

ANNEX 3

GROWTH CENTERS

CBD-KNOWLEDGE COMMUNITY DISTRICT

CUBAO GROWTH DISTRICT

BATASAN-NGC GROWTH CENTER

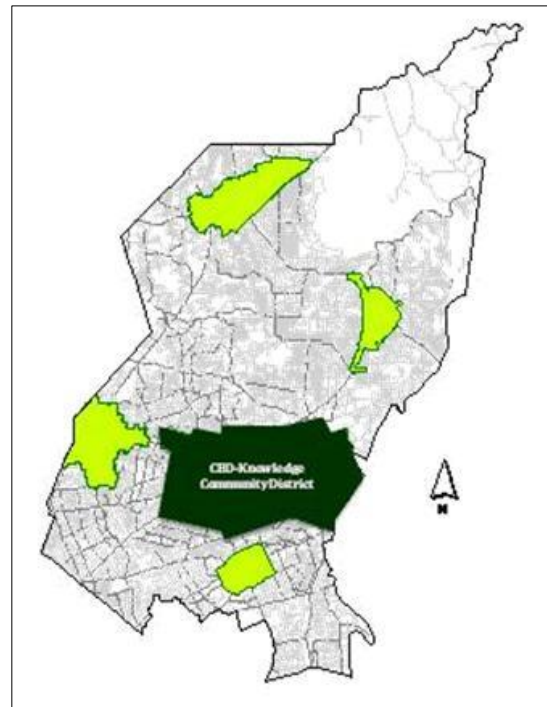
NOVLIHES-LAGRO GROWTH CENTER

BALINTAWAK-MUNOZ GROWTH CENTER

1. CBD-KNOWLEDGE COMMUNITY DISTRICT

1.1. Area Coverage and Population

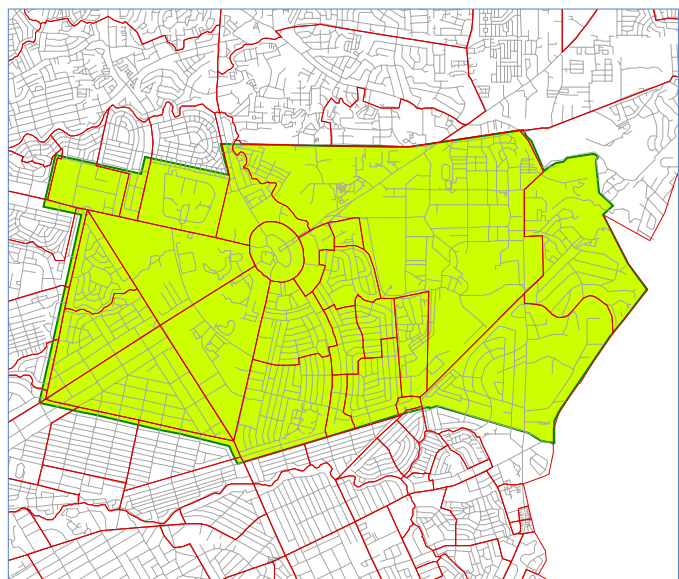
- The proposed CBD-Knowledge Community District has total area of 1,862 hectares and covers 22 barangays in Districts I, III and IV.
- It embraces the North, East, South and West triangles, UP Campus including the UP-Ayala Techno Hub, Ateneo de Manila University, Miriam College, Balara Filtration Plant, the vicinity of SM North EDSA and Veteran's Memorial Medical Center and the residential communities in UP Village, Teacher's Village, Pinyahan, Krus na Ligas, Malaya and Xavierville areas.



1.2. District Boundary

The study area is bounded by the following:

- North: Area lot deep northside of Nueva Vizcaya St. and Road 3 up to lot deep westside of Mindanao Avenue then northward up to lot deep northside of Road 10 then eastward up to lot deep Westside of Visayas Avenue then northward up to lot deep northside of Central Avenue then eastward towards Commonwealth Avenue extending up to lot deep eastside of Katipunan Avenue.
- East: Area lot deep eastside of Katipunan Avenue going towards lot deep northside of Mactan St. then eastward towards lot deep eastside of Balintawak St. then southward to QC-Marikina politicalBoundary then westward through periphery of MWSS Balara Homesite up to MWSSAqueduct then southward up to lot deepEastside of Katipunan Avenue then Southward towards Mangyan St. and Eastward along southern periphery of LaVista Subdivision up to QC-Marikina politicalBoundary then southward up to Aurora Boulevard.
- South: Area lot deep southside of Xavierville Avenue and Kamias Road from QC-Marikina political boundary up to let Westside of EDSA then northward towards lot deep southside of Timog Avenue then westward up to lot deep westside of West Avenue.
- West: Area lot deep westside of West Avenue from Quezon Avenue up to lot deep southside of EDSA then westward towards lot deep Westside of Nueva Ecija St.



1.3. Inventory of Major Resources

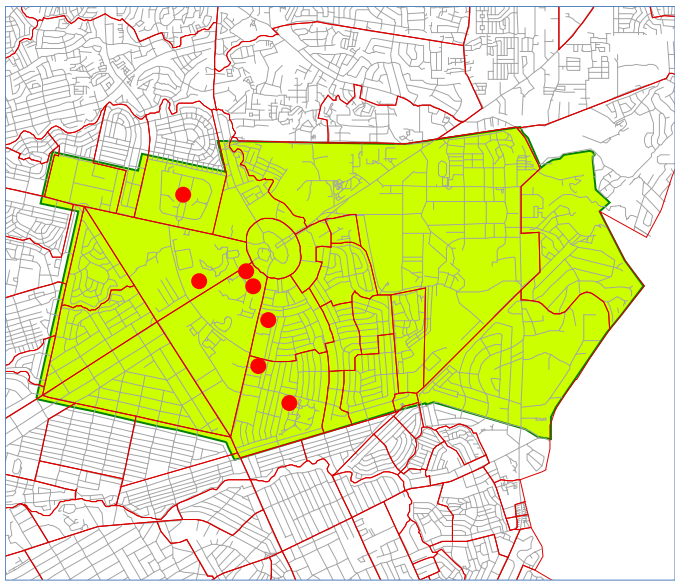
A. Public Institutions

a) Education

- Three (3) premier educational institutions – the University of the Philippines, Ateneo de Manila and Miriam College are found in the study area.
- Other universities providing tertiary education include the Philippine Women's University in Bgy. West Triangle and those outside the area but just short distance away like the New Era University across the northern limit that is Central Avenue and PSBA, NCBA, TIP located in the area are the Quezon City Main Library, Pansol Library and Krus na Ligas Public Library.

b) Health

- Medical institutions and health facilities situated in the study area consist of seven (7) hospitals and eight (8) health centers.
- Within the study area are the Lung Center of the Philippines, National Kidney and Transplant Institute at the East Triangle area, the Philippine Children's Medical Center in North Triangle, Veteran's Memorial Medical Center along North Avenue, Philippine Heart Center and East Avenue Medical Center along East Avenue and the AFP Medical Center/V. Luna Hospital along V. Luna Road.
- The UP Veterinary Hospital providing services for animal care is found in the UP Campus.



c) Welfare Services

- Several government welfare facilities include Senior Citizen Day Care Center in Project 6, the Social Services Development Department and the Molave Youth Home in the City Hall compound.
- Other universities providing tertiary education include the Philippine Women's University in Bgy. West Triangle and those outside the area but just short distance away like the New Era University across the northern limit that is Central Avenue and PSBA, NCBA, TIP located in the area are the Quezon City Main Library, Pansol Library and Krus na Ligas Public Library.
- There are thirty-six (36) day care centers providing early childhood education of which, twenty (20) are in District IV.
- A total of 118 non-government organizations (NGOs) have been accredited in the study area. 23 of these are located in District 1, 32 in District III and 63 in District IV. These NGOs are expected to take active participation in various aspects of governance and in promoting the growth of the area. Among the NGOs noted are

the World Vision Development Foundation in West Triangle, Partnership of Philippines Support Service Agency (Philssa) in Loyola Heights, ABS-CBN Foundation and GMA Kapuso Foundation in South Triangle, Migrante International in UP Village and Ilaw ng may Kapansanan Foundation, Inc. in Krus na Ligas.

d) Fire Protection

- The Agham Fire Sub-Station is located in North Triangle and manned by 13 fire fighters. Other fire stations having jurisdiction of certain parts of the study area include Pinagkaisahan, Frisco, Marilag, Bahay Toro fire sub-stations.

e) Police

- The Central Police District Headquarters is located at Camp Tomas Karingal in Sikatuna Village.
- Police stations covering the study area are the Baler Police Station (PS-2) and the Kamuning Police Station (PS-10).

- Five (5) Police Community Precincts (PCPs) are located in Barangays Vasra, UP Campus, Teacher's Village and the North and South Triangles while 2 PCPs are

f) Church

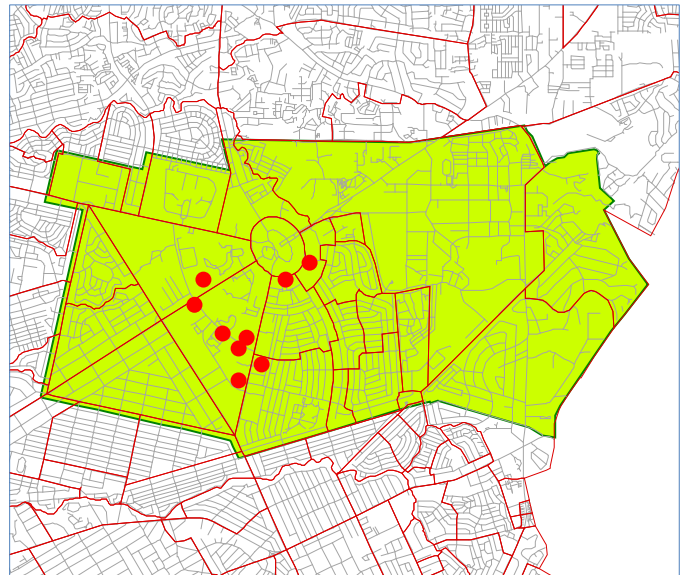
- There are twelve (12) catholic churches, four (4) chapels and twenty-one (21) non-catholic churches.

g) Government Agencies

- The large institutional area is attributed to the huge portion of North and East Triangles and their immediate environ being set aside as government center.
- There are 41 government agencies located in the study area which vary from national, local and government owned and controlled (GOCCs), among which include the Quezon City Hall – the seat of local government, National Housing Authority and Housing and Land Use Regulatory Board (HLURB) along Elliptical Road and Kalayaan Avenue, the Department of Interior and Local Government (DILG) at the corner of EDSA and Mapagmahal St., Social Security System (SSS) and Bangko Sentral ng Pilipinas (BSP) along East Avenue, Bureau of Internal Revenue (BIR) and PAG-ASA along BIR Road and Phivolcs along CP Garcia Avenue in UP Diliman.

h) Utilities

- The study area falls within the concession area of the Manila Water Company. The main supply line is a 600mm ϕ pipe line branches into the 300mm ϕ line which runs along North Avenue, EDSA, East Avenue and Elliptical Road.
- Power supply requirement is adequately addressed by Meralco.



