



Republic of the Philippines
QUEZON CITY COUNCIL

Quezon City
23rd City Council

PR23CC-179

23rd Regular Session

RESOLUTION NO. SP- **10261**, S-2025

A RESOLUTION GRANTING THE RENEWAL OF A MARKET FRANCHISE TO MELQUIADES AYP A ROBLES FOR THE OPERATION OF THE PRIVATE WET AND DRY MARKET KNOWN AS THE "JULIANA MARKET," LOCATED AT NO. 1176 EPIFANIO DELOS SANTOS AVENUE, BALINTAWAK, BARANGAY UNANG SIGAW, DISTRICT VI, QUEZON CITY, 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

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 in order to integrate all laws and ordinances for more efficient and organized system of regulation of public markets and market-related activities to safeguard the interest of the consumers;

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

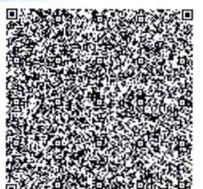
WHEREAS, Section 1.4, Article III of the Revised Quezon City Market Code provides that no person, partnership, or corporation shall operate a private market within Quezon City without first securing a franchise from the Quezon City Council. The same Section further provides that all franchise to operate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

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WHEREAS, the Juliana Market, operated by Mr. Melquiades Aypa Robles, is a private wet and dry market located at No. 1176 Epifanio Delos Santos Avenue, Balintawak, Barangay Unang Sigaw, District VI, Quezon City;

WHEREAS, the Juliana 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WHEREAS, a market franchise, being a mere privilege, may be withdrawn at any time by the Quezon City Government and is subject to the regulation, control, and limitation of the provisions of the Revised Quezon City Market Code,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 the 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 a market franchise to Melquiades Aypa Robles for the operation of the private wet and dry market known as the "Juliana Market," located at No. 1176 Epifanio Delos Santos Avenue, Balintawak, Barangay Unang Sigaw, District VI, Quezon City, 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.

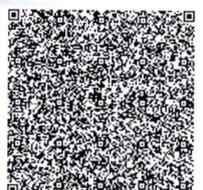
RESOLVED FURTHER, that the market franchise granted under this Resolution shall be effective for a period of five (5) years commencing from the date of its adoption, and subject to the payment of a franchise fee, and an annual franchise tax provided under Section 1.4.3, Article III of the Revised Quezon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

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

ADOPTED: November 12, 2025.

CERTIFICATION

This is to certify that this Resolution was ADOPTED by the City Council on Second Reading on November 12, 2025 and was CONFIRMED on November 17, 2025.


GIAN G. SOTTO
City Vice Mayor
Presiding Officer

ATTESTED:


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