ortigas and Gokongwei families who agreed to donate the prime corner lot where the nuns and ordinary men and women bravely stood in front of military tanks and offered flowers to the soldiers. Architect Francisco Mañosa created the architectural and structural design for the church, with preparatory work from national artist Leandro Locsin and Architect William Coscolluela. Throughout the plaza are the 14 Stations of the Cross as rendered in bronze by national artist Napoleon Abueva. The imposing bronze image of the Our Lady of Queen of Peace, was sculpted by Virginia Ty-Navarro.



Camp Crame is the national headquarters of the Philippine National Police, located along EDSA near Boni Serrano Avenue. The 33-hectare installation was named in honor of Brigadier General Rafael Crame, the first general of the Philippine Constabulary. Basic training of police officers is conducted here. Across the street from Camp Crame is Camp Aguinaldo, the 178-hectare general headquarters of the Armed Forces of the Philippines. It is also the site of the Department of National Defense, National Capital Regional Command, and the National Defense College of the Philippines, among other offices. It was established in 1935 as Camp Murphy in honor of Frank Murphy, the last governor general of the Philippines. In 1965, by virtue of Republic Act 4434, it was renamed as Camp Aguinaldo after the first Philippine President, Emilio Aguinaldo.

Legislative representation

Quezon City's New Districts

From its former four, Quezon City now has six legislative districts, with the two new ones having their corresponding representation beginning this May 2013 local elections. Republic Act 10170 which was signed into law on July 2, 2012 provided for this redistricting, to enable Quezon City to have more equitable representation for its large population.

The additional districts shall be known as the 5th and 6th congressional districts that would require the election of a congress representative and six councilors per district. The move to create the new districts is in accordance with Section 5, Article VI of the 1987 Philippine Constitution that requires one legislative representative for a population of at least 250,000 inhabitants. According to the 2010 census of population, the second legislative district of Quezon City has a population of 1, 611, 488 with an estimate growth rate of 2.42 percent each year.

With the passage of this law, the distribution of barangays per district of Quezon City are now as follows:

1st District

Barangays: Alicia, Bagong Pag-asa, Bahay Toro, Balingasa, Bungad, Damar, Damayan, Del Monte, Katipunan, Lourdes, Maharlika, Manresa, Mariblo, Masambong, Matalahib (Santo Domingo), N.S. Amoranto (Gintong Silahis), Nayong Kanluran, Paang Bundok, Pag-ibig sa Nayon, Paltok, Paraiso, Phil-Am, Project 6, Ramon Magsaysay, Saint Peter, Salvacion, San Antonio, San Isidro Labrador, San Jose, Santa Cruz, Santa Teresita, Santo Cristo, Siena, Talayan, Vasra, Veterans Village, West Triangle

2nd District (new composition)

Barangays: Bagong Silangan, Batasan Hills, Commonwealth, Holy Spirit and Payatas

3rd District

Barangays: Amihan, Bagumbuhay, Bagumbayan, Bayanihan, Blue Ridge A, Blue Ridge B, Camp Aguinaldo, Claro, Dioquino Zobel, Duyan-Duyan, E. Rodriguez, East Kamias, Escopa I, Escopa II, Escopa III, Escopa IV, Libis, Loyola Heights, Mangga, Marilag, Masagana, Matandang Balara, Milagrosa, Pansol, Quirino 2-A, Quirino 2-B, Quirino 2-C, Quirino 3-A, Saint Ignatius, San Roque, Silangan, Socorro, Tagumpay, Ungong Norte, Villa Maria Clara, West Kamias, White Plains

4th District

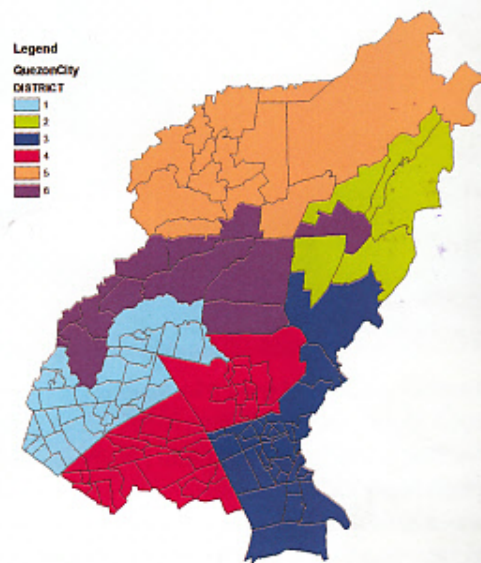
Barangays: Aurora, Bagong Lipunan ng Crame, Botocan, Central, Kristong Hari, Damayang Lagi, Doña Imelda, Doña Josefa, Don Manuel, Horseshoe, Immaculate Concepcion, Kalusugan, Kamuning, Kaunlaran, Krus na Ligas, Laging Handa, Malaya, Mariana, Obrero, Old Capitol Site, Paligsahan, Pinyahan, Pinagkaisahan, Roxas, Sacred Heart, San Isidro, San Martin de Porres, San Vicente, Santo Niño, Santol, Sikatuna Village, South Triangle, Tatalon, Teachers Village East, Teachers Village West, U.P. Campus, U.P. Village, Valencia

5th District (new composition)

Barangays: Bagbag, Capri, Greater Lagro, Gulod, Kaligayahan, Nagkaisang Nayon, North Fairview, Novaliches Proper, Pasong Putik Proper, San Agustin, San Bartolome, Santa Lucia, Santa Monica, Fairview

6th District (new composition)

Barangay: Apolonio Samson, Baesa, Balon-Bato, Culiati, New Era, Pasong Tamo, Sangandaan, Tandang Sora, Unang Sigaw, Sauyo, Talipapa



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QuezonCity
DISTRICT
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