B. Public Institutions

Major private developments have emerged within the study area. The pattern of development ranges from shopping centers/mall, information and communications technology (ICTs) and hotels and condominiums.

- Shopping centers and mall type of developments emerged in the 1980s and gained popularity in the 1990s. They are now dominant features of key areas in the city. Two of the biggest shopping malls are notably located – SM North EDSA and TriNoma.
- The City has the highest concentration of information technology parks/economic zones and having the biggest contribution in the growth of business process outsourcing (BPOs) – call centers and the IT, infrastructure and education programs as well. Among these are the ELJ Communications Center in Bgy. South Triangle, the 38-ha, UP-Ayala Techno Hub and the Eton Centris in East Triangle.
- Eight (8) hotels located in the study area are the Great Eastern Hotel in Bgy. West Triangle, Hotel Rembrandt, Camelot, Hotel Danarra, Sir Williams Hotel and Century Imperial Palace Suites in Bgy. South Triangle, Sulo Hotel along Matalino St. near the Quezon City Hall compound and Oracle Hotel and Residences along Katipunan Avenue in Bgy. Loyola Heights.
- There are twenty-two (22) condominiums within the study area, with the most number of development situated in Barangays Loyola Heights and South Triangle.

These condominiums are classified either as residential or a combination of residential and commercial use.

1.4. Land Use

A. *Existing Land Use*

Based on the 2009 Actual Land Use, out of the 1,862.05 has. comprising the study area, 34.69% has. are occupied by government institutions, educational facilities and medical institutions.

Residential use constitutes 19.79% or 368.40 has. These residential areas are particularly concentrated in Bgys. Phil-Am, West Triangle, Teacher's Village, Central, Pinyahan, Sikatuna and Loyola Heights. While commercial areas comprised of 9.18% or 170.94 has. Concentration of business activities are noted at the North, South and East Triangles.

Informal settlers clustered in several parts of the area occupy about 5.34 or 99.50 has. open spaces constitute 3.09% or 57.48 has. notable are the Ninoy Aquino Parks and Wildlife Center and the Quezon Memorial Circle.

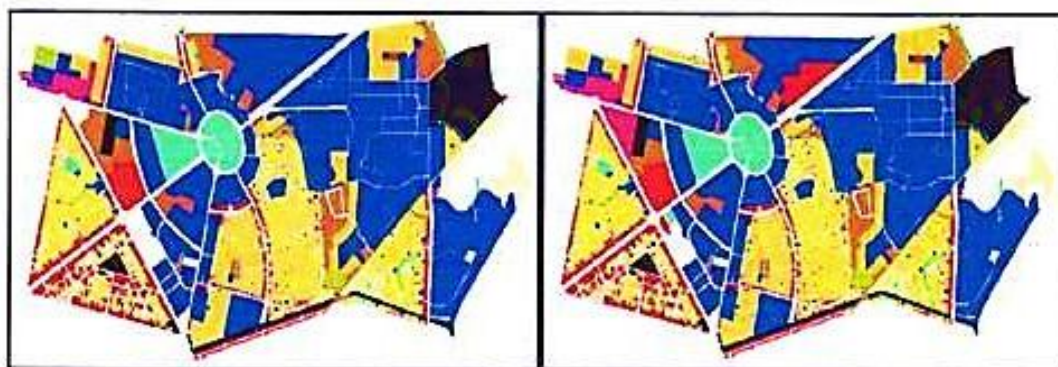
The study area is being traversed by various major thoroughfares, which accounted 15.86% or a total of 295.30 has. Utility area accounted for 5.08% or about 95 has., this is brought about by the presence of the Balara Filtration Plant and the Botocan Transmission line.

Vacant area comprised of 1.65% or a total of 30.73 has. while waterways at 4.73% or a total of 8.8 has. while the military area account for the remaining 0.54% or 10 has.

B. Land Use Pattern

The establishment of the UP-Ayala Techno Hub Commercial Area decreased the institutional area in 2009. Nevertheless, it still remained the largest.

The TriNoma Malls in the North Triangle paved way to the significant decreased in land area of informal settlement.



COMPARATIVE ACTUAL LAND USE OF 2000 AND 2009

LAND USE 2003	AREA (SQ.M.)	% TO TOTAL	LAND USE 2009	% TO TOTAL	DIFFERENCE IN SQ.M.	%		CHANGE IN LAND USE	AREA (SQ.M.)
R1	507401.01	2.72	492763	2.65	27100.36	Dec	Inc	Vacant	27100.36
R2	1356016	7.28	1356377.27	7.28	-	-	-		
R3	1842922.62	9.90	1835805.74	9.86	11825.44	0.02	-	R-2	360.66
						0.03	-	C-1	599.62
						0.19	-	C-2	3427.49
						0.19	-	Inst.	3450.48
						0.08	-	Vacant	1442.49
						0.14	-	IS	2544.69
	3706340.24		3684926.98			5.99			
C1	119457.47	0.64	119283.45	0.64	773.64	0.03	-	C-2	773.64
C2	1088283.66	5.84	1285338.33	6.90	2938.12	0.19	-	Inst.	754.31
								Rec.	815.45
								Vacant	1368.35
C3	153263.46	0.82	304805.78	1.64	-	0.19	-		
	1361004.59		1709427.56			0.41			
Inst.	6637132.78	35.64	6459629.23	34.69	183318.08	0.08	-	C-2	183318.08
Rec	9357.74	0.05	10173.19	0.05	-	0.14	-		
OS	563742.52	3.03	574752.31	3.09	5554.33		-	R-3	4708.56
								Inst.	845.77
Military	100183.05	0.54	100183.05	0.54	-	-	-		
Vacant	362312.94	1.95	307347.54	1.65	84876.60	4.05	-	R-1	12443.32
						4.06	-	C-2	12473.58
						13.84	-	C-3	38402.29
						0.25	-	Inst.	763.97
						5.39	-	OS	16564.12
						1.38	-	Road	4229.32
						28.96			
Informal Settlement	1110878.29	5.97	995038.86	5.34	118384.12	11.40	-	C-3	113140.03
						0.53		Utility	5244.08
						11.93			
Road	2948783.83	15.84	2953013.15	15.86	-	-	-		
Utility	9405556.29	5.05	945780.37	5.08	-	-	-		
Waterways	880239.19	4.73	880239.19	4.73	-	-	-		
TOTAL	18620531.46	100	18620531.46	100	434770.69				434770.69

C. Exception

The Quezon City Zoning Ordinance states that an exception may be granted to a proposed project when it exceeded the allowable requirements, such as Floor Area Ratio, Parking, Set-back, Height and Density, in a specified area and if the use is non-conforming to

the approved zone classification. Since the implementation of said Ordinance, there are 19 projects located in the study area that were granted with Certificate of Exemption. Of this number, seven (7) projects were granted with Certificate of Exception on FAR: SM Berkeley in Bgy. Loyola Heights, Namoco in Bgy. Pinyahan, Eastside Condo III in Bgy. Central, La Breza Tower, Future World, Symphony Towers and EGI-Nextgen in Bgy. South Triangle.

Based on the Ordinance, FAR 4 is allowed in Bgy. Central. A FAR of up to 6 is allowable in Bgy. Pinyahan and up to FAR 12 in Barangays Loyola Heights and South Triangle. Actual FAR of the abovementioned projects ranges from FAR 6.5 to 20.

1.5. **Existing Functions**

A. Institutional

The study area retained its institutional nature having the most number of national and local government offices and GOCCs which are clustered in the North and East Triangle areas and along Elliptical Road.

B. Educational Center

- Major educational institutions – University of the Philippines, Ateneo de Manila University and Miriam College are found in the eastern portion of the study area
- The Philippine Science High School, located along Agham Road and the Quezon City Science High School at the back of SM North EDSA are premier science high schools where the most brilliant children from elementary schools all over the country are prepared for science and technology courses in college.

C. Green Lung of the City

The study area boasts of major parks and open spaces that are habitat to numerous of flora and fauna – the Ninoy Aquino Parks and Wildlife (NAPW) and Quezon Memorial Circle and open spaces in large institutional grounds such as UP, Ateneo de Manila University, Miriam College, and Quezon City Hall.

- The inventory of the Ninoy Aquino Parks and Wildlife Center includes 4,505 individual trees and 6,901 stems belonging to 135 species. 1,018 animals (110 mammals, 78 birds and 43 reptiles) and 18 insects that are endemic and endangered are also kept and maintained at the Center.
- At the UP Campus, a total of 38,569 individual trees belonging 220 species were identified. 121 species are exotic, 83 are indigenous and 16 are endemic. The most abundant species are baubab spp, mango and large-leafed mahogany trees.
- 47 bird species, 15 of reptiles and amphibians and 326 mammals were also identified in the Campus.
- At the Ateneo de Manila University, 27 bird species, 25 small non-violant mammals, 52 bats and 9 species of reptiles and amphibians were identified.
- A total of 19,865 ornamentals of 53 species and 2,510 individual trees of 40 species were identified at the Quezon City Hall compound.

D. ICT Industry

- The UP-Ayala Techno Hub located along Commonwealth Avenue has one of the biggest concentration of IT parks and is considered the Silicone Valley of the Philippines.

E. *Retail Hub*

- The SM North EDSA at the northside corner of EDSA and North Avenue is one of the largest shopping centers owned by Henry Sy. At the southside of the same corner, the Ayala-developed Triangle North of Manila (TriNoma) can be found.

F. *Health, Spa and Wellness Center*

- Notable medical facilities and specialized hospitals within the study area are concentrated at the North and East Triangles. Among these are the National Kidney and Transplant Institute, Philippine Children's Medical Center, Lung Center of the Philippines, Veteran's Memorial Medical Center, East Avenue Medical Center and Philippine Heart Center.

