

History of Barangay Novaliches Proper

Long Before its creation as an independent Barangay, Novaliches Proper was considered as the center of commerce and industry and was part of the former town of “Bayan ng Novaliches”.

On what is known as Novaliches, historically known as Tala, was the sit of the first civil government under the Spanish Colonizer and the first Gobernadorcillo was then MANUEL PAVIA LA MARQUEZ DE NOVALIHCES. He administered the town for a long time starting from the year 1750. Novaliches was so popular and influential that the town eventually become known as “Bayan ng Novaliches”, later-on the words “Bayan ng” were dropped leaving only Novaliches.

The old Novaliches town originally had twelve (12) barrios and was increased to fifteen (15) including their sitios, as follows: Sta Monica, San Bartolome, Bagumbong, Gulod, Kaybiga, Llano, San Agustin, Bagbag, Soledad, Kay Kristina, Kaligayahan, Poblacion, Pasong Putik, Binugsok, and Mataas na Lupa or Hacienda Jacinto.

Philippine-Spanish War – Little is known of the fact that Novaliches, a former town previously divided between Quezon City and Caloocan City, also played an important role in the campaign for Philippine Independence from Spain, America and Japan, On November 1886, a fierce battle took place between groups of Katipuneros and Spanish soldiers. In that battle, the Novaliches Headquarters of the Spanish troops was seized, burned down and destroyed by raiding katipuneros. In this battle, **GENERAL LUIS MALINIS** was killed and the General Luis St. was named after him.

During the attack, women, children, and the elders fled to the mountains. The Spanish officials who survived the attack, ordered their men to go to the different barrios and mountains and shot all the people they found, young, and old, men and women, those found in the streets were ordered to stay at home while those still in the evacuation places were ordered to go back to the town.

For almost a year peace reigned in the town, In the year 1898, however, when then Spaniards left Novaliches, burning the church, the convent, and all the houses in the town before they departed.

ANDRES BONIFACIO, the founder of the Katipunan had organized the Revolutionary movement. In fact, he made the Tulyahan River, traversing Quirino Highway between the boundaries of Barangay Gulod and Barangay Novaliches Proper as his sanctuary.

During this time, the highest Filipino official was **BALBINO DELA CRUZ**, during the conflagration, all the people left the town, including **KAPITAN BALBINO**, and returned four months later when the Spaniards had finally surrendered and peace was restored.

The short-live **Philippine Republic** was proclaimed and the people of Novaliches organized a government electing the **President, TOMAS SUSANO**, the most learned man of that time.

The Katipuneros of Novaliches were in the frontlines, while in town there was peace under the administration of **TOMAS SUSANO**.

Philippines-American War – On February 4, 1899, was the start of the Philippine American War. GENERAL EMILIO AGUINALDO ordered GENERAL ANTONIO LUNA to establish defensive positions at Caloocan, along Tulyahan river at Novaliches and Hacienda Malinta. This was done in defense to attacking American Forces under General Otis and Arthur McArthur, with the mission of annihilating Filipino forces at nearby Malolos, Bulacan, the site of GENERAL E. AGUINALDO'S Revolutionary Government. The Filipino Forces was led by LUCIANO DELA CRUZ or GENERAL SUNIO, both were under the command of ANDRES BONIFACIO. On April 22, 1899, Gen. Lawton with 4,000 men successfully defeated Filipino forces at Novaliches, San Jose Del Monte and Angat. Novaliches economic development before the war has slowed-down, because this place became the battle field for this war. Though Novaliches was Destroyed, It has contributed much to the attainment of Philippine Independence, freedom from Spain and America. It is also in this era when the Quirino Highway was constructed in 1922. The stones and gravel used came from the Tulyahan River and the daily wage of workers then was Php. 0.50 centavos per day.

During the American Occupation therefore Novaliches became a part of Caloocan, Rizal, until it was incorporated with Quezon City in 1949, Hence, the history of Novaliches cannot be disassociated from that of Quezon City of which it is now a part.

