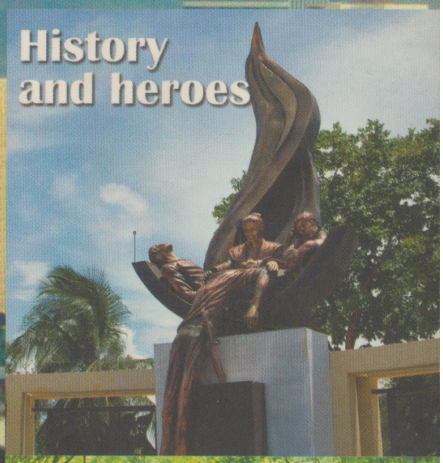
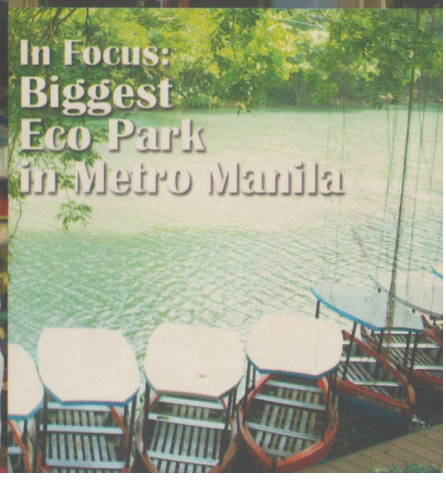
# Quezon City

A city where there is something for everyone




TORY & APPRAISAL
OVABLE ASSETS
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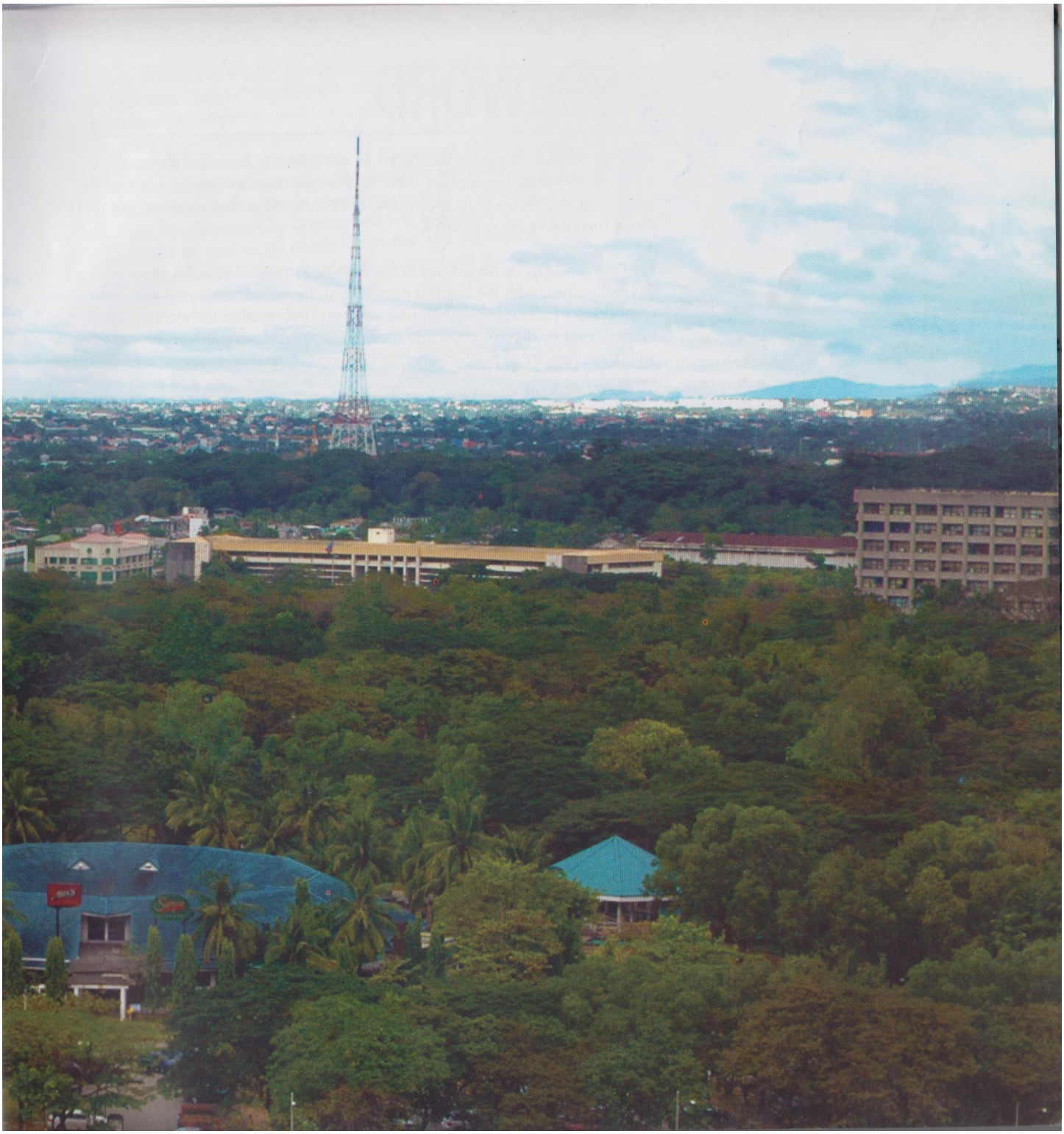

*More than an exercise in nationalism or a retrospect in history and culture, pride in Quezon City should be a campaign that gains strength from our joint passion for the future. It involves not only making our historical heroes proud, it is a campaign that should make ourselves proud of what we have become as a City, and of what we can become.*

*Others have been daunted by our City's size and bigness of its population, but we have effectively turned these to our advantage. We are 2.88 million strong.*

*The basic problem that ties the hands of government in addressing fundamental issues is usually poor financial capacity. Thus, in Quezon City, our first order of business was to put our "house" in order through belt-tightening measures, prudence in spending, plugging the leaks in collections and instituting greater efficiencies in revenue collection. Within a year, our finances improved considerably, and these policies have laid the foundations for sustained revenue growth through these nine years.*

# FOREWORD

We can all think of places that linger in our memory, but what makes them special? What makes a place work for the communities living there and the businesses that thrive in its productive environment? What elements are making a place rise above the ordinary?

For Quezon City, its attractions come from its largeness (it is the second largest city in the Philippines, with the biggest population), its multidimensional economic development drivers (education, health and wellness, information technology, retail, and media), and its diverse cityscape (from quiet, small communities, to vast open areas with a multiplicity of public parks, to bustling 24-hour commercial and business centers).

"My City" contains features of life in Quezon City's interesting multi-dimensionality. Many have said that in Quezon City, there is something for everyone, where many communities are replete with a wide array of amenities and support facilities for daily living. The following pages showcase these wonderful facets that make life here truly pleasurable and productive.

Quezon City's remarkable growth in this decade has made it a favored subject of study by international institutions which have observed Quezon City to be the most significantly transformed city in Metro Manila in recent years.

Quezon City has been ranked by businessmen and economic thinktanks to be the most competitive city in Metro Manila, and number 2 in the entire Philippines. Quezon City has also been selected one of the top 10 Asian Cities of the Future, ranking seventh of 200 cities, based on a survey made by a Singapore-based consultancy firm.

Quezon City is cited especially for the dynamism of its local economy, the quality of life of its residents and the responsiveness of the local government in responding to business needs. As global studies have shown, the two most important factors for well-run cities are a growing economy and good governance.



At the core of this grand transformation has been good governance that has focused on the application of common sense initiatives (plugging the leaks of corruption and assuring the sustained provision of basic services), good managerial expertise (effective fiscal management and developing systems-based approaches to programs and investments), and pioneering initiatives (creating City-managed enterprises, innovations in environment management).

It has been during the 9-year Administration of Quezon City Mayor Feliciano "Sonny" Belmonte, Jr. that these remarkable benchmarks of performance and City transformation have been achieved. Mayor Belmonte further attributes Quezon City's remarkable gains to his strategy of "balanced development" which has been effectively addressing the fundamentals of quality living as well as business productivity. Through this strategy, the Quezon City government has been able to balance economic and social needs for shelter and commerce, with environmental and other considerations important to creating orderly, well-integrated communities.

Quezon City's governance challenges include:

- Alleviating poverty through an integrated, socioeconomic governance package that relates services in health, social welfare, education, livelihood and training, and environment management, with infrastructure investments.

- Building up the cityscape to improve and expand the network of interconnected roads, upgrade communities and encourage the spread of business and investments more equitably throughout the city.

- Capacity building in local governance to generate and sustain the efficiency and effectiveness responsive to serving and stimulating a high-growth metropolis.

Today, Quezon City is rising to become a highly interconnected metropolis, where people and commerce can move and reach their destinations with ease. New interconnections to major national highways are opening up communities and raising their property values, while improving traffic flow remarkably.

The City government has also developed one of the most comprehensive environment management programs among local governments in the Philippines, and one of the most pioneering, setting precedents as well for clean development mechanisms in Southeast Asia.

With the global trend showcasing cities as more influential engines of growth, the greatest challenge to Quezon City is that of setting the pace and tenor of development that can be emulated throughout the country. In this capacity, Quezon City has been finding its role as a teacher of good governance practices. By sharing these lessons and experiences generously, it is Quezon City's objective that development gains will be multiplied throughout the Philippines, propelled by local governments empowered to take charge of their own economic and social progress. By sharing these lessons, our City's achievements, shall also be our country's gains.



**FELICIANO "SONNY" BELMONTE, JR.**
Quezon City Mayor, 2001 - 2010

*Our strategies show that nurturing economic viability, both for the City government and Quezon City as a whole, has moved hand-in-hand with improving indicators for a better quality of life. Bankability has meant resource gains way beyond the financial. It has led to creating a more competitive Quezon City that is becoming more attractive to both residents and businesses.*

*Our City government works hard to be an incubator of business as an emancipator of the poor. I believe that productivity empowerment is key to city competitiveness, which requires that cities create value for their enterprises and prosperity for their people.*

*The three tiers for competing on efficiencies rise from the most basic requirement for good governance, which is a well-oiled city bureaucracy that can spread its efficiencies to communities and throughout the city.*

# MY CITY
## at a glance

Quezon City is the largest of 16 cities and 1 municipality of Metro Manila, which is the National Capital Region of the Philippines.

### LAND AREA
With 16,122 hectares (or 160 sq. km.), it is almost one-fourth the expanse of Metro Manila. It is five times bigger than Manila, and second to Davao City as the country's largest city.

### BOUNDARIES
North : Caloocan and San Jose del Monte, Bulacan
East : San Mateo and Marikina
West : Valenzuela, Caloocan and Manila
South : Pasig, Mandaluyong and San Juan and Manila

### LAND USE PROFILE
33.74% commercial / industrial
31.44% government
23.77% residential
4.64% religious
4.57% educational
0.30% hospital
1.54% others






### POPULATION
2008 estimate is 2,767,512 people, with a 1.9% annual growth rate. It is the most populated city of the Philippines. The city is a melting pot of cultures with hundreds of constituents from other parts of the country migrating to it every year.

### POPULATION BY DISTRICT

| DISTRICT | 2008 Population | % Share to Total |
|---|---|---|
| 1 | 406,352 | 14.68 |
| 2 | 1,629,909 | 58.89 |
| 3 | 303,600 | 10.97 |
| 4 | 427,651 | 15.45 |

### POPULATION DENSITY
About 172 persons per hectare or 17,166 per kilometer








## DEMOGRAPHICS

- Majority female at 51%; male 49%
- Civil status: 47% are married
- Average household size: 4.49 persons
- 52% are 24 years old and younger
- 99% are Catholics
- 58% live in District 2

## LANGUAGE

The national language is Filipino, but English is widely spoken. English is the primary language of trade, government, media and education, as is the case in the entire Philippines.

## EDUCATION

Literacy rate 98.32%
School-age population
(3-21 years) 1,031,360
Elementary-age population
(6-11 years) 325,687
High school-age population
(12-15 years) 185,312
Public school enrollment 414,043 students
Elementary 263,406
High school 150,637
No. of public elementary schools 97
No. of public high schools 45
No. of new school buildings built (2001-2009) 98
No. of new classrooms built (2001-2007) 1,624
No. of tertiary-level institutions (public and private) 65
No. of City-government owned daycare centers 251

## BUSINESS

No. of businesses registered (2009) 67,693

## COMMUNICATIONS AND MEDIA

Installed phone lines (estimate) 1,500
Subscription 950
No. of media companies 13 radio stations
9 television stations
4 newspaper publishing companies








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## INFORMATION AND COMMUNICATIONS TECHNOLOGY

No. of PEZA-registered ICT Parks 30
Areas offering wireless fidelity service 44
Internet cafes (estimate) 600
Computer retailers and distributors (estimate) 450

## HEALTH FACILITIES

No. of hospitals 61
- Government-owned 18
- Private 43

Total bed capacity 8,699
Total no. of health centers 60
- No. of superhealth centers 7

No. of other health and wellness facilities (estimate)
- Medical clinics 301
- Optical 93
- Dental 335
- Dermatology 15
- Laboratory 144
- Physical therapy 6

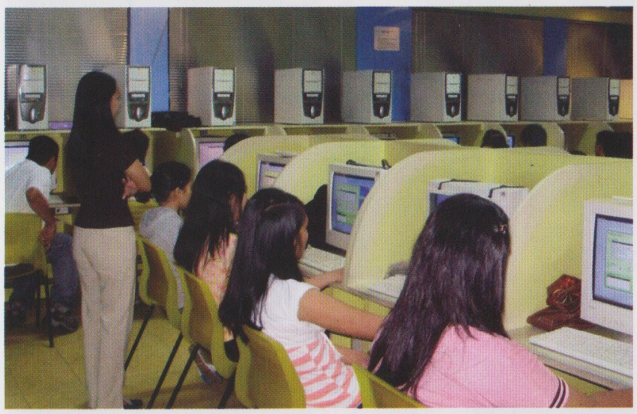
## PARKS AND OPEN SPACES

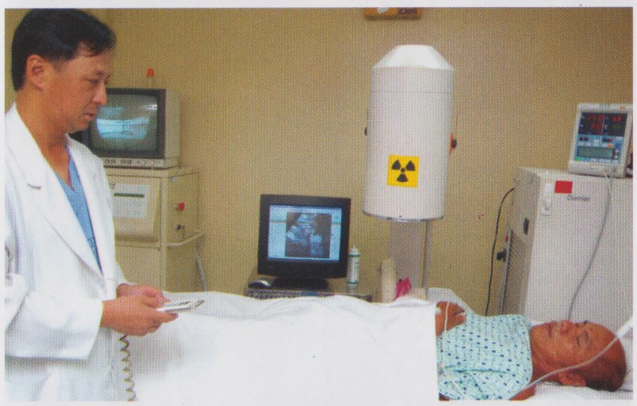
No. of parks (estimate) 550
Major parks:
- Quezon Memorial Circle (25 hectares)
- Ninoy Aquino Parks and Wildlife (80 hectares)

Special parks:
- La Mesa Eco Park (33 hectares)
- UP Arboretum (16 hectares)

## GOVERNMENT

No. of government institutions (estimate) 125
No. of government-owned and controlled corporations 25









# RELIVING HISTORY: CHRONICLES OF A PROUD PAST

The history of Quezon City weaves so interestingly with the nation's own. Many events that have shaped the history of the Philippines transpired within the City's territory.

As early as the 19th century, the City bore witness to seeds of nationalism as the Katipuneros famously tore up their cedulas as a sign of their breakage from the chains of Spanish oppression. This historical event that exemplified Filipino heroism is now remembered as the Cry of Pugad Lawin, in the area now known as Bahay Toro (Project 8).

Years later, in 1946, the City's place in the nation's history was further bolstered with its designation as the national capital of the Philippines. President Manuel L. Quezon himself—after whom the city was named—envisioned Quezon City to be "the showplace of the nation" which will house the country's highest governing body and serve as site of low-cost housing projects for the less privileged sector (the *obreros*: common workers). He pictured the growth and development of a city where the common man could live with dignity.

Although no longer the national capital, Quezon City remains an important portal of government power, being the location of many key government offices including the House of Representatives, Commission on Audit, Department of Social Welfare and Development, Civil Service Commission and the Office of the Ombudsman.

Under the Belmonte administration (2001-2010), the City reached even higher levels of achievement, as successful governance strategies guided massive investments in socioeconomic programs and infrastructure development, transforming Quezon City into the most competitive city in Metro Manila today. The local government is widely recognized, locally and internationally, as a teacher of best practices in public service.

How did Quezon City energize a moribund economy and rise to new heights of growth? History provided valuable lessons. Leadership experience, management expertise and the application of good governance practices provided the other critical ingredients that have made Quezon City the most competitive city of Metro Manila today.



**President Quezon inspects the construction of houses for government employees in Barrio Obrero**

**August 23, 1896.** News about the discovery of the revolutionary organization, Katipunan, spread, and Andres Bonifacio immediately called for a general meeting at the house of Juan Ramos in Pugad Lawin. Ramos was the son of Melchora Aquino, also known as "Tandang Sora," who was later acknowledged as the Mother of the Katipunan."

Bonifacio and his men tore their *cedulas* (residence certificates), as a sign of their defiance, and their cry for liberty became known as the Cry of Pugad Lawin.

**August 25, 1896.** Intense fighting in the course of the Freedom Trail began, from Balara and Krus na Ligas to Santolan (the area near Camp Aguinaldo and Camp Crame today). This ignited a bloody revolution, which contributed to the declaration of Philippine independence in Kawit, Cavite on June 12, 1898.

**December 10, 1898.** With the signing of the Treaty of Paris, the Spanish ceded power to the Americans. Filipinos continued to actively fight for independence. This gave rise to the Philippine-American War of 1899, during which, General Licerio Geronimo defeated General Henry Lawton (Battle of Paye) in an area near the Marikina River known today as Barangay Bagong Silangan, a part of Quezon City.

**1938.** President Manuel L. Quezon purchased 1,529 hectares from the vast Diliman estate of the affluent Tuason Family. By virtue of Commonwealth Act No. 502, which lapsed into law on October 12, 1939, Quezon City was established, with the Commonwealth President acting as chief executive. Portions of Rizal, Caloocan, San Juan, Marikina, Pasig, and Mandaluyong were carved out and joined into the newly created city, which became the biggest local government unit in Metro Manila.

## DID YOU know?

The bill creating Quezon City was authored by Assemblyman Ramon P. Mitra (Mountain Province, 2nd District). In the bill, the name of the city was Balintawak. Assemblymen Narciso Ramos (Pangasinan, 5th District) and Eugenio Peres (Pangasinan, 2nd District) filed an amendment changing the name Balintawak to Quezon. When someone called up President Quezon in Malacanang to ask his opinion on it, he replied: "Why can't you wait until I'm dead, before you name anything after me?" Just the same, the name Quezon was affixed to the bill which lapsed into law on October 12, 1939.



**President Elpido Quirino signs the bill making Quezon City the Capital City of the Philippines on July 17, 1948**

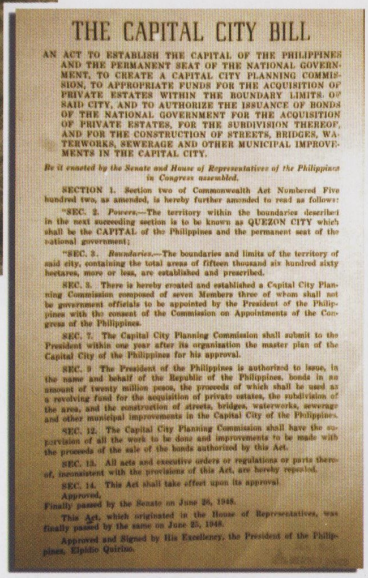
The "Frost plan," which aimed to develop Quezon City as the Washington DC of the country, reflects a big quadrangle in the heart of the City, from which four avenues radiate toward the outskirts, with rotundas placed on the four corners, the largest being the 26-hectare elliptical center, now known as the Quezon Memorial Circle.

The first masterplanner of Quezon City was Daniel Burnham, succeeded by William Parsons, who was hired to conceptualize Diliman as new capitol site. He was succeeded by his partner Harry Frost who, together with noted architect Juan Arellano, produced a plan for the new capitol site before the war. Thus, Quezon City's earliest developments were guided by at least two masterplans, one was the Frost Plan in 1940 and the 1949 Master Plan of the City Planning Commission which produced the documents in accordance with the vision of President Quezon. President Quirino approved the implementation of the 1949 plan.



Portion of the immense Diliman Estate purchased by President Quezon from the wealthyTuason family in 1938

**November 10, 1939.** Quezon appointed Tomas Morato as Mayor. Under his supervision, the first network of roads based on the Frost plan was paved along Kamuning and Sampaloc Road (now Tomas Morato Avenue). Housing projects dubbed as Barrio Obreros and Barrio Obreros II, which means Workers' Village, were also built as part of the low-cost government housing program. To make transportation easy for the new residents, President Quezon made arrangements with the Luzon Bus Line to start a regular transport service between the housing project and downtown Manila at a bus fare of P 0.05.



THE CAPITAL CITY BILL

AN ACT TO ESTABLISH THE CAPITAL OF THE PHILIPPINES AND THE PERMANENT SEAT OF THE NATIONAL GOVERNMENT, TO CREATE A CAPITAL CITY PLANNING COMMISSION, TO APPROPRIATE FUNDS FOR THE ACQUISITION OF PRIVATE ESTATES WITHIN THE BOUNDARY LIMITS OF SAID CITY, AND TO AUTHORIZE THE ISSUANCE OF BONDS OF THE NATIONAL GOVERNMENT FOR THE ACQUISITION OF PRIVATE ESTATES, FOR THE SUBDIVISION THEREOF, AND FOR THE CONSTRUCTION OF STREETS, BRIDGES, WATERWORKS, SEWERAGE AND OTHER MUNICIPAL IMPROVEMENTS IN THE CAPITAL CITY.

*Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled.*

SECTION 1. Section two of Commonwealth Act Numbered Five hundred two, as amended, is hereby further amended to read as follows:

"SEC. 2. *Powers.*—The territory within the boundaries described in the next succeeding section is to be known as QUEZON CITY which shall be the CAPITAL of the Philippines and the permanent seat of the national government;

"SEC. 3. *Boundaries.*—The boundaries and limits of the territory of said city, containing the total areas of fifteen thousand six hundred sixty hectares, more or less, are established and prescribed.

SEC. 5. There is hereby created and established a Capital City Planning Commission composed of seven Members three of whom shall not be government officials to be appointed by the President of the Philippines with the consent of the Commission on Appointments of the Congress of the Philippines.

SEC. 7. The Capital City Planning Commission shall submit to the President within one year after its organization the master plan of the Capital City of the Philippines for his approval.

SEC. 9 The President of the Philippines is authorized to issue, in the name and behalf of the Republic of the Philippines, bonds in an amount of twenty million pesos, the proceeds of which shall be used as a revolving fund for the acquisition of private estates, the subdivision of the area, and the construction of streets, bridges, waterworks, sewerage and other municipal improvements in the Capital City of the Philippines.

SEC. 12. The Capital City Planning Commission shall have the supervision of all the work to be done and improvements to be made with the proceeds of the sale of the bonds authorized by this Act.

SEC. 13. All acts and executive orders or regulations or parts thereof, inconsistent with the provisions of this Act, are hereby repealed.

SEC. 14. This Act shall take effect upon its approval.

Approved,

Finally passed by the Senate on June 26, 1948.

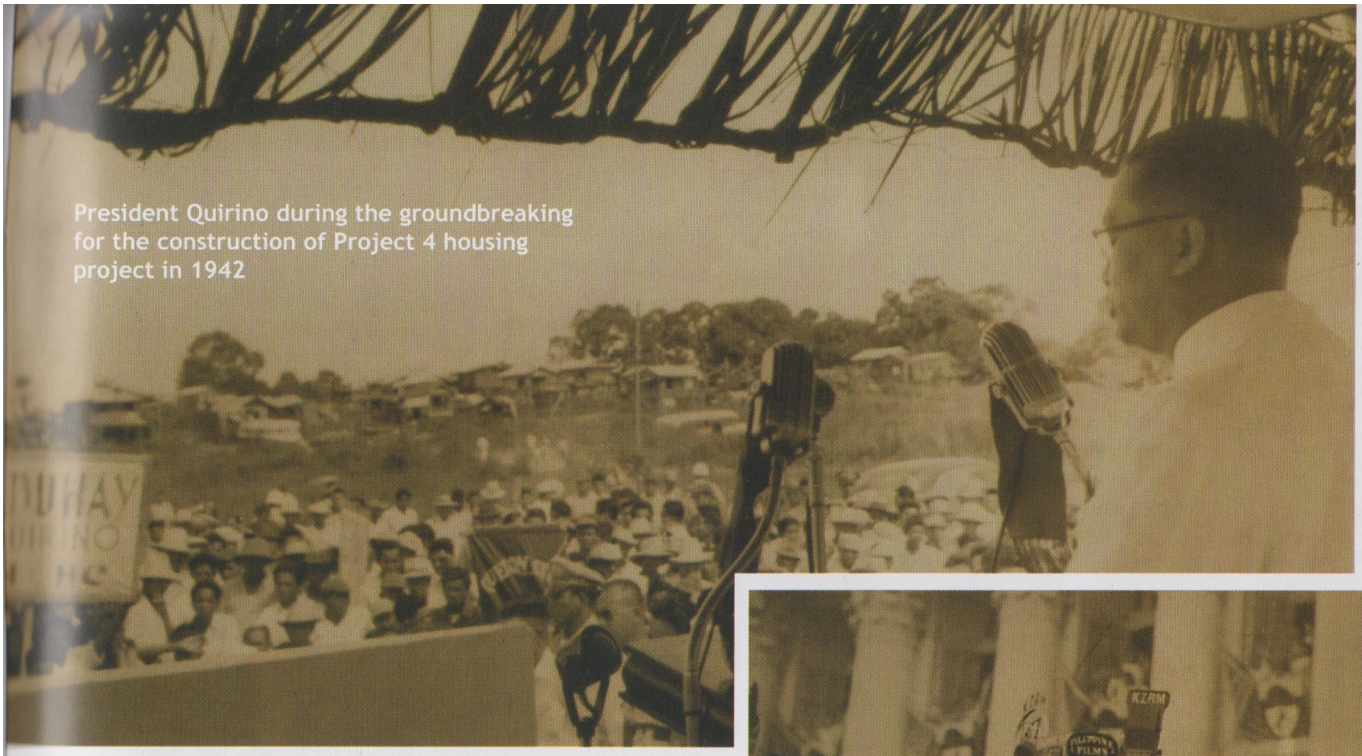
This Act, which originated in the House of Representatives, was finally passed by the same on June 25, 1948.

