

FRIDAY, OCTOBER 3, 2008

B-6

The Philippine STAR **BUSINESS**

# Eton to spend P3 B for dev't of 12-ha QC mixed-use complex

By ZINNIA B. DELA PENA

Eton Properties Philippines Inc. (EPPI), a member of the Lucio Tan Group of Companies, is spending more than P3 billion for the development of a 12-hectare mass transit-oriented self-contained community in northern Metro Manila, dubbed Centris.

Located in the prime and only remaining large and undeveloped land along EDSA and Quezon Avenue, Centris is intended to be a mixed-use and fully integrated community with a high-end shopping and dining district, office buildings catering to the business process outsourcing (BPO) industry, upscale residential condominium buildings and a businessman's hotel.

Centris is a major component of the 250-hectare Triangle Park, which will be developed in line with Quezon City Mayor Sonny Belmonte's plan to transform the city into a new central business and commercial district.

The project, which will be funded through internally-generated cash, is connected to two mass transit systems with direct link to Quezon Avenue and EDSA.

In a briefing with reporters yesterday,

EPPI president Danilo Ignacio said the first of seven office buildings in Centris – One Cyberpod Centris – will offer 18,000 square meters of leasable space, 12,000 sqm of which are reserved for office space.

Slated for completion in December this year, One Cyberpod Centris is expected to address the shortage in office buildings.

Ignacio said the company is now in talks with several BPO companies that have signified interest to locate in Centris but no agreement has yet been reached with any one of them. Locators, he said, will be entitled to government incentives as Centris has been granted special economic zone status.

The second phase development – Centris Walk – will feature upscale restaurants and bars as well as top brands and retail shops and over 900 parking slots, targeted for completion by the third quarter of 2009.

Ignacio said SM Hypermarket will be Centris' anchor tenant for the main shopping district called Centris Station. The two-level hypermart is scheduled to be

completed in the fourth quarter of 2009.

"We are quite bullish about our partnership with the SM Group. You see two taipans working together on areas where they have synergies," Ignacio said.

He said the company has forged a 15-year contract with SM to run the supermarket whose construction will start anytime soon.

The residential component of the project, on the other hand, will comprise 10 residential condominium buildings featuring a work-play-live concept. The first building will be launched next year.

Ignacio said the company is also allocating 1.3 hectares out of the 12-hectare property for the development of access roads and possibly a retail component.

Since its inception, EPPI has become one of the active players in the country's booming real estate industry launching 10 major projects in less than a year. Among these include The Eton Residences Geenbelt, Eton Baypark Manila, Eton Emerald Lofts, Eton Parkview Greenbelt, Belton Place, One Archers Place Eton Cyberpod Corinthian, North Belton Communities, and South Lake Village.

*Central Business District*

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*Central Business District*



**QC CENTRAL BUSINESS DISTRICT BRIEFING.** Quezon City Mayor Feliciano Belmonte Jr. in a light moment with Vice President Noli De Castro (right) and Defense Secretary Gilberto Teodoro (third from left) after emerging from the QC Housing Urban Renewal Authority conference room at the QC Hall, where the Mayor briefed them on the development of the QC Central Business District. Once developed, the 250-hectare planned QCCBD encompassing the North and East Triangles and the Veterans Memorial area, will become the center of gravity of all commercial activities in Metro Manila. Also in photo are Vice Mayor Herbert Bautista (second from right), Councilor Ariel Inton Jr. (left), and Special Assistant to the Mayor and Cultural and Tourism Affairs Office OIC Atty. Victoria V. Loazon (partly hidden at the background) and Public Affairs and Information Services Office chief Gregorio T. Bañacia (at the background, partly hidden).

Business Center

The Philippine STAR

SUNDAY, DECEMBER 5, 2010

p. B-3

## QC mulls modernized farm produce distribution center

Quezon City Mayor Herbert Bautista is for the transformation of the Balintawak area into a state-of-the-art meat and agricultural produce trading post to help improve the deteriorating economic activity in the area.

During a meeting with market operators in Balintawak, Bautista underscored the need to revitalize the area and have it redeveloped as Metro Manila's main distribution center for quality meat and agricultural products that will feature, among others, cold storage facilities, temperature-controlled warehouses, a modern abattoir and sanitation control mechanisms.