Philippine-Japanese War – During the Japanese War in 1942, advancing Japanese Forces coming from San Jose Del Monte, passing through Tala and along Quirino Highway, met no resistance because almost all male residents left their houses, to hide in the mountain, evading the brutality of the Imperial Army. The Headquarters of the Japanese Imperial Army was then located at Barrio Gulod, just after the Tulyahan Bridge, while their advance post was located at Quirino Highway near the corner of Gen. Luis St. and Susano Road, where now erected is the Novaliches SB PLAZA. The Japanese Forces organized residents of the Poblacion into brotherhood associations to serve as link between the Japanese forces and the residents and to make coordination and control much easier, this place was branded as the "Little Tokyo".

Quezon City was born as a result of the social amelioration program of the late President MANUEL L. QUEZON, who dreamed of providing decent homes on inexpensive lots for the landless and the working classes of Manila. A city for both rich and poor, was then conceived, a city which politically shall be the show-place of the nation, a place that thousands of people will come to visit as an epitome of culture and the spirit of the country, socially a dignified concentration of human life, aspirations, endeavors and achievements, and economically as a productive and self – contained community.

Commonwealth President MANUEL L. QUEZON created Quezon City on October of 1939. Part of the infant city was carved out of Caloocan. In 1949 Congress amended the Quezon City Charter and the city boundary was moved further to the east and north chopping of the former Novaliches town almost right through the middle, giving the barrios back to Caloocan which formerly belongs to them. As decreed under Republic Act. 333, approved by then President ELPIDIO QUIRINO, the barrio of Novaliches become part of Quezon City, the Capital City and seat of the National Government for 27 years until later-on, on June 24 1976, then Former President FERDINAND E. MARCOS, issued Presidential Decree 940 conferring back the role as nation's capital to the City of Manila.

As part of history, is the claim for a separate city though the movement called the Novaliches Cityhood Movement, but failed though a referendum conducted on February 23, 1998, wherein Quezon City residents voted NO.

Barangay Profile

I. BARANGAY BOUNDARIES

NORTH + EJ Villa, Francis Village and Southern boundary line of San Agustin

EAST + Novaliches Creek and western boundary line of Sta. Monica

WEST + Pasacola Creek

SOUTH +Tulyahan River

II. AWARDS RECEIVED FROM DILG, CITY MAYOR, VICE MAYOR QCADAAAC / PNP AND OTHER BRANCHES OF GOVERNMENT.

- ✓ **BARANGAY DAY – GALING NG BARANGAY SA PAGPAPATUPAD NG AYUDANG PINANSYAL SEPTEMBER 21, 2020**
- ✓ **BARANGAY DAY – TASK FORCE 60 DAYS in CLEARING OPERATIONS OCTOBER 2019**
- ✓ **ENVIRONMENTAL PROTECTION AND WASTE MANAGEMENT DEPARTMENT-BEST SOLIDWASTE MANAGEMENT PRACTICES THROUGH BUKO WASTE PROCESSING AND VERMICOMPOSTING OCTOBER 14, 2019**
- ✓ **COMMISSION ON HUMAN RIGHTS – SPEARHEADING THE STUDY VISIT TO THE CHR AND HRACT – DECEMBER 2018**
- ✓ **PNP – STERLING LEADERSHIP AND SUPPORT TO THE PUBLIC SAFETY AND LAW ENFORCEMENT PROGRAM OF NOVALICHES POLICE STATION December 19, 2018**
- ✓ **SEAL OF GOOD HOUSEKEEPING 2018 – DANGAL NG LUNGSOD QUEZON with 500,000.00 as Cash Incentive.**
- ✓ **SEAL OF GOOD HOUSEKEEPING 2017 – DANGAL NG LUNGSOD QUEZON with 500,000.00 as Cash Incentive.**
- ✓ **SEAL OF GOOD HOUSEKEEPING 2016 – OUTSTANDING LEGISLATIVE SERVICES**
- ✓ **SEAL OF GOOD HOUSEKEEPING 2016 – GOOD FINANCIAL HOUSEKEEPING**
- ✓ **SEAL OF GOOD HOUSEKEEPING 2015 – GAWAD HUWARANG PAMAMAHALA AWARD with 200,000.00 as Cash Incentive.**
- ✓ **BEST IN BCPC (BARANGAY COUNCIL FOR THE PROTECTION OF CHILDREN)**
 - ✓ **SECOND PLACE IN CHILD PROTECTION – GAWAD GABAY AWARD**
 - ✓ **SHOWCASE BARANGAY – FOR THE NATIONAL LAUNCHING AND IMPLEMENTATION OF THE MASAMASID PROGRAM**
 - ✓ **DECLARED AS DRUG CLEARED BARANGAY**
- ✓ **DSWD-NCR - ASSISTING THE AGENCY IN THE DEPLOYMENT OF KABUHAYAN FOLDED CART (KFC) DURING THE IMPLEMENTATION OF THE PANTAWID PAMILYA PILIPINO PROGRAM'S OPLAN BALAK BAHAY SAGIP BUHAY (OBBSB) DECEMBER 9, 2015**