Approved and Signed by His Excellency, the President of the Philippines, Elpidio Quirino.

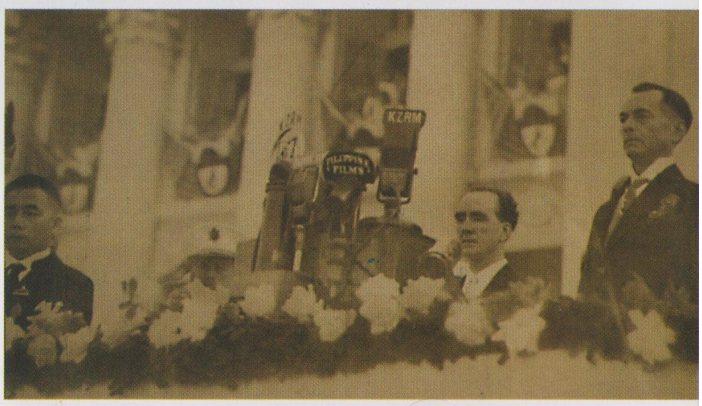
The bill that made Quezon City the country's capital was signed into law on October 12, 1939

**1942.** When the Second World War broke out, the Japanese occupation government dissolved Quezon City. It was divided into two districts—Diliman and San Francisco del Monte—which were then placed under the new political entity called the Greater Manila Area headed by Oscar Castelo as Acting Mayor and Dr. Florencio Cruz as district chief. Right after the war, President Osmeña appointed former chief of police Sabino De Leon as Acting Mayor of the revived Quezon City.

**December 24, 1946.** President Roxas appointed Engr. Ponciano Bernardo as Acting Mayor. He was responsible for putting up the old Quezon City Hall in the present compound of Ramon Magsaysay (Cubao) High School. Among his other accomplishments were the Bernardo Park, the Quezon City Public Library and the Quezon City High School, the first public high school in the locality. It was also during Bernardo's term that Quezon City became the national capital of the Philippines, as approved by then President Quirino.



President Quirino during the groundbreaking for the construction of Project 4 housing project in 1942




**President Quezon delivers his inaugural address as President of the Commonwealth**

**October 22, 1949.** The de facto stature of Quezon City as the national focus of development was actualized three years later, with its inauguration as the "National Capital of the Philippines" and the laying of the capital building's cornerstone at the Constitutional Hill. During the term of the eight-month Mayor Nicanor Roxas, the Roxas Homesite by the Philippine Homesite and Housing Corporation (PHHC, the precursor of the National Housing Authority), consisting of 1,104 housing units on an area of 40 hectares, began construction.

**January 6, 1950.** Mayor Ignacio Santos Diaz, known as "The Builder," constructed some 29 buildings, significantly improving education and other basic social services. During his administration, the expanse of Quezon City reached 15,359 hectares. The number of councilors was likewise increased to eight.

**June 16, 1950.** The Quezon City Charter was amended by Republic Act No. 537, which extended the city's boundaries to 15,359 hectares or five times bigger than Manila. It lost its title as capital city of the Philippines to Manila by virtue of Presidential Decree No. 940 on June 24, 1976.



Mayor Amoranto raises the flag at ceremonies at City Hall

**February 4, 1954.** Mayor Norberto Amoranto was initially appointed on this date by the late President Magsaysay. He later on became the first elected Quezon City Mayor and sat as such until March 31, 1976. He completed the present 14-storey Quezon City Hall Building. Among his other accomplishments were the codification, for the first time, of all city ordinances on taxes; and public works construction such as school buildings, health centers, roads and bridges.

**April 31, 1976.** Breaking into the political arena then dominated by men, Mayor Adelina Rodriguez was appointed into office on this date and was elected in 1980. Women assumed a more active role in politics when she founded the QC Council for Women. Among her programs were the QC Kabuhayan Center, completion of the QC Public Library Main Building and satellite libraries, and the restoration of the Quezon Memorial Circle Museum.

**April 20, 1986.** Brigido Simon was designated as officer-in-charge of Quezon City and on November 30, 1987 was elected as mayor, the youngest to hold office at 37. He was known for his youthful idealism and economic development strategies. He propounded the 20-million Manresa Housing Redevelopment Program and the Payatas Estate Housing Program for the landless in Quezon City.

**July 1, 1992.** Ismael Mathay assumed the position of mayor. He established the Quezon City Polytechnic Institute, which then centered on vocational training of the youth. Yakap Daycare Centers that initially took care of the Quezon City Hall employees' children, traces its roots to the Mathay administration. It was also under his watch that Quezon City was declared "Mother-Baby Friendly City."

**July 1, 2001.** By a landslide win, Feliciano Belmonte, Jr. became mayor of Quezon City. He was reelected to his third term in 2007, virtually unopposed, as a great majority of the City's constituents were satisfied with the fruits of his achievement. His administration is known for its effective fiscal management, massive infrastructure development and innovative social, health and education programs. During his term, Quezon City became the country's richest city for several consecutive years and attained global recognition as among Asia's best.

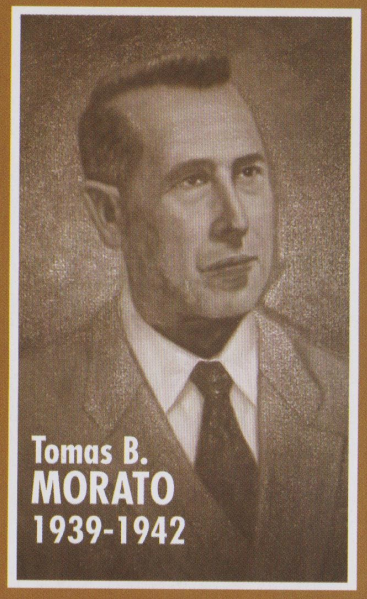




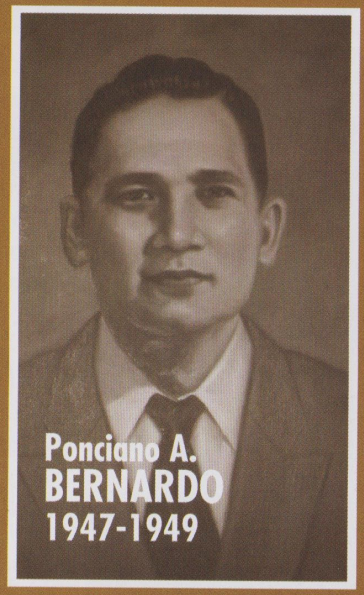
Mayor Belmonte takes his oath of office as mayor of Quezon City, for the third term, before Chief Justice Reynato Puno in 2007



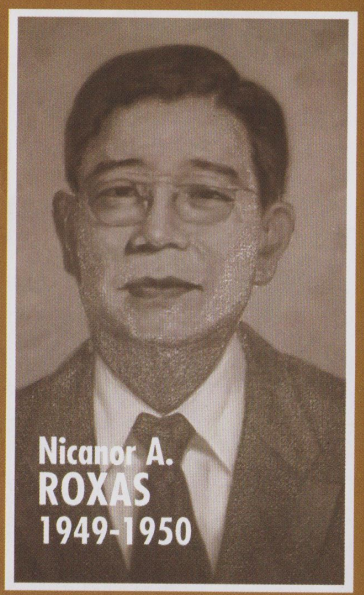
# The MAYORS who served the CITY



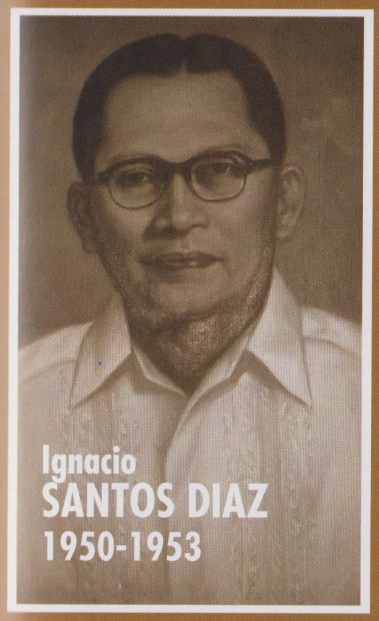
Tomas B.
**MORATO**
1939-1942

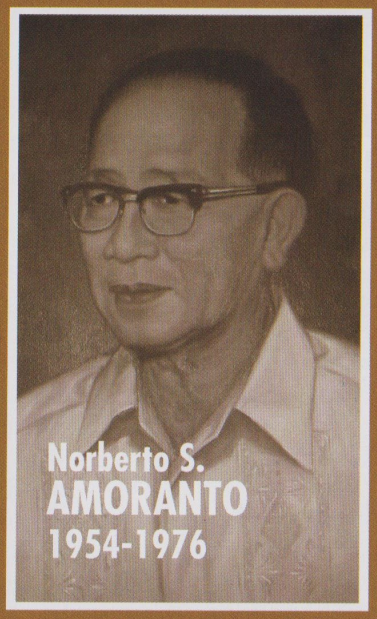


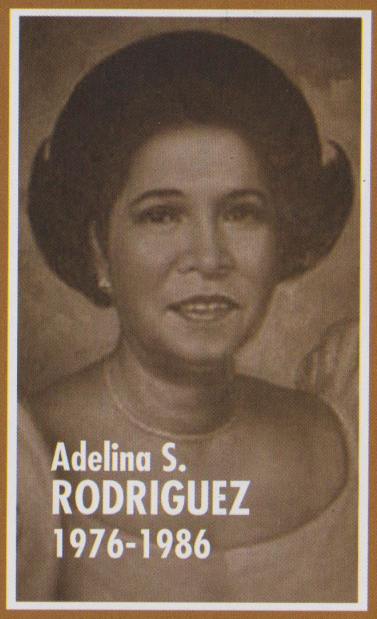
Ponciano A.
**BERNARDO**
1947-1949

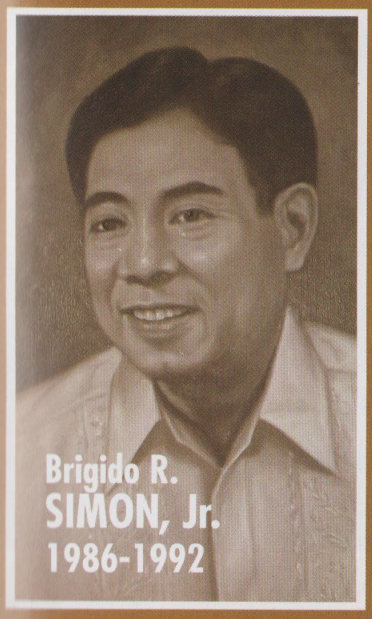


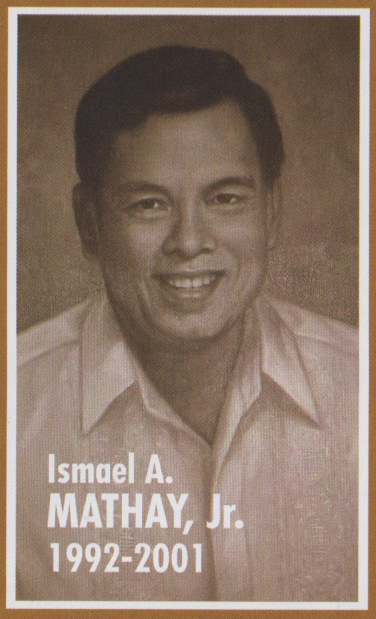
Nicanor A.
**ROXAS**
1949-1950


Ignacio
SANTOS DIAZ
1950-1953


Norberto S.
AMORANTO
1954-1976


Adelina S.
RODRIGUEZ
1976-1986


Brigido R.
SIMON, Jr.
1986-1992


Ismael A.
MATHAY, Jr.
1992-2001


Feliciano R.
BELMONTE, Jr.
2001-2010

# COMMUNITY CHRONICLES: LEGENDS & HISTORY

Niche of 1896 heroism, **Balintawak** has interesting etymological roots. The legend told around the community is that an old maid named Aling Baleng once lived in the area. She had a twin, a snake locally known as *tawak*, which gave her the power to cure snakebites. Her fiancé, instead of marrying her, committed himself to another woman. One day, he came to her, pleading that he be cured from snakebite. She at first refused but was moved by her kind heart. She lacerated the wounded part and sucked the venom. The man was saved but Baleng was poisoned to death. In honor of her deed, their place was named Baleng-Tawak, then later Balintawak.

It is said that the sweeping vista of **Barrio Kamuning** is what prompted President Quezon to choose the site for the new city. "This is where I would like to build a real Filipino metropolis!" he famously exclaimed. And so Barangay Kamuning was first named Barrio Obreros (Workers' Village) and was originally developed as a housing project area for the common workers. Residents at that time were mostly government employees who were beneficiaries of the People's Homesite Corporation. Later on, it came to be known as Barangay Kamuning, after a shrub that bears a white fragrant flower, from the Rutacase Family (*murraya exotica*).

**Barangay Balon Bato** has its own version of creation. According to this legend, heaven and earth had no beginning and end. They simply existed. Playing in the vastness of the cosmos were the land wind and sea wind. From their marital union came the first living thing, the bamboo tree. A bird once perched on it, and from its hollowness breathed the first man (named Silalac) and woman (named Sicabay). Its name came from the popular well in the place, which is made of stone from its mouth up to the bottom.

One of the oldest existing barangays in the country is **Krus na Ligas**. Local myths tell that Nuestro Señor Jesucristo was the area's former name, taken after their patron saint. One day, his valued icon was stolen, including the golden crown. A few days after, the chapel's caretaker noticed vines growing on top of the chapel. He tried to uproot the plant and even poured boiling water to get rid of it, but to no avail. They noticed that the leaves' texture was coarse (*maligas*) and that the vines formed a cross. Since then, people started calling the place Krus na Ligas.



**The old chapel in Krus na Ligas**



**The renovated Sanctuario de San Pedro Bautista, the first Catholic church in Quezon City**

**San Francisco del Monte** was founded on February 17, 1590 by the group of Franciscan monks who established a *retiro* in the elevated lands (100 feet above sea level) of what was customarily called then as Frisco.
The missionaries built a church and convent made of bamboo and nipa, dedicated to Our Lady of Monte Coeli (meaning Heavenly Mount). Later on, it was re-named after Pedro Bautista y Blasquez, who was among the Franciscans who significantly contributed to the early Filipinos' education, health care and spiritual wellbeing. The church was eventually renovated with wood, then with adobe. Among its features are the *retablos* (or side altars), meditation cave and the relic of San Pedro Bautista.

**Barangay Tatalon** has been known as such even during the Spanish regime when it was still a territory of Sampaloc, Manila. It was only after the Second World War that Quezon City gained jurisdiction over the area of Tatalon. It has been so called because of the continuous flow of water into the deep creek situated in the middle part of the barrio. From the local term *talon*, meaning "to jump" and also a "waterfall," it became Tatalon. Its sitios include Matalahib (attributed to the tall grasses in the area called *talahib*), Daungan (where the *bancas* or boats are anchored) which is bordering the Beata River, Balong Pipa (willow resembling a big pipe), Piñahan (for the vast pineapple farms that used to be there), Sapang Bato, Matang Tubig (wells filled with crystal clear waters), and Manggahan (for the great mango trees found in the place).

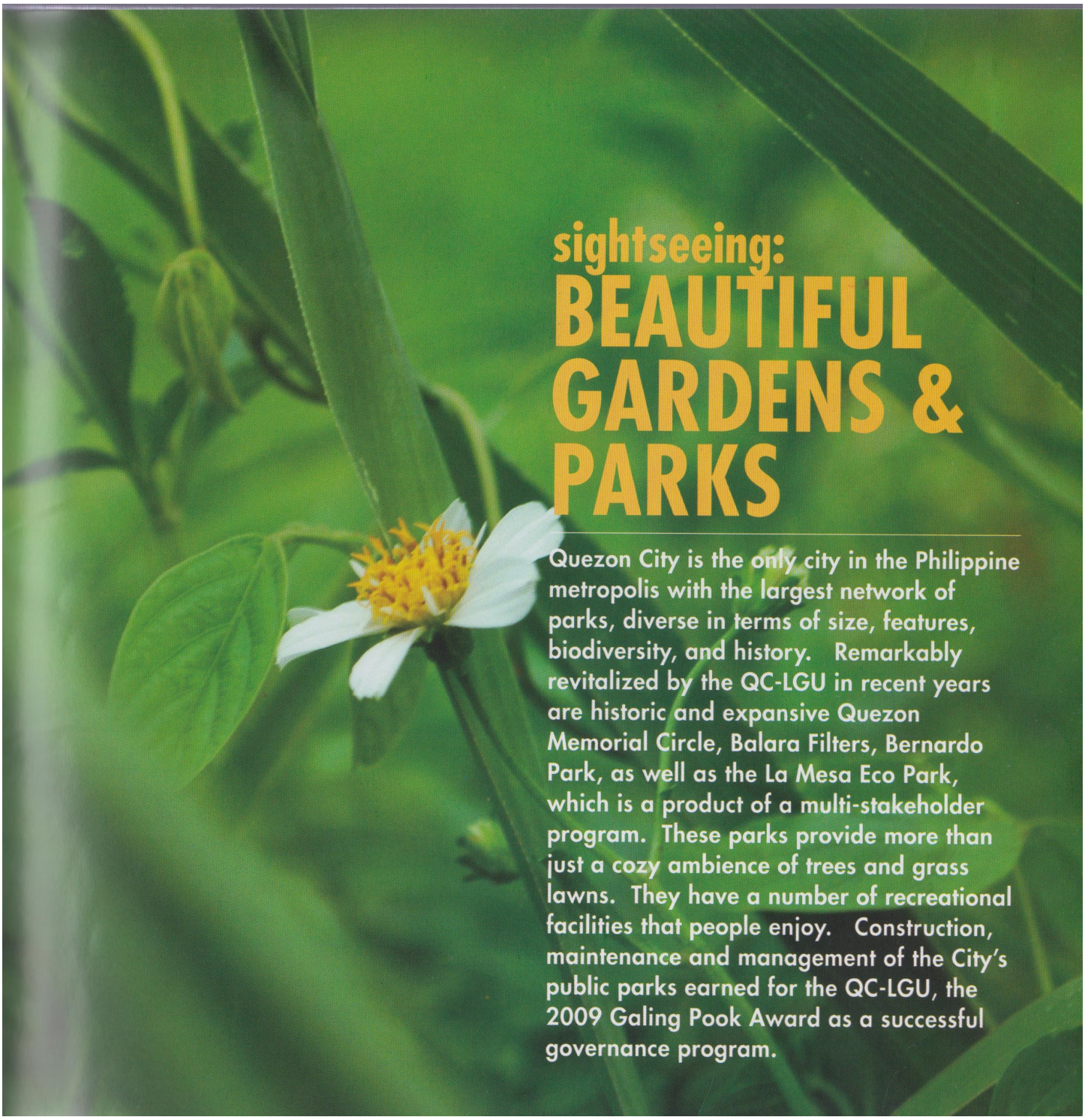



**The old Cubao before high-rise buildings defined its skyline**

**Cubao** has been, for a long time, a center of modern living, invigorated by commerce, theaters and transport nodes. But stories of its beginnings provide a different angle. It has been said that Cubao was once a jungle mass of termites and white ants. Moreover, it was regarded as a dwelling place of witches who were believed to take the form of hunchbacks or *kuba*. Since the original settlers in the place were hunchbacks, every time people saw a hunchback, they would remark, "*Kuba o*!" Later on, the name of the area evolved to Cubao.

**Pasong Tamo** was among the routes and destinations of the Katipuneros back in August 1896, a few days before the revolution against Spain broke out. In the course of trekking the narrow trails of the place, the revolutionaries noticed the stray grasses growing on the side, as if creating a path, which was then known as *tamo*. They called the trail, Pasong Tamo, a name which has been used up to the present.

**Novaliches** was called Tala as early as the 19th century. *Tala*, meaning "star," was termed by its first settlers who found in the area a huge church made of stone and beside it, a sizeable convent. Aside from a Spanish priest named Father Fermin and a companion, there were no other signs of human habitation. But surely, the two structures could not have been built from nowhere. So the people just said that these came from a star or *tala*. Eventually, more people populated Tala because of the promise of Father Fermin that old and new settlers will be awarded lands. Still later, a gobernadorcillo named Novaliches was sent to Tala to organize the first civil government in the place. It was not long when the name of the place was changed to Bayan ng Novaliches.



## sightseeing:

# BEAUTIFUL GARDENS & PARKS

Quezon City is the only city in the Philippine metropolis with the largest network of parks, diverse in terms of size, features, biodiversity, and history. Remarkably revitalized by the QC-LGU in recent years are historic and expansive Quezon Memorial Circle, Balara Filters, Bernardo Park, as well as the La Mesa Eco Park, which is a product of a multi-stakeholder program. These parks provide more than just a cozy ambience of trees and grass lawns. They have a number of recreational facilities that people enjoy. Construction, maintenance and management of the City's public parks earned for the QC-LGU, the 2009 Galing Pook Award as a successful governance program.



# In Focus: The Balara Filters Park

One of the City's oldest parks is the Balara Filters Park. Back in the 1950s, the 60-hectare park (almost as big as the Rizal Park) used to be a popular entertainment and recreation site where legendary artists performed and families spent lazy afternoons.

It was neglected for decades until it was significantly renovated in 2003, through the initiative of the Belmonte Administration. The Quezon City government joined forces with the Ayala Foundation, Maynilad Water Company, the Metropolitan Waterworks and Sewerage System, and the Billion Trees Movement to revive the park.

Now, families can enjoy new and revived amenities including three large swimming pools, a kiddie playground, a 3,000-sqm elevated picnic grove with a 200-meter circumference oval, the Windmill Park, as well as the verdant surroundings that help invigorate the weary soul.

Folks also marvel at the art deco buildings and vintage structures found in the locale. These include the Italianate style chapel; Orosa Hall, an open ornamental house; Escoda Hall, a white and red pavilion dominating the pool complex; and the baby terrace named after First Daughter Zenaida Quezon. Another point of interest is the old



Anonas Amphitheater which served as a mute witness to the performances of renowned artists including national artist for music and theater, Atang Dela Rama.

Near the pool entrance is the bathhouse once referred to by the Americans as the "Widow's Walk." The two-floor concrete structure had a walled first floor and an open porch on the second floor. It was believed that the name was given because the structure reminded the Americans of that building by the pier where wives of sea captains waited for their loved ones who never returned.

Also found in the area are the "Bernardine" statue of a nude water bearer; the Lion Head from whence spills forth the filters' backwash; the replica of the Carriedo fountain in Sta. Cruz, Manila; and the Worker's Monument commemorating the NAWASA employees who died in the construction of the filters, among others.



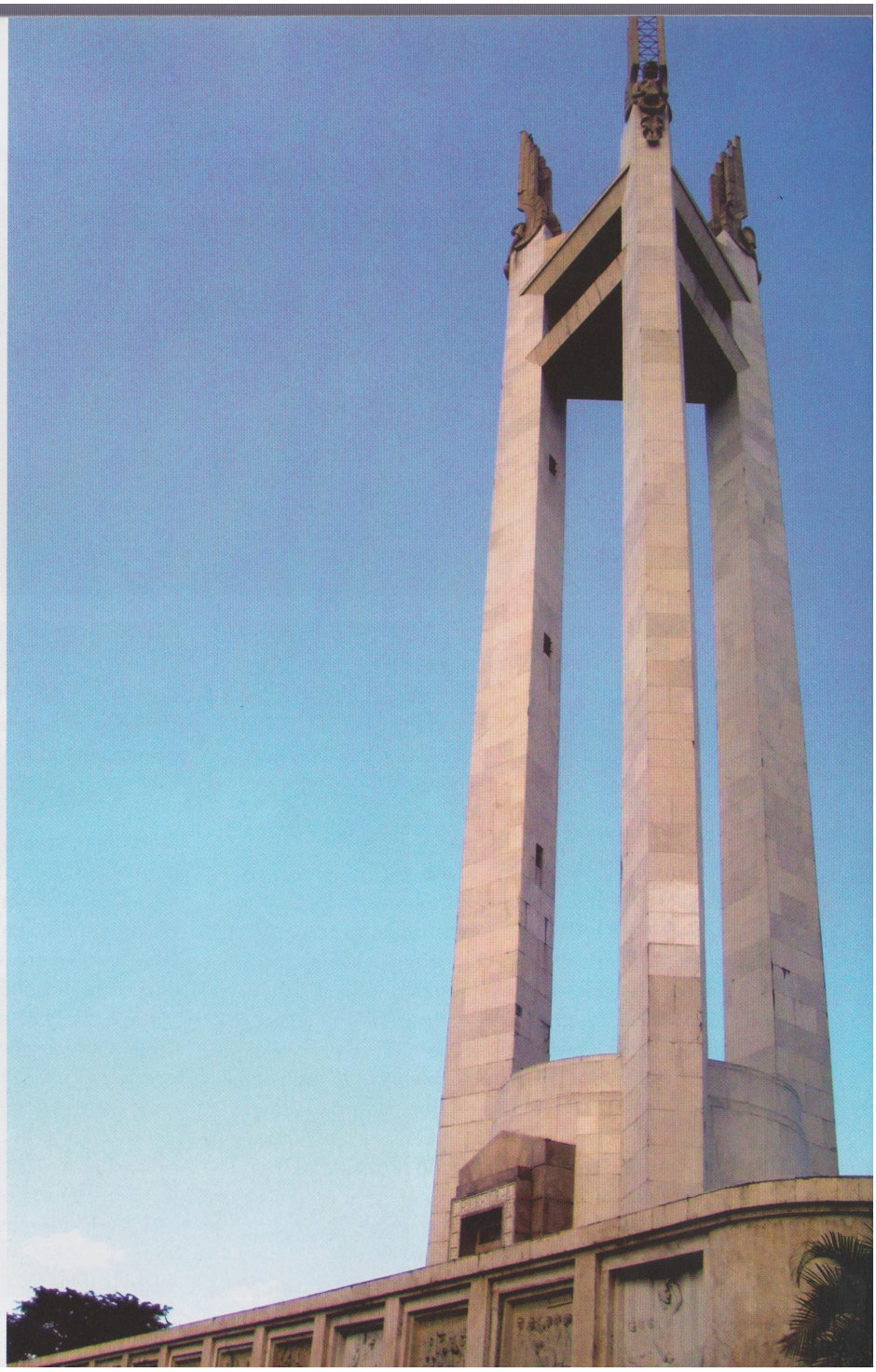


## The Ninoy Aquino Parks and Wildlife

is an 80-hectare zoological and botanical garden situated just along the Elliptical Road. Created and named "Philippine Parks and Wildlife" under the Marcos era, the park houses different species of trees and animals including crocodiles, snakes, peacocks, deer, even the famous monkey-eating eagle. Aside from the mini zoo, the park maintains a wildlife rescue center that adopts certain species of animals that have been abandoned, confiscated or donated. The park also boasts of a vast playground, cottages, picnic groves, the Our Lady of Peace grotto, a tea house, a rock garden and a 2.5-hectare man-made lagoon for boating and fishing. These amenities make it a favorite hang-out for families, animal lovers, and idle visitors looking for a quiet oasis in the middle of the city. Professionals also find it an ideal location for corporate meetings and seminars.

