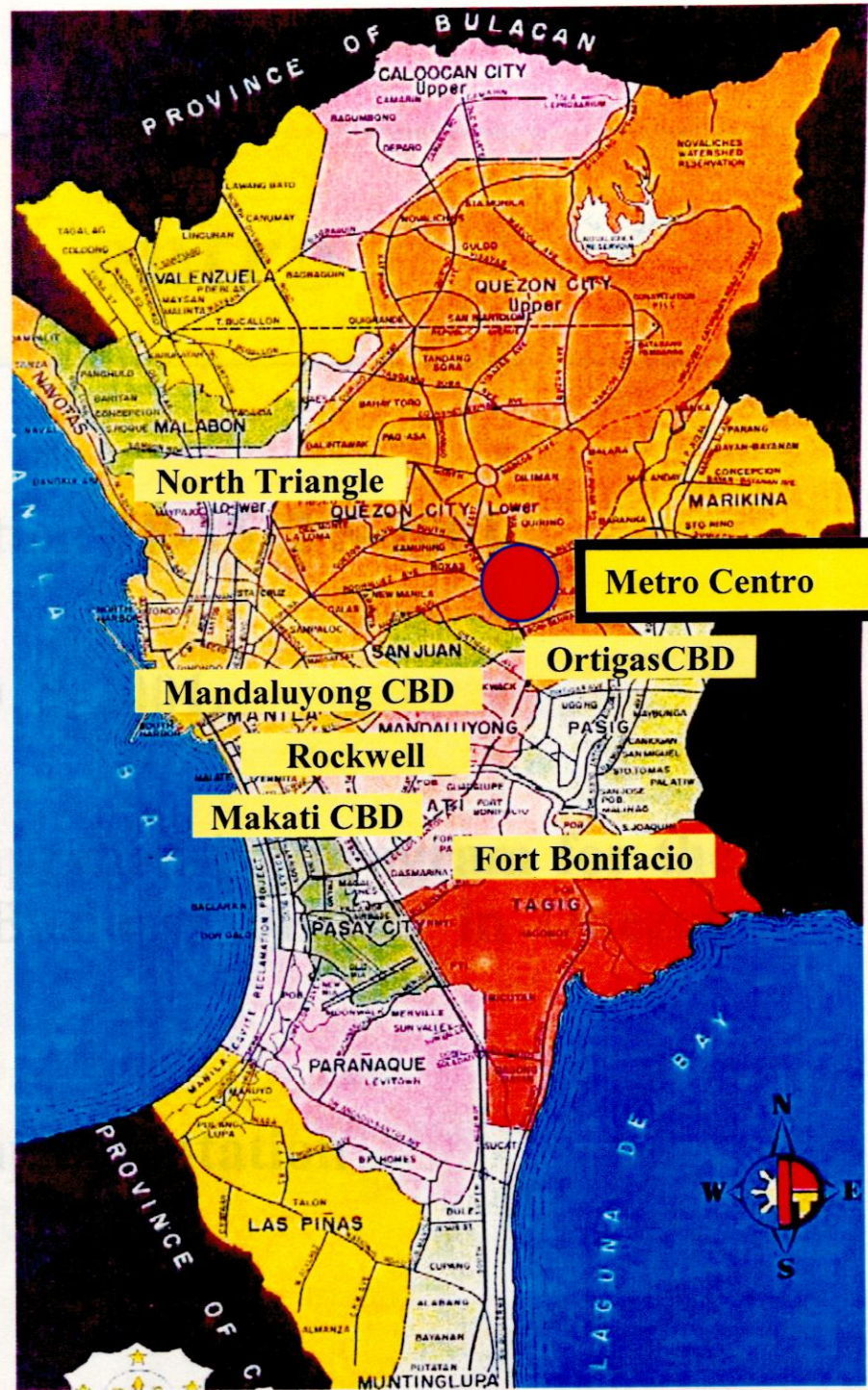




Metro Centro

A Presentation for
the Honorable Mayor
Feliciano “Sonny” Belmonte
July 27, 2001

Greater Manila Area



Quezon City Council Resolution

City Ordinance No. SP- 1050

METRO CENTRO is a comprehensive development of a premier City.

Metro Centro is ready for immediate

Metro Centro



Quezon City Council Resolution SP-1512 S-2001

City Ordinance No. SP- 1050 S-2001.

METRO CENTRO is a comprehensive program for the development of a premier Business District in Quezon City.