According to Bautista, a World Bank consultant had already seen the potential of the Balintawak area, which has been identified by the city government as one of the new growth centers to be developed under the city's new comprehensive land use plan.

"Unless the development is comprehensive and integrated, the Balintawak-Cloverleaf area will continue to be pockets of blight," the mayor said.

Bautista said that market owners in Balintawak should work closely with the city government in implementing the redevelopment plan, which is also aimed at addressing various health, environmental and safety concerns in the area.

"The business survival of the market owners in Balintawak is dependent on how well they can work collectively with the city government to revitalize the area," the mayor said.

On Nov. 5, Bautista ordered the closure of three privately-owned markets in Balintawak as among those establishments which tolerate vendors/stallholders selling doubled-dead meat or "botcha."

In his directive, the mayor ordered the issuance of cease and desist order to the owners of the three establishments pending compliance with existing rules and regulations on sanitation and safety of the public.

The city's market development and administration department has been tasked by the mayor to issue the cease and desist order to the operators of MC, Riverview and Cloverleaf markets for violating provisions of the Meat Inspection Code of the Philippines and the city ordinance governing the slaughtering of food animals, meat inspection and meat trade in QC.

To date, Bautista directed market administrator Donato Matias to organize a series of discussions with market owners in Balintawak for the adoption of initiatives aimed at implementing the city's redevelopment plan for Balintawak.

BALINTAWAK MARKET REDEVELOPMENT PLAN

# Eton developing new business center in QC

By Danessa O. Rivera

Eton Properties Philippines Inc. has launched its newest residential development, One Centris Place, in its 12-hectare township project in Quezon City Eton Centris.

The first of two master-planned towers of One Centris Place will soon rise at the heart of Eton Centris, the gateway to the Triangle Park Central Business District.

Triangle Park CBD is the next major central business district in Metro Manila, similar to what Ortigas Center is to Pasig and Mandaluyong City or what the Makati CBD is to Makati City.

Perfect for young professionals, newly-weds and early nesters, One Centris Place will feature one- and

two-bedroom units. Prices range from P2.1 million for the one-bedroom units and P3.6 million for the two-bedroom units. Amortization starts at an affordable P12,000 a month.

The project's ground floor will house retail stores and residents will enjoy exciting amenities like swimming pools for children and adults, multi-purpose area, landscaped gardens, children's play areas, gym, among others.

Eton president and COO Danilo Ignacio said One Centris Place promises residents a comfortable lifestyle in an exceptional location.

"The project answers increasing demand for a strategically-located address in Quezon City," he said.

Eton Centris is master planned to be a self-contained, fully-integrated community integrating live-work-

play concepts. The development will offer a complete living experience — integrating business, residential, retail and recreational components in once choice setting, where residents, tenants and visitors can dine, shop, work, relax and engage in leisurely pursuits.

Its prime location is at the corner of two major arteries connecting the metropolis — Edsa and Quezon Avenue. Directly connected to the Metro Rail Transit (MRT)-Quezon Avenue Station, the township project is just five to 10 minutes away from major commercial, leisure and institutional establishments.

One Centris Place will provide a dynamic lifestyle in the heart of Quezon City's upcoming Triangle Park CBD. Just a few steps away is Centris Walk, the city's newest lifestyle destination featuring some

of the country's top dining establishments and is home to Quezon City's longest running weekend bazaar, Sidcor, as well as the Food Bowl Night Market, two other attractions that draw the crowd at Centris Walk on Saturdays and Sundays. Centris Walk is also a popular gathering place for concerts, exhibits, expos and other activities that draw huge crowds especially on weekends.

Residents will have easy access to Elements at Centris, a choice events venue for special occasions such as weddings, birthdays, reunions, parties as well as corporate functions.

Also located within Eton Centris are its BPO office buildings that cater to the unique office space requirements of Business Process Outsourcing firms.