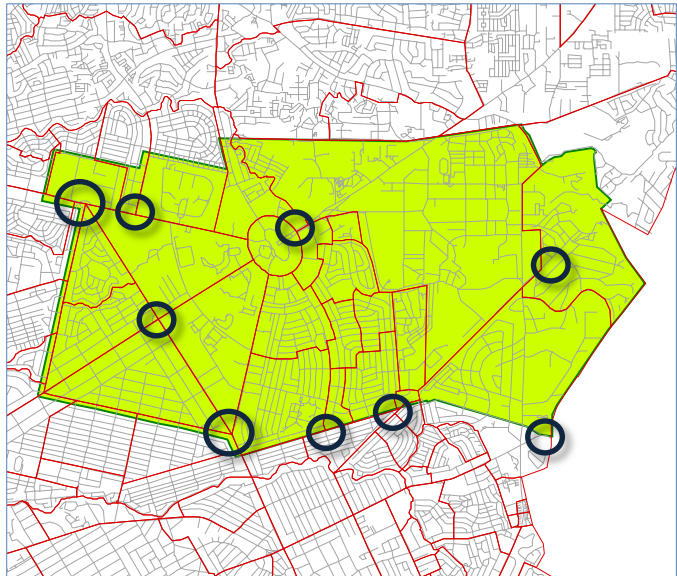
G. *Communication, Media and Entertainment Center*

- Two of the leading networks, ABS-CBN and GMA 7 and their associated radio stations are located in the South Triangle area. Also within the study area at the northern portion is the government-owned PTV-4.
- Famous bars and restaurants are also in South Triangle particularly at the area of Timog, T. Morato and Quezon Avenues

1.6. Access

Major transport routes in the study area include:

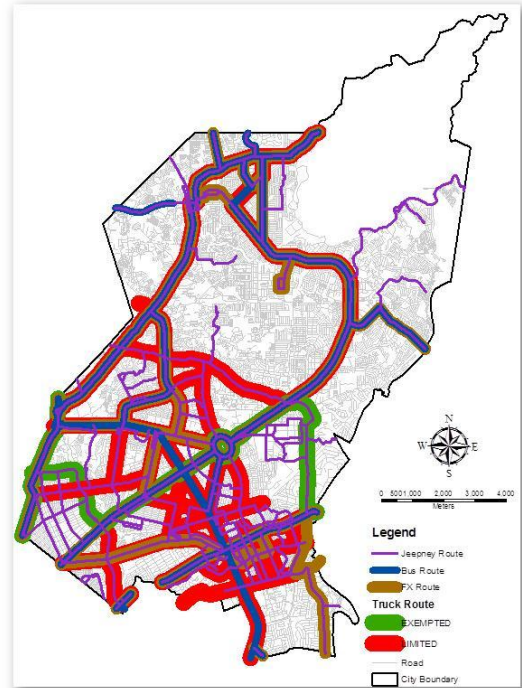
- Triangle area including SM North EDSA & Veteran's Memorial Medical Center
 - EDSA, West Avenue, Quezon Avenue, Timog Avenue, North Avenue, East Avenue, Mindanao Avenue, Visayas Avenue, Elliptical Road, Agham Road and BIR Road
- UP Commonwealth/Knowledge Community District
 - Commonwealth Avenue, Central Avenue, Tandang Sora Avenue, Valerie Avenue, Katipunan Avenue and Xavierville Avenue
- Residential Subdivisions in District IV, including QC Hall
 - Kalayaan Avenue, V. Luna Road, Kamias Road
- Secondary roads such as Agham and BIR Roads bisect the North and East Triangles longitudinally effectively connecting North Avenue to East Avenue. Other secondary roads include Panay Avenue, Mo. Ignacia Avenue, Sgt. Esguerra Street, Scouts Albano St., Scout Borromeo St., Examiner St., Times St., Matalino St., Makatarungan St., Malakas St., V. Luna Road and Anonas Extension.
- Among the so-called "choke-point" areas include:
 - The major roads intersecting EDSA



- North Avenue corner Mindanao Avenue
- Kalayaan Avenue corner Kamias Avenue
- C.P. Garcia Avenue corner Katipunan Avenue
- Xavierville Avenue corner Katipunan Avenue
- Kamias Road corner Anonas Extension

1.7 **Mode of Transport**

- The Metro Rail Transit (MRT) Line 4 runs along EDSA with 3 stations on North Avenue, Quezon Avenue and GMA-Kamuning
- The proposed MRT Line 7 which will connect from the MRT Line 4 (North Avenue station) will pass thru North Avenue, Elliptical Road and then to Commonwealth Avenue. This project will further enhance the study area's accessibility and linkage to other metro areas.
- Public utility vehicles (PUVs) such as passenger bus, jeepney and FX Taxi cabs ply along major transport routes – EDSA, West Avenue, North Avenue, Quezon Avenue, East Avenue, Timog Avenue, Elliptical Road, Kalayaan Avenue, V. Luna Road, Kamias Road, Commonwealth Avenue, Mindanao Avenue, Visayas Avenue, Katipunan Avenue, and University Avenue (UP Ikot – except bus)
- Tricycle runs along secondary and subdivision roads in Barangays UP Village, San Vicente, Central, Pinyahan, Teachers Village West, Teachers Village East, Sikatuna Village, Loyola Heights, Phil-Am, West and South Triangle, Project 6, Bagong Pag-asa
- Pedicabs run along the stretch of Agham Road and BIR Road going to North Avenue.



1.8 **Buildable Area**

- Vacant properties of considerable sizes are found in the North and East Triangles. Most of these properties are owned by the National Housing Authority.
- In addition to the identified vacant lots, informal settlements located at the North and East Triangles area (about 27 hectares) and at the UP property can be considered for potential development.

1.9 **Functional Open Space**

- Two major parks in the city, the Quezon Memorial Circle and Ninoy Aquino Parks and Wildlife, with a total area of 44 hectares, are located at the heart of the study area.
- The Bantayog ng mga Bayani Monument, a city landmark, where significant events are held is also located thereat occupying 1.3 hectares of the corner of Quezon Avenue and EDSA.

- Aside from these, 23 developed parks and open spaces are situated in 14 of the 21 barangays forming part of the study area.
- There are four (4) undeveloped parks in the study area, all located in Barangay Loyola Heights.

1.10 Important Landmarks

- The study area is home to various tourist attractions and tourism-oriented facilities which vary from historical sites/landmarks, shopping centers/malls, entertainment and communication networks, parks and recreational facilities, premier education and medical institutions and national government agencies which further encourage entry of more visitors/investments.
- Among the important landmarks are the following:

Quezon City Hall – seat of local government	Ninoy Aquino Parks and Wildlife
Quezon Memorial Circle	Bureau of Internal Revenue
Social Security System	Bangko Sentral ng Pilipinas
GMA-7	Philippine Heart Center
ABS-CBN	Sulo Hotel
Boy Scout of the Philippine Monument	V. Luna Hospital
Ateneo de Manila University	National Housing Authority
Miriam College	Aquino Residence (Times St.)
University of the Philippines	Balara Filtration Plant
U.P Oblation	Bantayog ng mga Bayani Monument
UP-Ayala Techno Hub	Ninoy Aquino Monument
Iglesia ni Kristo Central Temple	SM North EDSA
Veterans Memorial Medical Center	TriNoma Malls
Philippine Science High School	

1.11 Existing Places of Employment

- Government workers which account for the biggest share of employment in the study area are clustered in the North and East Triangles including the Elliptical Road.
- Service workers are concentrated at the location of the two shopping centers and along Timog, West and Quezon Avenues.
- Workers in the IT sector are confined in the UP-Ayala Techno Hub area and ELJ Communications Center, Eton Centris in the East Triangle and Sykes in South Triangle.

1.12 Development Constraints

- Informal settlements confined in the North and East Triangle areas and at the UP and Botocan areas hinder the development of the land into a more profitable and suitable use.
- Prevalent heavy traffic at the identified “choke point” areas.

1.13 Development Potentials

- Improved quality of the physical environment and social infrastructure that create a good image of the city.
- Increased revenues from taxes on real property, business and individual income raising from increased values of land and investments made and employment generated.

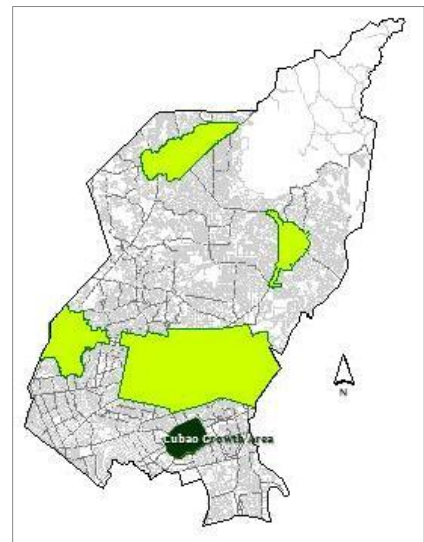
Business mogul Henry Sy and his chain of malls is the city's biggest taxpayer. Other biggest taxpayers in the city include Lucio Tan who owns the ETON Centris found in the study area, ABS-CBN and GMA Network.

- Quality human resource harnessed to their full potentials.
- Active local and foreign investments due to the favorable business atmosphere
- Assured earning for private investors
- The Pantheon and shrine of the Quezon Memorial Circle will be developed as the site of the new Quezon City Museum that will showcase the city's historical and cultural heritage.
- South Triangle is one among the top five richest barangays in the city.

2. CUBAO GROWTH AREA

1.1 District Boundary

- The study area covers the district of Cubao and its immediate environs:
- Its land area is approximately 193 has. and located at the convergence of two (2) important metropolitan thoroughfares: EDSA and Aurora Boulevard. It is also linked by Aurora Boulevard to Marikina and some Rizal towns and it serves as a gateway to these localities.
- Northwest : deep northside of Vancouver St. going Eastward to lot deep north side of New York St. up to lot deep eastside of 15th Avenue
- Northeast : deep eastside of 15th Avenue down to lot deep southside of P. Tuazon Boulevard
- Southeast : deep Southside of P. Tuazon Blvd., going Southwest lot deep northwest of N. omingo Street up to lot deep Westside of Boston St., going northwest to lot deep Vancouver Street.