Metro Centro is ready for implementation

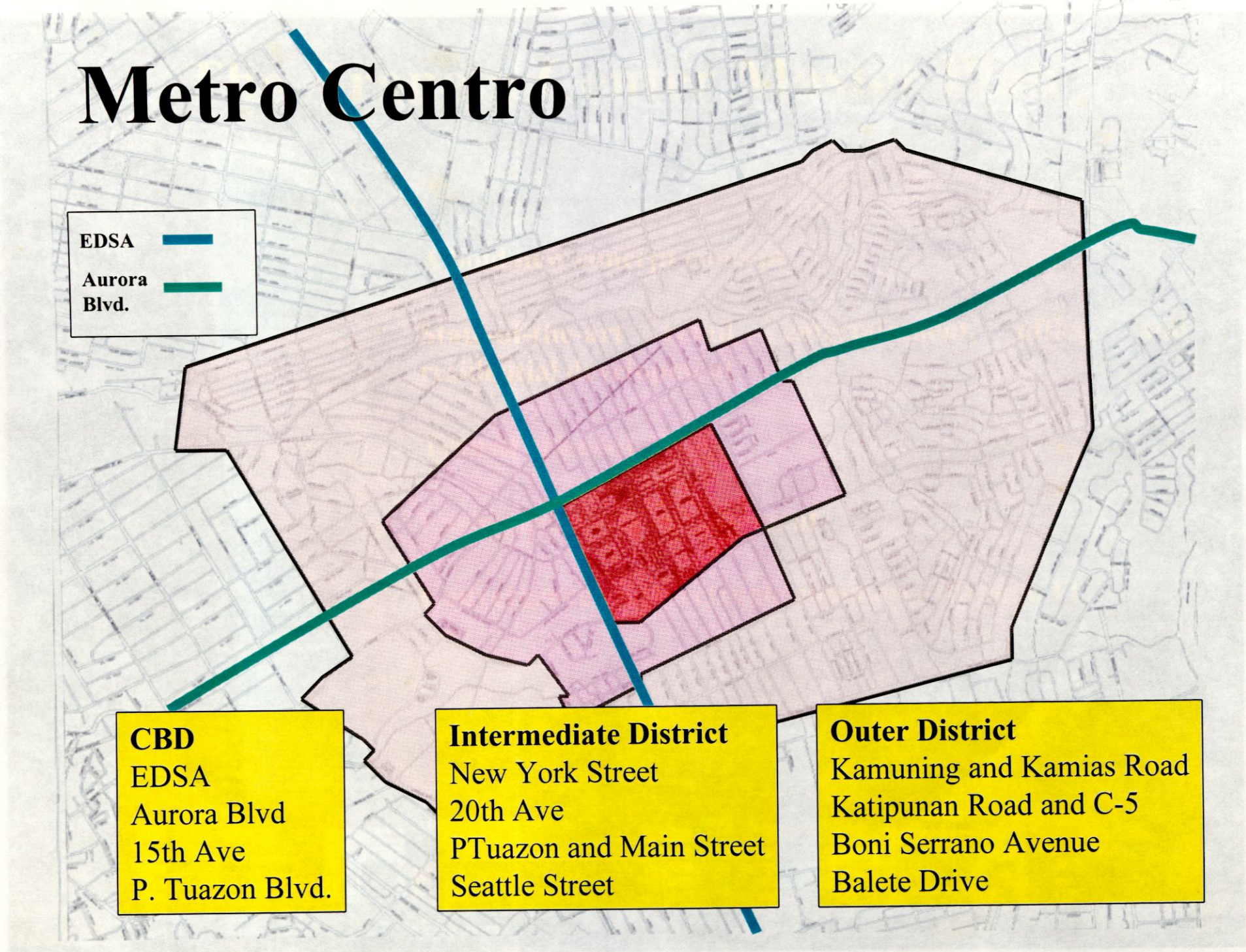
Metro Centro

EDSA 
Aurora Blvd. 

CBD
EDSA
Aurora Blvd
15th Ave
P. Tuazon Blvd.

Intermediate District
New York Street
20th Ave
PTuazon and Main Street
Seattle Street

Outer District
Kamuning and Kamias Road
Katipunan Road and C-5
Boni Serrano Avenue
Balet Drive



The Araneta Center Master Plan

A bold new concept concept

State-of-the-art retail, entertainment, office, and residential development

Transit oriented

Lush garden city environment

Convergence and electronic commerce through IT



DEVELOPMENT PROGRAM

in GBA:

- **54% Office/Mixed Use (1,237,940 sqm)**
 - Corporate
 - Back office
 - Local Office
 - Business Hotel
 - Convention Hotel

- **26% Retail/Entertainment (629,118 sqm)**
 - Shopping Mall
 - Comml./Retail
 - Entertainment
 - Existing