QC-Business District

Thursday, June 12, 2008

THE PHILIPPINE STAR C-1



**QC CENTRAL BUSINESS DISTRICT BRIEFING:** Quezon City Mayor Feliciano Belmonte Jr. shares a light moment with Vice President Noli de Castro (right) and Defense Secretary Gilberto Teodoro (third from left) after emerging from the QC Housing Urban Renewal Authority conference room at the QC Hall, where the Mayor briefed them on the development of the QC Central Business District. Once developed, the 250-hectare planned QCCBD encompassing the North and East Triangles and the Veterans Memorial area, will become the center of gravity of all commercial activities in Metro Manila. Also in photo are Vice Mayor Herbert Bautista (second from right), Councilor Ariel Inton Jr. (left), and special assistant to the mayor and cultural and tourism affairs office OIC Victoria V. Loazon (partly hidden at the background) and public affairs and information services office chief Gregorio T. Bañacia (at the background, partly hidden).

*QC Central Business District*

July 16, 2012



**AYALA'S NEW PROJECT IN QC** — Quezon City Mayor Herbert Bautista (2nd from right) joins Ayala Land Inc., President and chief executive officer Antonino Aquino (right) and National Housing Authority (NHA) general manager Atty. Chito Cruz (3rd from left) in groundbreaking ceremony for the development of the 29-hectare Vertis North project along the North Triangle area in Quezon City (QC). The big project, which forms part of QC's central business district, boast of a large-scale mix use of development of residential, commercial and open spaces like the Ayala Triangle. Ayala Land, Inc. will be investing a total of P65 billion for the development of the Vertis North project. With them are (from left) Meean Dy, Ayala Land vice president and head of strategic landbank management group; Msgr. Domingo Erfe, of the Sta.Rita de Cascia Parish Church; and Barangay Chairman Fermin Bilaos, of Barangay Bagong Pagasa.

- \* Central Business District
- \* North Triangle Business Center

## QC dads bat for North Triangle as business center

Quezon City councilors are proposing the development of the 30-hectare North Triangle property into a central business district.

Councilors Precious Hipolito Castelo, Jesus Suntay, Eufemio Lagumbay and Jessica Daza filed the proposed ordinance and said the planned development of the property owned by the National Housing Authority (NHA) into a business hub is in accordance with the present zoning ordinance of the city.

The development of the property in the vicinity of EDSA-North Avenue-Agham Road is a joint venture between the NHA and Ayala Land Inc.

"Both the land use plan for the development of the said 30-hectare property and the conversion of the same into a business district center may be incorporated into the Comprehensive Land Use Plan and Investment Development Plan of this city," the proposed ordinance stated.

According to the councilors, the proposed measure was to encourage the private sector to

engage in enterprises of high commercial value in the area.

The proposed ordinance also provides that establishments within the central business district should prioritize the hiring of residents of Quezon City.

Under the proposed ordinance, the NHA shall make available affordable, decent relocation and permanent settlements and complete basic services to families affected by the development project.

- Reinir Padua

NORTH TRIANGLE BUSINESS CENTER

## Quezon City develops central business district

Quezon City Mayor Feliciano Belmonte Jr. said yesterday the development of a central business district from North EDSA to East Avenue will highlight the third term of his political team, which is seeking a fresh mandate in the coming elections.

Belmonte said at the weekly Kapihan sa Sulu hotel forum in Quezon City that the development of the business district began with the soft launch of the 210,000-square meter Trinoma complex on North Edsa.

He also said the focus of his administration over the next three years will be the construction of more school buildings, purchasing land for a public cemetery and building an underpass from city hall to the Quezon City Memorial Circle.

Belmonte said the city government, which has P 6.5 billion in savings, is well-armed to pursue infrastructure development, social services and poverty allevia-

tion projects.

He said his administration is now geared towards building "legacy" projects to attract investments that will translate into greater income for the city and more benefits for its residents.

Belmonte also said he will initiate expanded socio-economic and signature projects for his third and final term and cited the need for a "strong family program and investment plan."

He said that, during his first term, he adopted stringent and effective fiscal management initiatives to put the city government in order.