# In Focus: The QUEZON MEMORIAL CIRCLE

The central park of the City, the Quezon Memorial Circle, is best known for being home to the shrine, museum, and remains of former President Manuel L. Quezon and First Lady Aurora Quezon.





What many do not know is that the park used to be much larger. Back in 1949, President Quirino approved the master plan for the new capital city, reserving 425 hectares for a central park. But after a series of Presidential Proclamations, the park was reduced to the Quezon Memorial Circle, the portions occupied by the Ninoy Aquino Parks and Wildlife, and a small nearby forest.

Construction of the shrine began in the 1950s but proceeded slowly, in part due to the cost of importing Carrara marble, which were brought in blocks and carved on site. The monument consists of three 66-meter (Quezon's age when he died) vertical pylons symbolizing Luzon, Visayas and Mindanao, on top of which are three mourning angels holding sampaguita wreaths crafted by Italian sculptor Monti. Quezon's catafalque was modeled after Napoleon Bonaparte's in Les Invalides, France. The shrine was finally completed in 1978, the centennial of Quezon's birthday. The following year, President Ferdinand Marcos mandated the site as a National Shrine.

In 2007, determined to transform the park into its intended position as the central point of the national government, the Belmonte Administration took over the management of the 25-hectare Quezon Memorial Circle, which used to be administered by the Quezon Memorial Circle Foundation. Thus began significant investments of the Quezon City government to make the park the focal landmark of the City.

Since then, several renovations and upgrades have been introduced, including the renovation of the entrance archs, the paved walkways, the theater, playground equipment, cycling and walkable areas, water fountains, and multipurpose halls where lessons like taebo and disco dancing are offered at reasonable rates. Visitors can find plenty of fun things to do, like bike around the park, walk leisurely around the gardens, and enjoy the restaurants. Mornings frequently find senior citizens and fitness buffs doing their exercise and dance routines inside the park.

To further highlight QMC's role as a repository of history, it will be the site of the new, modern Quezon City Museum, which will showcase the City's historical and cultural heritage.





Perspective of the planned Quezon City Museum



**The UP Arboretum** is a man-made forest park found within the grounds of the Diliman campus of the University of the Philippines. Established in 1948 by the Department of Agriculture, the 16-hectare arboretum is the only remaining rainforest within Metro Manila where exotic and endangered species of trees, along with diverse flora and fauna, can be found. The park has a man-made pond that hosts various aquatic and humid-loving plants, which also serves as a favorite picnic spot.



Fishing and boat rides are some of the attractions of the La Mesa Eco Park



# In Focus: The LA MESA ECO PARK

A popular tourist spot right at the heart of East Fairview is the La Mesa Eco Park, the Philippines' largest ecological park in a metro setting. It features natural amenities and wide expanses that make it a favored site for wellness activities.

The park was neglected for years until 2002 when it was revived into a popular nature park, on the initiative of Mayor Feliciano Belmonte who calls it one of the natural jewels of Quezon City . The transformation was the result of a multi-stakeholder partnership among the QC-LGU, ABS-CBN's Bantay Kalikasan Foundation and the Metropolitan Works and Sewerage System.

The Quezon City government invested P21 million to construct the road leading to the Eco Park to make it accessible to the public, to develop the park's internal road network, and to rehabilitate its many amenities. It also built the pavilion. To help ensure that the revitalization is sustained program, the QC-LGU helped craft and led the management program on its initial year of implementation.




Management of the park is now under the La Mesa Resort Zone Executive Committee, maintaining this unique multisectoral effort, not only to save a watershed, but also to create and sustain a vast eco-tourism destination in the heart of a highly urbanized city.

It recognizes and utilizes the strength of partnerships to begin and continue a large, multi-million peso undertaking that requires considerable investments in infrastructure, appreciation of environmental assets, peace-keeping and security, while balancing business sustainability with public good. The partnerships have expanded through the years, to include government personalities and other corporations such as Aboitiz, Super Ferry, Shell, Petron and the Lopez Group.

The 33-hectare park is teeming with opportunities for adventure seekers like hiking, mountain-biking, and fishing. The fish caught can even be purchased and cooked in an open grill for a satisfying lunch under a canopy of trees. Folks can also enjoy a paddle boat ride in the beautiful lagoon without having to trek all the way to Baguio's Burnham Park. To escape the heat, a refreshing dip can be taken in the large salt-water pools unique to La Mesa Eco Park. Avid bird watchers can catch a glimpse of white-eared brown doves, black-napped orioles, brown shrikes and white collared king fishers, to name a few. For orchid and flower lovers, there's a two-hectare shell flower terrace and an orchidarium with rare species from the Philippine Orchid Society and other donors.










## Building a Garden City

One of the key achievements of the Belmonte Administration is the revitalization of the City's park system. The program is a vital cog in building up a more liveable city. Under Belmonte's leadership, more than 263 public parks have been constructed or upgraded and transformed, providing more areas for free and pleasurable recreation.

About 226.06 hectares or approximately 1.40% of the City's urban land area consist of parks. These include community parks transformed by the City government from open spaces, through infrastructure investments and partnership arrangements with barangays and community organizations to ensure continuous maintenance.

Some of these parks are the SB Nova Plaza in Novaliches, Batasan Hills Civic Center park, Don Antonio Heights Park, North Olympus Park, Roces Park, Project 6 and Project 4 Parks, CP Garcia Community Park, Daimonon Park, Commonwealth Heights Park, Del Nacia Park, Phil Am Park, Pleasantville Park, Galas Park, Tatalon Park, Pagasa Park, GSIS Park at Bahay Toro, and Bonifacio Park at Unang Sigaw, among many others.

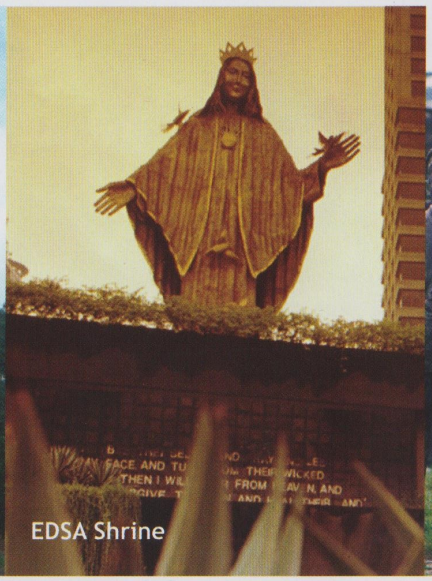


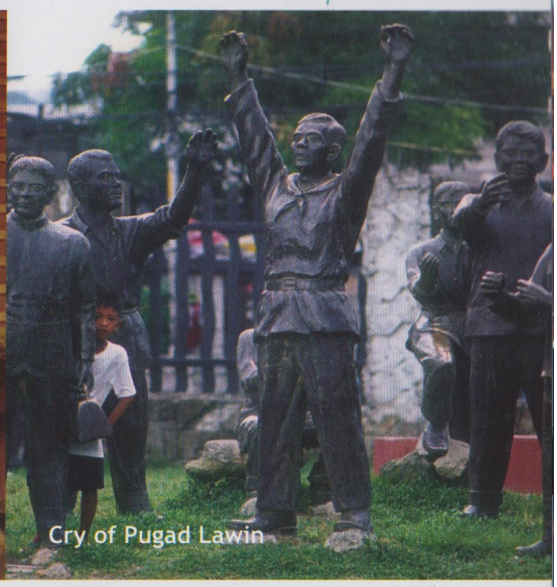
# Sightseeing: Iconic Monuments & Shrines

Quezon City is the site of numerous events that shaped the history of the country, from the Spanish colonial era in the 1800s to the People Power Revolution in the 1980s. As homage to the heroes who fought for freedom, monuments and shrines were built depicting their extraordinary courage so that they shall continue to inspire and embolden others to bring honor to our country.

The Himlayang Pilipino monument features General Emilio Jacinto and his men, brandishing their arms in their fight for independence.


Bantayog ng mga Bayani


EDSA Shrine

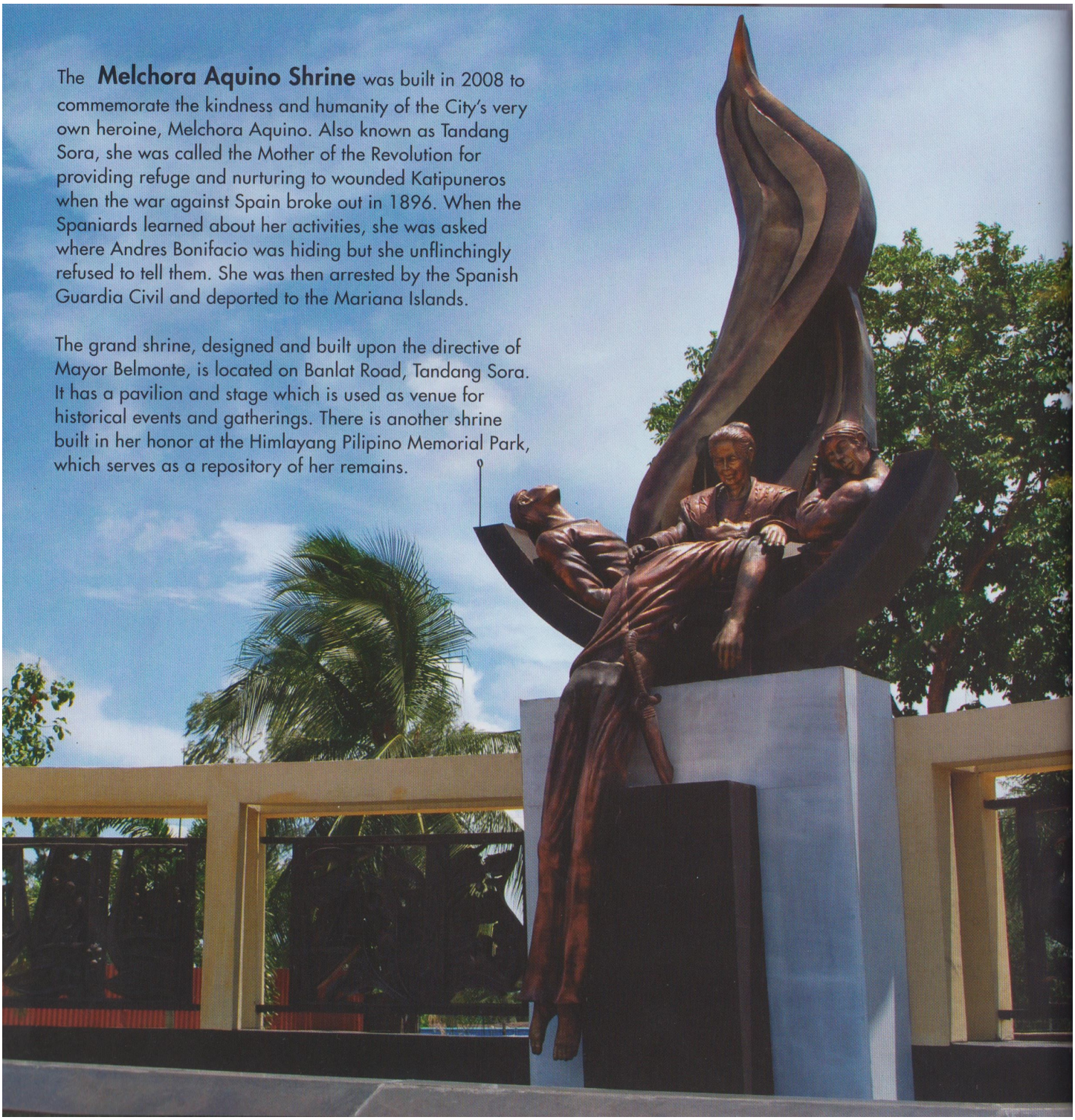

Cry of Pugad Lawin

The impressive 45-foot-high structure known as **Bantayog ng mga Bayani** along Quezon Avenue rises in memory of the heroes who struggled against the Marcos regime. The towering sculpture, carved by Ed Castrillo, depicts a fallen hero, being lifted by a woman, representing Inang Bayan (Motherland), who looks at the future with upraised hand,a symbol of hope and faith in the eventual triumph of right over wrong. Entwining these two figures is the Philippine flag, the emblem of national unity. At the base is an appropriate inscription taken from the poem "Mi Ultimo Adios" (My Last Farewell), penned by national hero, Dr. Jose Rizal, on the eve of his execution.

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. The idea for a commemorative shrine was conceived by Cardinal Sin in 1986. It towers over the area where the nuns and ordinary men and women stood in front of military tanks andoffered flowers to the soldiers, to deter violence.

Architect Francisco Mañosa created the architectural and structural design for the church, with preparatory workfrom 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 bronze image of the Our Lady of Queen of Peace was sculpted by Virginia Ty-Navarro.

The **Cry of Pugad Lawin Shrine** was developed by virtue of the Pugad Lawin Historical Committee created in 1983 to locate the residence of Juan Ramos, son of Melchora Aquino. The site is historically significant because it is where Andres Bonifacio, on August 23, 1896, gathered his men and asked them if they were willing to fight to the bitter end: "*Kalayaan o Kamatayan? Mga Kapatid, ang Kalayaan ay inaagaw sa dulo ng patalim!* (Freedom or Death? Brothers, Freedom is won through force of arms)." The monument, which became fully developed in 1998, depicts Bonifacio and Emilio Jacinto, along with other Katipuneros, tearing up their cedulas, shouting "Mabuhay ang Pilipinas! (Long live the Philippines!)" as a sign of rebellion against the Spanish rule.



The **Melchora Aquino Shrine** was built in 2008 to commemorate the kindness and humanity of the City's very own heroine, Melchora Aquino. Also known as Tandang Sora, she was called the Mother of the Revolution for providing refuge and nurturing to wounded Katipuneros when the war against Spain broke out in 1896. When the Spaniards learned about her activities, she was asked where Andres Bonifacio was hiding but she unflinchingly refused to tell them. She was then arrested by the Spanish Guardia Civil and deported to the Mariana Islands.

The grand shrine, designed and built upon the directive of Mayor Belmonte, is located on Banlat Road, Tandang Sora. It has a pavilion and stage which is used as venue for historical events and gatherings. There is another shrine built in her honor at the Himlayang Pilipino Memorial Park, which serves as a repository of her remains.

## NEW MONUMENTS

To provide a fitting tribute to national heroes and to inspire Quezon City constituents to emulate their extraordinary lives, Mayor Belmonte directed Quezon City officials to erect new monuments in honor of these extraordinary nationalists who fought for freedom and independence from oppressors in various forms.

The monuments for Jose Rizal, Andres Bonifacio, Benigno Aquino, Jr. and General Licerio Geronimo were completed in 2009 and were erected in their respective places of honor.

The monument of Jose Rizal, created by noted sculptor Frederick Caedo, is inside the Quezon City Hall compound. It is similar to the Rizal statue in Madrid which was also created by Mr. Caedo.

The Andres Bonifacio monument shows the Katipunan Movement founder in action with sword in hand. Well-known painter and sculptor Francisco Verano was commissioned to create the monument, which can also be found inside the City Hall compound.

The monument and memorial for Ninoy Aquino Jr shows him in a rostrum delivering a speech, reflecting his dynamism and forceful personality. The 14-feet structure made of brass and stainless steel sheets was crafted by noted artist Eduardo Castrillo, an old friend of the Aquino family. It can be found along Quezon Avenue.

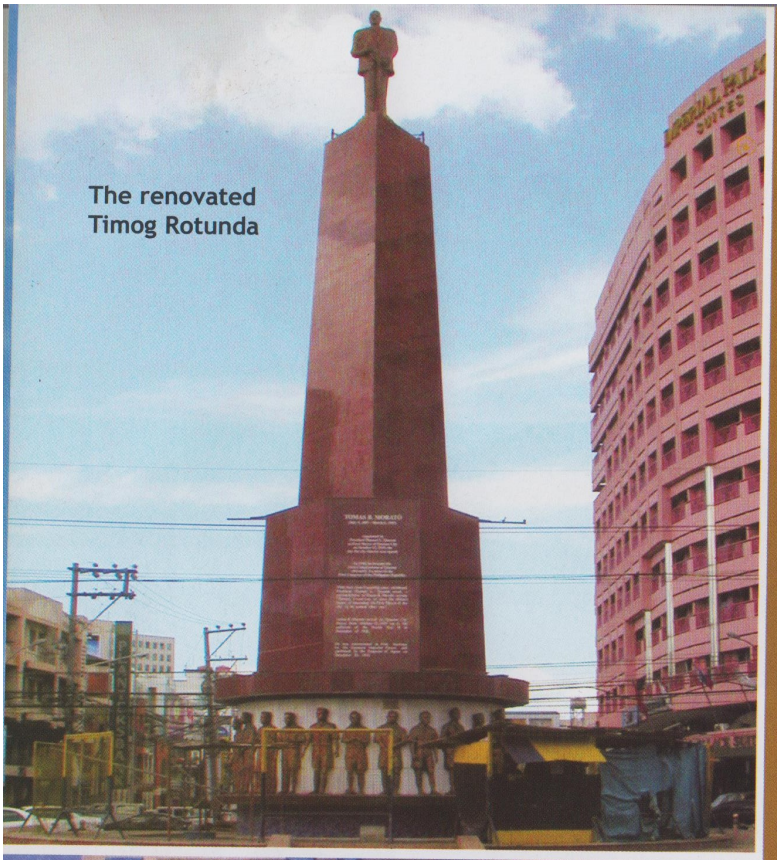
A monument was built in Barangay Bagong Silangan to honor Gen. Licerio Geronimo, the valiant Katipunero who defeated Gen. Henry Lawton in what came to be known as the Battle of Paye, during the Philippine-American war. The hero is depicted standing in uniform with sword and gun,in a mural setting, by young sculptor Jose Rabino Giroy.

The City government will also erect a new monument and memorial for President Manuel L. Quezon along Quezon Avenue.









The renovated Timog Rotunda




## FAMOUS SITES AND LANDMARKS

### Mabuhay Rotunda

Located at the boundary of Quezon City and Manila, the Mabuhay Rotunda (originally called "Welcome Rotunda") was built in 1948 by Architect Luciano Aquino during the term of Mayor Ponciano Bernardo. Designed as the gateway to Quezon City, it was completed in time to herald the City's declaration as the national capital of the Philippines. This is where three of Metro Manila's busiest streets meet, namely: España Boulevard in Manila, Quezon Avenue and E. Rodriguez Avenue in Quezon City. It was renamed "Mabuhay" in 1995.

### Quezon City Hall

The Quezon City Hall is an imposing 14-storey edifice where the 1971 Philippine Constitution was signed. It is the administrative center of city government activities with a frontage punctuated by the refreshing view of a man-made lagoon and a plaza leading to the first pedestrian underpass of Quezon City.

In 2009, in line with Mayor Belmonte's objective to rationalize the physical organization of Cityservices for the public's greater convenience, the construction of the "twin towers" or two eight-storey Civic Center Buildings was completed. Fronting these structures is the extension of the City Hall Annex, a wider service area for the City Treasurer's Office and the Accounting Department, aimed to provide a bigger lounge for taxpayers and business permit applicants.

### Quezon Memorial Circle Underpasses

The first pedestrian underpass connecting Quezon City Hall to the Quezon Memorial Circle was built upon the directive of Mayor Belmonte in 2007, out of his concern for the safety of pedestrians regularly crossing Elliptical Road when going to the park. The underpass not only offers convenience and safety, it has also become a

walkway of history, with its photo gallery illustrating milestones in the City's past and present.

The second underpass was built at the QMC entrance from Commonwealth Avenue. Completed in 2009, this underpass connecting the Philippine Coconut Authority (PHILCOA) and the Quezon Memorial Circle is the Philippines' first transit-oriented pedestrian underpass in a park setting.

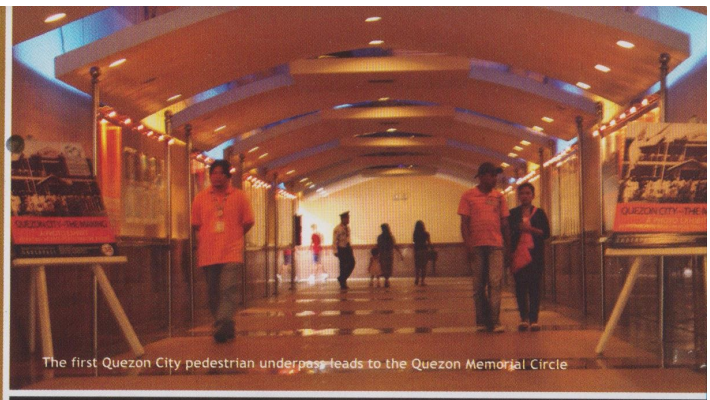
### Camp Crame and Camp Aguinaldo

During pre-war days, this camp was part of Camp Murphy, the first military airfield manned by the Philippine Constabulary Air Corps (PCAC). Camp Crame is the national headquarters of the Philippine National Police, located along EDSA near Santolan 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 are conducted here.

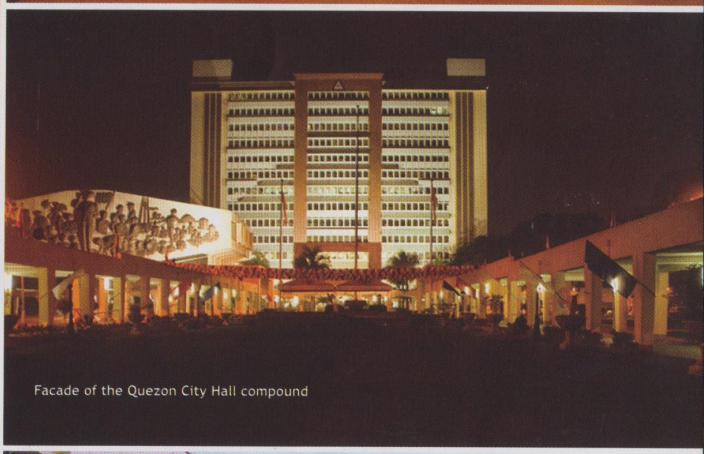
Across the street from Camp Crame is the other part of Camp Murphy, Camp Aguinaldo, after the first Philippine President, Emilio Aguinaldo. The 178-hectare general headquarters of the Armed Forces of the Philippines is also home to the Department of National Defense, National Capital Regional Command, and the National Defense College of the Philippines, among other offices. Camp Murphy was named for Frank Murphy, the last governor general of the Philippines.

### Bangko Sentral Mint

The Bangko Sentral ng Pilipinas was established on January 3, 1949, as the country's central monetary authority. In 1978, it inaugurated the BSP Security Complex Plant in East Avenue, Diliman which houses a banknote printing plant, a securities printing plant, a mint and a gold refinery. The banknote printing plant and the mint take care of producing currency notes and coins, respectively. The plant is also responsible for the production checks, passports, official ballots, government contracts, lottery tickets and other security documents.



The first Quezon City pedestrian underpass leads to the Quezon Memorial Circle



Facade of the Quezon City Hall compound



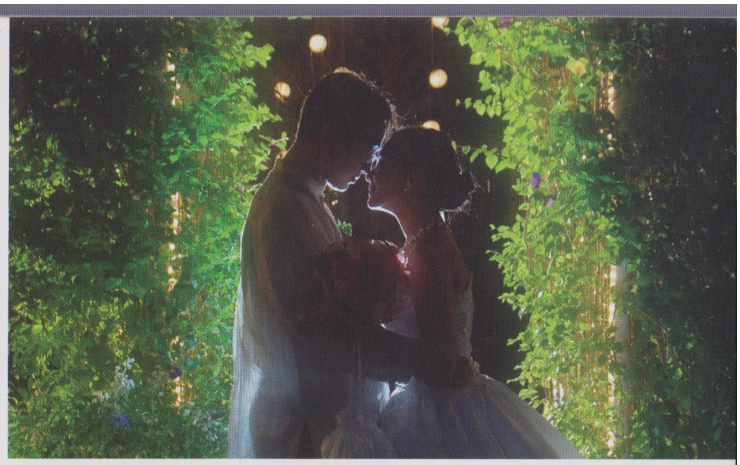
Quezon City Hall's twin-tower civic center building expands public service areas



# Idyllic Weddings in the city

In search of the perfect wedding destination? Quezon City is host to some of the most coveted wedding venues where couples and their guests can enjoy the charm of scenic outdoors without having to forego the comforts of modern indoor conveniences. Couples can experience the rustic appeal of a picture-perfect wedding celebration without the rain, mud and other hassles that often come with traditional weddings in rustic areas.