- **20% Residential (450,720 sqm)**
 - High end
 - Upper-Middle
 - Middle

Total GBA - 2,317,778 sqm

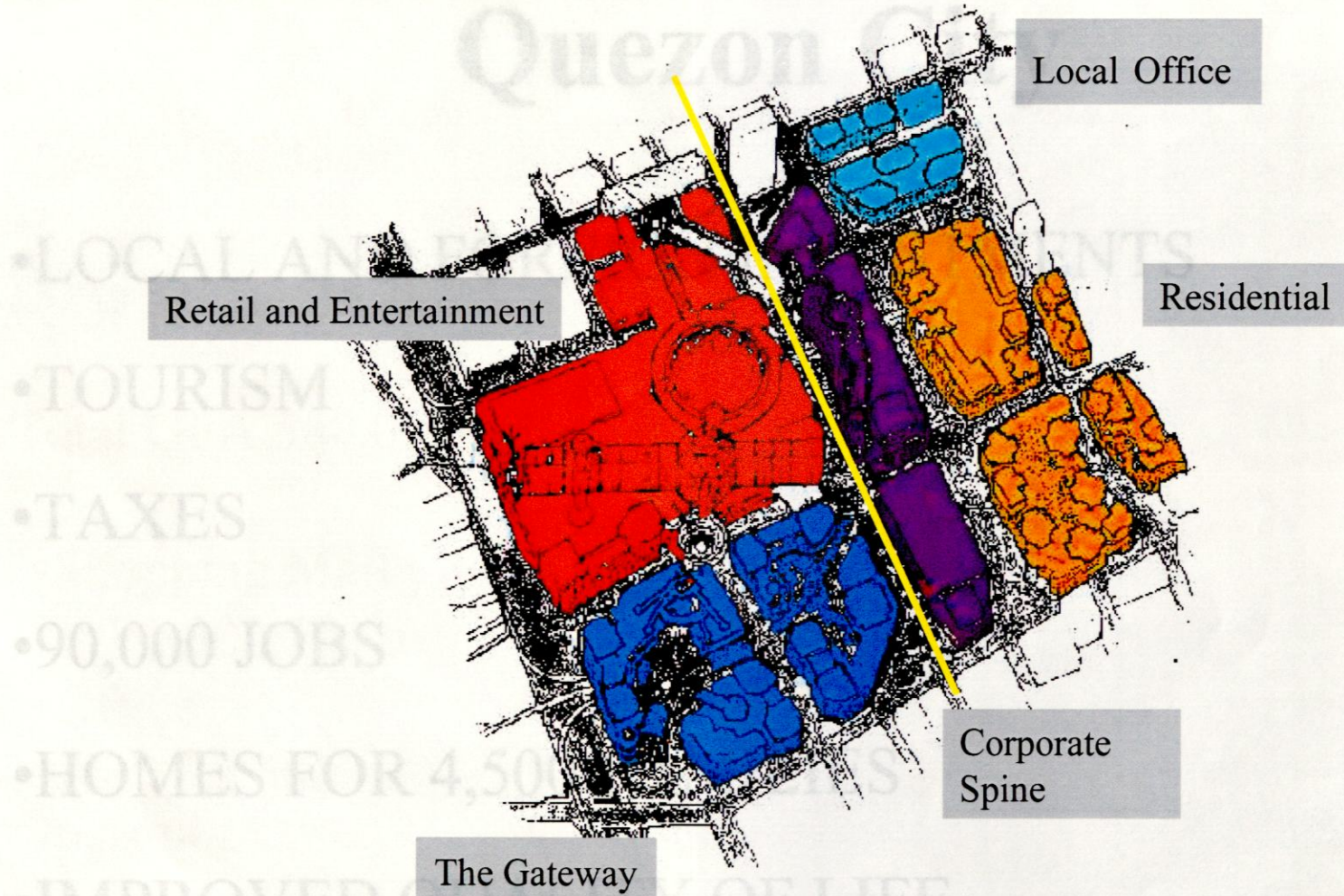
Total Land Area - 355,670 sqm

Overall FAR - 6.5x



Perspective View Down General Aguinaldo Avenue

Master Plan Components