1.2 Population

- It is covered in part or in whole by Rodriguez, Socorro, San Martin de Porres, Bagong Lipunan ng Crame, Pinagkaisahan of District 3 center. Concepcion respectively.

1.3 Inventory of Major Resources

- A. Public /Private Institutions
 - a) School Facilities
 - Six (6) educational institutions in the study area
 - Five (5) Public Schools
 - Cubao Elementary School
 - 15th Ave Elementary School
 - P. Tuazon Elementary School
 - P. Bernardo High School
 - Three (3) Privately-owned
 - Stella Maris College
 - Immaculate Concepcion Parochial School
 - JCSGO Christian Academy

- b) Health Facilities
 - Government-owned hospital (PNP Gen. Hospital)
 - Health Center (Cubao Health Center, Ermin Garcia HC, Socorro)
- c) Police Station
 - (Araneta Police Assistance Ctr., Station 7 QCPD, Camp Panopio Station)
- d) Sports and Recreation
 - Araneta Coliseum known as the Big Dome, the country's biggest sports and entertainment venue with 20,000 sitting capacity.
 - Other sports and recreational facilities are located in their respective barangays covering the district which include parks and playgrounds among others.
- e) Other Facilities
 - Barangay Halls / Multi-Purpose centers serve as the barangay venue for community activities and barangay affairs.
 - Located within the study area is the Bureau of Fire Protection and Pag-ibig Fund Office both in 15th Avenue and LTO QC District Office in P. Tuazon Blvd.
 - Religious activities/affairs of both catholic and non-catholic are served by 1 Catholic Church (Immaculate Concepcion Parish Church and several other non-sectarian chapels in the area.

B. Private Developments / Investments

Private developments in the area are concentrated at the Araneta Center and its proximate vicinities, very notable of which are the Gateway Mall, which is a high end shopping center, SM Cubao, Ali Mall, Shopwise, Isetann, Puregold, Farmers Plaza, and the famed Araneta Coliseum.

And nothing else typifies an up-to-date, dynamic commercial district with the presence of call centers – the fastest growing industry in our country.

The on-going developments by the Megaworld of a mixed residential/commercial buildings known as Manhattan Garden City is prominent in the area. There are already three (3) completed high rise buildings of this kind, one ongoing and more are upcoming.

2.4 Pattern of Land Use

ACTUAL LAND USE

District 2				District 4				TOTAL			
2003		2009		2003		2009		2003		2009	
LAND USE	AREA (in has.)	LAND USE	AREA (in has.)	LAND USE	AREA (in has.)	LAND USE	AREA (in has.)	LAND USE	AREA (in has.)	LAND USE	AREA (in has.)
Residential 1	8.11	Residential 1	8.11	Residential 1	8.16	Residential 1	8.16	Residential 1	8.27	Residential 1	8.27
Residential 2	6.02	Residential 2	6.02	Residential 2	7.66	Residential 2	7.66	Residential 2	12.67	Residential 2	12.67
Residential 3	21.68	Residential 3	21.68	Residential 3	32.69	Residential 3	32.69	Residential 3	64.27	Residential 3	64.27
Commercial 1	0.12	Commercial 1	0.12	Commercial 1	1.96	Commercial 1	1.96	Commercial 1	2.08	Commercial 1	2.08
Commercial 2	16.04	Commercial 2	16.04	Commercial 2	16.34	Commercial 2	16.34	Commercial 2	31.38	Commercial 2	31.38
Commercial 3	30.69	Commercial 3	30.69	Commercial 3	-	Commercial 3	-	Commercial 3	30.69	Commercial 3	30.69
Industrial 2	0.66	Industrial 2	0.66	Industrial 2	-	Industrial 2	-	Industrial 2	0.66	Industrial 2	0.66
Institutional	3.36	Institutional	3.36	Institutional	3.63	Institutional	3.63	Institutional	7.64	Institutional	7.64
Informal Settlers	1.16	Informal Settlers	1.16	Informal Settlers	0.96	Informal Settlers	0.96	Informal Settlers	2.12	Informal Settlers	2.12
Military	-	Military	-	Military	1.86	Military	1.86	Military	1.86	Military	1.86
Open Space	0.24	Open Space	0.24	Open Space	0.09	Open Space	0.09	Open Space	0.33	Open Space	0.33
Recreational	-	Recreational	-	Recreational	0.07	Recreational	0.07	Recreational	0.07	Recreational	0.07
Utility	1.66	Utility	1.66	Utility	2.61	Utility	2.61	Utility	4.26	Utility	4.26
Vacant	2.39	Vacant	2.39	Vacant	1.46	Vacant	1.46	Vacant	3.85	Vacant	3.85
Road	21.87	Road	21.87	Roads	18.93	Road	18.93	Roads	40.80	Road	40.80
Waterways	0.20	Waterways	0.20	Waterways	0.28	Waterways	0.28	Waterways	0.68	Waterways	0.68
TOTAL	106.71		106.71		87.73		87.73		193.44		193.44

- Residential use dominates the study area covering 67.21 has or 35% of its land space. Density is highest in the neighborhoods immediately adjoining the commercial center at about 709 persons/hectare (and notably increasing with the development of townhouses) and slightly decreasing as it moves away such as the outer district has an average density of 208 persons/ha.
- Commercial development which comprise 64.15 has (33%) of total land use is a combination of the high intensity scale commercial establishments while lesser scale activities are seen in major thoroughfares outwards of the center then extended by community scale stores and shops along secondary roads.
- 0.29% of land is devoted to industrial use.
- Institutional uses (schools, hospitals, religious and government) occupy 4% of land area. EDSA and even inside the Araneta Center
- Parks and Open space is a mere 0.17% of total land area
- Vacant spaces are about 3.85 has. or 2% of the land area.

2.5 Existing Functions

A. The area is considered a shopping and entertainment destination.

Cubao area is known as the central commercial district of Quezon City – home of hip and groovy nightclubs, drinking pubs, discos, and shopping malls. It conjures up images of wet market stalls and people flocking there for a bargain. It also calls to mind shopping malls where all manner of goods—from the pricey imported goods to the best of Filipino products—can be purchased. Coffee shops, movie house, and restaurants for every budget range can be found here.

B. It is also the modal transfer hub of the city.

The center's location is all about convenience – it is flanked by both the EDSA MRT station, which travels from North to South, and the LRT-2 station, which runs East to West. Cubao area thus acts as a *major transport mode interchange zone* where commuters transfer

rides mostly to/from work or to/from school. The growing of public number of public bus, jeepney, and FX terminals and stations have only notably increased for better accessibility to almost any point in Luzon.

C. The area also function as an IT park.

Nothing else typifies an up-to-date, dynamic commercial district but the presence of call centers – the fastest growing industry in our country. It is home to call centers like APAC, Telus, and Stellar, each one equipped with advanced telecom facilities and broadband technology to meet the unique requirements of modern-day entrepreneurs engaged in the business of information technology.

2.6 Access Road

A. External

Accessibility is generally good in the area where the road network is totally established. The two (2) major transport corridors, Aurora Boulevard and EDSA are the external access in the area as well as the two mass transport systems (LRT and MRT) traversing the area.

B. Internal

- Aurora Boulevard and P. Tuazon Boulevard are the main internal circulatory and access roads. Most of the tertiary roads are connected to these main roads.

- Tertiary roads have an average width of about 8.00 meters and every so often are utilized as off-street/roadside parking, thus causing traffic build-up in the area, not to mention a moderate to bad condition of existing roads.

2.7 Transport

The mode of transport is purely land-based. Rail transit, public buses, FX/taxis ply along the major roads particularly EDSA and Aurora Boulevard. Jeepneys plying Cubao-Fairview are passing thru the 15th and 18th Avenue and the New York-Boston Streets. Jeepneys bound to Project 4 and Marikina have P. Tuazon and Boni Serrano Avenues as their routes. Tricycles and pedicabs are limited in the inner areas of the intermediate zones.

A. *Traffic Volume*

Vehicular traffic is significantly high in the study area more so during peak hours. This is evident in the segment of EDSA and Aurora Boulevard.

Pedestrian concentration is most conspicuous at the corners of EDSA-Aurora Boulevard, intersection both sides along New York St. and both sides of Aurora Blvd. from E. Rodriguez Sr. Avenue to Katipunan Avenue characterized mainly by commuters transferring rides.

B. *Choke Points*

EDSA corner Aurora Blvd. where the two main mass transport lines converge is considered the major traffic bottleneck zone in Cubao. This is attributed mostly to passenger loading / unloading activities of buses.

Another critical traffic congestion is Noticeable along the roads around the Cuba-EDSA, Aurora Blvd. and P. Tuazon Blvd. This is also attributed to the practice of PUV drivers making frequent stops to load and unload at any point of the road.

The limited road width and high roadside friction crated by over-spilled pedestrians worsen the situation.



2.8 Buildable Area

The study area being built up since the '80s would seem to have run out of future space for horizontal development. However, noted are some properties nearly condemnable in nature still existing at the epicenter of Cuba's development. Likewise, old buildings and movie houses with dubious entertainment establishments still existing both sides along the busy street of Aurora may also be considered.

2.9 Functional Open Space

About 0.33 has. or 0.17% of land space in the area are utilized either as recreational or housing the community facilities of the barangay.

2.10 Important Landmarks

- The **Araneta Center** which has been redeveloped towards a more contemporary retail and recreational center that has appeal not only to the masses but also to the middle class.
- The massive Araneta Coliseum, fondly called “**The Big Dome**” at the epicenter of the development. Adjacent to the Araneta Coliseum is the 2 billion new Gateway Mall, atop Gateway Mall is a 7-storey office tower equipped w/ advance telecommunications facilities and broadband technology designed to attract business process outsourcing companies.
- **Farmers Plaza and Mega Q-Mart** formerly Nepa Q-Mart being located along EDSA as identifying landmarks especially for provincial commuters.

2.11 Existing Places of Employment

- The Cubao area particularly Araneta Center as a commercial growth node where commercial activities abound may be the main source of employment opportunities in the area. Further developments have grown outwards in the subsequent years to include the wholesale/retail industry and other big retail stores, food stores, restaurants and cinemas.
- The IT Centers that flourish in the area is a clean, growing industry that provides high-paying jobs.