**Fernwood Gardens** has the distinction of being the only garden wedding venue with 40- and 60-feet high translucent sky domes, allowing couples to enjoy semblance of outdoors. It has four majestic rainforest-type gardens, namely, Fernwood 1, Cycad Garden, Coral Tree and the Courtyard. Each garden is air-conditioned and comes with its own special features, like landscaped trees, lagoons, waterfalls, exotic birds and fishes, and a glass dance floor with lights underneath. There's even a horse and carriage for those who want a grand entrance. It has the added convenience of having its own church in the premises, the St. Francis of Assisi Nature Chapel, where wedding rites can be held.

Those who prefer the exotic ambience of the East choose **Solea**, which means "under the Sun," for its beautiful Balinese backdrop of large, exotic trees and flowering shrubs. Located in the San Francisco Del Monte, the place is romantically lit at night, thanks to the strategically placed lights of different hues. The sprawling garden can accommodate up to 500 guests and provides efficient shuttle service between the garden area and its extended parking lot.

Aside from its meticulously landscaped surroundings, **Gazebo Royale** is well-known for its lush gardens, creative ceiling fixtures and soothing water features such as waterfalls, ponds, fountains and lagoons teeming with Japanese koi and other fish varieties. Want an intimate gathering or a bash for hundreds? The Bamboo Grove can accommodate up to 60 guests, while the two halls—Phoenix Avenue and Champagne Hall—can house up to 300 and 700 guests, respectively. The grand gate provides a dramatic entrance lined up with trees that seem ablaze with tiny bright lights at nighttime. The bridges, which are made up of elegant Piedra China, adds to the splendid ambience of the gardens.



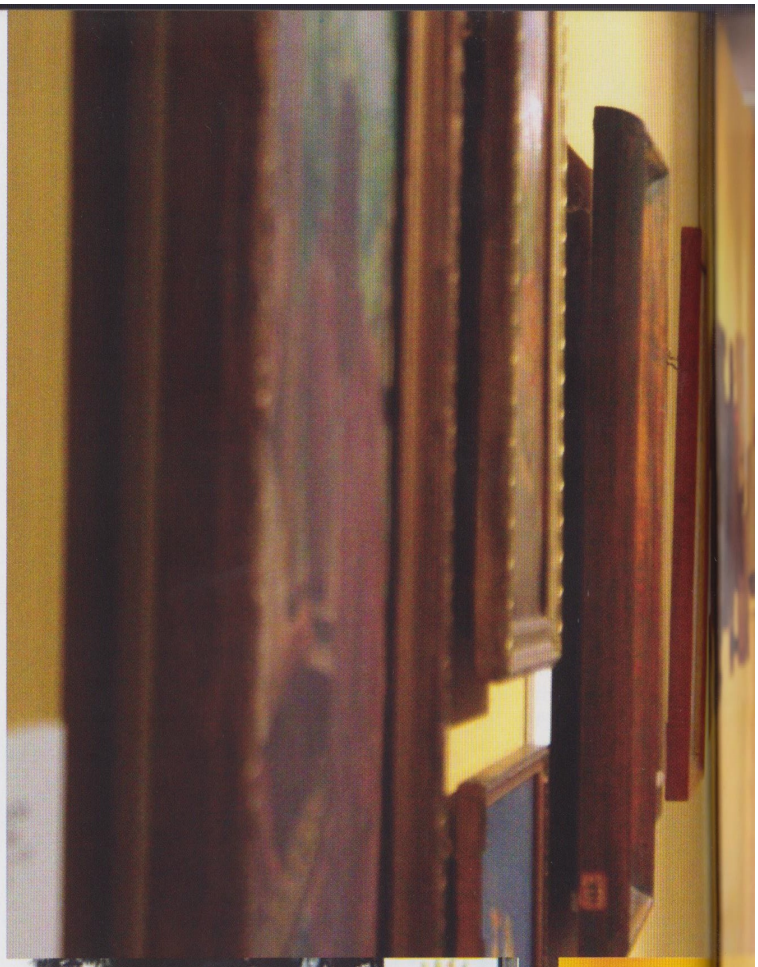
Want to feel like royalty during your wedding? **Blue Gardens** prides itself as the only wedding venue in the metro with beautiful English gardens similar to those found in Europe. Located in Commonwealth Avenue, just a few minutes from St. Peter's Cathedral, this landscaped venue is filled with blooming flowers, ornate bird houses and butterflies. The function rooms in the three-storey Chateau provide a panoramic view of the gardens. Other European-inspired facilities are the splendid white gazebo inspired by Castle Versailles of France, and the stone wall entrance with pillars and carvings reminiscent of the 17th century Chateau de Brecy's majestic gate in Normandy.

Other notable venues for wedding and other special events include **Grand Terrace** in Commonwealth Avenue; **Patio Ibarra** in Quezon Avenue; **Plaza Ibarra** in Timog Avenue; **Windmills and Rainforest** in Scout Borromeo St. South Triangle; and the **Big Tent** in Holy Spirit Drive.

# Notable Museums and Research Centers

It has been said that the importance of museums lies in their role as the nation's memory bank, reminding people of their once glorious past. Indeed, museums keep history alive by preserving the relicts of the past and making them accessible to the present and future generations. Many museums in Quezon City, however, are more than just about a show of antiques tracing the history of the nation. They are also devoted to specific topics of interests, with interactive learning activities for visitors to enjoy.

For example, the **Mowelfund Film Institute**, otherwise known as the Pambansang Museo ng Pelikula is more than a repository of memorabilia and artifacts. The museum is considered a landmark for the film industry because it reminds visitors of the Philippine cinema's glorious days—particularly its touted "golden age" during the 1950s and 1960s—when Philippine movies were considered the best and were shown all over Asia. Visitors will find old movie posters, gowns worn by movie stars, and equipment like old video cameras in the museum. A room is also dedicated to the Philippine cinema's king, Fernando Poe, Jr. Aside from viewing the exhibits, the museum allows interactive learning through viewing of classic, hard-to-find films as well as participation in training seminars on basic film techniques.








THE REALITIES OF WAR





The **UP Vargas Museum and Filipiniana Research Center** was named after statesman Jose B. Vargas who served as Executive Secretary to President Manuel Quezon. The museum enjoys the unique distinction of being the only art repository in the country embracing the entire range of Philippine artistic creativity from the 1880s to the 1960s.

Consisting of memorabilia and historical artifacts about the Philippines, along with numerous souvenirs from Vargas' various political engagements and trips, the collection was originally displayed in a private museum within the premises of Vargas' residence in Mandaluyong.

In 1978, he donated his collection to the University of the Philippines, his beloved alma mater, but the transfer of the objects to its present location in the UP Vargas Museum and Filipiniana Research Center began only in 1986.

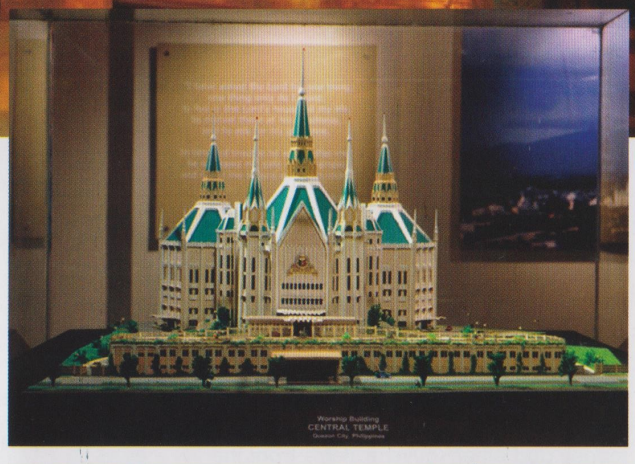
Recently, the museum houses various artworks of famous Filipino painters like Juan Luna, Felix Resurrecion Hidalgo, Lorenzo Guerrero, and Fernando Amorsolo, as well as sculptors like Guillermo Tolentino and Graciano Nepomuceno. It also has a library that contains more than 3,000 books and more than 1,000 volumes of periodicals and other important documents about the Philippines that



can be used for research. The ground floor is for the changing exhibits while the second floor is the home of the permanent exhibit.

The historical site of Tandang Sora is home to an important museum, the **Museo Recoletos**. It is an ecclesiastical museum where relics and memorabilia of the Augustinian Recollects are displayed. The collection, consisting of artifacts gathered from all over the country, is a reminder of the rich history of the Augustinian Recollects in the Philippines and their service to the Filipino people.




The museum is divided into different sections like bells, furniture, crucifixes, utensils, altars, tabernacles, among others. The highlight of the museum is the dark image of the antique Blessed Virgin, Nuestra Señora de la Salud. The image was brought to the country by the first Recollect missionaries in 1606. Aside from the permanent collection, the museum also holds other exhibits. Visitors can also join different activities offered by the museum like regular art workshops for children.

Another ecclesiastical museum is the **Iglesia Ni Cristo Museum and Gallery** which showcases the history of the religious sect and the memorabilia of its founders. Inside the museum, visitors can see posters and dioramas reflecting the sect's beginnings, culture, rituals and practices. It is located on the grounds of Iglesia's Central Office—also its largest house of worship—in Commonwealth Avenue.




The **Armed Forces of the Philippines Museum** exhibits the rich history of the armed forces and its heroic contributions to the Filipino nation. The early development of the Armed Forces can be traced back to the Tejeros Convention, where

different revolutionaries united under one rule to overthrow the Spanish colonial government. Captain General Artemio Ricarte headed the Philippine Army at that time. Over the years, the Armed Forces has gone through a series of changes but one thing never changed, the institution still continues to protect the freedom of the Filipino people.

The museum's indoor exhibit is composed of different martial weapons, uniforms of the different branches of the AFP, and paintings and dioramas depicting the history of the AFP. There is also an outdoor exhibit where bigger military equipment and weapons are displayed including tanks and aircrafts. Avid collectors can visit the gift shop that sells books and souvenirs. A similar museum is also located inside the nearby Philippine National Police compound where the law enforcement agency's history is showcased.

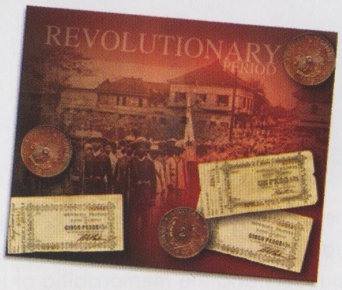
Located inside the Central Bank complex in East Avenue is the **BSP Printing Plant and Mint**, which are tasked to produce all Philippine currency notes and coins, respectively. A gallery tour which lasts for about 45 minutes is offered on certain days. Visitors can see the different phases of making coins and banknotes as well as the printing of security documents like passports. At the end of the tour, visitors can buy commemorative money and other souvenir items from the museum's souvenir shop.
















**Philippine currencies from different historical periods are on display in the Bangko Sentral Money Museum**



## In Focus:

# The ATENEO ART GALLERY

The Ateneo Art gallery is considered the first in the country, to be dedicated to the collection of modern Philippine art, showcasing the ingenuity of Filipino masters including Fernardo Amorsolo and Fabian dela Rosa.

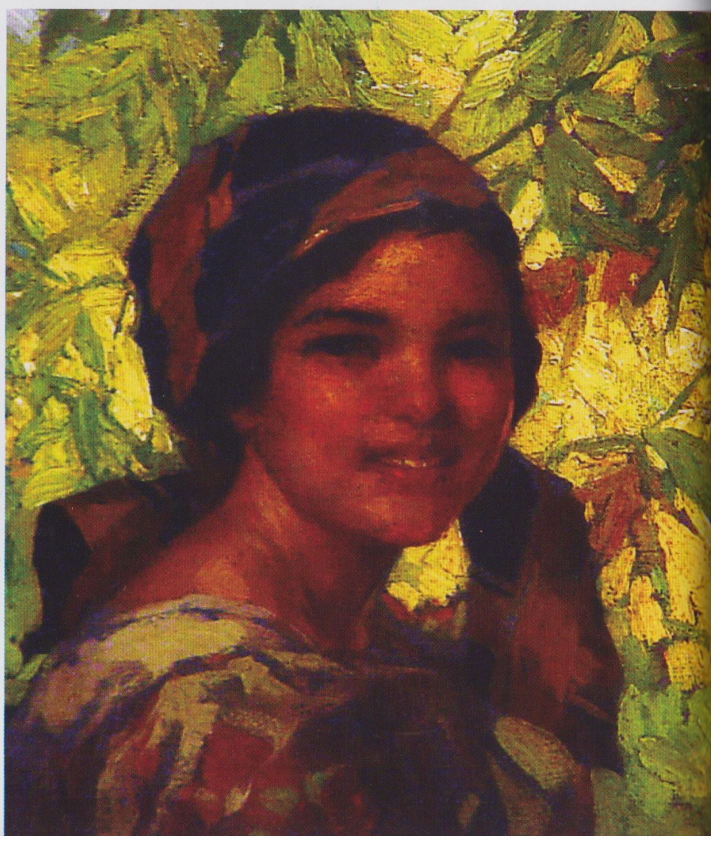
**Crucifixed by Kiukok Ang**





Located on the ground floor of the Rizal Library of the Ateneo de Manila University, the gallery's collection started in 1961 when painter and art scholar Fernando Zobel de Ayala donated over 200 artworks to make them accessible to students. Over the years, the collection grew, thanks to the gallery's extensive acquisition program and donations from various art collectors who followed Zobel's initiative. The gallery now holds more than 500 artworks representing Filipino artists as well as foreign masters like Rembrandt, Picasso, Dali and Goya.

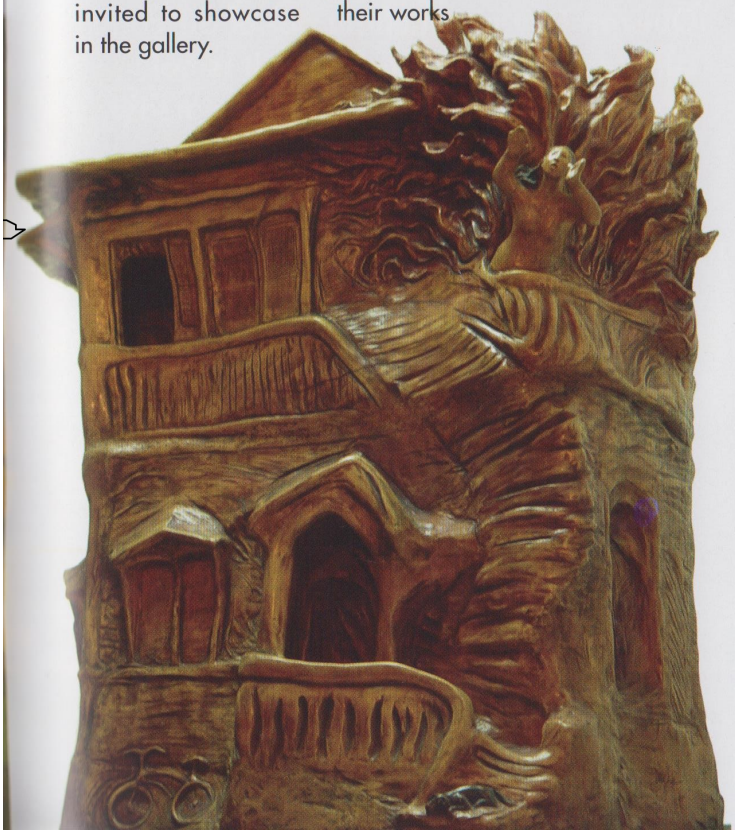
The permanent collection includes drawings, sculptures, paintings, prints, photographs and posters, woodcuts, engravings, lithographs etchings, and other graphic-arts media, and is categorized as follows, Print & Drawing Collection, Modern Philippine Art Collection and Contemporary Philippine Art Collection.



In addition to the permanent collection, the gallery is also a venue for limited-run art exhibits of various Filipino and international artists.

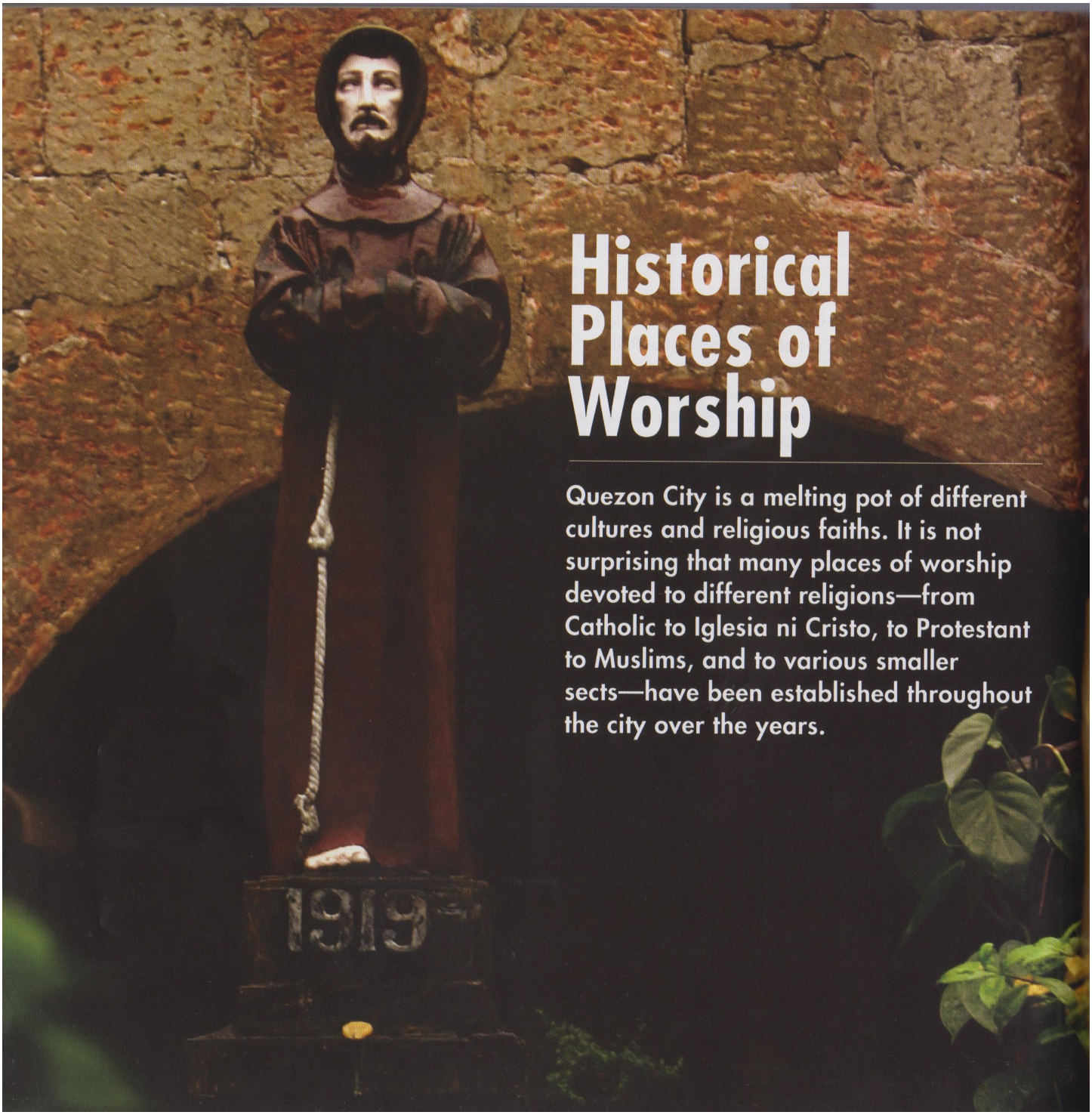
Lectures are regularly conducted at the gallery by different artists and art enthusiasts. The Art Management course under the Fine Arts Department has tied up with the gallery to train the students in different areas of the course.

In 2004, the Ateneo Art Gallery established the annual Ateneo Awards, considered by contemporary artists to be one of the most prestigious art competitions in the Philippines. It was established in honor of its founding benefactor. Each year, the theme of the competition changes but the main theme remains: to raise consciousness about contemporary art. Winners get a chance to study abroad through grants sponsored by the gallery, and upon their return, are invited to showcase their works in the gallery.



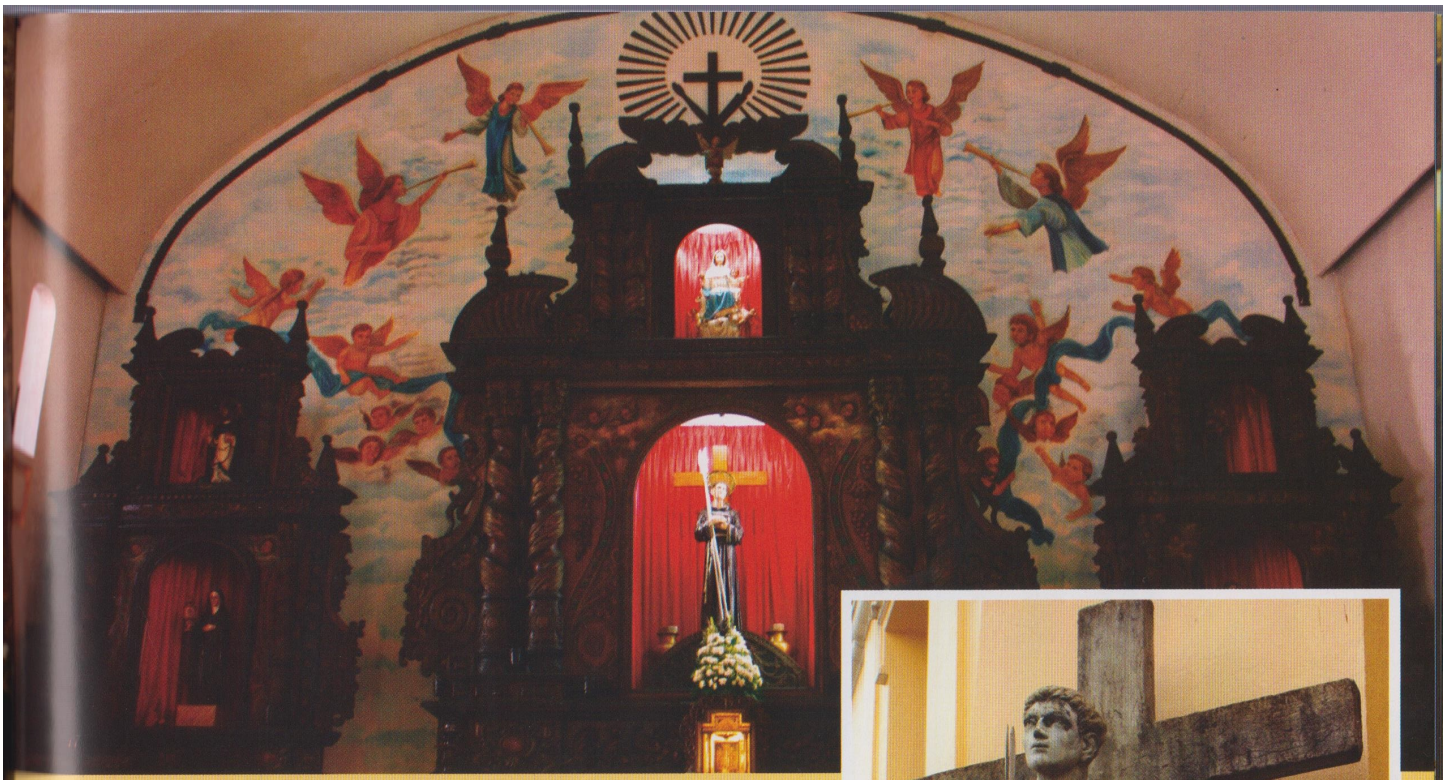


**Photos from top-left to right: Saeta No. 42 by Fernando Zobel; Gazing Bird and the Approaching Storm by Federico Aguilar Alcuaz; Dalagang Bukid by Fernando Amorsolo; A House on Fire by Julie Lluch; and Grand Prix: Homage to Dodjie Laurel by Elizalde J. Navarro**




# Historical Places of Worship

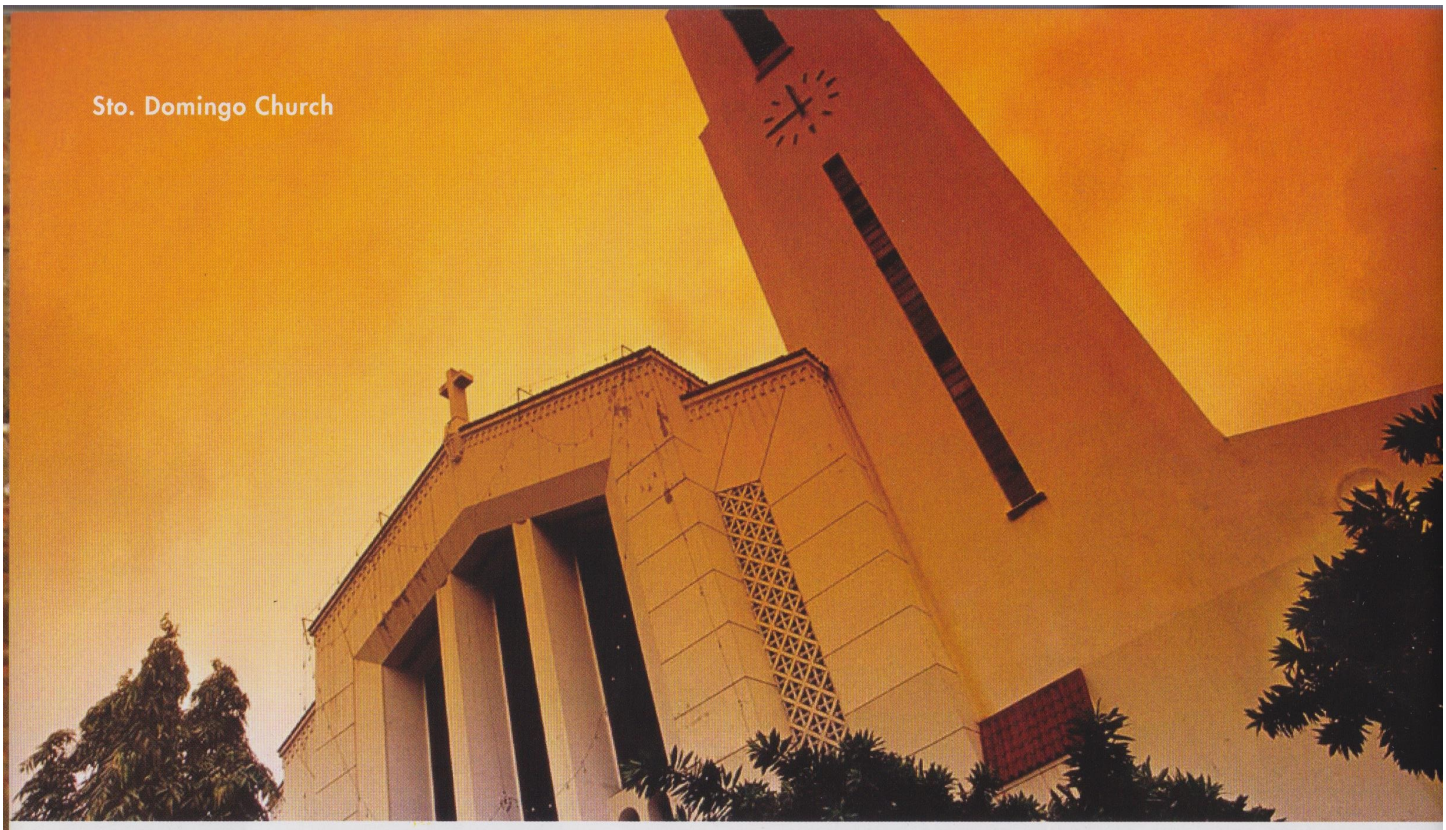
Quezon City is a melting pot of different cultures and religious faiths. It is not surprising that many places of worship devoted to different religions—from Catholic to Iglesia ni Cristo, to Protestant to Muslims, and to various smaller sects—have been established throughout the city over the years.