What this means for Quezon City

- LOCAL AND FOREIGN INVESTMENTS
- TOURISM
- TAXES
- 90,000 JOBS
- HOMES FOR 4,500 FAMILIES
- IMPROVED QUALITY OF LIFE

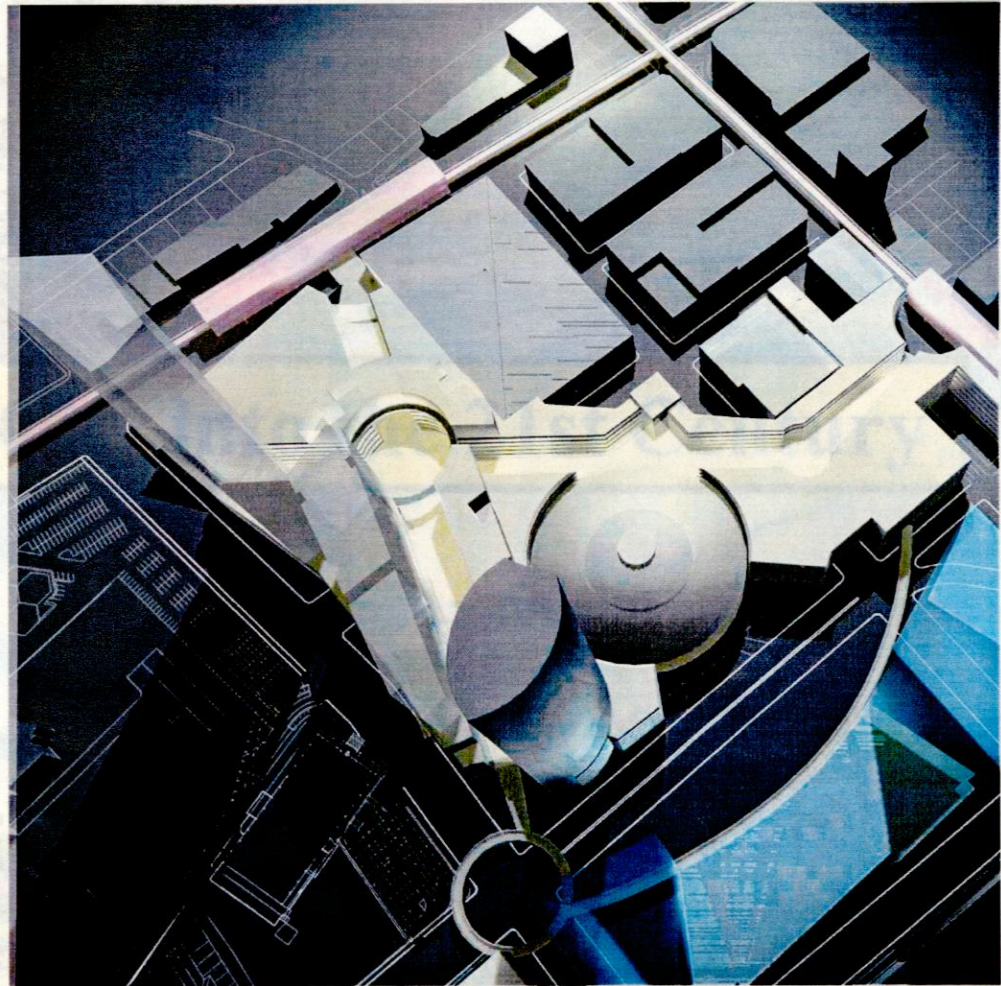
Phase 1 in the next three years

US\$ 200 Million

Mass Transit Integration