2.12 Development Constraints

- **Narrow Inner Streets.** The local roads are quite narrow (about 8-10 mts width) making commercial and high density residential development difficult.
- **Traffic congestion along major road intersection.** Even as major intersections are equipped with automatic light signals, the limited capacities of these road intersections and the high volume of vehicular traffic create long queues.
- **Deteriorated atmosphere.** The old and unsightly façade specifically along Aurora Blvd owing to the so called “progress infrastructure” like the LRT.
- **Emergence of other growth nodes.** Development of new commercial centers (Sta. Lucia and Metro East, Eastwood in Libis, and the emergence of new city centers (Taguig City) is gradually eating away the catchment area of Cubao.

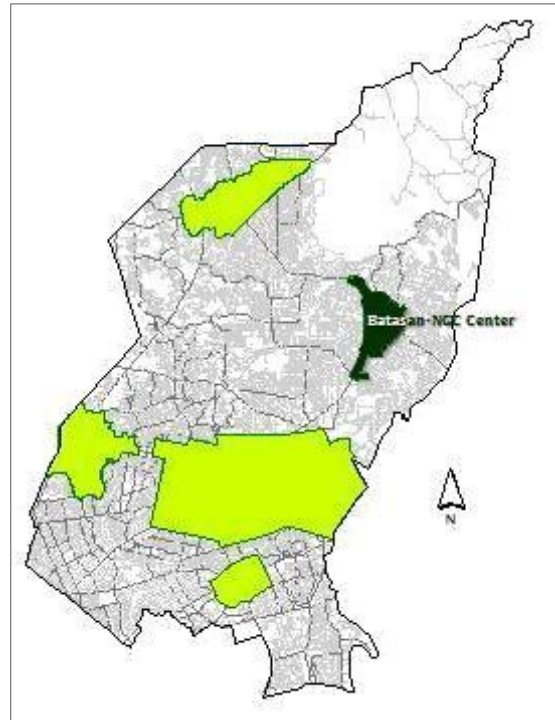
2.13 Development Potentials

- **Redevelopment Potential.** The presence of international investors and big private groups to pursue the plan to transform Araneta Center into an entertainment, retail and business center.
- **The Presence of the Mass Rail / Light Rail Transit Lines.** The center’s location is all about convenience – it is flanked by both the EDSA MRT station, which travels from North to South, and the LRT-2 station
- **Growth of IT-business in the area.** With the development of IT sector, many IT based services have located within the city. The area becomes an ideal location for this trend in cyberspace and provides greater competitiveness in the city’s economy.

3. BATASAN-NGC CENTER

3.1 District Boundary

- The study area is located at the north eastern part of Quezon City
- It is bounded on north by lot deep northeastern portion of Commonwealth Avenue, then lot deep northern portion of Batasan Road; East by lot deep eastern portion of Batasan Road. South lot deep south eastern portion of Batasan Road Going Westward to lot deep Commonwealth Avenue down to Capitol Homes Drive Then 100-meter deep from creek up to Doña Carmen Avenue
- It has a total land area of 224.23 hectares covering the major portions of Barangays Commonwealth and Batasan Hills and small parts of Barangays agong Silangan, Holy Spirit and Payatas and identified as National Government Center.
- It has an estimated population of 78,402.40



3.2 Inventory of Major Resources

A. Public/Institutional

The study area has five (5) national government institutions namely: Sandiganbayan, Commission on Audit, Department of Social Welfare and Development and Civil Service Commission, House of Representatives of Batasang Pambansa. House of Representatives for Electoral Tribunal and Professional Development Center are two (2) extensions offices of House of Representatives and Commission on Audit respectively located next to Sandiganbayan. In addition, twelve (12) community facilities are strategically located in the study area such as barangay hall of Bgy. Commonwealth, two (2) health centers, five (5) daycare centers, one (1) police station, one (1) fire-substation and two (2) developed parks.



There are five (5) public schools, three (3) elementary, one (1) secondary and one (1) tertiary. Notably, Commonwealth E/S has most numbers of students in Quezon City and its newly built annex and Pres. Corazon Aquino E/S annex along Batasan Road. Batasan National High School caters most numbers of enrollees within its neighboring barangays and has the highest number of students within Quezon City. The newly built QC Polytechnic University is a branch of QCPU located at Quirino Highway, Bgy. San Bartolome.

A total of twelve (12) private schools, three (3) private schools, three (3) in tertiary levels include ABE International Business College, Asian Institute of Computer Studies (AICS) and AMA Computer University and nine (9) schools offering both primary and secondary that includes Our Lady of Mercy School, St. Francis de Assisi of QC, Sto. Niño Institute, Commonwealth Christian Academy, Commonwealth Adventist E/S, Havmanta Learning School, St. Mark International Academy and Grace Flous School.

Other institutional facilities include the two (2) catholic churches namely: St. Peter Parish Church, Parokya ng Kristong Hari and three (3) chapels located within the interior streets of National Government Center. Also, about four (4) non-catholic namely: Iglesia ni Cristo, Seventh Day Adventists, Resurrection Power Christian Church and Pentecostal Missionary Church of Christ are presently located within the study area.

B. Private Development/Investments

The stretch of Commonwealth Avenue is characterized mainly by commercial development which is a mixture of retail and wholesale. Mostly in western portion of Commonwealth Avenue in particular concentrated to auto related business and construction supplies and services. Also, the recently opened Wilcon Depot, a one-stop-shop of construction supplies and materials located at the northern most part of the study area.

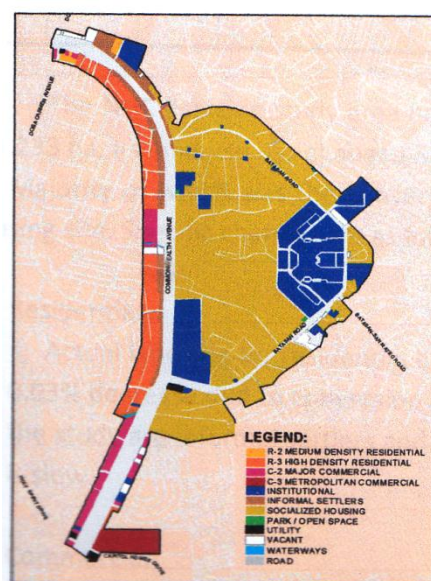


Commercial banks are visible in the study area such as HSBC, PS Bank, BPI Family Bank, Metrobank, Security Bank, Union Bank, Allied Bank, Philippine National Banks and three (3) branches of Landbank to facilitate all the necessary financial transactions in the process of economic development.

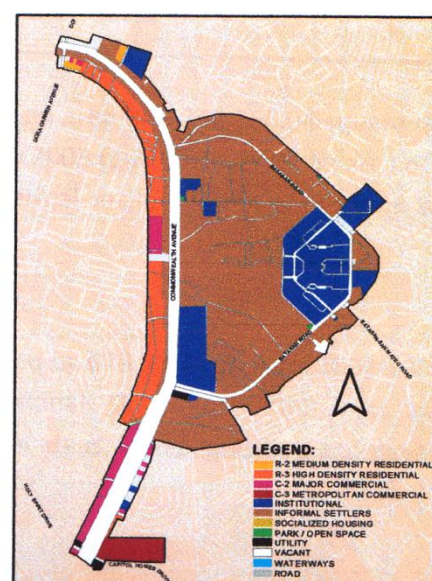
The Ever Gotesco Center Mall, one of the earliest shopping center and the numerous medium-rise commercial buildings are also evident along Commonwealth Avenue accommodate the restaurant and fast food chain like Pancake House, Starbucks, Jollibee, Mc Donalds, Chowking and Tapa King. The Convergys Company known for leader in relationship Management that offers hundreds of workforce benefited the City's residents.

The spacious Commonwealth Market serves as a drop-off point of variety of different commodities that engaged in trade and commerce mostly coming from the provinces of Rizal and Bulacan. It caters enormous numbers of customers coming from neighboring cities. Litex Wet and Dry Market and six (6) flea markets serve as an extension of Commonwealth Market to supplement the need of NGC occupants.

3.3 Inventory of Major Resources



ACTUAL LAND USE OF 2003



ACTUAL LAND USE OF 2009

COMPARATIVE ACTUAL LAND USE OF 2003 AND 2009

2003		CHANGE		%	2009	
LANDUSE	AREA In sq.m.	LANDUSE	AREA In sq.m.		LANDUSE	AREA In sq.m.
Residential 2	7,543.35				Residential 2	7,543.35
Residential 3	160,708.00	Institutional	679.23	0.03%	Residential 3	160,708.00
Commercial 2	57,373.86	Institutional	811.13	0.17%	Commercial 2	61,170.09
Commercial 3	49,629				Commercial 3	49,629
Institutional	319,653.81			0.48%	Institutional	330,322.64
G C Informal Settlers E a	1,172,641.15	Institutional	9,178.46	46.84%	Informal Settlers	81,818.44
		Socialized Housing	1,050,345.70			
		Vacant	7,569.38		Socialized Housing	1,050,345.70
		Road	23,729.17			
Open Space	1,818.87				Open Space	1,818.87
Utility	7,573.33			0.03%	Utility	8,209.30
Vacant S	30,393.54	Utility	635.97	0.10%	Vacant	32,719.58
		Commercial 2	4,607.37			
Road	433,399.22			1.06%	Road	457,128.39
Waterways	1,631.87				Water	1,631.87
Total	2,242,366.04	Total Area Changed	1,097,556.41	51.05%		2,242,366.04

Study area has a total land area of 2,242,366.04 square meters or 224,233 ha. its land use has changed 51.05% from 2003 to 2009 covering an area of 109.755 ha. Majority of which was the conversion of informal settlers in the area into a socialized housing site. Specific changes are as follows:

A. Residential

Actual land use for residential has decreased by 679.23 sq.m. from 2003-2009 or just 0.03% decrease due to conversion into institutional. Since most of the areas covered by the study are informal settlers and commercial areas, land acquisition and development is slow.

B. Commercial

Study area has a sizeable number of commercial establishments. In 2003, a total of 10.7 ha. of land were utilized for commercial use or an increase of 4,607.37 square meters to a total of 11.08 ha. was utilized in 2009 even if 811.13 sq.m. was converted into institutional of Commonwealth Avenue from Don Antonio to Batasan Road which has now, with medium rise building such as the Convergys.

Some commercial structures are being converted into schools most of which offer computer related courses.

The entry of Wilcon Builders, developing a strip of vacant lot near the gate of Doña Carmen Subdivision, for a hardware and construction supply store.

C. Institutional

Based on 2003 land use data, land area for institutional use was 31.96 has of the study area. This has increased to 33.03 has. due mostly to conversion of areas previously occupied by informal settlers into institutional structures like churches and schools.