III. PHYSICAL DEVELOPMENT

Novaliches Proper has shifted from purely agricultural area to a commercial and semi-industrialized one. From a typical rural to an urban area. What were once vast agricultural land, orchards or pasture lands have been converted into commercial or industrial sites, land development or subdivisions.

The shift from agricultural to commercial and manufacturing production has led to the identification of development with industrialization. The shift from agricultural employment to manufacturing, has led to the urbanization and has benefited more and more families from the fruit of this changes thus giving more jobs or employment to residents in the area. The Strategic location of the former Barrio Poblacion, now Barangay Novaliches Proper in relation to commercial or business opportunities has given advantage not only to residents but also to residents of neighboring Barangay that sell their wares or do commerce in this Barangay.

IV. SOCIAL ECONOMIC PROFILE

Novaliches under its social-economic structure, in the pattern of commercial and industrial out-put, from products of the light industries to the yield of heavy industries and infrastructures which was more economically needed that puts capital outlays for project. Mainly includes public works, road bridges, highways, hospital, that adds-up to the development of an urbanized Novaliches. Public utilities such as electricity, water works and telephone services which were also considered investment expenditures, bringing about the total transformation of the former Barrio Poblacion now Barangay Novaliches Proper.

The conversions of an urbanized Novaliches on source are non-agriculture. The level of family income is still important determined by the working labor force, in order to achieve this goal of “Bayan ng Novaliches” in attaining its sustainable growth and development being the threshold of trade and industry.

V. STRUCTURES AND COMMUNITY FAMILIES

The realization and development of an urbanized Novaliches through the help of early settlers and migrants plays a vital role toward an emerging productive, industrious and self-reliant “Bayan ng Novaliches”.

The early settlers through their vision under their knowledge and skills created “Bayan ng Novaliches” as the center of trade and commerce. With the strategic location in the guise of social and economic fundamentals of entrepreneurship as prominently known since time immemorial took part in building a strong and stabilized “Bayan ng Novaliches”,

These Families that dedicated their lives, skills knowledge and capital thus contributed to what is now Barangay Novaliches Proper, The Susano’s as they own vast lands, used their capital and resources in making possible the structural changes through the creation of markets, movie houses, food chains. The other families were the Ramirez, Francisco, De Jesus, Daez, Roque, Buenaventura, Maximo, Mendoza, Cruz, Medalla, Garcia, Domingo, Ramos, Serrano, Sianghio, Bonifacio, Vizaya, Mayuyu, Samonte, Miranda, Tan, Drucco, Reyes, Roxas, Angeles, Tanqueco, Maniquis, among others has likewise contributed to the structural and economic changes of this Barangay;

XI. BARANGAY STATISTICS

Land Area– 65.72 Hectares

No. of Households – 5,200

Registered Voters – 10,015

Voting Centers – 64 Precints

Fiesta – September 24

No. of Business Establishment as of Aug.2019– 1,539

Barangay Population 16,810 as of 2019

Total No. of Families – 4,912

SK Voters – 422

Street and Alleys – 24/7

Patron Saint –Our Lady of Mercy

BARANGAY NOVALICHES PROPER
Age-Specific Population Projection, 2020

BARANGAY	POPULATION	AGE	MALE	FEMALE	TOTAL
NOVALICHES PROPER	16,489	0-59 mos	739	692	1431
		1-4 yrs	318	298	616
		5-9 yrs	403	380	783
		10-14 YRS.	756	718	1474
		15-19 YRS.	717	719	1436
		20-59 YRS	4559	4689	9248
		60 YRS & ABOVE	623	822	1445
			8115	8318	16433