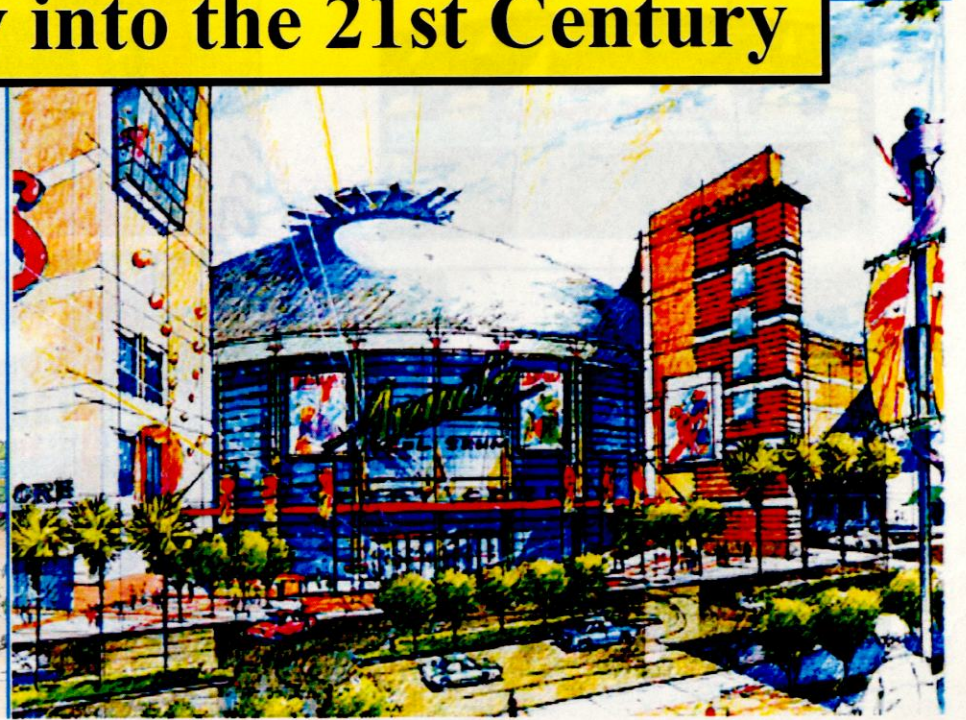
Total GFA 580,000 m²

- Shopping Mall
322,500 m²
- Office
82,500 m²
- Parking
175,000 m²

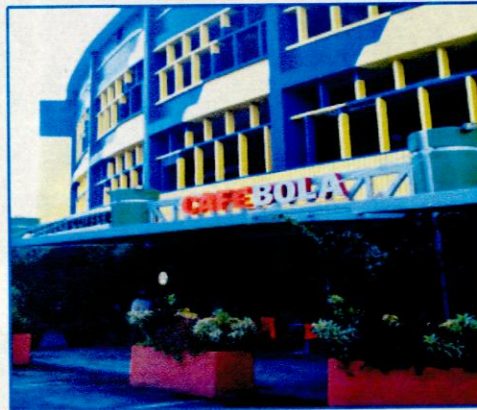




Bringing Quezon City into the 21st Century

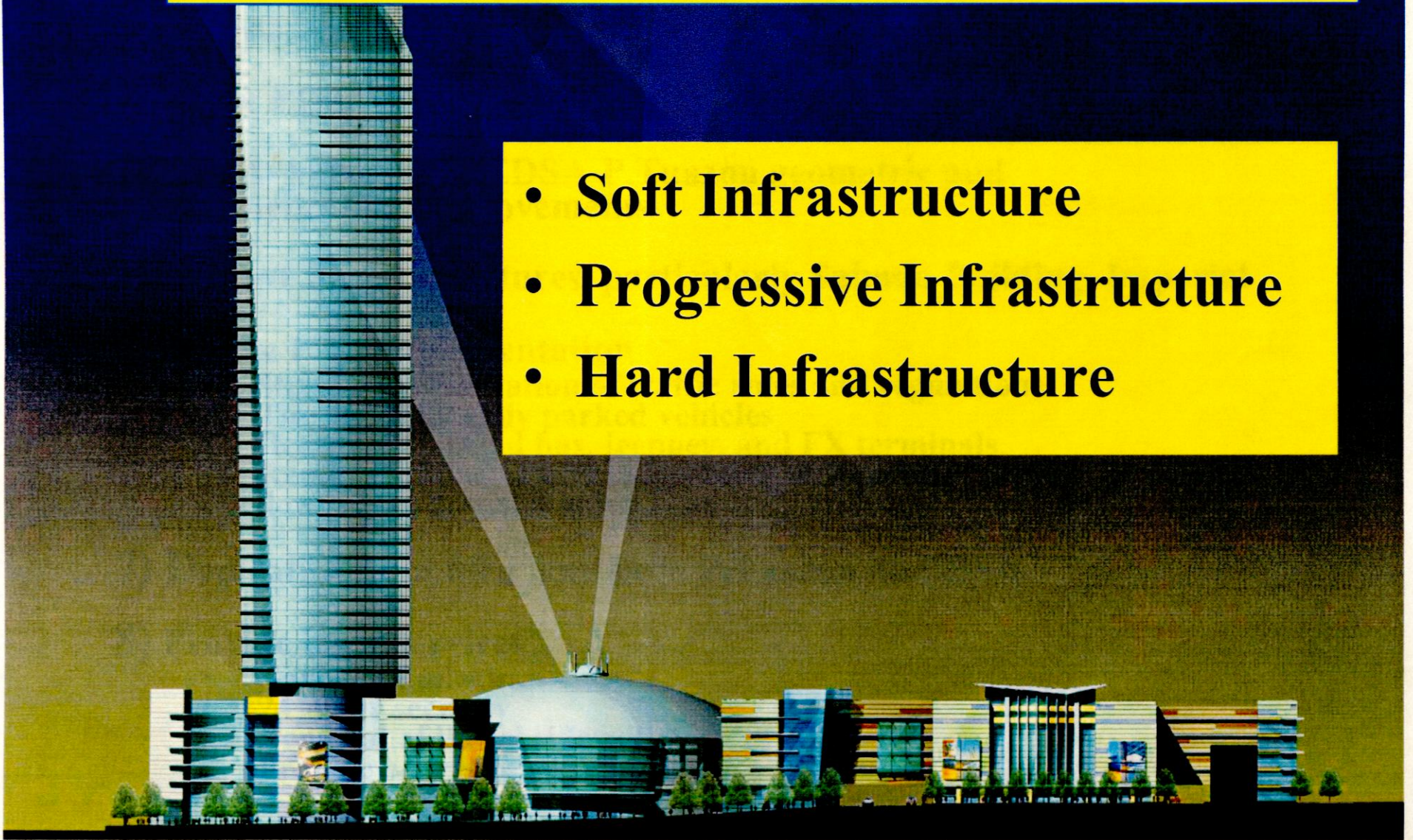