D. Informal Settlers

Informal settlers occupy comprising almost 50% of the study area especially 2003 but have drastically changed into a socialized housing site with the enactment of Republic Act 9207 on May 17, 2003 by Pres. Gloria M. Arroyo designating the NGC Eastside for socialized housing to qualified beneficiaries.

Areas occupied by informal settlers total to 117.26 has. of the study area. Of this total area, 9,178.46 square meters into roads. The rest of the area has been converted into institutional use, 7,569.38 square meters into Vacant lots and 23,729.17 square meters into roads. The rest of the area has been converted into socialized housing with a total area of 1,050,345.70 square meters (105.034 has).

E. Vacant Lots

Approximately 30,393.54 square meters of vacant lots were identified in 2003 this of which 4,607.37 square meters have been converted to Commercial and 35.97 square meters was converted into Utility. (Flying V Gas Station)

A total of 3.27 has or 0.10% remains vacant in the study area. Most of these vacant lots are privately owned.

F. Roads

Actual land use patterns from 2003 to 2009 reveals an increase of 23,729.17 square meters or approximately 1.06% increase from 433,399.22 square meters in 2003 due to the development of informal settler areas into socialized housing.

G. Utility

Utility land use has increased by 635.96 square meters from 7,573.33 square meters in 2003 with the addition of Flying V Gas Station at the corner of Don Jose Street and Commonwealth Avenue.

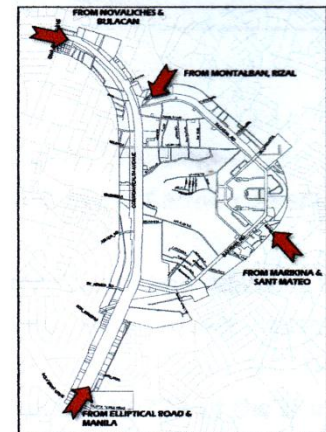
H. Water

There was no change with the area being occupied by water from 2003 to 2009.

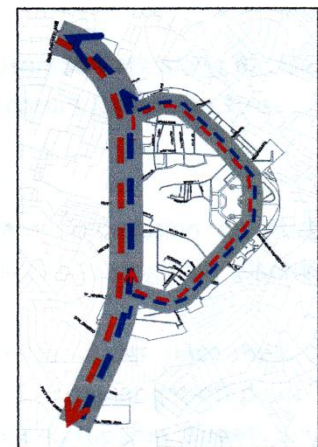
3.4 Existing Functions

The existence of different national government offices affirms that the study area is national government center since most of the said offices are independent constitutional commission and has legislative in function. Originally, the plan for the National Government Center is to house the government offices, however, Informal settlers occupied the NGC site and petitioned the Government to improve and make it available to the land they are squatting on.

As a socialized housing district since the approval of Republic Act No. 9207, otherwise known as the National Government Center Act of 2003, that provides security of tenure to the bonafide residents of the NGC including the approval of the blueprint for the utilization and development of the area.



The presence of Commonwealth Market and its massive location caters not only city's residents but also those from neighboring cities and provinces of Rizal and Bulacan. The "bagsakan area" adjacent to the market serves as a center whereby persons trade, and goods and services are exchanged forming part of the economic development in the area.



3.5 Access

A. External

The study area is linked to the major arterial roads of Metro Manila via the 100-meter wide (right-of-way) Commonwealth Avenue and within the East side of the NGC is the 50-meter wide (right-of-way) Batasan Road.

Litex Road (Manila Gravel Pit) and Batasan-San Mateo Road are links from and to Montalban and San Mateo Rizal.

These roads have road right-of-way ranging from 12.00– 20.00 meters and 20.00 meters respectively.

B. Internal

Internal/secondary roads within the NGC have road Right-of-ways varying from 5 to 6 meters. Alleys and Path walks are asphalt paved to unpaved.

3.6 Mode of Transport

Various public transportations such as bus, FX and jeepney Traverse Commonwealth Avenue going to Fairview and San Jose del Monte, Bulacan and going back to Manila.

Tricycles and pedicabs ply the routes within the NGC area serving the commuters going in and out of the neighboring barangays and subdivisions.

Jeepney terminals are located in front of Commonwealth Market and Ever Gotesco Mall Center plying the route of San Mateo, Montalban, Manila and areas within the city. Tricycle and pedicab terminals are mostly located at the corner streets of Commonwealth Avenue and Batasan Road.

About 8 seven (7) foot bridges along Commonwealth Avenue and one in front of Batasan National High School have been erected due to high volume of pedestrians crossing along the said thoroughfares. About six (6) U-turn slots are accessible along Commonwealth Avenue.

3.7 Buildable Areas

There are 32,719.58 square meters of vacant lots, the most notable are the following:

- Vacant lot at the corner of Commonwealth Avenue and Doña Carmen Avenue approximately 1000 square meters
- Vacant lots along Commonwealth Avenue beside St. Peter Church and adjacent to Commonwealth Market Annex approximately 1000 and 2000 square meters respectively
- Informal settlers covering an area of 81,818.44 square meters or 17.37% of the study area mostly located along Batasan Road and Commonwealth Avenue.

3.8 Functional Open Spaces

Two (2) parks have been developed most recently are Batasan-SB Park along Batasan Road and Commonwealth-SB Park along Commonwealth Avenue corner Katuparan Street.

3.9 Important Landmarks

The most distinguished landmarks in the study area are Commission on Audit Compound and Batasan Pambansa Complex built in the late seventies as originally planned to house the government policy-making body's offices.

Other notable landmarks are the Sandigan and Ever Gotesco Center most of the terminals are located within or near these structures. The most popular get-off point is called "Manggahan" it is actually the intersection of Villonco-Katuparan Streets and Commonwealth Avenue and was referred "Manggahan" as in the past the NGC west side was filled up of mango trees subsequently occupied by the informal settlers.

3.10 Existing Places of Employment

National government institutions like the House of Representatives, Sandiganbayan, DSWD, COA and the Civil Service Commission has shared a piece in giving employment. Furthermore, institutions like these have been providing means of livelihood & basic employment such as janitors, messengers and security guards to the majority residing in NGC area.

Bulk of employment in this area is coming from small businesses hiring skilled to non-skilled workers for manpower. Basic skills operations of vulcanizing, auto repair/parts and sales of various products from the market, talipapas and stores have been the main source of livelihood. Selling and service crews have been in the immediate malls, groceries and food chains.

Major players have also contributed in providing employment. Blue collar jobs comes from the likes of Convergys for IT services, private offices and banks.

3.11 Environment

A. Waterways

Two water tributaries exist within the area study. A creek crossing Commonwealth Avenue just adjacent Commonwealth Market has a varying width from approximately 3.00-20.00 meters starting at the Batasan Complex and collects water from adjoining residential areas. Most parts of the river have retaining walls to avoid soil erosion especially during heavy rains. The river crosses Commonwealth via Reinforced Concrete Pipes going to Commonwealth Market Annex and narrows as it flows down beside Riverside Road. Water quality is poor with water coming from the market being drained on this river and various areas along the river with garbage. A 1.5 meter creek just beside Don Ernesto Street collects rainwater coming from Commonwealth Avenue down to Don Enrique Heights to BF Home Subdivision westward. Water from this creek is usually low and only fills up with rain. Parts of the river noted with garbage.

B. Greenery

Most parts of the study area have trees and patches of grass. Though residential areas have approximately 1-2 trees per house, trees area predominantly observed within Institutional Areas wherein mini forest like areas abound.

Highway and road islands have also been planted with trees and greenery as well as with the sidewalks.

3.12 Development Constraints

- Squatter families are continuously increasing in size and number which causes the delay of the implementation of reblocking in socialized housing zone.
- Poor physical condition manifested by the presence of informal settlers
- Narrow or lack of road rights-of-ways to access inner road

3.13 Development Potentials

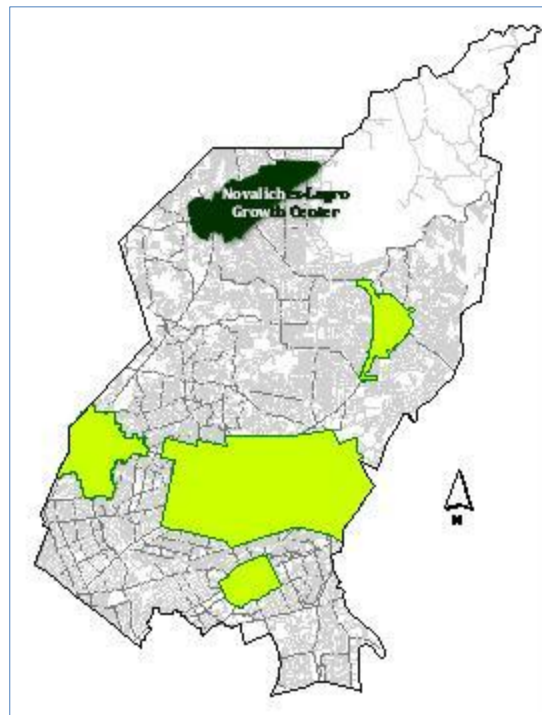
- Strategically located at the north eastern part of the city that house most national government offices
- Accessibility to major roads having wide road right-of-ways
- Availability of all transport utilities and the proposed MRT line that will pass thru Commonwealth Avenue
- The population provides reliable source of manpower to the existing both institutional and commercial establishment
- Declaration of RA9207 known also as the ***“National Government Center (NGC) Housing and Land Utilization Act of 2003.”***

- The strategic location of Commonwealth Market that serves as the drop-off point to the neighboring cities and provinces
- Illegal vendors and establishments occupying parts of roads aggravated by illegal tricycle terminals and bus/jeep stops hampering smooth flow of traffic of people and transport.