His second term was concentrated on massive infrastructure development programs, like the construction of new roads, the widening and repair of old roads and the building of schools to provide quality education for the youth. — Perseus Echeminada

Manila Bulletin  
Metro Manila  
Monday July 9, 2007  
p. 4

# ₱500-M business hub to rise in QC

## Project to ease traffic in some parts of city

By SEL BAYSA

A cool ₱500 million has been set aside by the Quezon City government as investment to start off developments at the 50-hectare Central Business District (CBD) that will rise shortly in the city.

Also, Mayor Feliciano Belmonte Jr. has assured President Gloria Macapagal Arroyo of the city's whooping capital for the proposed CBD area.

Under the project, the QC's East and North Triangle areas and the Veterans Memorial Medical Center shall be developed as a well planned, integrated and environmentally-balanced mixed use develop-

ment model.

It was learned that the city government is now busy planning the development of the Park Lane that opens up access to the inner properties of the CBD area.

The Park Lane involves the extension of the Mindanao Avenue that shall cut across the CBD to the Epifanio de los Santos Avenue (EDSA), which is expected to improve traffic gridlocks in the North Ave-Mindanao Avenue intersection.

The plan covers the redevelopment of the current roads traversing the entire stretch of the CBD, from East Ave. to North

Ave. with additional roads in the Veterans Memorial Medical Center compound that carves a way to Quezon Ave. and cuts across from the middle of the CBD to EDSA.

President Arroyo designated Belmonte as chairman of the Urban Triangle Development (TriDev) that shall oversee the development of the QC CBD project, which has been envisioned as having enormous potentials for large-scale development in the National Capital Region (NCR) that provides the stimulus needed to help the country at the forefront of global investment and business interest.

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LOCAL HISTORY

# GMA wants cutting -edge urban dev't in QC

By PAOLO ROMERO

President Arroyo has issued an executive order to speed up the development of a 250-hectare area in Quezon City into "a highly-integrated transportation, environment, commercial and residential district" as envisioned by the World Bank.

Executive Order 620, titled "Rationalizing and Speeding Up the Development of the East and North Triangles, and the Veterans Memorial Area of Quezon City, as a Well-planned, Integrated and Environmentally Balanced Mixed-use Development Model," was signed on May 4.

The EO said the properties within the 250-hectare area tangent to the North Avenue and bounded by EDSA, and East Avenue "have become disparately assigned for diverse uses that are not complementary, making the same vulnerable to urban blight and therefore do not reflect the best use of the land, given their present and projected market values as well as their strategic location."

It said the collective properties in the area "have the biggest potential for large-scale development within the National Capital Region that can provide the significant stimulus need-

ed by the government to help put the country at the forefront of global investment and business interest."

"The market prospects of the East and North Triangles are significant, thereby convincing international development and financing institutions like the World Bank (WB) and the Asian Development Bank (ADB) to fund, as in fact the WB is funding, the development of a framework plan as well as a master plan for the development of these Triangles into a highly-integrated, transportation, environment, commercial and residential model," Mrs. Arroyo said.

She said the Quezon City urban development model can serve as a basic guide for the government to use in creating more areas of competitive advantage serving as hubs of intense economic growth in different areas of the country.

Mrs. Arroyo noted the WB is coming up with a proposed master plan for the Central Business District (CBD) in Quezon City.

Under the EO, the Urban Triangle Development Commission (TriDev Commission) was created

and will be composed by a representative from the Office of the Mayor of Quezon City as chairman, with members including the general manager of the National Housing Authority and a representative from the Office of the President.

The body will review, integrate and streamline plans, programs, allocation schemes, land use and other property management arrangements affecting the area as mandated by other proclamations and law, and using the WB study on the city's envisioned CBD.

The commission will also manage, control and direct the implementation of the development program as well study the proper application of political and financial resources of both the national government and the local government units.

It will also form a technical working group that will provide the commission the needed technical assistance for the preparation of the plans and programs as well as in executing implementation strategies.

Central Business District -

**MANILA BULLETIN**

November 11, 2005  
page - 15

**Construction  
boom seen in  
QC district**

*By RICO C. NAVARRO*

Barely a month after launching the Quezon City Central Business District along North and West Triangles, local investors and real estate developers have started their projects in the districts.