Phase 1 is underway



There is an immediate need to upgrade infrastructure in the vicinity of the CBD

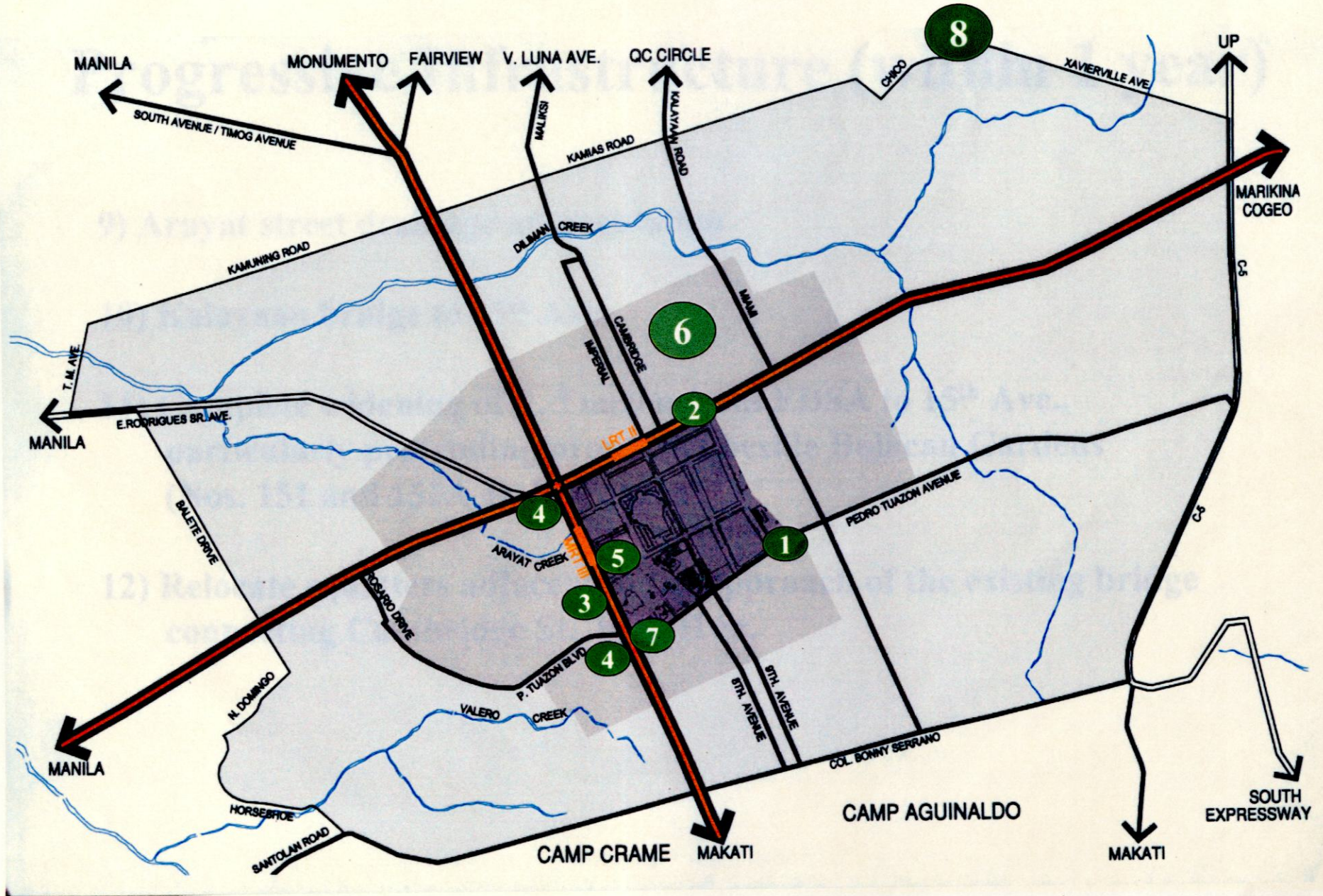
- **Soft Infrastructure**
- **Progressive Infrastructure**
- **Hard Infrastructure**



Soft infrastructure (immediate)