4. NOVALICHES-LAGRO GROWTH CENTER

4.1 District Boundary

- The project area is located at the northern part of the city and it is bounded by following boundary delineations;
- North : area bounded on the north by northern boundary line of 148H, Lot 750, Lot 1088, Lot 1089 passing through Susano Road then lot deep northern portion of Dao Street going eastward to Quirino Highway, then eastward lot deep north side along Quirino Highway up to the western boundary line of Bloomfields Subd., then northwards along the boundary line of Bloomfields Subd., then eastward along the southern boundary line of Pamahay Homes and Maligaya Park Subd. Extending to lot deep North side of Colossians Street end limit of Sacred Heart Village II.
- East : bounded on the east by the end limit of Colossians Street southwards to Quirino Highway then westward along Quirino Highway up to north-eastern boundary line of Hilltop Subd., then going southward along the eastern boundary line of Hilltop Subd.
- South : bounded on the south by the southern boundary line of Hilltop Subd. going westward to lot deep south side along Mindanao Avenue extending up to the south boundary line of Cresta Verde Executive Subd. and Santiago Subd. up to Tullahan River, then westward along Tullahan River up to lot deep south side of Buenamar Avenue, then westward lot deep along south side of Buenamar Avenue extending to lot deep west side of Panday Pira Street and up to lot west side of Doña Rosario Street.
- West : bounded on the west by lot deep west side of Doña Rosario Street going northwards to Doña Rosario Extension and the western boundary line of Bgy. Novaliches Proper up to General Luis Street, then lot deep west side of Ambrosia Cruz Street and lot deep west side of Malvar Street up to end limit Malvar Street.
- It has a total land area of 445.00 hectares or 2.76% of the land area of the city covering Bgy. Novaliches Proper, Pasong Putik Proper and portions of Bgys. Sta. Monica, San Agustin, Kaligayahan, and Greater Lagro. It has a total estimated population of 31,591.



4.2 Inventory of Major Resources

A. *Public Institutions*

The public institutions in the Novaliches-Lagro area include three (3) public schools namely Doña Rosario Elem. School, Doña Rosario High School and Villa Verde Elem. School, two (2) police stations also known as Police Station 4 and North Fairview Police Station, one (1) public library known as Novaliches SB Library, two (2) day care centers, one (1) health center in Novaliches area / (3) health centers in Lagro area and two (2) barangay halls, Novaliches Proper and Sta. Monica. These are all located along Quirino Highway. Only (1) Fire Station is within the study area specifically identified as the Novaliches Fire Station while there are (2) Fire Sub-Stations that may also serve the area namely, Lagro and Fairview Fire Sub-Stations. While the barangay hall of Sta. Monica and the Novaliches District Center, otherwise known as the mini-city hall of Quezon City are located along Moses St., inside Jordan Plains Subdivision in Bgy. Sta. Monica. There are also three (3) Catholic churches and three (3) chapels and one (1) public cemetery within the district.

Non-catholic church such as the Iglesia ni Kristo, Baptist Church, UNIDA Evangelical Church, Maranatha First Evangelical Church, Pentecostal Church of Christ, Jesus is Lord Church, Novaliches Evangelical Church and the Church of Latter Day Saints are also found in the study area.

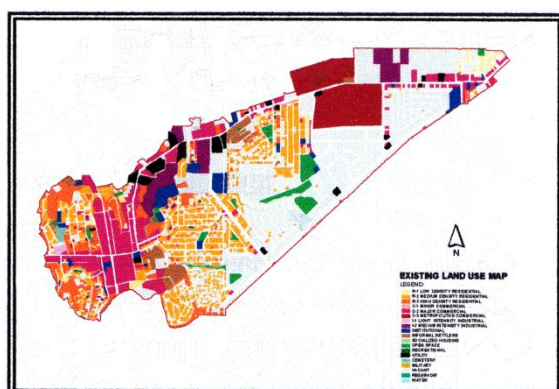
B. *Private Development Investments*

- in the immediate environs of the project area are (31) educational institutions, (13 in the Nova Area and (17) in the Lagro Area. These institutions are consisting of (3) public schools, four (11) private schools and nine (17) technical/vocational schools (primarily offering IT-related courses).
- Notable among these institutions located in the Lagro Area are the following: School of St. Anthony, Sacred Heart Academy of Novaliches, Mercedarian School, Our Lady of the Holy Rosary School, O.B. Montessori Center, Olympian English Preparatory School, Colegio de Sta. Teresa de Avila, Our Lady of Fatima University, RISCOR Institute of Technology, Asian Institute of Computer Studies (AICS), National Polytechnic College of Science and Technology, STI, AMA Computer Learning Center (ACLC), St. Dominic Institute, Montessori Professional College, ACCES, ACSAT, AISAT and Informatics.
- Educational institutions in the Nova Area are as follows: Alejandro Colleges, Dumlao Colleges, Metro Manila Colleges, Grace Montessori School, Sto. Niño de Novaliches, St. Jerome School of Novaliches, Bloom Ridge Integrated School, Best Link Institute of Information Technology, STI, Datamex.
- The private developments in the Nova area are lined up along Quirino Highway, General Luis Street and Susano Street extending towards the inner roads where most of the markets are located.
- The major private developments in the Lagro area are concentrated along the major thoroughfares of Quirino Highway and Regalado Avenue, notable of which are the SM City Fairview and Robinsons Place. Portion of the Jacinto Steel Property is now developed into a mixed residential/commercial use (The Redwoods) with some portion being retained as industrial use (warehouse).
- Robinson's Supermarket, San Roque Supermarket, Novaliches Plaza Mall, Puregold and Savemore are some of the identified major establishments in the Novaliches area.

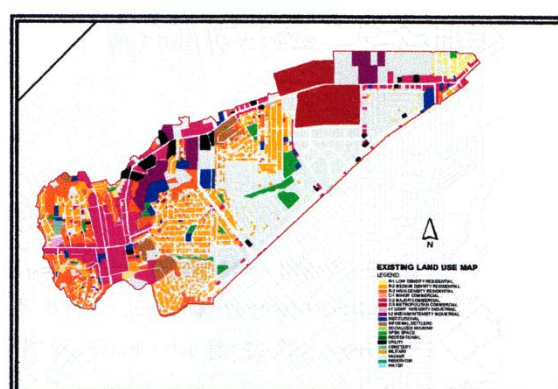
- Nine (9) private markets are also operating in the area, identified as follows
 - E-Market
 - Novaliches Plaza Wet and Dry Market
 - Don Manuel Wet and Dry Market
 - CI Market
 - Star Market
 - Novaliches Market
 - Susano Market
 - Sauyo Market
 - Shop and Ride Market
- Other private development investments also include three (3) hotels, two (2) private hospitals, one (1) lying-in clinic. A funeral parlor and a cockpit were also observed along Quirino Highway and Sarmiento Street respectively.
- Additional private investment is the newly developed San Benissa Garden Villas consisting of 9-5 Storey Medium Rise Residential Buildings located at the end limit of Don Mariano Marcos Avenue. The extension of Don Mariano Marcos Avenue is presently under construction.

4.3 Pattern of Land Use

NOVA-LAGRO LAND USE 2003



NOVA-LAGRO LAND USE 2009



COMPARATIVE ACTUAL LAND USE OF 2003 AND 2009

2003			2009			DIFFERENCE	
LAND USE	AREA (IN HAS)	%TO TOTAL	LAND USE	AREA (IN HAS)	%TO TOTAL	AREA (IN HAS)	% DIFFERENCE
Residential	89.64	20.14%	Residential	93.51	21.01%	3.87	0.87%
Commercial	75.54	16.97%	Commercial	77.65	17.45%	2.11	0.48%
Industrial	16.51	3.71%	Industrial	16.51	3.71%	-	0.00%
Institutional	11.82	2.66%	Institutional	11.82	2.66%	-	0.00%
Informal Settlers	9.35	2.10%	Informal Settlers	8.89	1.99%	(0.46)	-0.11%
Open Space	10.76	2.42%	Open Space	10.93	2.46%	0.17	0.04%
Cemetery	0.92	0.21%	Cemetery	0.92	0.21%	-	0.00%
Utility	8.27	1.86%	Utility	8.10	1.82%	(0.17)	-0.04%
Vacant	131.64	29.58%	Vacant	125.94	28.30%	(5.70)	-1.28%
Road	89.26	20.06%	Road	89.44	20.10%	0.18	0.04%
Waterways	1.29	0.29%	Waterways	1.29	0.29%	-	0.00%
Total	445.00	100.00%		445.00	100.00%		

From year 2003-2009, the significant land use transformation is noted in the residential, commercial district and the informal settlers. The increase was attributed by the conversion of

vacant lots into residences and commercial establishments. The informal settlers decreased from 2.10% in 2003 to 1.99% in 2009. It is attributed to the conversion of some areas into parks and playground located at the Novaliches District Center and residential lots under the Community Mortgage Program along Emerald Street adjacent Millionaires Park.

Vacant lot is the dominant use in the district covering 125.94 has. or 28.30% of the total land area followed by residential use with 21.01% and commercial use with 77.65 has. or 17.45 has. Old commercial establishments were developed into new developments such as Savemore, Robinsons Supermarket, Novaliches Plaza Mall and Sogo Hotel. There are new constructed buildings at the properties of the SM City Fairview and at Robinsons Novaliches (IT buildings and more expansions) as well as in the Quirino Highway. However, these developments are confined to areas already zoned as C-3 areas. Also, a newly developed residential complex dubbed as San Benissa Garden Villas contributed to such residential growth in the area.

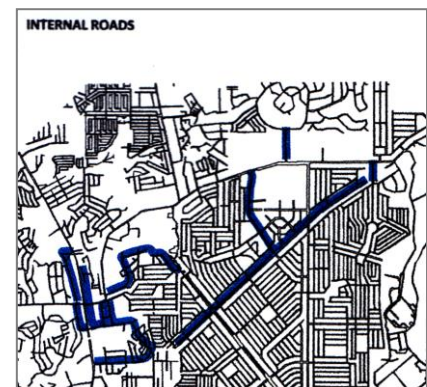
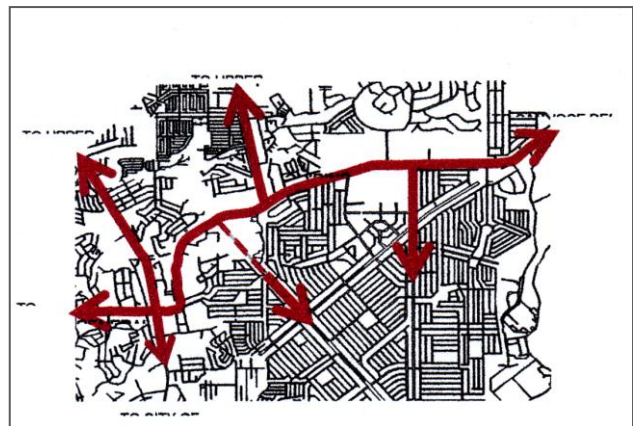
4.4 Existing Function

The existence of the two major shopping malls in the study area makes it the commercial center of the northern portion of the city including its immediate environs such as the upper Caloocan City and the province of Bulacan, particularly San Jose del Monte City.