**Sanctuario de San Pedro Bautista** is the second oldest still-surviving church in the country. It was built in 1590 and was originally the retreat house for San Pedro Bautista's fellow Franciscans and other government officials.

The first structures to be built in the estate were the chapel and a small convent made out of bamboo and thatch. The church was renovated several times because of the calamities that struck the area and ruined the past structures. The present stone church was built in 1699 and was dedicated to then Blessed Pedro Bautista, the founder of the church, whose bones are buried therein. At the basement of the church is a catacomb where old friars are interred. One of its main attractions is the Romanesque interior characterized by the mixed architecture as depicted in its Corinthian and Ionic pillars. The century-old meditation cave, sacristy and convent are still preserved. Also situated inside the church is a Baroque-style altar and other 16th century religious icons from Spain.



Sto. Domingo Church

The **Parish of the Holy Sacrifice** in the University of the Philippines campus in Diliman is recognized as a National Historical Landmark by the National Historical Institute and as a Cultural Treasure by the National Museum. Five national artists collaborated in building the church. It is the first round chapel in the Philippines, and the first to have a thin shell concrete dome.

The altar situated in the middle of the church was designed by national artist for architecture Leandro Locsin. Other national artists who collaborated in the project were national artists for visual arts Arturo Luz (floor) and Ang Kiukok (Stations of the Cross), national artist for painting Vicente Manansala (also Stations of the Cross), and national artist for sculpture Napoleon Abueva (crucifix and altar base). The National Historical Institute considers this structure, a masterpiece of Filipino artistry and ingenuity.

The **Sto. Domingo Church** was first built in 1588 in Intramuros, Manila, the capital of the Philippines under the Spanish colonial government. When the original church was destroyed during World War II, it was rebuilt in its current location in Quezon Avenue in 1952. The church serves as the headquarters of the Order of the Preachers or the Dominicans in the Philippines.

The church is home to the four-century-old image of Our Lady of La Naval de Manila (also known as the Nuestra Senora del Santisimo Rosario), the patroness of the church and of Quezon City. The image is believed to be miraculous because of her protection of the weaker and smaller Spanish naval force against the invasion of a stronger Dutch armada in 1646. The Virgin Mother's vestments and jewels are adorned with precious stones donated by ardent devotees.



The shrine has been designated as the National Shrine of the Queen of the Holy Rosary. Inside the church, paintings and other artworks portray the miracles of the Virgin Mother and other Catholic events in the country. The Sto. Domingo Church also boasts of its collection of relics, which are usually paraded during the feast celebrated every October 7th. In this church once lay in state the remains of the Martial Law martyr, the late Senator Benigno "Ninoy" Aquino, Jr.

The **Iglesia ni Cristo Central Temple** located in the Commonwealth area is just one of the many structures in the 4,000-sqm INC Central complex. This structure of Gothic-Moorish architecture serves as the headquarters of the Philippine independent church founded by Felix Manalo in 1914 and now headed by his son and successor, Eraño Manalo. Created by the firm of national artist Leandro Locsin, the temple is famous for its architecture, intricate interiors and its 7,000 seating capacity. It is also the biggest Iglesia ni Cristo temple in the world.



Church of Jesus of Latter-Day Saints temple

Other structures in the complex include the multi-purpose tabernacle hall, the 30,000-seat central pavilion, the College of Evangelical Ministry for future ministers, the New Era General Hospital, and the New Era University.

The temple of the **Church of Jesus of Latter-Day Saints** located in Quezon City is the first Mormon temple to be built in the Philippines and the second in Asia. The temple, built in 1982, was opened to the public in 1984. Its design is patterned after the six-spire design commonly used in Church of Jesus of Latter-Day Saints temples all over the world.

The temple sits on a land area of 3.5 hectares, and is bordered by the street renamed Temple Drive. Aside from being a place of worship, the temple has an archive of all civil registries and Catholic Church records like baptismal certificates and marriage certificates in the country. The oldest document in its archives collection is a baptismal record signed in 1542. The collection is open to the public who wish to trace their ancestors. Integral to the belief of the Mormons is the importance of family; that is why the church is really serious in filing public records.





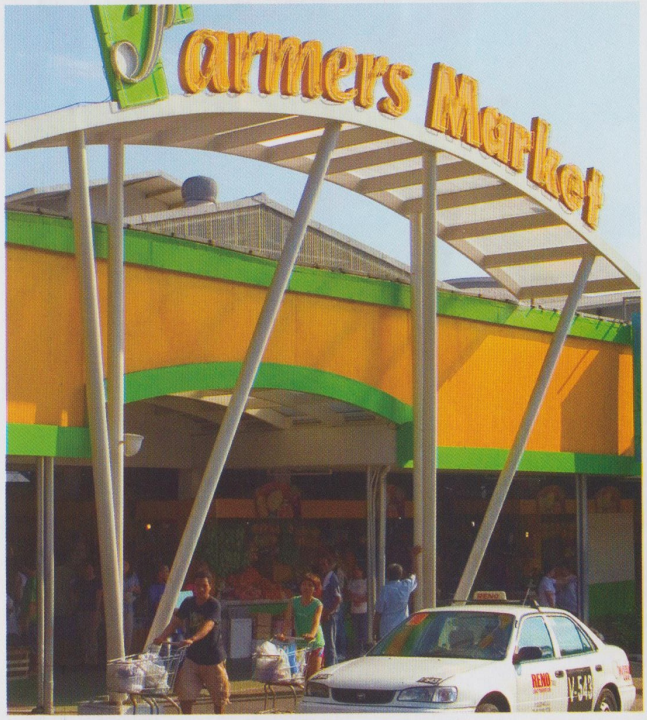
The **Salam Mosque Compound** in Barangay Culiat is one of the well-known Muslim communities in Metro Manila. There are four mosques inside the compound. An important function of the mosques is to broadcast the call to prayer five times a day beginning early in the morning. In 1971, the Libyan government funded the foundation of an Islamic center, which later on became this compound. It is now home to seven different Muslim groups, namely, Maranao, Maguindanao, Tausug, Iranun, Yakan, Samal and Balik-Islam. Salam means peace in Arabic. In keeping with the its name, the compound hosts various interfaith celebrations among different Muslim organizations. A traditional Islamic school called madaris or madrasa can also be found in the premises.


the TriNoma
Green Light Sale
Green Raffle
MAY 28–31
LANDMARK
STOREWIDE SALE 50%
LONSDALE
Green Light Sale
JELLYBEAN
Green Light
BENCH
Green Light Sale
SALE




# Shopping Mecca

Quezon City can be called the shopping mecca of the country, where each of its 17 shopping malls sits center stage in practically every dense community cluster. Among these are the giant SM City North complex plus three other SM malls around the city, the Robinsons and Ever Gotesco malls, the new Gateway and Shopwise shopping complexes, and the expansive Ayala shopping center called Trinoma. The Cubao area alone has five shopping malls including Ali Mall, the city's very first mall, and the ultra-modern Gateway.




The largest malls in the city offer a haven of boutiques and restaurants that will surely satiate one's craving for the ultimate mall experience. Tired of shopping? They also have cinemas for the movie buffs, gyms and spas for the health conscious, art galleries for aficionados, arcade and play areas for kids, and even a chapel for those who want to attend Sunday masses.

Aside from the malls, large public markets remain popular among certain segments of the population. Those looking for quality suiting materials will find them at **Kamuning Market**, where about a hundred stalls sell different kinds of textile and tailor supplies, as well as ready-made *barongs (traditional formal Filipino men's wear)* and bridal gowns—at very low prices. Other notable public markets are Farmer's Market in Cubao, Novaliches Market, Commonwealth Market, and Mega-Q (formerly Nepa-Q) Market along EDSA.

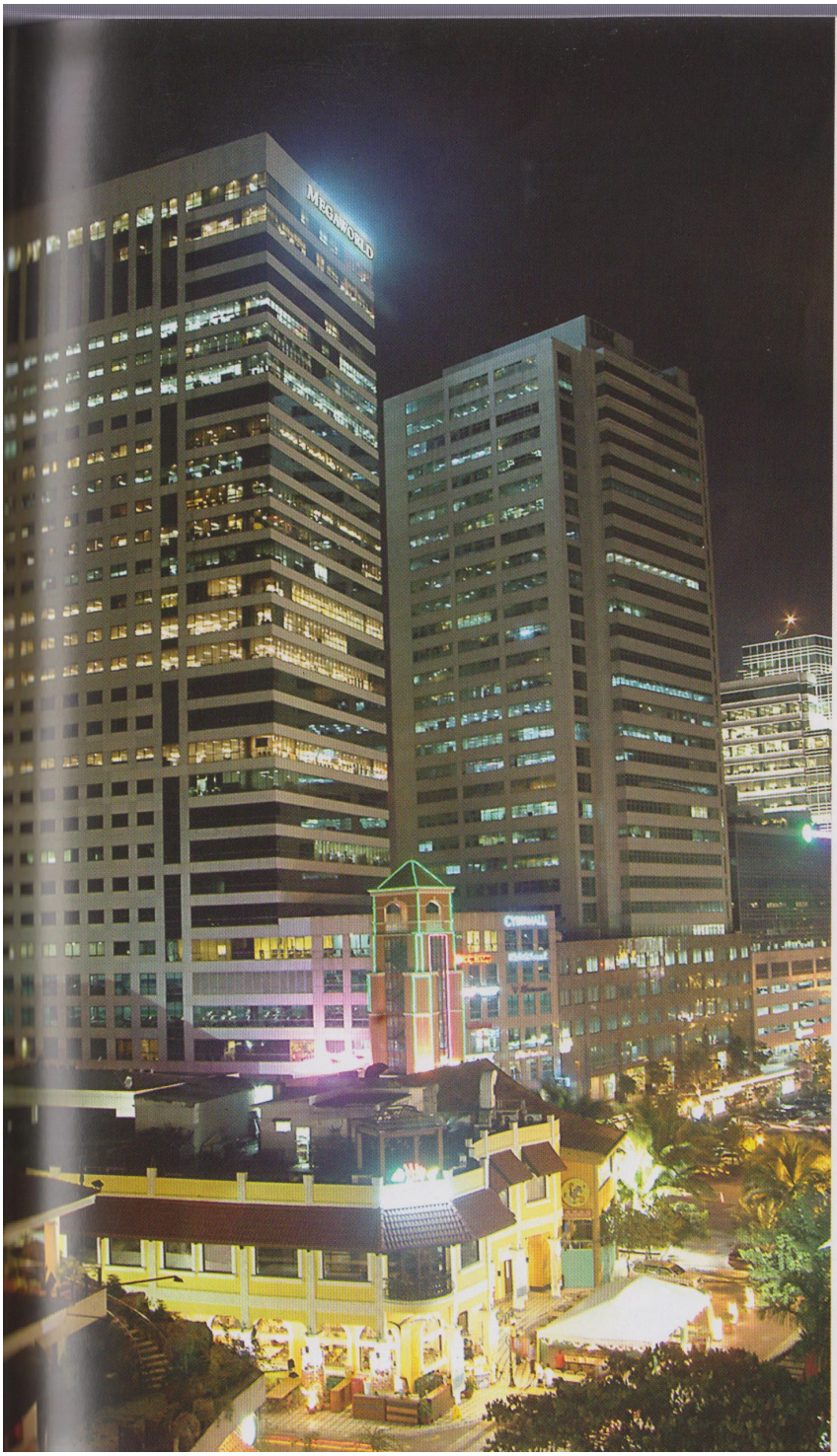
Bargain hunters also love the **"tiangge"**—a unique shopping concept midway between a mall and a market. Tiangges are often small, makeshift stalls clustered together that sell anything and everything you can imagine, at bargain basement prices. The popular one at the Philippine Lung Center, which opens on Sundays, have stalls selling fresh meats, regional delicacies, household wares, art works, jewelry, export overruns, even pre-owned stuff. Haggling is the name of the game at the tiangge, particularly if you're a *suki* (regular buyer) or buying wholesale.

Those who love shoes frequent the **Marikina Shoe Expo in Cubao**, a complex of several stores that sells shoes, including made-to-order footwear. The place has also become a coterie of small art galleries and curio shops.

## Restaurant-and-bar districts

A primary entertainment district is found in the Timog area. The **Timog, West and Tomas Morato avenues** have gained a reputation as a restaurant strip, where one can choose from over a hundred of restaurants, bars, cafes, karaoke joints, and comedy bars providing all-night-long entertainment. Among the favorite music bar and restaurants in the area are Cuattro, Sharky's, Mario's, Pier One, Aruba Bar, Chili's, and Gerry's Grill, while some of the prominent barsare Padi's Point, Tia Maria's, Tequila Joe's, Cosmopolitan Café, Ratsky, and the Hard Rock Café. Comedy bars, such as Laffline and Zirkoh, are filled to the hilt especially on weekends.

Another restaurant-and-bar district lies along **Katipunan Avenue**, a popular watering hole among students from nearby universities. Folks will find a wide range of food choices there: from fine dining and casual, to fast food and carinderias (small restaurants with ready to eat food), even street-food stalls. The newest additions are found in gasoline station complexes which, as recent trend goes, often come with a number of restaurants and coffee shops.



# 24-Hour Metro Centers

Governance innovations introduced by the Belmonte Administration, and its focus on aspring for global best practices, have stimulated the business and residential attractions of Quezon City. The programs have catalyzed the spread of more metro centers, where facilities support business and leisure activities 24-hours. This is in keeping with the growing global character of Quezon City, where more and more businesses are linked or support activities going on in other parts of the world.



The fabulous night life at Eastwood City







**Eastwood City** is the country's first ever DOT-accredited Tourism Entertainment Complex, this 19-hectare ultramodern city within a city definitely offers more than just shopping until midnight all year round.

Eastwood City contains restaurants offering sumptuous cuisines, temporary art galleries, al fresco dining, and the mall's very own Walk of Fame, ingrained with the names of the great icons of Philippine entertainment, arts and culture. The night scene reverberates at the central plaza, where concerts, fashion shows and dance parties are regularly held.

Eastwood Mall has two distinct sections, the main mall, which has upscale fashion boutiques, a sports zone section with giant LCD screens, and a row of al fresco restaurants; and the central park, an open space with environmental elements like a botanical garden and a lagoon. The bazaars also provide the perfect haven for those in the hunt for the trendiest fashion finds, fascinating handicrafts and other novelties.

Craving for serenity and relaxation? Even an hour of body pampering can immediately rejuvenate the mind, body and spirit. Health aficionados will be thrilled with the wide array of spas and salons offering luxurious body spas, soothing massages and great makeovers, that make Eastwood City practically a beauty and wellness district in its own right.

Those who can't leave the house without their laptops will also feel at home at Eastwood City. As the country's pioneer cyberpark accredited by the Philippine Economic Zone Authority (PEZA), the entire complex is wifi ready. People can also bring their favorite pets and enjoy a leisurely stroll along the cobbled walks, as Eastwood City is the first pet-friendly mall in the country duly recognized by the Philippine Canine Club Inc.

These modern-day conveniences have lured more folks not only to visit but to actually set up house at Eastwood City, including those working in the corporate offices in the nearby Cyberpark. There are currently 12 luxury residential condominium towers in the area, with several more being constructed.






The famous Big Dome at the Araneta Center



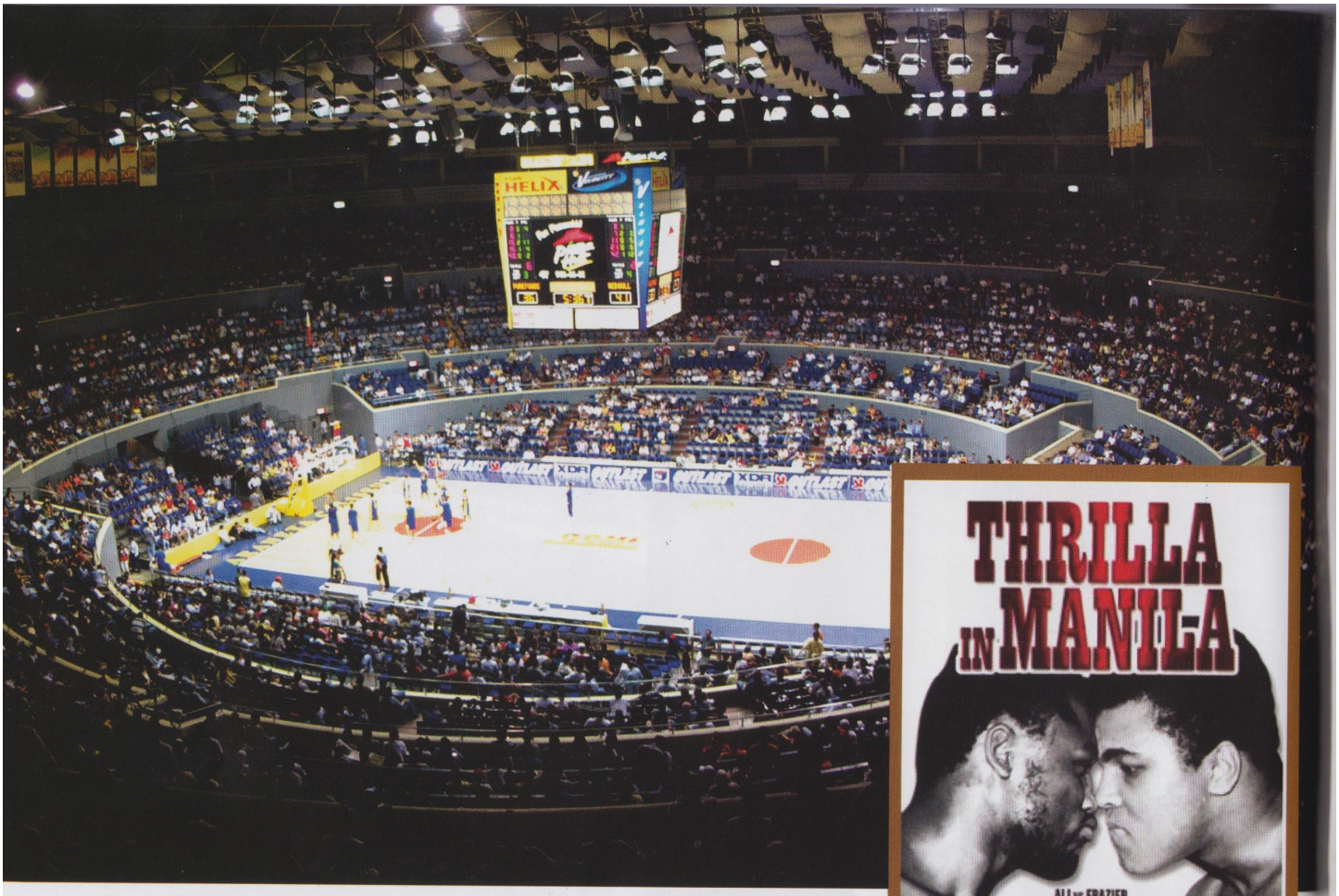

# Araneta Center

The Araneta Center in Cubao experienced a resurgence in recent years. The city government under Mayor Belmonte, partnered with the business community and the police to create and sustain a safe, improved environment for business and leisure.

The center is the city's first well-built commercial and entertainment hub. Businessman J. Amado Araneta wanted to provide his countrymen an extraordinary recreational venue just like those he saw in his travels abroad. In 1952, he purchased a 35-hectare property from the Radio Company of America (RCA), where the latter's transmitters were located. The area was considered a dead spot, and many people thought that Araneta's idea to put up a commercial complex in the middle of nowhere was crazy. The first structures to be built in the property were the Araneta house, also known as "Bahay na Puti," an office building, and the famous Araneta Coliseum.

The centerpiece of the complex is, without doubt, the Araneta Coliseum or the "Big Dome." The daunting structure sits on almost four hectares of land and has a seating capacity of 25,000. It is considered an architectural masterpiece because it does not have columns that obstruct the view of the audience. When it opened in 1960, it was considered the biggest covered coliseum in the world, and to date, remains one of the biggest in the region. The fight of Filipino ring icon Gabriel "Flash" Elorde was the coliseum's inaugural event. Another memorable event was the "Thrilla in Manila" in 1975 which was the World Heavyweight Championship Fight between Muhammad Ali and Joe Frazier.

Ali Mall, the first enclosed shopping mall in the Philippines, was constructed after "Thrilla in Manila." Legend has it that Muhammad Ali himself suggested the construction of a mall because the country at that time was lacking in shopping areas.







In 2004, the state-of-the-art Gateway Mall was constructed. Dubbed as "the mall like no other," shoppers at Gateway Mall can select from over 200 superb shops. The mall also boasts of its Cineplex, which features ten cinemas that have La-Z Boy seats for the Globe Platinum cinema and comfortable seats for the other cinemas. The mall received the merit award in the 2006 International Design and Development Awards of the International Council of Shopping Centers.

Other structures in the Araneta Center are the popular Farmer's Market and the Aurora Tower, which serves as the headquarters of the Araneta Center Inc. and the location of the Isetan Mall.

With the unveiling of the Center's ambitious 20-year redevelopment master plan in 2006, Araneta Center is poised to become the ultimate venue for shopping, amusement, dining as well as a competitive residential hub--truly a city within a city that's bursting with life 24/7.

# DID YOU know?

Ayala Malls calls **Trinoma** (Triangle North of Manila) its first "super regional shopping center" as it is designed to service not only Quezon City and neighboring Caloocan but also those coming from provinces north of Metro Manila? Located on a 20-hectare parcel of land, the mall has over 550 high-end retail stores, entertainment and food outlets, seven all-digital cinemas and a 3,500-slot parking area.

The **Farmers Market**, recipient of the Department of Agriculture's Huwarang Palengke Award, is one of the cleanest and largest wet markets in the country. Patrons love the market's live seafood flown in daily from Roxas City, as well as the freshest selection of meat, vegetables, fruits and even hard-to-find exotic stuff at reasonable prices. Open for 24 hours, the Cubao market is also home to the first satellite school of the renowned Center of Culinary Arts. Thus, right there, you can have cooked what you've bought from the market.

**Jollibee Corporation** had its beginnings in Cubao, Quezon City. Tony Tan Caktiong and his family opened an ice cream parlor in Cubao in 1975, with corporate headquarters in Main St. The original name was Jolibe. In 1978, upon the advice of their management consultant, Manuel C. Lumba, they shifted their business from ice cream to hamburgers, after studies showed that a much larger market was waiting to be tapped. Later, the name was changed from Jolibe to Jolly Bee, then to the one-word name Jollibee.