SECTORAL:

LACTATING MOTHERS

SENIOR CITIZENS

SOLO PARENTS SOLO PARENTS

PWD BENEFICIARIES

MDAD REGISTERED VENDORS

:

:

:

:

:

274

1,331

350

324

324

XII. LOCATION OF BRGY. HALL, HEALTH CENTER, POLICE STATION, SCHOOLS, CHURCHES, LIBRARY, DAY CARE CENTERS, HOSPITALS, MARKET, SUPERMARKET, BANKS, PARKS, GASOLINE STATION, MOVIE HOUSES AND OTHER BUSINESS ESTABLISHMENTS:

Barangay Hall

Health Center

Police Station

Public Library

Novaliches Fire Station

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Buenamar St., Buenamar Subdivision

Quirino Highway

Quirino Highway

Novaliches Public Library, Quirino Highway

Abelardo Street

Schools and Day Care Centers

Sto. Nino de Novaliches

Doña Rosario Elementary Schol

Dona Rosario High School

Grace Montessori

Bloomridge International School

Novaliches Genesis School Foundation, Inc.

Learning Center

3 Yakap Day Care Centers

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-

-

Buenamar St.

Doña Rosario Subd

Doña Rosario Subd

Abelardo Street

Gen. Luis Street

Susano Rd.Novaliches Ladies Association

Quirino Highway

Buenamar St.and Doña Rosario Subd.

John Mark Christian School of Novaliches	-	Petronia St.
IIH College	-	Buenamar Street
Muslim School Madrasa	-	3 rd Floor Mathay Bldg. Brgy. Hall

Churches

Holy Rosary Chapel	-	Doña Rosario Street
Novaliches Evangelical	-	Susano Road
Baptist Church	-	Ramirez Subdivision
Novaliches Unida Evangelical Church	-	General Luis Street, Buenamar St.
John Mark United Methodist	-	Petronia Street
People of the Lord Jesus Christ	-	Petronia Street
Sanctuary Int'l Ministry	-	Susano Road
Novaliches Christian Community	-	Susano Road
Jesus is Lord Church	-	Susano Road
Church of God (Dating Daan)	-	Novamall, Quirino Hiway
Streams of Living Praise Int'l Min.(SOLPIM)-	-	

Markets and Supermarket

E -Mart	-	Quirino Highway
Bonifacio Market	-	Quirino Highway
Super 8	-	Ramirez Street
iMall	-	Ramirez Street, cor Quirino Highway
Ultra Mega Supermarket	-	Ramirez Street
Savemore	-	Susano Road
Novaliches Market	-	Susano Road
Susano Market	-	Susano Road
Nova Malls	-	Quirino Highway cor Ramirez St.
Puregold Supermarket	-	Susano Road
SNS Supermarket	-	Susano Road
Parklane Supermaket	-	Susano Road
7-Eleven	-	AustriaSt./Quirino Highway/Susano Rd
Buy More Shopping Center	-	Buenamar St.

Banks

Metro Bank	-	Susano Road.
Bank of the Philippine Island	-	Quirino Highway
China Bank	-	Quirino Highway
Banco De Oro	-	General Luis Street
BPI Family Savings Bank	-	General Luis Street
United Coconut Planters Bank	-	Quirino Highway

Hospitals

Holy Child Hospital	-	General Luis Street
Punzalan Clinic	-	General Luis Street
United Christian Medical Hospital	-	Susano Road
Drucco Clinic Medical Specialist	-	General Luis Street
Hope General Hospital	-	Buenamar Street
Queensberry Hospital	-	Ramirez Street
Divine Heart Medical Service &Dev't Cooperative	-	General Luis Street
Safe Birth Clinic	-	General Luis St.

