

Lifestyle District (Timog-Tomas Morato Area)

Surrounding Timog Avenue (South Avenue) and Tomas Morato Avenue is a popular entertainment area. Located along these two avenues are many fine-dining restaurants and bars. Discos, karaoke joints and comedy bars provide patrons with all-night long recreation. It is home to many gay bars such as Chico’s, Adonis, and Gigolo, which are popular for their lively night time entertainment.

The South Triangle Area is bounded by the Quezon Avenue (R-7), Timog Avenue (South Avenue) and EDSA. Located in it are the head offices of ABS-CBN and GMA broadcasting networks. Many Filipino entertainment shows are produced here, and it is also home to many Filipino celebrities. It is also the center of Filipino news and public affairs. See Map 2 for the street map of the Lifestyle District.

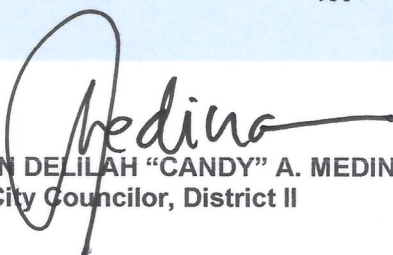
Several of the streets in the immediate area were named in honor of the 22 Boy Scouts who died in a plane crash en route to joining the 11th World Scout Jamboree. A memorial stands in the center of a rotunda at the intersection of Timog and Tomas Morato Avenues, which accounts for the Timog area being called as the *Scout Area*. Near the scouting memorial is the location of the former Ozone disco, site of the worst fire accidents in Philippine history. Nevertheless, the area is now populated with high-quality food and entertainment structures that are safe and sound. Listed in tables below are the most notable attractions and landmarks in the area and a data summary on types of business establishments correspondingly. The data is obtained from the Business Permits and Licensing Office (BPLO, 2012)

Table 1: Notable Landmarks and Features

Notable Landmarks and Features	
Dining Establishments – Unique Dining Experience	
Entertainment Centers (Bars, Comedy Bars, Disco, KTV, Music & Outdoor Concerts)	
Media Avenue (ABS-CBN head office and museum)	
Health and Wellness Centers (Spas, Massage Clinics and Gym)	
Boy Scouts of the Philippines Monument	

Table 2: Business Establishments (BPLO, 2012)

Type of Business Establishment	Count
Cocktail Lounge	13
Coffee Shops	11
KTV Bars and Centers	5
Hotels and Accommodations	3
Dental Clinics	4
Physical Fitness Centers	6
Medical Clinics	6
Therapeutic Services Centers	4
Restaurants and Food Establishments	100+


 HON. EDEN DELILAH “CANDY” A. MEDINA
 City Councilor, District II