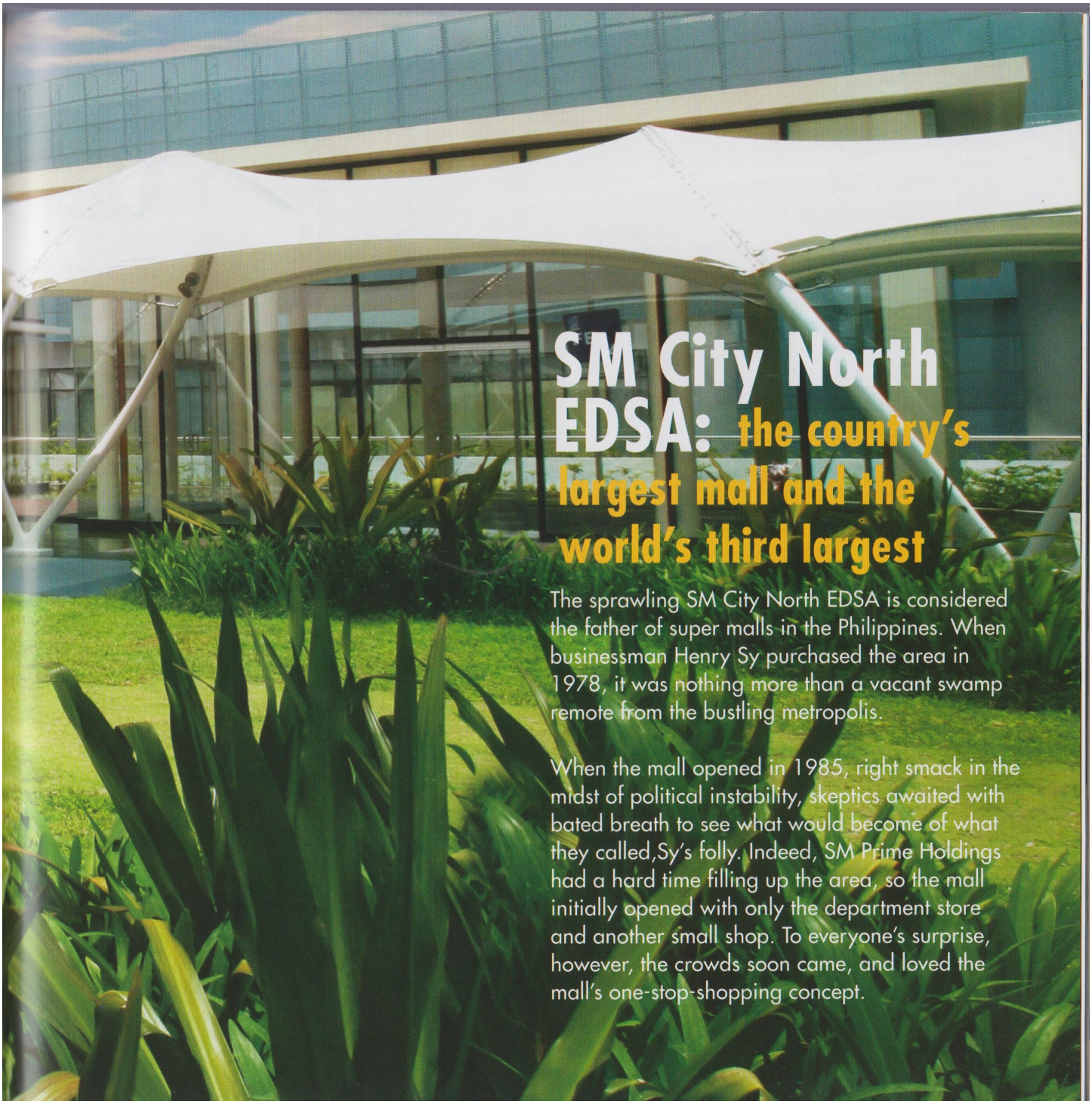








SM
city
north edsa



# SM City North EDSA: the country's largest mall and the world's third largest

The sprawling SM City North EDSA is considered the father of super malls in the Philippines. When businessman Henry Sy purchased the area in 1978, it was nothing more than a vacant swamp remote from the bustling metropolis.

When the mall opened in 1985, right smack in the midst of political instability, skeptics awaited with bated breath to see what would become of what they called,Sy's folly. Indeed, SM Prime Holdings had a hard time filling up the area, so the mall initially opened with only the department store and another small shop. To everyone's surprise, however, the crowds soon came, and loved the mall's one-stop-shopping concept.



The SM North Skygarden

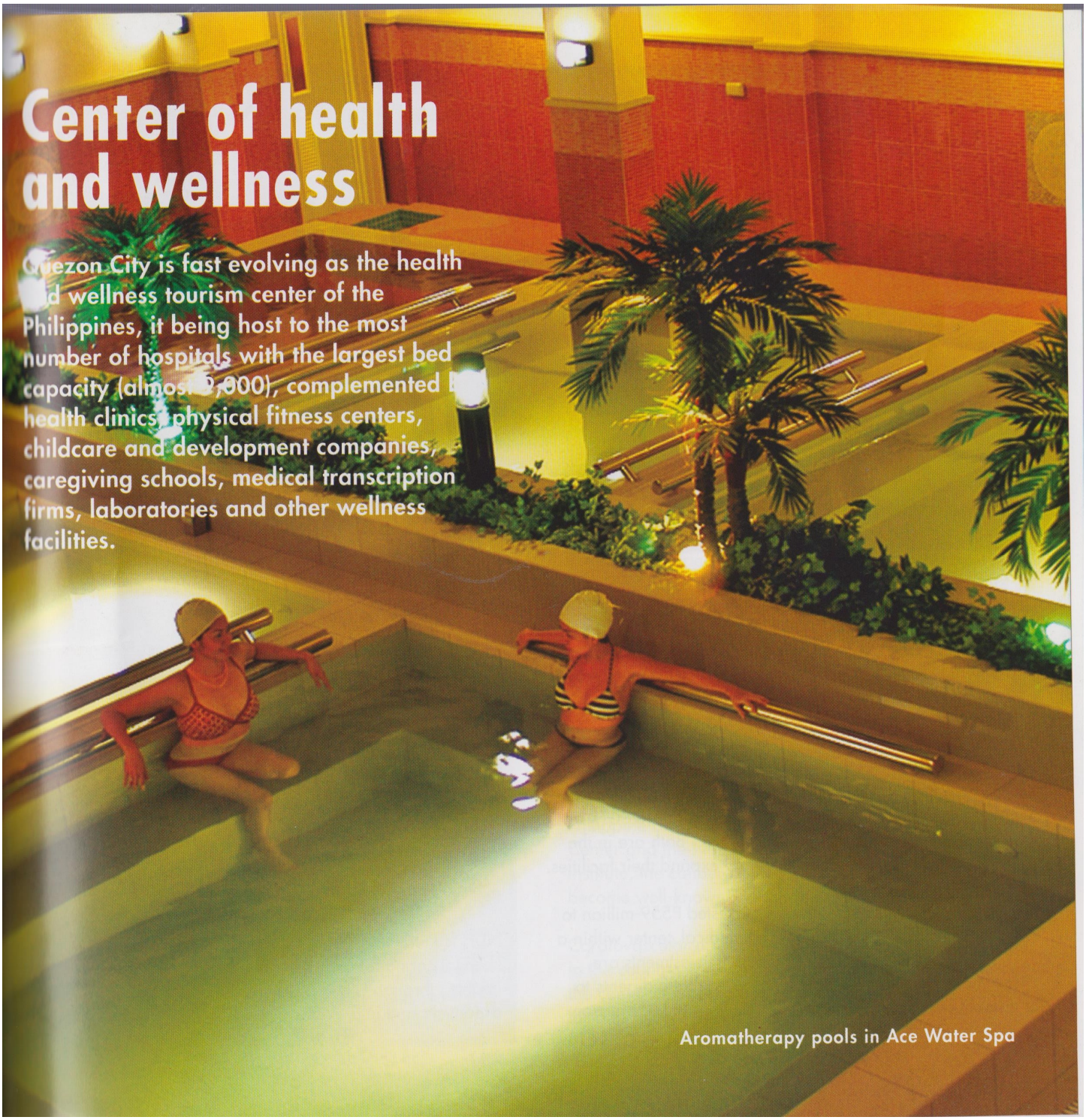
SM North was then only composed of the main building and outdoor carpark areas. A number of expansions later took place, including the building of the five-level carpark known as Annex 2, and The Block, which has high-end restaurants and four digital cinemas, one of which was converted into an IMAX theater with a seating capacity of 400.

Inspired by the sustained rise of business confidence in the Belmonte Administration, SM has gone full-steam with its expansion plans. Now SM North is set to become the country's biggest shopping mall, and the world's third-largest, with a total of 425,000 sqm gross floor area as soon as the latest expansion project is completed. The Annex, which adds 90,000 sqm gross floor area and consists of six floors and a basement, will host about 400 shops and restaurants, the country's first x-lane bowling alley, as well as the largest Cyberzone branch in all of SM malls. The Annex is expected to provide direct and indirect employment to 3,000 workers.

Nature enthusiasts look forward to the opening of the 400-meter long "Skygarden," an environmental element inside the mall complex, with tropical trees, a lagoon, an aviary for bird lovers, a waterfall cascading down to the ground floor, as well as restaurants and novelty shops.

# Center of health and wellness

Quezon City is fast evolving as the health and wellness tourism center of the Philippines, it being host to the most number of hospitals with the largest bed capacity (almost 8,000), complemented by health clinics, physical fitness centers, childcare and development companies, caregiving schools, medical transcription firms, laboratories and other wellness facilities.



Aromatherapy pools in Ace Water Spa



Perspective of the new, 250-bed Quezon City Medical Center; Below: The renovated speciality, medical treatment facility, Novaliches District Hospital

Aside from hospitals, a number of spas, massage clinics, fitness gyms and alternative healing centers can also be found all throughout the city.

Most of these facilities fit nicely into a dense, complementary wellness cluster, making Quezon City the destination of choice for people in need of easy access to quality health care.

The Quezon City government owns and manages two hospitals, the **Quezon City General Hospital (QCGH)** and the **Novaliches District Hospital (NDH)**. Both are in the midst of programs to modernize and expand their facilities.

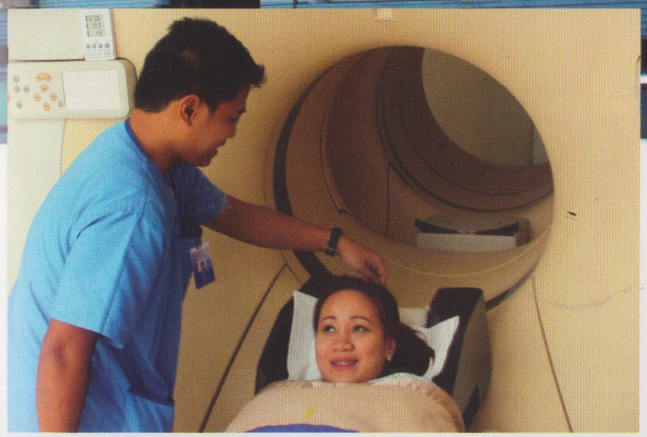
The Belmonte Administration has invested P559-million to transform QCGH into a 250-bed medical center within a 10,000 sq. m. floor area. Equipment investments are estimated to reach P800 million, to enable indigents to benefit from modern diagnostic facilities at very reasonable prices.




QCGH is the center of the City's satellite hospital management system intended to establish another node in District 2.

NDH is in the midst of being transformed into specialty hospital caring for its prime patient groups, mothers and infants., through City government investments in building expansion and improvement and upgrading of equipment.






Of the 61 hospitals in the City, 22 are categorized as tertiary-level hospitals and those with highly specialized staff and technical equipment, including those for complex surgeries. A well-known hospital is **St. Luke's Medical Center**, a 650 bed-facility with medical expertise of over 1,700 physicians and almost 2,600 non-medical staff. In 2003, it was accredited by the Joint Commission International, which means that patients of the hospital are assured of receiving high quality services that is at par with that of the best hospitals in the world.

Among the 18 government-owned hospitals are the East Avenue Medical Center and specialty hospitals of the Department of Health: the Philippine Heart Center, the Philippine Lung Center, the Philippine Children's Medical Center and the National Kidney Center and Transplant Institute, the caliber of their services of which have become well-known in the country and abroad.

Cardiovascular diseases are the leading cause of death in the country. That is why the **Philippine Heart Center**, the country's leading healthcare facility for cardiovascular and related diseases, was established in the first place. Created through the efforts of former First Lady

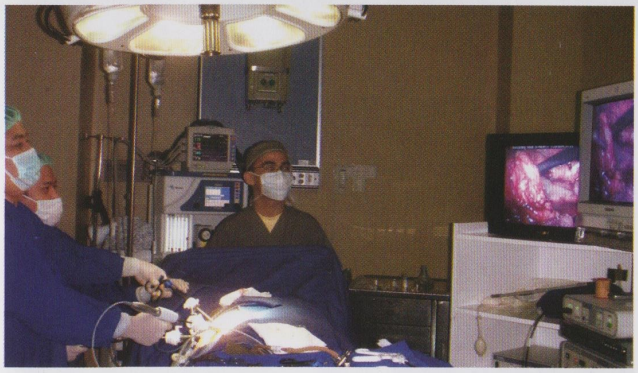
Imelda Marcos, the 300-bed hospital was aptly inaugurated on Valentine's Day of 1975. It is now recognized as one of the busiest Congenital Heart Surgery centers in Asia. Aside from providing comprehensive patient care program, the Center also offers education and training, research and public information.

The **Lung Center of the Philippines** is the country's leading healthcare facility for respiratory and related diseases. On January 23, 1982, the Center was inaugurated with the mission to provide state-of-the-art healthcare service for respiratory and related diseases. Since it opened, the 210-bed healthcare facility continues to provide effective pulmonary care and services to Filipinos and patients from other parts of the region.

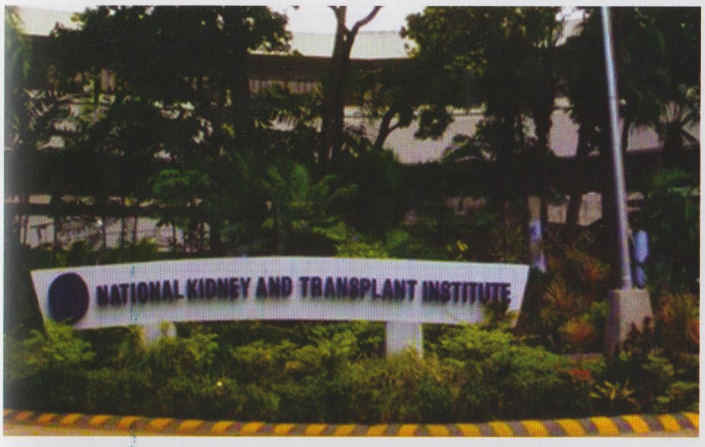
Established in 1979, the **Philippine Children's Medical Center** was envisioned to be the premier pediatric tertiary healthcare facility in the country. It provides services in almost all areas of pediatric medicine, and has a total capacity of 200 beds. Most of the patients have infectious diseases like diarrhea and respiratory illnesses, while cancer accounts for the second highest number of patients. The Center is strengthening its efforts in providing the best care for children through its different programs like Research and Development, Cancer Research and its Hospice Care Service extended to cancer patients and their families.

The **National Kidney & Transplant Institute** was established as the National Kidney Foundation of the Philippines in 1981. With a 247-bed capacity, it is the country's leading healthcare facility for renal and related diseases, and one of Asia's leading kidney transplant centers. It is the only Philippine hospital specializing in renal organ transplantation, having been a pioneer in different transplant operations both in the country and in Asia. The first liver transplant in the Philippines was performed here in 1988. Other milestones of the Institute are the first double transplant in Asia (kidney and pancreas) in 1988, first bone-marrow transplant in the Philippines in 1990, and the first













A liver transplant at the NKTI

combined kidney and liver transplant in Asia in 1990. The Institute achieved its 1,000th kidney transplant back in 1994.

The **Philippine Orthopedic Center** was established by the Americans in 1945 as the Philippine Civil Affairs Unit No. 1 to take care of civilian casualties during the war. Later, the function of the hospital was redirected to look after accident victims and orthopedic cases. The 700-bed hospital transferred to its present location in Quezon City in 1963.

The **East Avenue Medical Center** was originally named Ospital ng Bagong Lipunan when it was established in 1978. The now 650-bed hospital provides quality and affordable tertiary healthcare services to its patients, especially indigents. It functions, as well, as an education and training hospital under the Department of Health.

The two City-owned hospitals, Quezon City General Hospital (QCGH) and Novaliches District Hospital, serve as referral centers for the City's 60 health centers and other hospitals and clinics. Both pursue the objective of providing the people, particularly the low-income residents, with the best medical care at affordable cost.




Amoranto Sports Complex

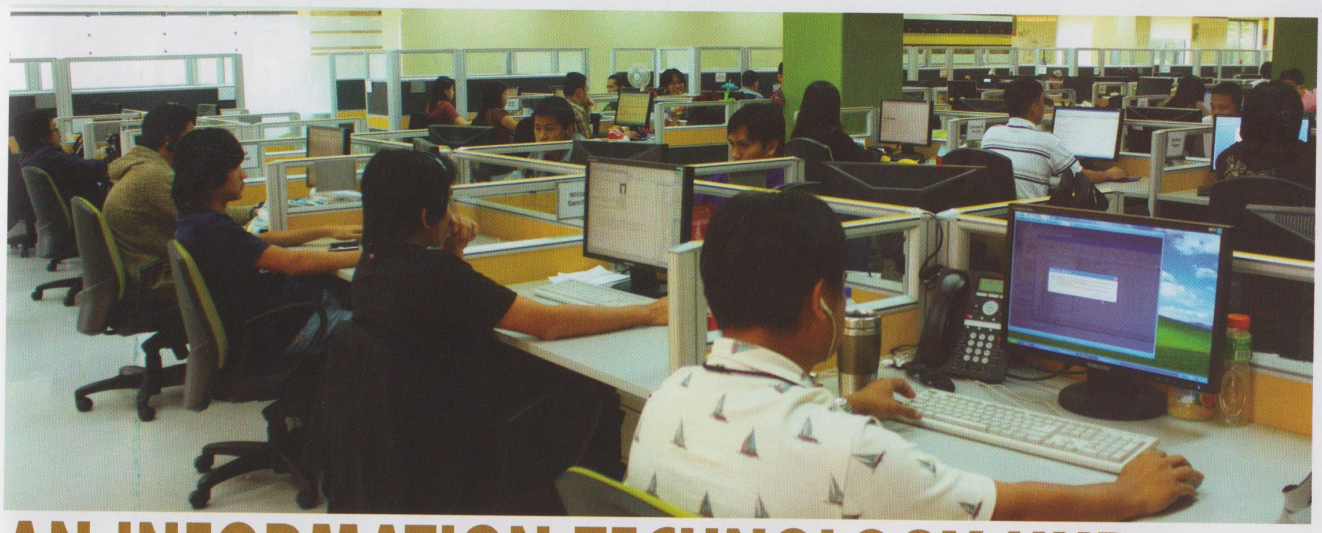
## Investing in sports through modern facilities

The City maintains public sports facilities, in a bid to promote physical fitness in general, as well as to encourage excellence in sports among its public school students.

These facilities are regularly maintained to better serve their athletic as well as recreational purposes. Among these is the Amoranto Sports Complex, a 5.8-hectare sports complex built in 1966 at the cost of P2-million. Named after Norberto Amoranto, the longest-serving mayor of the city, the sports complex underwent significant renovation and modernization of facilities under the Belmonte Administration.




The facility features a multipurpose gym, a boxing and weightlifting gym, six badminton courts, facilities for martial arts, and a swimming pool, among others. It also maintains a library that has a nice collection of art books and academic books for all educational levels. Another reason to visit is the tennis court which comes complete with a clubhouse. Within the complex is the Quezon City Performing Arts theater, as Mayor Belmonte considers dance and theatrical performances part of the holistic, physical development of Quezon City's youth.



# AN INFORMATION TECHNOLOGY HUB

Its large consumer market and manpower pool, expansive areas available for business, reasonable real estate prices, and spread of amenities very supportive of business locators, are among the many reasons information and communication technology (ICT) companies are setting up and expanding their operations in Quezon City. Global surveys have placed Quezon City among the top emerging outsourcing locations in the world.

In turn, the rise of ICT companies in different parts of the city have acted as catalyst to spread the development of more metro centers, stimulating the growth of other businesses around them.

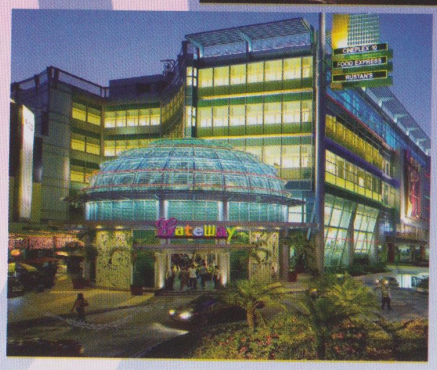
ICT companies are enthused that Quezon City has a very short pre-clearance requirement for PEZA registration applications, consistent with the Belmonte Administration's determined program to cut down red tape. The City Council passed a resolution giving the mayor full authority to endorse the PEZA applications, so that applicants are able to get this within 2-3 days of submission of documents.

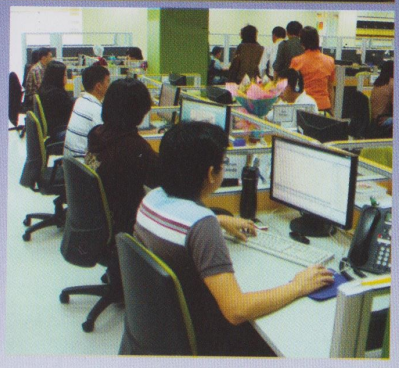
Quezon City has a BPO-ICTES task force dedicated as a one-stop unit that addresses local government response to ICT companies' needs. Moreover, the city government organized a BPO/ICT Council to further guide the city government in further promoting the growth of this remarkable industry.

To democratize access to the exponentially growing employment opportunities opening up in the IT industry, the Belmonte Administration established the Quezon City Call Center Competency Course that provides free training (covering training fees, food and transportation) to indigent applicants who are considered "near-hires," to enable them to acquire the additional competency to finally meet the qualifications for employment in this sector.

The first cybercity in Quezon City and the country's first information technology ecozone is the Eastwood City Cyberpark in Barangay Bagumbayan. It is a leading IT park in the Philippines based on the export revenues, employment scale and salary levels offered by its offshoring and outsourcing locators. More than 100 technology companies employing about 30,000 people operate from Eastwood.







# Technology infrastructure

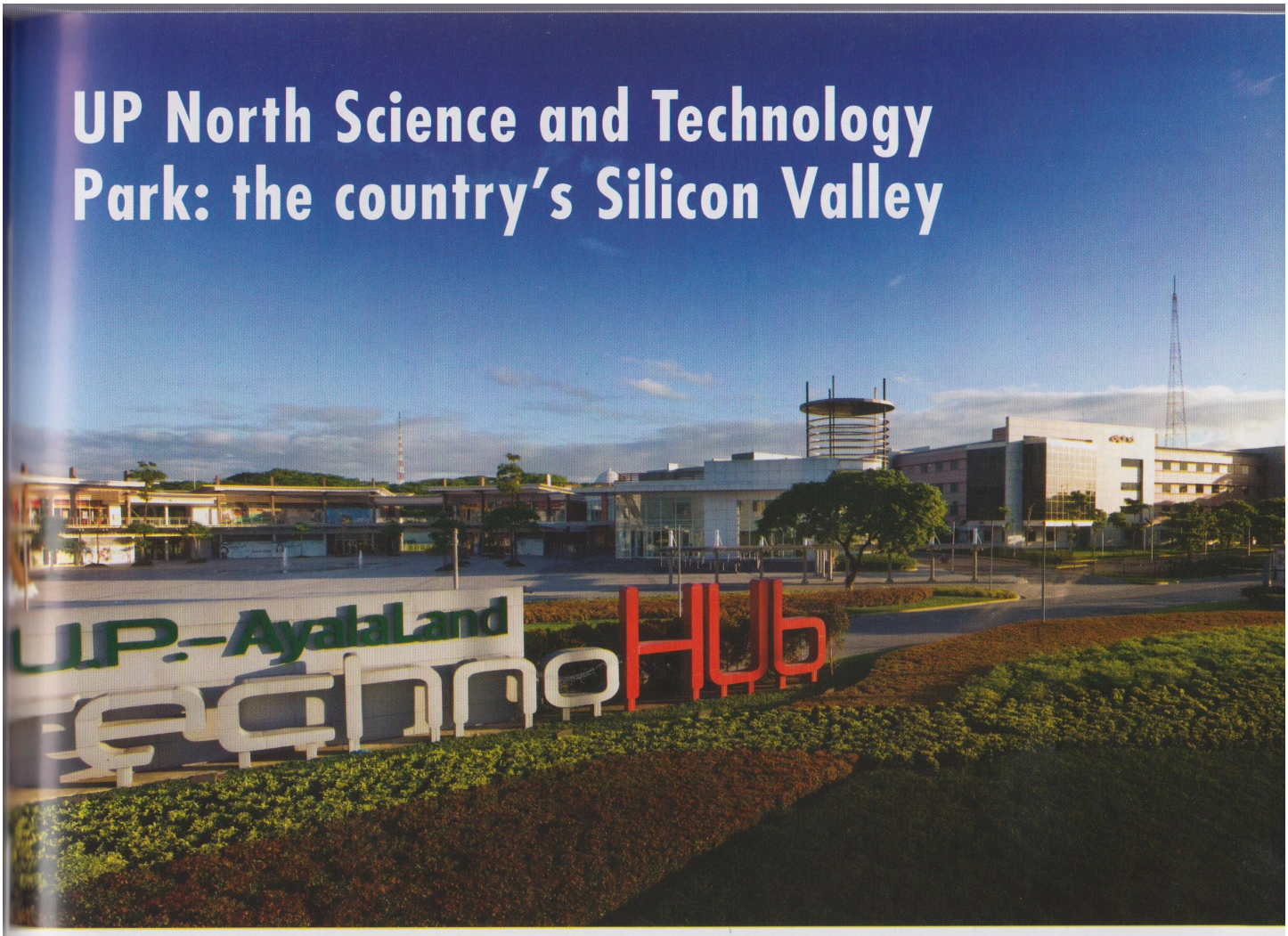
Quezon City is fast becoming a leader in wireless connectivity, with at least 44 destinations offering wireless fidelity (wifi) service technology to anyone who wants to use a laptop within their environs. Among the most expansive wifi hotspots are found in the 35-hectare Araneta Center in Cubao and the 19-hectare Eastwood Cyberpark. Even the community that hosts Quezon City's dumpsite, Payatas, is already a wifi zone.

Most coffee shops and restaurants offer free wifi connection as a come-on to customers. The Internet cafes that boomed in the '90s continue to be a popular destination, with 600 of them dotting many parts of the City, including residential neighborhoods. There are about 450 computer retailers and distributors, and more than 3,000 micro enterprises engaging in ICT-related businesses.