Hotels:

Sogo Hotel	-	Quirino Highway
Nova Hotel	-	Austria Street / Susano Road
(Maxmullers Inc.) MaC.Hotel	-	Susano Road
Astro Hotel	-	Gen. Luis Street

Apartelle:

DOWNIE Inn Icc	-	Gen. Luis St.
Gen. Luis Apartelle	-	Gen. Luis St.
Novaliches Proper Apartelle	-	Quirino Highway
Golden Green Apartelle	-	Gen Luis St.
Paradise Apartelle	-	Buenamar Street

Other big establishment

Sogo Hotel	-	Quirino Highway
Nova Plaza Mall	-	Quirino Highway
Nova Hotel	-	Austria Street / Susano Road
Jollibee Food House	-	Nova Plaza Mall/Quirino Highway/Susano Road
Mercury Drug	-	Ramirez Street / Susano Road / Quirino Highway
Goldilocks	-	Quirino Highway
Shop N Ride	-	General Luis Street
NOVADECI	-	Buenamar St
MC Hotel	-	Susano Road
iMall	-	Quirino Highway
Astro Hotel	-	Gen. Luis Street
Paradise Hotel	-	Buenamar Street

Parks

Doña Rosario Subd	-	Prinsipe Tupaz Street
Doña Isaura Subd	-	Maagap Street
SB Plaza	-	Quirino Highway

Gasoline Station

Shell	-	General Luis Street.
Phoenix	-	Gen. Luis St. cor. Doña Rosario St.

XIII. LIST OF SUBDIVISIONS

- Doña Rosario Subdivision
- Doña Isaura Subdivision
- Ramirez Subdivision
- Buenamar Subdivision
- Fantasy Village

XIV. LIST OF DEPRESSED AREAS

- Petronia Street
- Buenamar Street
- Goldmine
- Santos Compound
- Sarmiento St. (near bridge)
- Ramirez Compound
- Riverside
- 47 P. Tupaz St.
- (Acacia) P. Tupaz St.
- Kalking Compound (Doña Rosario St.)
- Doña Rosario St.
- P. Urduja (dulo)
- Serrano Comp. (dulo)

XV. FLOOD PHONE AREAS

- Austria St
- Sarmiento St
- Petronia St
- Buenamar St Riverside
- P.Tupaz Riverside
- Fantasy Island (Emerald St)
- Mendoza Compound (Shop N Ride)