- 1) P. Tuazon geometric and channelization improvements**
- 2) Aurora Blvd. geometric improvements**
- 3) Allow EDSA southbound traffic to turn left to P. Tuazon**
- 4) EDSA-Aurora and EDSA-P.Tuazon geometric and channelization improvements**
- 5) Remove illegal structures, particularly Sabado Building, Imperial**
- 6) Traffic Plan implementation**
 - Strict implementation of traffic rules and regulations**
 - Towing of illegally parked vehicles**
 - Removal of illegal bus, jeepney, and FX terminals**
 - Removal of illegal street structures obstructing traffic flow and pedestrian movement**
- 7) Dedicate a right turn lane from P.Tuazon to EDSA**
- 8) Provide basic services**
 - Garbage Collection**
 - 24 -hour security**
 - Removal of illegal sidewalk vendors**
 - Provide adequate street lighting**

METRO CENTRO



Progressive Infrastructure (within 1 year)

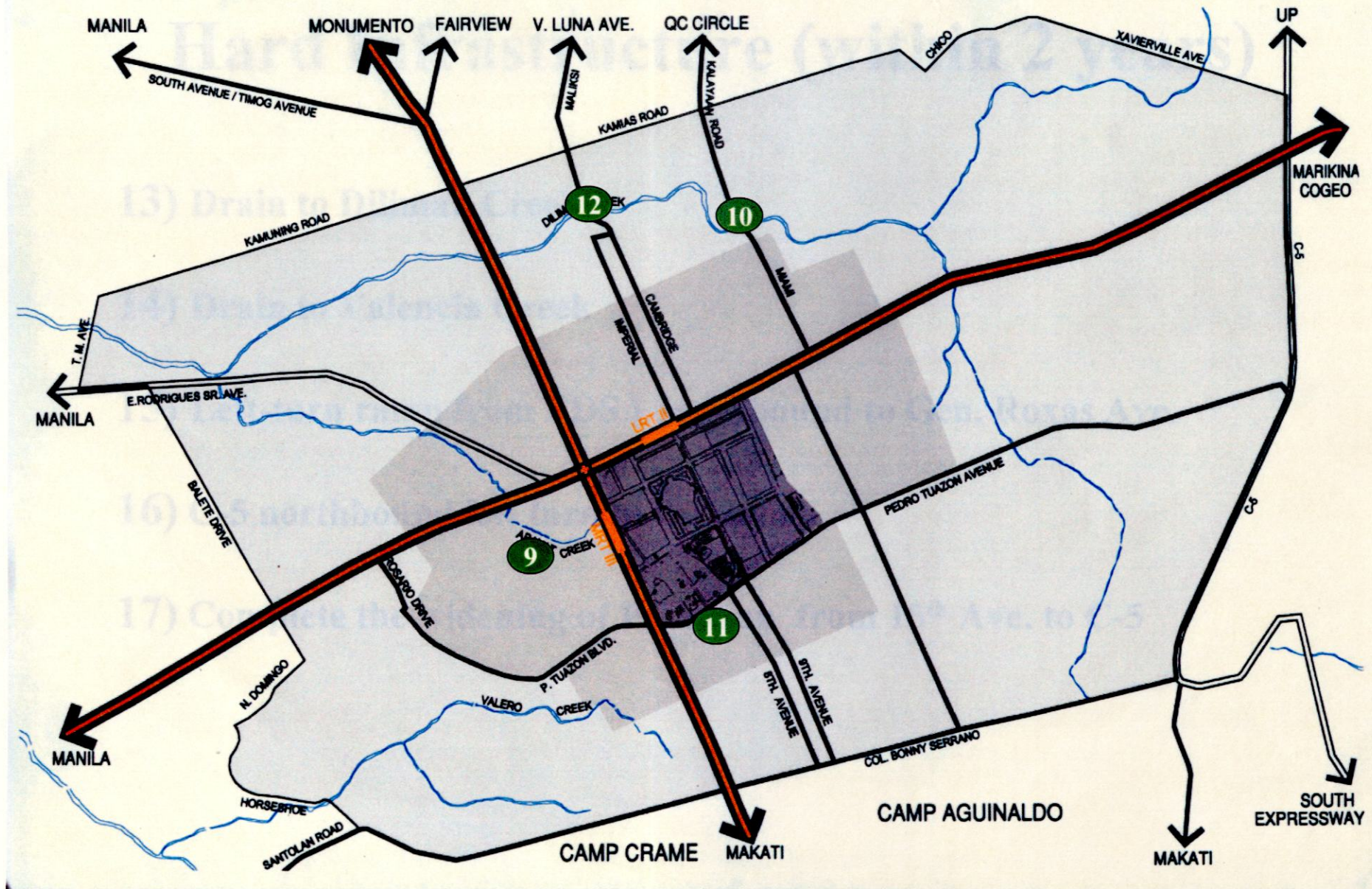
9) Arayat street drainage augmentation

10) Kalayaan bridge to 15th Ave.