Additionally, Quezon City offers reliable communication infrastructure services powered by the Philippine Long Distance Telephone company, Bayan Telecommunications Corporation, Digitel, and several other providers. The number of cellular sites have increased over the years, with Bayantel and Digitel among the major service providers. Broadband services are available through Bayantel, Digitel, Primeworld and Radiomarine.

Telegraph and telex services are provided by PT&T while postal services are extended primarily by the Central Post Office. The city maintains 10 post offices and nine private postal stations distributed citywide. Other services include mail and parcel delivery, money order, domestic and international express mails and PO Box leasing.

# UP North Science and Technology Park: the country's Silicon Valley




Inaugurated in November 2008, the sprawling UP-Ayala TechnoHub is the first phase of the planned 38-hectare UP North Science and Technology (S&T) Park, which is emerging as the country's version of the famous Silicon Valley in California.

The P6-billion UP-Ayala TechnoHub currently hosts companies that mostly cater to business process outsourcing and IT industries. IBM was one of the first to locate in the technopark, along with British banking giant HSBC and Canadian insurance firm Manulife. Pointwest Technologies, a software developing house with clients in the Fortune 500 companies, soon followed suit. The technopark is expected to provide employment to some 35,000 people.

The second phase of the UP North S&T Park project involves developing the area into a biotechnology park, while the third phase entails building an education and communication park. The 37.5-hectare development will house ten four-storey buildings, six of which were completed in 2008, and offer a total of 70,000-square meter of leasable area. Four additional buildings were finished in 2009.

AyalaLand Corporation has executed a 25-year lease contract worth P4 billion with the University of the Philippines for use of its land, with the agreement that all facilities constructed will be turned over to the university upon expiry of the lease.



## DID YOU know?

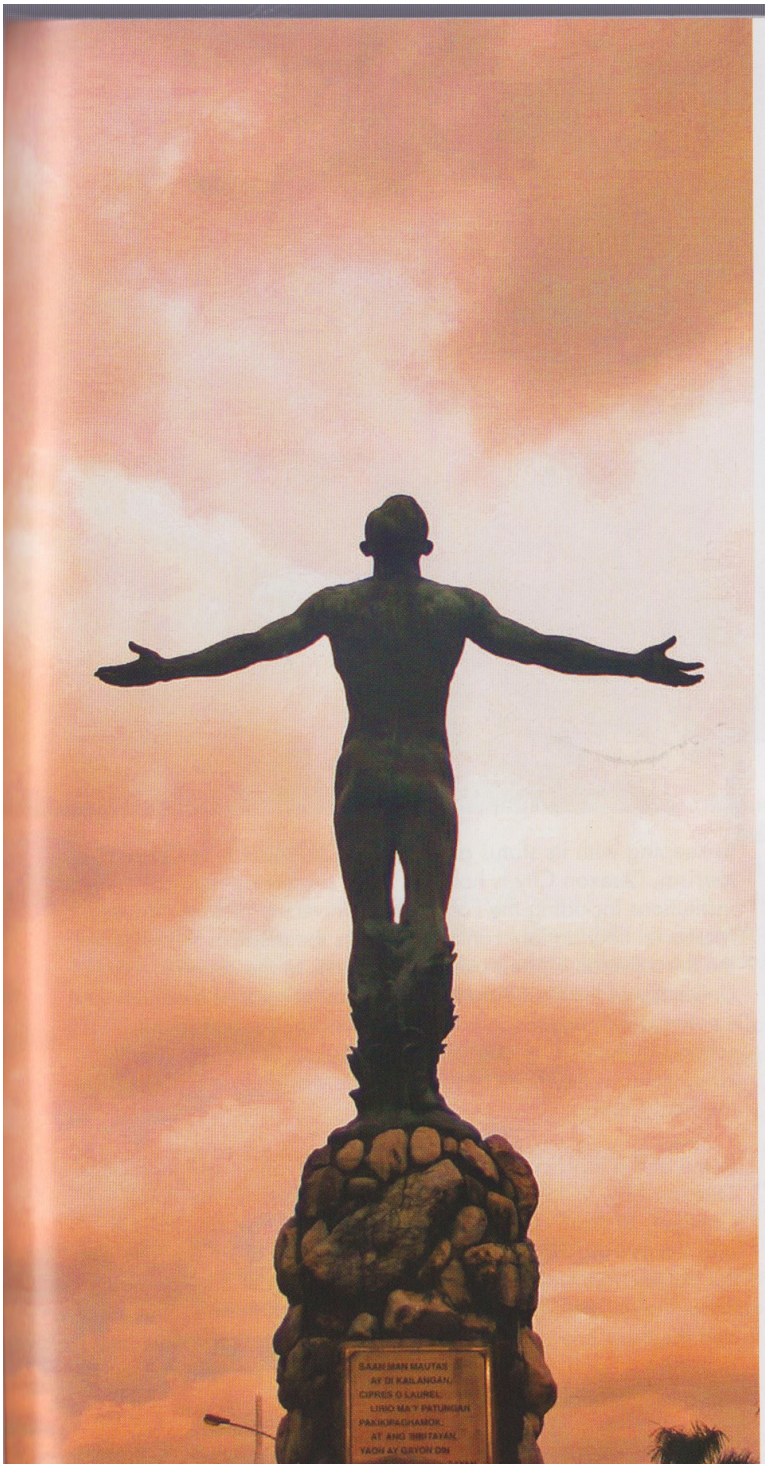
### Top 50 Global Outsourcing Cities

2008 New Entrants

| Rank | City | Country |
|---|---|---|
| **21** | **Quezon City** | **Philippines** |
| 22 | Toronto | Canada |
| 26 | Rio de Janeiro | Brazil |
| 30 | Mexico City | Mexico |
| 31 | Jaipur | India |
| 36 | Singapore | Singapore |
| 37 | Chengdu | China |
| 44 | Guadalajara | Mexico |
| 45 | Mandaluyong | Philippines |

Source: Global Services Tholons Special Report (October 2008)

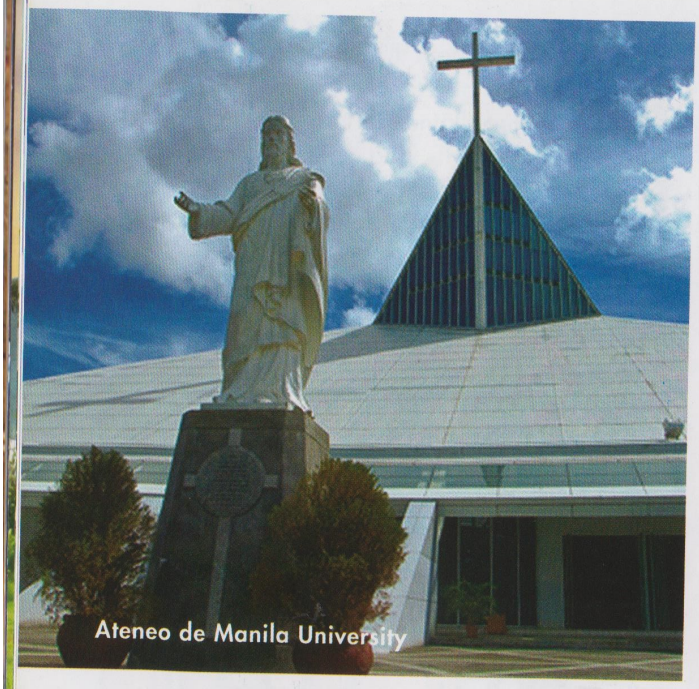
Quezon City emerged as the top-ranking Philippine new entrant (rank 21st) in the 2008 Top 50 Global Outsourcing Cities, a study conducted by Tholons, a global investment advisory firm. The list is based on the criteria that include scale and quality of workforce, business catalyst, cost, infrastructure, risk profile, and quality of life of cities all over the world.



# An Education Epicenter

Quezon City is home to some of the leading universities and academic institutions of the country. There are about 87 university-level institutions, 40 of which offer academic degrees and 47 offer technical and vocational courses. The City produces nearly 30,000 graduates every year.

Located in the northwestern portion of Diliman is the flagship campus and the administrative seat of the University of the Philippines (UP) system, occupying 4.92 km2 of rolling land. It is also the location of various research facilities like the Philippine Nuclear Research Institute, the Southeast Asian Fisheries Development Center, the National College of Public Administration and Governance and the National Computer Institute.



Ateneo de Manila University





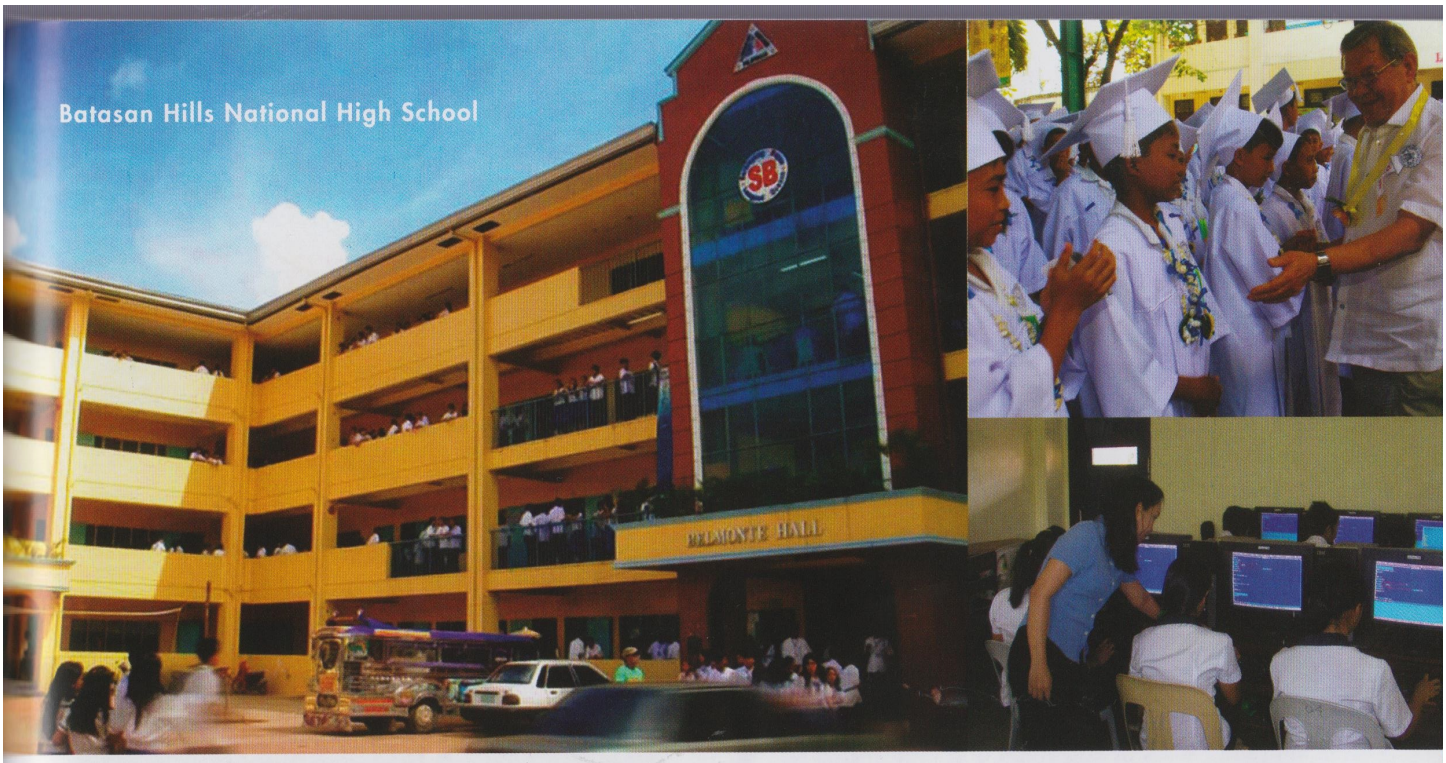


Also located in Diliman is the 15-hectare campus of the Far Eastern University's Institute of Technology. So are the Quezon City Science High School, as well as the main campus of the Philippine Science High School (PSHS) system—where the highest-rated passers, out of the roughly 17,000 students who take the entrance exam, are admitted. Both secondary schools reap awards in various international competitions particularly science and math.

Another internationally recognized university is the Ateneo de Manila University, a private university run by the Society of Jesus in the Philippines. Ateneo's sprawling campus in Loyola Heights hosts the university's college and graduate school units, as well as its high school and grade school. It is one of only two universities in the Philippines to receive Level IV accreditation—the highest possible level—from the Federation of Accrediting Agencies of the Philippines (FAAP) and the Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU).

In keeping with its status as the center of medical and health tourism, Quezon City is home to some prominent medical institutions including the Far Eastern University-Nicanor Reyes Memorial Foundation, ranked today as the medical school with the third overall highest passing averages in the country; the University of the East Ramon Magsaysay Memorial Medical Center, which is acknowledged as one of the top medical schools in the Philippines; and the St. Luke's College of Medicine, which is the medical school of the world-class St. Luke's Medical Center.

Some of the top academic institutions for women are located in Quezon City, including Miriam College (formerly Maryknoll College), St. Paul University, Saint Pedro de Poveda College, and Stella Maris College. Other notable schools in the City are the Polytechnic University of the Philippines, the Enterpreneurs School of Asia (formerly Thames International Business School); and the New Era University (the country's largest non-Catholic sectarian school).




# Biggest Public School System in the Philippines

Since 2001, the City has invested billions of pesos to upgrade and maintain quality education in its public schools, which form the biggest network of public elementary and secondary education in the country. The Quezon City Government is responsible for the education of about 500,000 children, an enrollment figure that grows by about 2% annually.

To keep up with the numbers and attain the objective of comfortable classroom-to-student ratios, school building construction and maintenance is continuous. From 2001 to 2009, the City invested about P4.2-billion in school infrastructure, which includes about 98 new buildings consisting of 98 new elementary school buildings and 45 new high school edifices.

To attain the objective of providing quality education at par with those offered to the well-to-do, the Belmonte Administration has initiated several programs including providing one textbook per basic subject, establishing internet laboratories, e-libraries and other computer facilities, and establishing the Center for Excellence in Student Leadership.

Comprehensive training programs have been developed, in partnership with the leading universities of the city, to upgrade the knowledge, skills and competencies of the City's more than 10,000 public school teachers, particularly in the core subjects of English, Math, Social Studies and Pilipino. These reforms are credited for the impressive performance of the City's six-graders who topped the 2008 National Achievement Test, an evaluation test used by the Department of Education to assess knowledge of English and social studies among students attending public schools in Metro Manila.



Perspective of the transformed main campus at Novaliches

**Matching the Needs of Education and Industry: Quezon City Polytechnic University**

To create a youthful human resource pool, knowledgeable in the growing technical character of today's market environment, the Belmonte Administration has retooled and upgraded its city-managed tertiary institution into university specializing in technology-based education. The Quezon City Polytechnic University (QCPU) sprawls over three campuses, with the main school at San Bartolome, Novaliches and satellite campuses at Barangays Sto. Cristo and Batasan Hills.



Enrollment for its nearly 7,000 students is a choice of three degree courses: Information Technology, Industrial Engineering and Entrepreneurial Management. The direction of education is to make more of the students, capable entrepreneurs of technology-based businesses, ably contributing to the ICT character of the city and the modernization of its manufacturing base.




The Korea-Philippines (KORPHIL) IT Center is a premier ICT training institute in the Asia Pacific Region, powered by state-of-the-art Korean technology and complemented by Filipino ingenuity. Operated by the Quezon City Government, it is the only local government facility for advanced ICT education and training that offers distance training

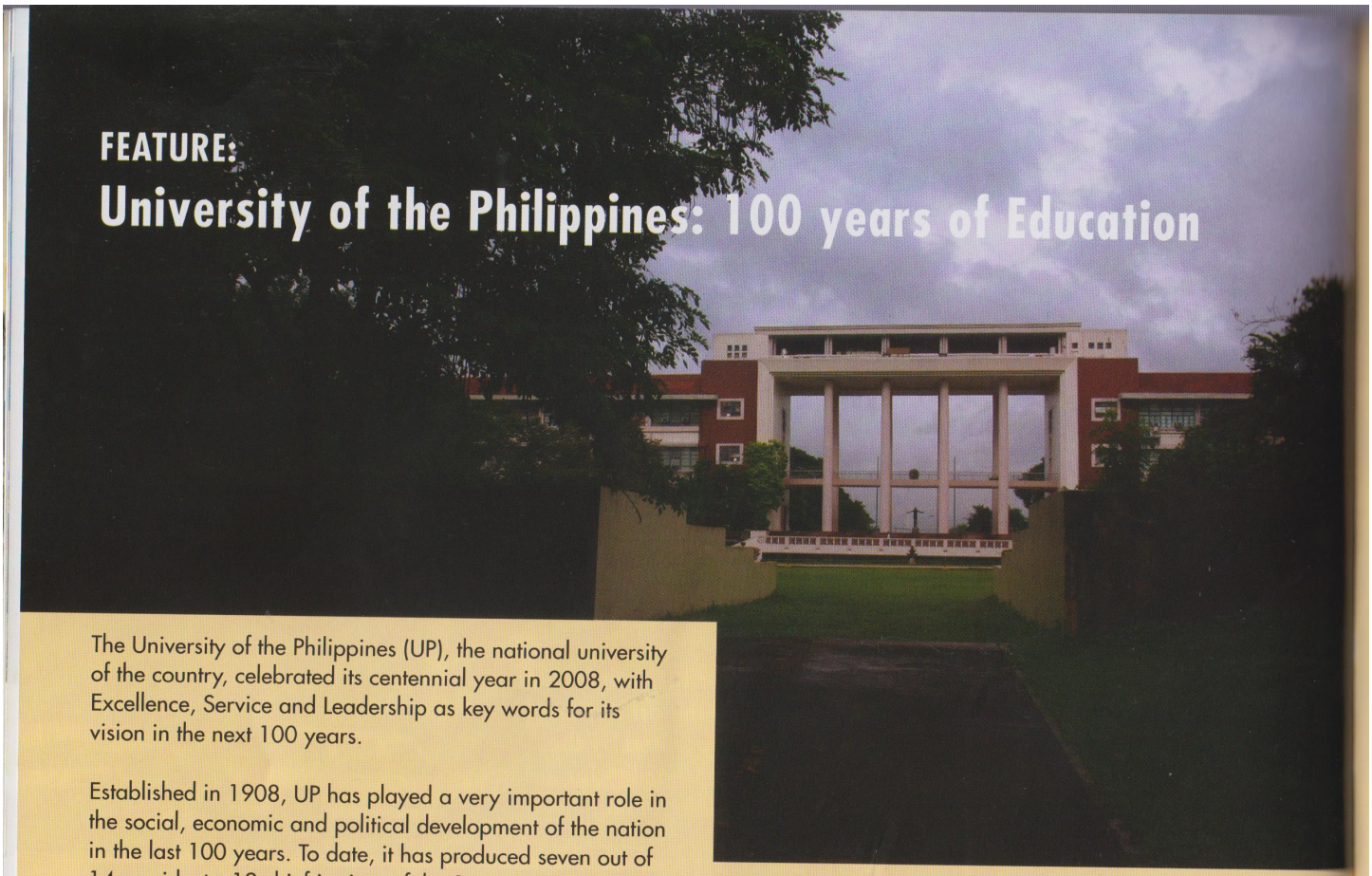




Inaugurated by President Gloria Arroyo, President Rho Moo Hyun and Mayor Feliciano Belmonte on December 16, 2005

FEATURE:

# University of the Philippines: 100 years of Education



The University of the Philippines (UP), the national university of the country, celebrated its centennial year in 2008, with Excellence, Service and Leadership as key words for its vision in the next 100 years.

Established in 1908, UP has played a very important role in the social, economic and political development of the nation in the last 100 years. To date, it has produced seven out of 14 presidents, 12 chief justices of the Supreme Court, 30 out of 31 national scientists, and 36 out of 57 national artists. Of the close to 250,000 UP alumni, 15,000 are doctors, 8,000 are lawyers and 23,000 are teachers.

UP is internationally recognized as the leading educational institution in the country, with the distinction of being the only Philippine university in the Association of Pacific Rim Universities (APRU), where membership is based on the nomination and votes of member universities. It is also the only Philippine university in the ASEAN-European University Network (ASEA UNINET), and is one of the three Philippine universities to have received institutional recognition in the Ramon Magsaysay Awards.

## UP through the years

Founded through Act No. 1870, UP began with only three colleges, namely, the College of Fine Arts, the College of Liberal Arts and the College of Medicine and Surgery occupying buildings in Manila. More colleges were subsequently set up as the student population continued to rise from an original 67 to thousands in the following years.

Among the most productive years in UP were during the administration of Carlos P. Romulo as UP President. He saw the founding of the Population Institute, the Law Center and the Applied Geodesy and Photogrammetry Training Center in 1964; the Institute of Mass Communication, the College




of Business Administration, and the Institute of Planning in 1965; the Computer Center, the Institute for Small-Scale Industries in 1966; the Institute of Social Work and Community Development in 1967; and the Asian Center in 1968. By the end of Romulo's term, UP had become not only an institution of education, but also a center of research, a veritable think-tank, with many of its faculty members serving as advisers and consultants in national government.

In 2008, Republic Act 9500 "UP Charter of 2008," declaring UP a national university, was finally passed, in time for the celebration of its centenary. The statute aims to further strengthen UP's position as the country's premier academic institution, by granting it greater autonomy, as well as a "centennial gift" of P500-million to defray the costs of modernization, particularly of its research facilities.

At present, the University of the Philippines System is composed of seven Autonomous Universities located in over 10 campuses around the country. The UP Open University offers open and distance education.

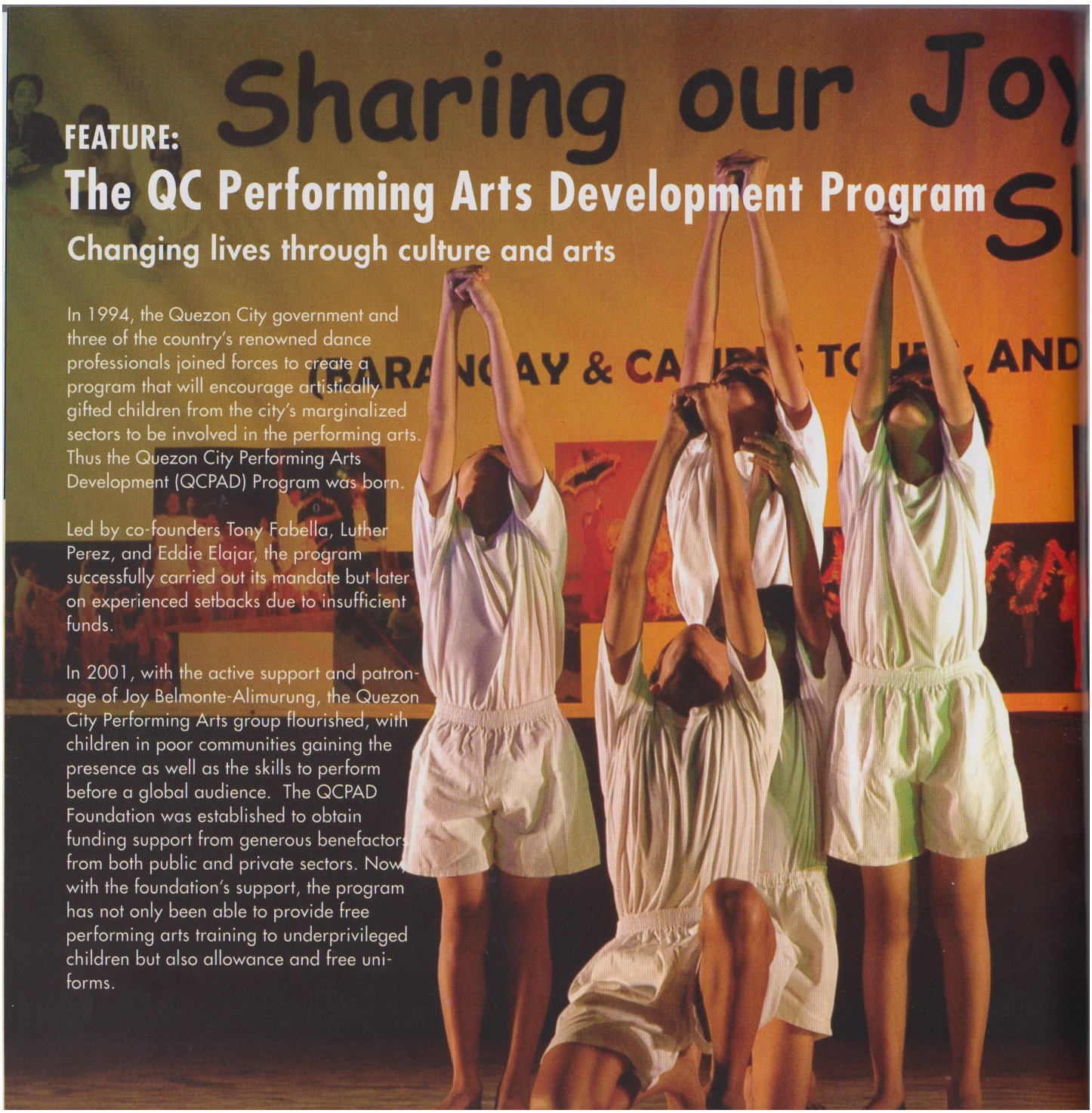
## DID YOU know?

The **Oblation**, the symbol of UP, is based on a stanza in Jose Rizal's Mi Ultimo Adios. This figure of a naked man, with closed eyes and arms outstretched in the act of offering himself, symbolizes all the unknown Filipino heroes who served their beloved country. Originally placed in Manila, the Oblation, together with UP's central administrative offices, were transferred to UP Diliman during its 40th anniversary in 1949.

The **Ateneo De Manila University** was originally located in Manila. In 1952, it moved most of its units to its present Loyola Heights campus. Controversy surrounded the decision. An Ateneo Jesuit supposedly said that only the "children of Tarzan" would study in the new campus because the area was undeveloped at the time. But over the years, the Ateneo in Loyola Heights has become dynamic institution. In 1959, its centennial year, it became a university.