"We are receiving positive developments from investors and real estate developers as a result of the creation of the Quezon City Central Business District," Quezon City Council Majority Floor Leader Ariel Inton said.

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LOCAL HISTORY**

QC - Business

cc



**FORUM ON QC CENTRAL BUSINESS DISTRICT:** Vice President Jejomar Binay, who is also chairman of the Urban Triangle Development Commission, is joined by Quezon City Mayor Herbert Bautista, in answering questions from different stakeholders during an open forum related to the development of the QC Central Business District. With them is National Housing Authority (NHA) general manager Atty. Chito Cruz.

*Central Business District*

ORDER  
NATIONAL POWER CORPORATION

EBC CASE NO. 2012-108 BC

AUTHORITY FOR PROVISIONAL MECHANISM (P.M. ORAM) WITH GENERATION RATE ADJUSTMENT FOR THE APPROVAL OF THE P.M. IN THE MATTER OF APPLICATION

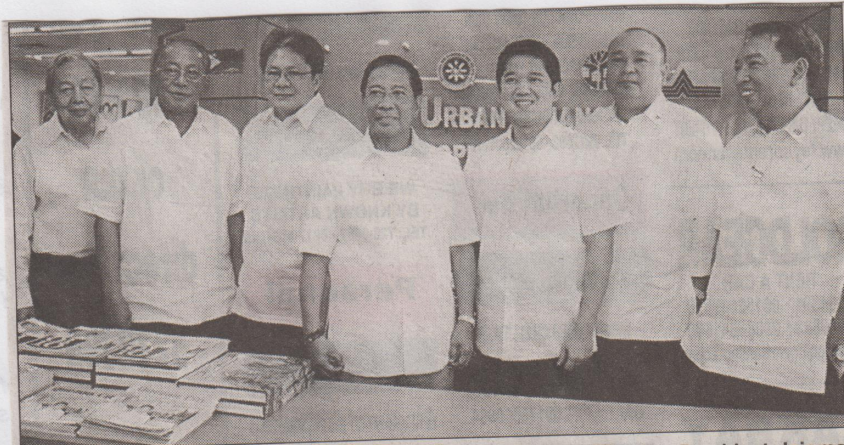
250 Miguel Avenue, Pasig City  
ENERGY REGULATORY COMMISSION  
Republic of the Philippines



AN ORDINANCE REGULATING THE OPERATION OF INTERNET CAFE'S OR COMPUTER RENTAL SHOPS/COMPUTER GAMING SHOPS IN QUEZON CITY AND PROVIDING PENALTIES FOR VIOLATION THEREOF.

WEDNESDAY, SEPTEMBER 15, 2010

THE PHILIPPINE STAR B-12



**CENTRAL BUSINESS DISTRICT DEVELOPMENT:** Vice President Jejomar Binay (center), as the new chairman of the Housing and Urban Development Coordinating Council (HUDCC), convened the Urban Triangle Development (TriDev) Commission, with his co-chairman, Quezon City Mayor Herbert Bautista (third from right), and Commission members NHA General Manager Chito Cruz (second from right) and Usec. Michael Musngi (right) representing the Commission member from the Office of the President. Others in photo are (from left): Salvador Enriquez, Tadeo Palma, secretary to the QC Mayor, and HUDCC Secretary General Chito Borromeo. Under Executive Orders 620 and 620-A, the TriDev is tasked to manage the development of the new Central Business District emerging at the North and East Triangles and Veterans Memorial area of Quezon City.

*Central Business District*

NOW, THEREFORE, BE IT ORDAINED, AS IT IS HEREBY ORDAINED, BY THE CITY COUNCIL IN SESSION DULY ASSEMBLED, that

SECTION 1. The City Government hereby regulates the establishment and operation of internet cafes or computer rental shops/computer gaming shops in Quezon City and provides penalty for violation thereof.

SECTION 2. As used in this Ordinance, the following terms shall mean as follows:

a. COMPUTER RENTAL SHOP- refers to any establishment engaged in the business of renting out more than one computer, whether or not with connection to the internet.

b. CLASS HOURS- refers to the reported time period for classes in any given school day that has to be attended by the student as prescribed by the school.