**11) Complete widening of P. Tuazon from EDSA to 15th Ave.,
particularly protruding properties beside Bulacan Gardens
(Nos. 151 and 152A-D, P. Tuazon)**

**12) Relocate squatters adjacent to the approach of the existing bridge
connecting Cambridge St. to K-H St.**

METRO CENTRO



Hard Infrastructure (within 2 years)

13) Drain to Diliman Creek

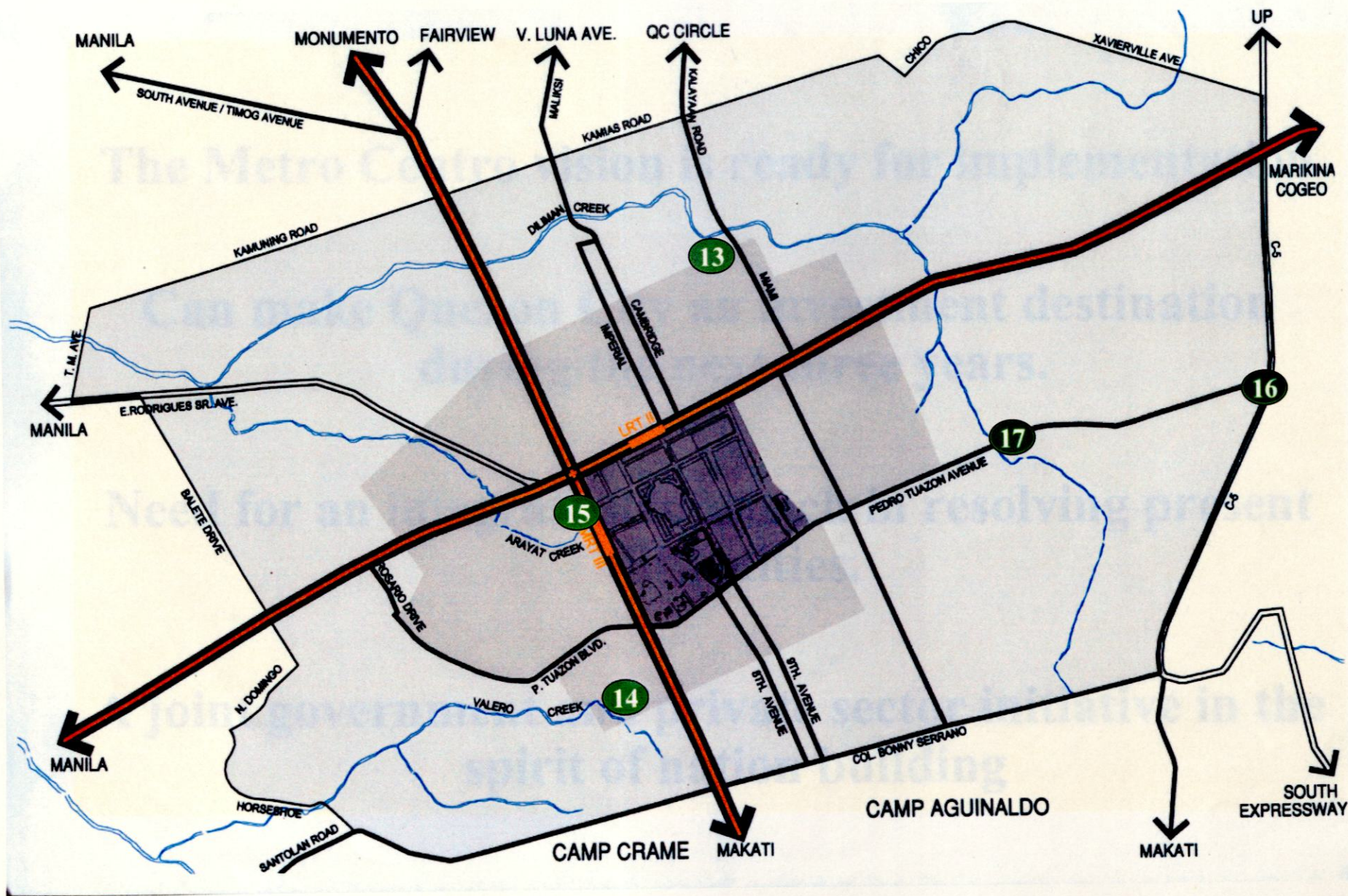
14) Drain to Valencia Creek

15) Left-turn ramp from EDSA southbound to Gen. Roxas Ave.

16) C-5 northbound left turn to P.Tuazon

17) Complete the widening of P.Tuazon from 15th Ave. to C-5

METRO CENTRO



The Metro Centro Vision

The Metro Centro vision is ready for implementation

**Can make Quezon City an investment destination
during the next three years.**

**Need for an integrated approach in resolving present
difficulties.**

**A joint government and private sector initiative in the
spirit of nation building**