The first public high school in the City is the **Quezon City High School** (not to be confused with the Quezon City Science High School) built in 1947, with only two classrooms. Before that, young people living in Quezon City had to go all the way to Manila to get their secondary education.

In 1950, the record of the Quezon City schools was commendable. In the survey of General Education all over the country done by the Bureau of Public Schools, Quezon City ranked first in standards among six cities. In the national examinations for Grade 6, Quezon City was among the ten topnotchers in overall score. This superior feat has been repeated in recent years.




## FEATURE:

# The QC Performing Arts Development Program

## Changing lives through culture and arts

In 1994, the Quezon City government and three of the country's renowned dance professionals joined forces to create a program that will encourage artistically gifted children from the city's marginalized sectors to be involved in the performing arts. Thus the Quezon City Performing Arts Development (QCPAD) Program was born.

Led by co-founders Tony Fabella, Luther Perez, and Eddie Elajar, the program successfully carried out its mandate but later on experienced setbacks due to insufficient funds.

In 2001, with the active support and patronage of Joy Belmonte-Alimurung, the Quezon City Performing Arts group flourished, with children in poor communities gaining the presence as well as the skills to perform before a global audience. The QCPAD Foundation was established to obtain funding support from generous benefactors from both public and private sectors. Now with the foundation's support, the program has not only been able to provide free performing arts training to underprivileged children but also allowance and free uniforms.






Since its inception, the program has taken in more than 400 scholars. The children attest that joining the performing arts development program has instilled pride, self-worth and discipline in them. They would always look forward to training so they can further improve their craft, be it Philippine folk dance, ballet or modern (hiphop) dance. They are also grateful for the opportunities made available to them by the program, including the chance to perform live in various parts of the country and in other countries like Thailand and Hong Kong.

The program also helps scholars who finish the course to find a job related to the performing arts. In fact, many






former scholars are now mentors and entertainers in different parts of the country and the Asia-Pacific region, while others chose to remain in the program as teachers as their way of giving back to the institution, and because they want impart their knowledge and experience to the new group of aspiring performers.

The Amoranto Sports Complex is considered the home base of the QCPAD Program. Aside from the studio, the complex maintains a library on the 2nd floor to responds to the academic concerns of the scholars and to encourage their interest in culture and arts. The collection includes academic books on science, math and history for all educational levels, as well as books on theater arts, dance, music and literature. One of its precious possessions is the hard-to-find collection of long-playing albums.

# Moving Around Quezon City



Located at the heart of the Metro Manila, Quezon City is a strategic convergence point for the metropolitan road and transportation networks, making it an ideal distribution hub for businesses.

Quezon City has the most extensive road network in the Philippines, with a total road kilometrage of 2,095.52 kilometers. It is easily accessible from major thoroughfares and highways like the Epifanio Delos Santos Avenue (EDSA) highway, the main road connecting the north and south portions of Metro Manila. Serving the eastern part of the City is the C-5 Road, a 20-kilometer beltway that stretches from Valenzuela City all the way to Taguig. The C-5 North Extension Project, which aims to connect Katipunan Avenue to Navotas City, is became operational in late 2009.

Another important commuting artery is the Commonwealth Avenue. Formerly called Don Mariano Marcos Avenue, it is the widest highway in the country, with a length of 12.4 kilometers and spanning 10 to 18 lanes. It starts from the Quezon Memorial Circle inside the Elliptical Road, and passes through Philcoa, Tandang Sora, Balara, Batasan Hills, and ends at Mindanao Avenue in the Fairview area.

The North Luzon Expressway (NLEX) is likewise accessible to those traveling from Quezon City to the northern holiday destinations of Baguio, La Union, Subic Bay, Clark, Pangasinan, Ilocos and other provinces in Central Luzon.

The City also boasts of an envious transportation system. There are three mass transit systems with stations located in strategic areas: the Mass Rail Transit 3 (MRT-3), whose main depot is in North EDSA and carries an average of 350,000 commuters daily through its 13 stations, and the Light Rail Transits 1 and 2 (LRT-1 and LRT-2) that carry an average of 830,000 passengers, from Makati City to the south, Manila to the west, and Marikina to the east.

Currently, the Commonwealth area has no train lines, but there are plans to construct the MRT-7 in 2010. The new MRT line will start from Quirino Highway in San Jose Del Monte, Bulacan, pass through Northern Caloocan and Quezon City through Commonwealth Avenue, and end at North Avenue connecting with the MRT 3. This will help decongest the Commonwealth Avenue from further traffic. There is also a proposal to extend the LRT-2 to North Avenue, with stations at Balintawak, Roosevelt and North Avenue.

# Building up the City

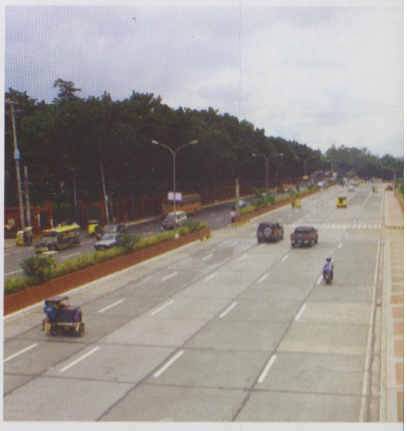
From 2001 to 2009, the Belmonte Administration has invested P7.3 billion or 44% of the LGU's P17 billion infrastructure investments to connect inner communities to major thoroughfares, hastening the spread of growth and development. The investment is is equivalent to almost 582 kilometers of roads, bridges and sidewalks that have already been concreted, asphalted and improved.

The city government has even initiated national road projects, by advancing needed road development funds and purchasing right-of-ways to open access to inner communities, greatly improving City accessibility.

Projects done in partnership with the Department of Public Works and Highways include: the widening of IBP Road, accompanied by the transformation of the blighted area in front of the Batasan complex into a civic complex, with a police station, schools and university, super health center, daycare facility and a people's park; the Congressional Avenue Extension project which will open a five-lane, 600-meter long access route from Mindanao Avenue through Congressional Avenue to Luzon Avenue; and the widening of Luzon Avenue as part of the ambitious linking of the SLEX to NLEX. The City government also purchased 20 meters of needed road right-of-way to make possible the C-7, Commonwealth Extension project, which will link Commonwealth Avenue to Quirino Highway, effectively connecting the busiest road networks of the city.

As a security and crime prevention measure, Quezon City also embarked on an ambitious P332-million city-wide street lighting program involving the installation, repairand maintenance of 15,808 streetlights. This was complemented with the installation of boundary markers, street and directional signs to create for Quezon City an image of a well-organized metropolis.










## Locus of government operations

Quezon City was established in 1939 with the vision to recreate Washington DC on the vast Diliman estate. The vision was drawn up by the City's first masterplanner Daniel Burnham, who was eventually succeeded by Harry Frost who completed the famous "Frost Plan" with architect Juan Arellano.

When Quezon City became the national capital in 1949, many national government departments began to set up office in the new city. To date, there are about 125 national government offices and 25 government-owned and controlled corporations located in Quezon City.

Many of these agencies are located in Diliman, the center of southern Quezon City, including the City Hall which is one of the highest and most expansive city halls in the country. Some of the national government agencies with head offices in Diliman include the Bureau of Internal Revenue (BIR), the Social Security System (SSS), the National Power Corporation (Napocor), the Philippine Institute of Volcanology and Seismology (Philvolcs), the Court of Tax Appeals, the National Computer Center, the Office of the Ombudsman, and the Departments of Agriculture (DA), Agrarian Reform (DAR), Interior and Local Government (DILG), and the Environment and National Resources (DENR).

North of Diliman, in the Commonwealth area, lies the House of Representatives, where the country's congressmen hold their legislative sessions. Also located here are the Sandiganbayan, a special court that exercises jurisdiction over criminal and civil cases involving graft and corrupt practices committed by public officials and employees, as well as the Office of the Ombudsman which prosecutes such cases. The main offices of the Civil Service Commission, Commission on Audit (COA), and the Department of Social Welfare and Development (DSWD) are likewise in this area.

## DID YOU know?

The **Department of Agriculture and Natural Resources** was the first national office building constructed in Quezon City, in 1957. The department went through several reorganizations until it was finally reorganized as the Department of Environment and Natural Resources though Executive Order No. 131 in 1987.

The **Batasan Road** (formerly known as IBP Road) is a 6 to 10-lane highway located in the barangays of Batasan Hills, Payatas, and Commonwealth which are located all in Quezon City, Philippines. The road connects many government establishments like the Batasang Pambansa complex where the House of Representatives is located, Sandiganbayan, Commission on Audit, Department of Social Welfare and Development, and both House and Senate Electoral Tribunals. Within its stretch also are the Batasan Hills Super Health Center, Police Station 6 of the Quezon City Police Department and the Batasan Hills National High School.

The **Batasang Pambansa complex** started construction in the 1950s following the naming of Quezon City as the capital of the Philippines. However, due to lack of funding, the complex was not completed until the 1970s under the Marcos Administration to house the Batasang Pambansa, a unicameral parliament. However, under the 1987 constitution of the Philippines, the legislative branch again became bicameral. The numerically larger House of Representatives retained the Great Hall and the offices of the old Batasang Pambansa on the grounds of the complex. The smaller, newly-reinstated Senate of the Philippines returned to the original Legislative building in Manila.

# BATASAN
## CIVIC COMPLEX

Blight gives way to great public places in Quezon City. Exhibiting determined political will, Mayor Feliciano Belmonte, Jr. ordered the transformation of this area at Batasan into a safe public space that now houses the Batasan Super Health Center, the Ilang-ilang Daycare Center, a new police station, a park, and a large satellite campus for the Quezon City Polytechnic University, just beside the expanding Batasan Hills National High School and Batasan Hills Elementary School. The City government has even advanced the funds for the improvement and expansion of IBP Road. Overall, the investments for this area have been over P200 million, with improvements still continuing, and the general public has gained a new and productive destination.









# Media Center

Quezon City has been known as the center of media operations because of the high concentration of radio and television stations here, including the largest multimedia conglomerates in the country.

It is home base to at least 11 local television networks, including ABS-CBN in Mother Ignacia Street, the GMA Network in Timog Corner EDSA, the state-owned NBN 4 in Visayas Avenue; ABC-5 in San Bartolome, Novaliches, and RPN-9 and IBC-13 in Broadcast City Capitol Hills.

ABS-CBN became the first commercial television broadcaster when it was founded in 1946. Apart from television and radio, the network has diversified into film (Star Cinema), music recording (Star Records), cable (Sky Cable), publishing (ABS-CBN Publishing), and interactive media (ABS-CBN Interactive). It also broadcasts in other countries particularly to predominantly Filipino enclaves in Saudi Arabia and the United States, through The Filipino Channel (TFC). Like its rival GMA, the network is working on converting its analog service to digital television-terrestrial service (DTT), in line with the worldwide shift toward the use of DTT in broadcasting.

Another formidable media player, GMA Network traces its origins to DZBB which went on air for the first time in 1950. It broadcast the forerunner of today's political satire programs with Kwentong Kutsero, and glued audiences to the amateur radio contest, Tawag ng Tanghalan. When it ventured into broadcasting, GMA initially aired foreign hits like Charlie's Angels, Chips, and Three's Company. The success of these canned shows, as well as the sale of airtime to block-timers, enabled the network to produce its own local programs. In 2000, it became the first and only Filipino news organization to receive the coveted George Peabody Award. Now, having diversified into other media forms, it has subsidiaries including GMA Films, GMA Records, the Kapuso Foundation, New Media Inc. (online service), and Pinoy TV which broadcasts its shows in different parts of the globe.

Also located in Quezon City are six cable TV networks, seven AM radio stations, four FM radio stations, and at least four print media offices.




The famous LVN Pictures Inc., the first major film studio in the country, was built in Cubao, QuezonCity in 1938. This outfit was one of the biggest film studios in the history of Philippine cinema, and has been compared to Hollywood's Metro-Goldwyn-Mayer (MGM) studios because it had, under contract, the biggest stars and directors during its heyday. When it was created, LVN rivaled the hitmaker Sampaguita Pictures, which was also built in Quezon City in 1937.

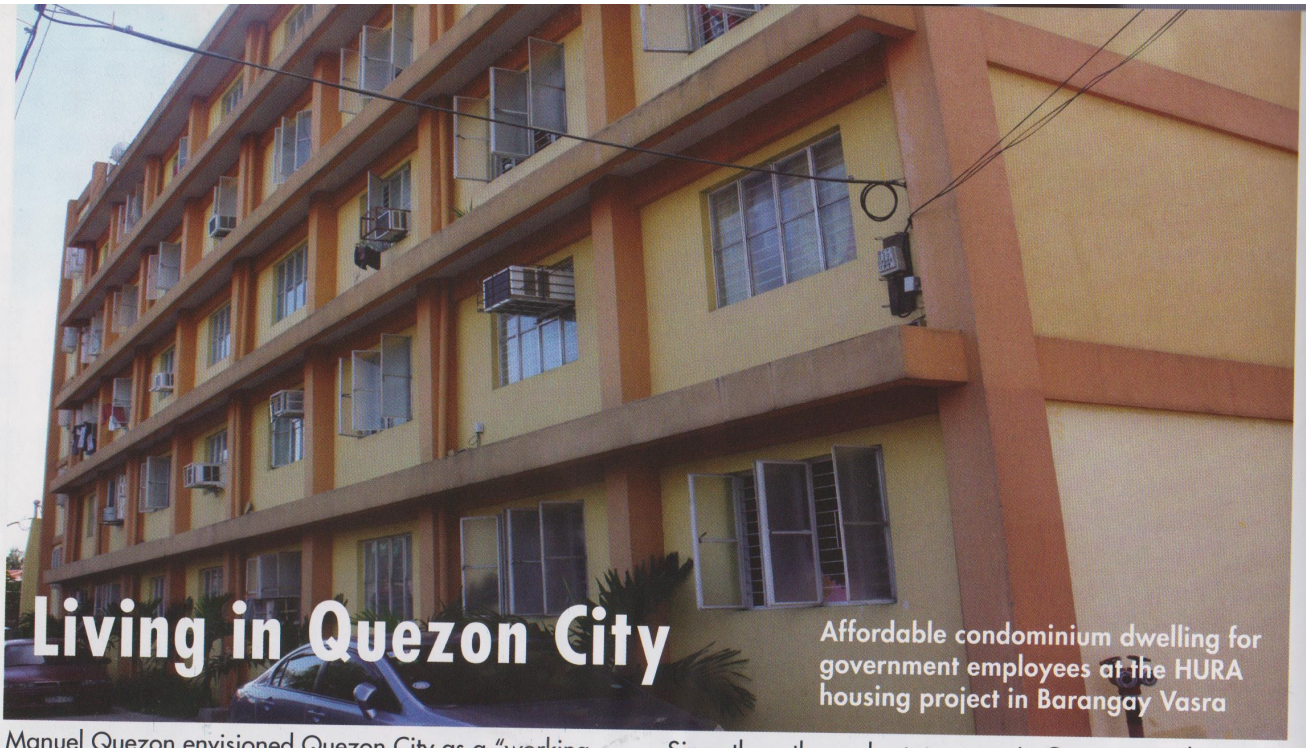
## Theater Education

The Philippine Educational Theater Association (PETA) is an organization founded in 1967 by theater enthusiasts committed to artistic excellence and a people's culture that fosters both personal fulfillment and social transformations. Through the years, PETA has contributed to the evolution of a theater which in language, outlook and spirit is distinctly Filipino and, as founder Cecile Guidote dreamed, a "theater that would reach everyone."

Aware that theater is a powerful tool for social change, PETA has written, translated, adapted, published, and performed over 300 plays that mirror truths, challenge norms and expose social ills. Among its recently produced plays are BOTO (a musical), Ismail at Isabel (about friends who live in an ideal town where Muslims and Christians live in harmony), Noli at Fili: Dekada 2000, and Mga Kwento ni Lola Basyang.

Aside from its theater program, PETA maintains an array of close-knit programs and services. Foremost among them is its training arm, the School of People's Theater, which offers a wide range of courses for amateurs, professionals and hobbyists alike, and has facilitated thousands of workshops here and abroad. The Metropolitan Teen Theater League Program and the Children's Theater Program combine performances with training modules for young people and educators. Just as the latter focuses on children's issues, the Women's Theater Program addresses female problems like reproductive rights and domestic violence.

PETA initially took residence in Dulaang Rajah Solayman, a T-shaped outdoor theater located in the ruins of Fort Santiago in Intramuros, Manila. In 2005, it moved to a new home, the PETA Theater Center in New Manila, Quezon City.



# Living in Quezon City

Affordable condominium dwelling for government employees at the HURA housing project in Barangay Vasra

Manuel Quezon envisioned Quezon City as a "working man's village," where employees and laborers could easily find afforable housing in pleasant communities.

One morning while Don Alejandro Roces, Sr. was taking breakfast with him in Malacanang, their conversation dwelt on the subject of government housing project for laborers and employees—a barrio obrero. Don Alejandro told him that for the project there could no better site than the Diliman estate. Quezon saw that before long Manila would be bursting at its seams, and he agreed with his friend that the proper direction of expansion would be to the north and northeast of Manila toward the foot of the mountains of the Sierra Madre. Then and there he authorized Roces to negotiate for the purchase of a portion of the Diliman Estate.

The original housing projects began at the Roxas Homesite in 1947. This was Project One when it started. The with the help of the People's Homesite and Housing Corporation, the development of the rest of the projects (2,3,4, 6, 7 and 8) followed.

Since then, the real estate scene in Quezon City has become much more dynamic. Aside from accessibility to schools and retail centers, the invigorated business environment as well as the wide open spaces conducive to growing children, are some of the advantages that people find in this city.

Quezon City still has its communities of socialized housing, true to its original vision. But the growth of the city and the rise of more amenities have spawmed a diverse quality of life for residents, who can now choose from posh villages to low-cost housing.

The economically mobile have their mansions in luxurious upscale subdivisions or units in high-rise condominiums mostly located in business or educational districts like Eastwood City, Katipunan Avenue areas and Cubao where they loom alongside office towers, commercial buildings or school campuses.



**Colorful dwellings upgrade the life of poor communities in Sitio Pajo**

With a view to promote President Quezon's vision of building low-cost dwelling units, the Philippine Homesite and Housing Corporation (precursor of National Housing Authority) built the first residential subdivisions in Quezon City. They were small strong houses on lots of 180 square meters and medium-sized houses on bigger lots along Kamuning and Sampaloc Roads. These were raffled off to government employees.

The Project areas are the original "obrero" villages. These are: Project 1 (now Roxas), Project 2 (Quirino-A), Project 3 (Quirino-B), Project 4, Project 5 (Kamias), Project 6, Project 7 and Project 8. Developed under the watch of former Presidents Quezon, Elpidio Quirino and Ferdinand Marcos, these subdivisions consisted of spartan bungalows made from hollow blocks, jalousie windows and asbestos roofs (back when the harmful effect of asbestos was not yet known).

Continuing to respond to the challenge of building affordable dwelling units, this time for a much larger poor population, the Belmonte Administration has evolved a three-tiered approach.

In 2003, it organized the first local government-owned and managed housing corporation, the Quezon City Housing and Urban Renewal Authority (HURA). Catering mainly to low-income government employees, the HURA was intended to be a self-sustaining instrument that would provide a local government with the flexibility it needs to raise the funds for housing.

It pursued the strategy of medium-rise housing structures, realizing that the traditional practice of giving away parcels of land to informal settlers will deplete precious land resources and, at the same time, contribute to the spread of urban blight.



HURA dwelling units provide all the basic amenities needed for decent community living (water, electricity, private toilets and bath), but are not too nice that it will encourage the beneficiaries to sell the units and squat again. Its first project was an in-city resettlement for 160 families at Barangay Escopa III, moving them from blighted, ramshackle huts to 15 sq.m. units in five-storey walkups. Its next project targeted government employees by building for them four condominium buildings with 320 units of 21 sqm. each, at what used to be a crime-infested area in Barangay Vasra.

Shelter needs are also addressed through community mortgage projects (CMP), of which Quezon City earned the distinction of having surpassed all other local governments in the number of CMP projects initiated. The dwelling units in these communities are often accomplished with the help of partner organizations like Gawad Kalinga and Habitat for Humanity. As of 2008, these shelter programs have benefited more than 12,000 families who were given the opportunity to start anew with decent homes in pleasant communities.




## Feature:

# Greening the City

Can a dumpsite be a tourist attraction? At Quezon City, it has. In 2001, the Payatas Dumpsite was not only unsanitary, it was dangerous. More than 30 years of use and misuse of the open dumpsite took its toll on July 1, 2000 resulting in the death of nearly 300 people. Now, it serves as a pioneering environmental management center and learning area, drawing the attention of other local governments, local and foreign students, various institutions, and the simply curious.

Immediately after being elected mayor, Belmonte directed the City Governrment to begin implementing several "pioneering and innovative" projects aimed at the rehabilitation of the dumpsite to address the City's concerns in Payatas which were: environmental health and safety, stability of the dumpsite, safety and livelihood needs of the immediate community, and compliance to Republic Act 9003, the Solid Waste Management Act.

The remediation measures instituted included reengineering interventions that called for slope reprofiling, stabilization and greening, leachate collection and recirculation, drainage system improvement, fortified roadways and access to the site, gas venting, and materials recovery.

With the remediation measures in place, the Payatas dumpsite made a dramatic turnaround. From a picture of chaos in previous years, the dumpsite is now an acclaimed model landfill facility. It was given the 2008 Galing Pook Award for being an outstanding governance program, a 2004 Special Award for environmental improvements from the Department of Environment and Natural Resources (DENR), a recognition for being first in the Philippines to capture





methane gas from the dumpsite as an alternative energy source.

In 2002, the City government forged an agreement with the Philippine National Oil Company - Exploration Corporation (PNOC-EC) for the extraction of methane gas produced by the decomposition of organic wastes at the Payatas dumpsite, to minimize threats of spontaneous combustion and to mitigate health hazards posed by the greenhouse gas to the community. A 100-kW Pilot Methane Power Plant, installed at the site now serves as model for similar gas-to-power generation projects in the country.

In 2007, the City Government began operating the Biogas Emission Reduction Project in Payatas. In 2008, it was registered as a Clean Development Mechanism (CDM) under the Kyoto Protocol by the United Nations Framework Convention on Climate Change. Quezon City then became the first LGU in Southeast Asia to implement a CDM project of this type.

Aside from contributing to greenhouse gas emission reductions, the project will generate an estimated 42,000 MWh of electricity during its 10-year operation. It is generating revenues from the sale of the Certified




Emission Reduction (CER) credits, while contributing to the sustainable development of the immediate community through socioeconomic and livelihood programs.

To further prolong the usefulness of the landfill, strategies were introduced to reduce garbage volume. Innovations were made by recycling used tires, and later residual plastics, as fuel for manufacturing cement.

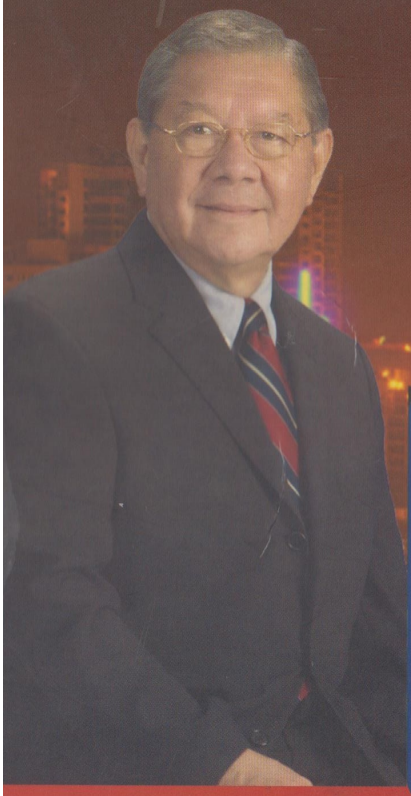



Quezon City has successfully positioned itself as the ICT Hub of the Philippines. Its enhanced business environment, reliable infrastucture and competitive real estate values have attracted thousands of ICT and BPO companies to locate in Quezon City. In the photo is the UP Ayala Techno Hub, the first phase of the planned 38-hectare UP North Science and Technology (S&T) Parkwhich is being positioned as the up and coming Silicon Valley of the Philippines.

# QUEZON CITY

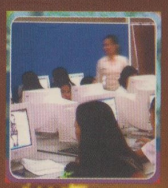
## INNOVATING IN GOVERNANCE

Serbisyong Bayan
Quality Community

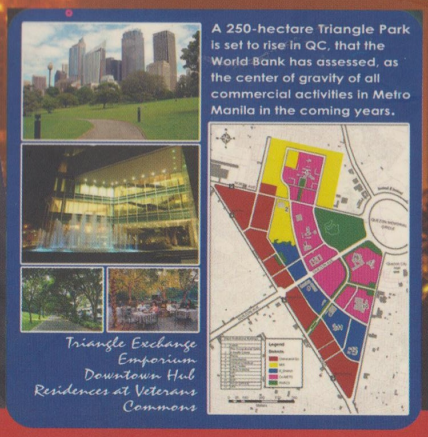













**It is under the Mayor's leadership that Quezon City achieved many firsts:**

* 1st to computerize the revenue collection and assessment function
* 1st to grant to barangays (community-level local government units), full fiscal control over their share of real property tax collections
* 1st LGU to develop an extensive and continuous training curriculum for barangay leaders
* 1st to institutionalize Citywide citizen participation in governance thru the City Development Council
* 1st Urban Center to implement the Solid Waste Management Act
* 1st In Southeast Asia to use Clean Development Mechanism (CDM) as biogas-reduction strategy and revenue generation mechanism from waste
* 1st to enact a Green Building ordinance, prescribing the use of eco-friendly principles in building construction
* 1st LGU to manage an advanced computer training center
* 1st to enact a Gender and Development Code for the protection of women and c

***"Our great city is not the result of chance, but of the strategies and hardwork of its people and their leaders."***

**Feliciano Belmonte, Jr**

**Mayor 2001-2010**

QUEZON CITY IN
COMMITTEE C
No