Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
23rd City Council

PR23CC-220

29th Regular Session

RESOLUTION NO. SP-10335, S-2025

A RESOLUTION GRANTING THE RENEWAL OF MARKET FRANCHISE TO NORTH DIVERSION MARKET LOCATED AT NO. 33 OLD SAMSON ROAD, BARANGAY BALINGASA, BALINTAWAK, DISTRICT I, QUEZON CITY, OWNED AND OPERATED BY MR. LARITO M. LACSAMANA OF NORTH DIVERSION MARKET AND DEVELOPMENT CORPORATION, FOR THE OPERATION OF WET AND DRY MARKET, IN ACCORDANCE WITH AND SUBJECT TO THE PERTINENT PROVISIONS OF QUEZON CITY ORDINANCE NO. SP-2459, S-2015, OTHERWISE KNOWN AS THE "REVISED QUEZON CITY MARKET CODE"

Introduced by Councilor VICTOR "Vic" D. BERNARDO

Co-Introduced by Councilors Tany Joe "TJ" L. Calalay, Bernard R. Herrera, Dorothy A. Delarmente, M.D., Joseph P. Juico, Charm Ferrer, CPA, MPA, JD, Nicole "Nikki" V. Crisologo, Mikey F. Belmonte, Candy A. Medina, Atty. Voltaire Godofredo "Bong" Liban III, Aly Medalla, Dave C. Valmocina, Ranulfo "Tatay Rannie" Z. Ludovica, Geleen "Dok G" Lumbad, Atty. Christoffer Allan "Tope" Liquigan, Albert Alvin "Chuckie" L. Antonio III, Wencerom Benedict C. Lagumbay, Don S. De Leon, Luigi D. Pumaren, Atty. Vicente Belmonte Jr., Edgar "Egay" G. Yap, Nanette Castelo Daza, Imee Rillo, Atty. Jesus Miguel Suntay, Raquel S. Malañgen, Joseph Joe Visaya, Aiko Melendez, Alfred Vargas, MPA, Karl Edgar Castelo, Shaira "Shay" L. Liban, Ram V. Medalla, Maria Eleanor "Doc Ellie" R. Juan, O.D., Emmanuel Banjo A. Pilar, Kristine Alexia Matias, RN, Erwin Rey "Cocoy" A. Medina, and Jose Maria "Mari" M. Rodriguez

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WHEREAS, Quezon City Ordinance No. SP-2459, S-2015, otherwise known as the "Revised Quezon City Market Code," was enacted by the Quezon City Council to integrate all laws and ordinances for a more efficient and organized system of regulation of public markets and market-related activities to safeguard the interest of consumers;

CARRIEDO FOUNTAIN (MWWS OFFICE)

WHEREAS, it is the legislative intent of the Quezon City Council to require all new and existing private markets to each secure a market franchise from the Quezon City Council subject to renewal every five (5) years;

WHEREAS, Section 1.4, Article III of the Revised Quezon City Market Code, provides that no person, partnership, or corporation shall operate a private market within Quezon City without first securing a franchise from the Quezon City Council. Section 1.4.1 of the same Article further provides that all franchise to operate granted to private markets shall be reapplied for renewal every five (5) years;

WHEREAS, North Diversion Market is a private market located at No. 33 Old Samson Road, Barangay Balingasa, Balintawak, District I, Quezon City, owned and operated by Mr. Larito M. Lacsamana of North Diversion Market and Development Corporation;

WHEREAS, North Diversion Market has complied with all the documents necessary for the operation of a private wet and dry market that will entitle it to be granted with a market franchise by the Quezon City Council pursuant to the Revised Quezon City Market Code;

WHEREAS, a market franchise, being a mere privilege, may be withdrawn at any time by the Quezon City Government, and is subject to the regulation, control, and limitation of the provisions of the Revised Quezon City Market Code, Quezon City Revenue Code, and other applicable laws, rules and regulations;

WHEREAS, the non-fulfillment of the conditions of a granted market franchise and the continuing violation of the Revised Quezon City Market Code, Quezon City Revenue Code and other applicable laws, rules and regulations shall be grounds for the revocation or withdrawal of the market franchise, after observance of due process.

NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED, to grant, as it does hereby grant, the renewal of market franchise to North Diversion Market located at No. 33 Old Samson Road, Barangay Balingasa, Balintawak, District I, Quezon City, owned and operated by Mr. Larito M. Lacsamana of North Diversion Market and Development Corporation, for the operation of wet and dry market, in accordance with and subject to the pertinent provisions of Quezon City Ordinance No. SP-2459, S-2015, otherwise known as the "Revised Quezon City Market Code."

CARRIEDO FOUNTAIN (MWWS OFFICE)

RESOLVED FURTHER, that the market franchise granted under this Resolution shall be for a period of five (5) years and subject to the payment of franchise fee and annual franchise tax provided under Section 1.4.3, Article III of the Revised Quezon City Market Code.

RESOLVED FINALLY, that in case North Diversion Market sells and/or transfers the ownership or operation of North Diversion Market to any person or entity, the new owner or operator shall secure a new market franchise from the Quezon City Council.

ADOPTED: December 10, 2025.

CERTIFICATION

This is to certify that this Resolution was ADOPTED by the City Council on Second Reading on December 10, 2025 and was CONFIRMED on January 19, 2026.

GIAN G. SOTTO
City Vice Mayor
Presiding Officer

ATTESTED:

ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(Secretary to the Sanggunian)

CARRIEDO FOUNTAIN (MWWS OFFICE)