XVI. LIST OF NGOS/POS

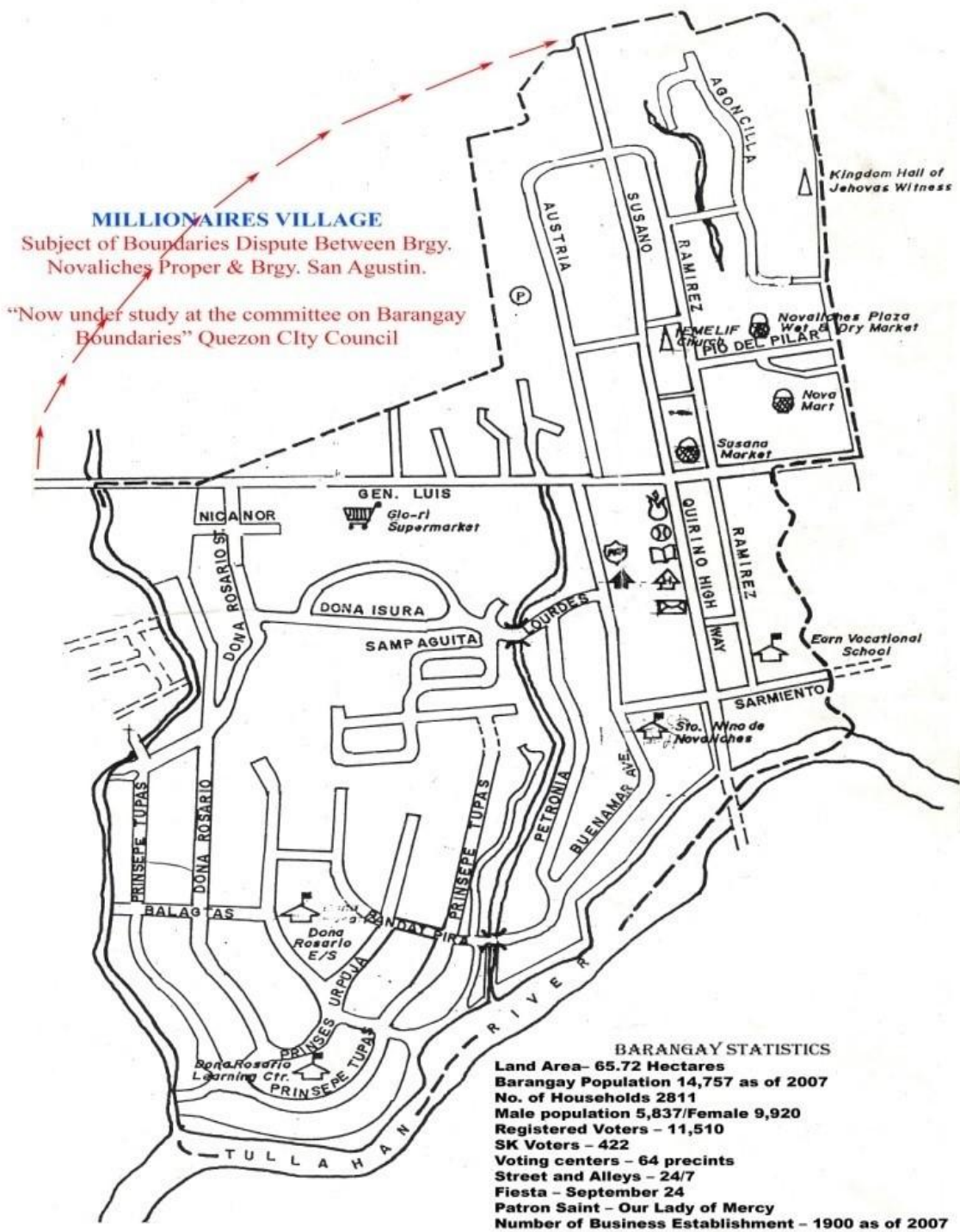
1. Ramirez South Homeowners Associations
2. Ramirez North Homeowners Associations
3. Buenamar Homeowners Associations
4. Doña Rosario Subd. Homeowners Associations
5. Samahang Maralita ng Dona Rosario (SAMADORA)
6. Buenamar Riverside Associations
7. Samahang Magkakapitbahay sa Sarmiento
8. Samahang Magkakapitbahay sa Dona Isaura Subd
9. Doña Isaura Neighborhood Associations
10. Ramirez Subd. Neighborhood Associations
11. United Novaliches Associations
12. Fantasy Neighborhood Associations
13. Samahang Magkakapitbahay sa Santos Compound

- 14.. Doña Rosario Vendors Association
15. Novaliches Joggers Club
16. Family of OFWs Associations
17. Quezon City Lions Club
18. Metro Novaliches Lions Club
19. Novaliches Civic Action Group (NCAG)
20. Holy Rosary Crusade
21. BEC's
22. Sulong V, Youth Organization
23. Barangay Neighborhood Watch Group (BaNaWaG)
24. Nagkakaisang Kababaihan ng Novaliches Proper Inc. (NKNPI)
25. PWD of Barangay Novaliches Proper
26. Senior Citizen of Novaliches Proper Inc.
27. Solo Parents of Barangay Novaliches Proper

XVII. LIST OF TODA

1. **DRIP TODA** (Doña Rosario, Isaura,Pasacula, Buenmar Tricycle Operators and Drivers Association.
2. **SVLN TODA** (Sunriser, Vista Verde, Llano and Novaliches Tricycle Operators and Drivers Association.
3. **TSCN TODA** (T.S. Cruz, Tricycle Operators and Drivers Association.)
4. **NACTODA** (NagkaisangNayon, Amparo, Capri, Tricycle Operators and Drivers Association.)
5. **NDJL TODA** (Novaliches, Dolmar, Llano Tricycle Operators and Drivers Association.)
6. **NDM TODA** (Novaliches, DamongMaliit, Tricycle Operators and Drivers Association.)
7. **NODE TODA** (Novaliches,Deparo Tricycle Operators and Drivers Association.

MAP of BRGY. NOVALICHES PROPER



Organizational chart



Mission

We envision being the Quezon City’s leading Barangay in promoting community development through unity, equity and growth among its constituents.

Vision

We therefore commit to provide programs and basic services aimed at managing quality of life for the birth of a new barangay Novaliches Proper, we resolve to provide these programs and basic services with excellence, dedication, innovation, solidarity, competence and professionalism.