The area is also the old community and commercial center of the Novaliches District with the existence of Novaliches Market and other markets in the area including the church. At present, it remains to be the Novaliches commercial core catering not only its residents but also the upper Caloocan population.

4.5 Access

- The most common mode of transport plying in various routes in the area is the passenger jeepneys and buses. Tricycles are confined in the inner Section of the area.
- The identified external roads which provide access from inner to outlying areas of the study area are Quirino Highway, Susano Road and Gen. Luis Street.
- Quirino Highway, a 20.00 meter wide road links the area to San Jose del Monte, Bulacan on the north and Manila on the south.
- Serving as internal roads are Mindanao Avenue (40-m wide), Regalado Avenue (20-m wide) and Belfast Street (20-m wide), all concrete paved roads while Ascension Road (asphalt paved) is a 12-m wide subdivision road. There are also other small internal roads within the portion of North Fairview Park-Neopolitan Subdivision.
- Susano Road, a 6.00 meter wide road links the area to the northern part of Caloocan City
- Gen. Luis Street, an 8.90 meter wide road connects the area to Valenzuela towards North Luzon Expressway.



- The inner roads that serve as an access in various The inner roads that serve as an access in various routes in the project area are Dumalay Street, Sarmiento, Geronimo Street, Ramirez, Austria, Buenamar Avenue, Salvador Avenue, Joshua Street, Violeta Street, Forest Hill Drive, Maligaya Drive, Ascension Avenue, Belfast Street, Mindanao Avenue. Except for Mindanao Avenue, Geronimo Street, Maligaya Drive and Ascension Street, which are 2-way traffic, the rest are 1-way traffic.
- Public bus terminals situated within the compound of Robinson's Novaliches is being operated by Metro Manila Development Authority (MMDA) and along Quirino Highway. Proliferation of jeepney and FX's/Taxi terminal is also observed along Regalado Avenue and Quirino Highway and within SM Fairview Mall compound.
- Dispersed in various sites of the study area are 22 transport terminals, 13 of which are for passenger jeepneys, 3 for FX, 3 for tricycles and 3 for buses.
- Flow of traffic in the area is moderate to heavy particularly at the junction of Gen. Luis, Quirino Highway and Susano Street.

4.6 Buildable Area

About 28.30% or 125.94 has. particularly in the Neopolitan Business Park is considered as a buildable area that can be developed either into a residential or commercial purposes.

The vacant lots that are accounted for in the study area are mostly residential lots found within the existing residential subdivisions. Moreover, two (2) abandoned buildings are noted; the Metro Manila College along Quirino Highway and the Little Merry Hearts Montessori School along Dumalay Street that can be considered buildable.

4.7 Functional Open Space

The study area has thirteen (13) parks and playgrounds covering a total land area of 13,559.74 square meters which can contribute to the overall upliftment of the physical and mental well being of its residents. These parks and playgrounds are located in different accessible areas.

4.8 Important Landmarks

The important landmarks noted in the Novaliches area are the Novaliches District Center, known as the Mini-City hall located along Moses Street, the Lady of Mercy Shrine and the SB Park which is both located along Quirino Highway.

However, SM City Fairview and Robinsons Novaliches along with the Our Lady of Fatima University are considered as the present existing landmarks in the Lagro area in addition to old existing Jacinto Steel Property.

4.9 Existing Places of Employment

Majority of the places of employment in the district are from the retail and trade businesses provided for by the existing malls and other small to medium type of commercial establishments followed by the transport service as evident by the presence of several transport terminals in the area.

The area is considered as shopping center hub of the study area where majority of its population are engaged in service type of employment specifically in the retail, sales and from the Business Process Outsourcing (BPO) particularly call center agents.

4.10 Development Constraints

- Congestion of commercial areas and narrow road right-of-ways that aggravate traffic and pedestrian circulation and limit the area for high commercial activities.
- Proliferation of various transport terminals and on-street parking
- Limited buildable area for development in the Novaliches area.
- Poor physical condition (unsanitary surroundings) particularly in markets
- Slow phasing of the development in Lagro area
- Loading and unloading of passengers anywhere.

4.11 Development Potentials

- Private investors still consider the area as a potentials site for commerce by putting up new development in the area.
- The existing zone classification (C3) will provide investors an opportunity to develop the highest and best use of the land.
- Availability of buildable lots in the Lagro area.
- Presence of major IT companies.
- Existence of IT related educational institutions

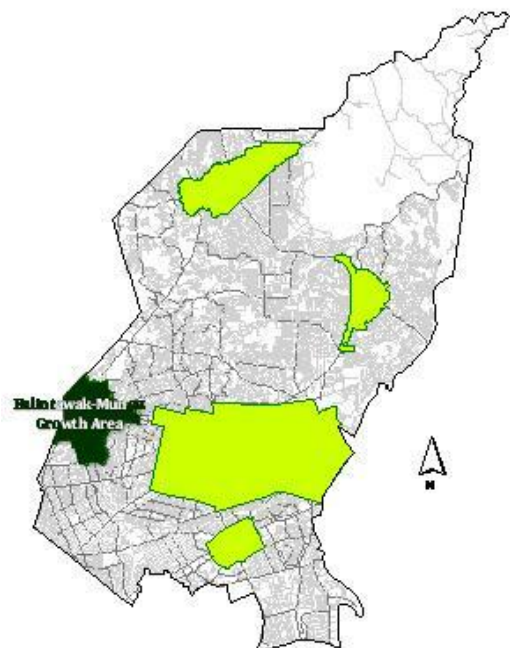
5. BALINTAWAK-MUÑOZ GROWTH DISTRICT

5.1 Location

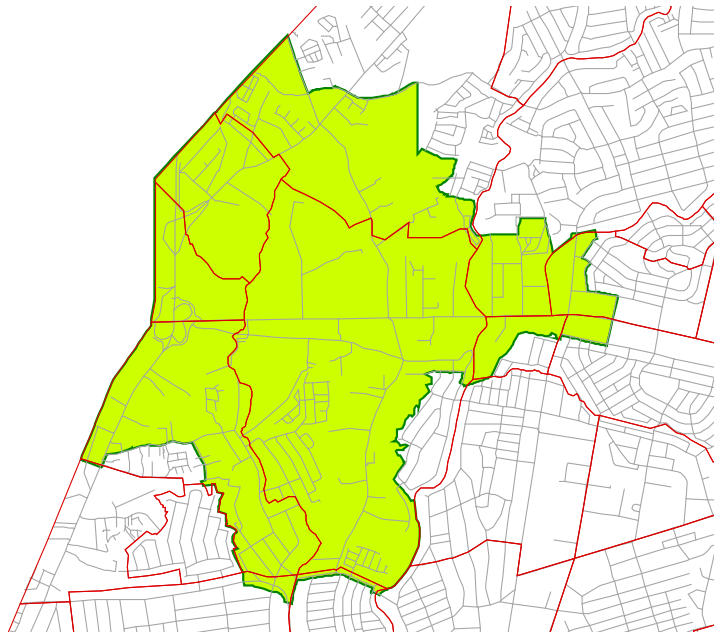
- Located at the middle Westside portion of the City at the boundary with Caloocan City.
- It is at the junction of EDSA and the orth Luzon Expressway
- Has a total land area of 419 land area of 419.31 hectares with an estimated population of 56,864 representing 1.92% of the city's population

5.2 Boundary

- West by QC-Caloocan political boundary.
- North by Baesa Road, Kaingin Road, Meralco Transmission Line, NPC Property, Sitio Pajo, Fema Subd., QCGH and Culiati River
- East by Congressional Ave. eastward to ABra St. up to the extended alignment of Lanutan St. to Dangay Street then westward to Culiati River southward to Parkway Village to San Francisco River then southward to Toktokan Bridge



- South by Toktokan St., Sgt. Rivera Avenue, Damar Subd.extended to Balingasa Road then westward to City Limit.
- It covers the entire Barangays of Unang Sigaw, Balong-bato and portions of nine (9) other Barangays namely Bgys. Bahay Toro, Ramon Magsaysa, Veterans Village, Katipunan, Masambong, Manresa and Balingasa in District 1 and Bgys. Baesa and A. Samson in District 2.



5.3 Inventory of Major Resources

A. Public/Institutional

- There are five (5) public educational institutions within the area. Four (4) are elementary schools and one (1) secondary school. There are also two (2) privately owned colleges.
- There is on Police Community Precinct (Talipapa PS-3) located at Camachile and one Police Assistance Center at Cloverleaf Area.
- The area has two (2) general hospitals, the Quezon City General Hospital and Pascual General Hospital
- Four (4) Barangay Halls are also located in the area namely, Balingasa, Balong-bato , Unang Sigaw and Apolonio Samson.

B. Private Development/Investment

- Area is host to nine (9) wet and dry markets, concentrated at the Cloverleaf area long EDSA and the existence of Walter Mart and Muñoz Market at Muñoz area.
- Wholesale and retail activities sprawl along EDSA, Old Samson Road, A. Bonifacio Avenue and Quirino Highway.
- Industrial activities vary from manufacturing, fabrication and warehouse and mostly located at the inner core, along Oliveros Drive and on the west bank of Balong-bato Creek, along Samson Road, Quirino Highway and Joy Street.

5.4 Land Use

- Industries dominate at 37.28%, located mostly in the inner core, along Oliveros Drive and on the west bank of Balong-bato Creek, along Samson Road, Quirino Highway and Joy Street. Vary from manufacturing and fabrications to warehouses or storage.
- Residential use, next largest land use at 22.79%; comprise of the communities along Kaingin Road, Balingasa Road and Quirino Highway.

- Informal settler occupy about 4.20% of the total area.
- Commercial use comprise 9.62% and located along major thoroughfares, EDSA, A. Bonifacio; Quirino Highway and North Luzon Expressway.

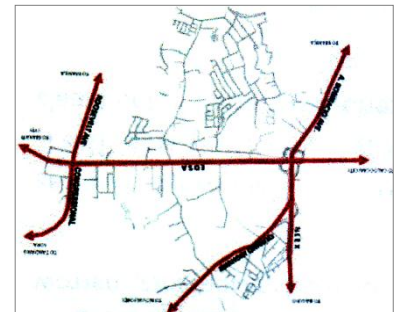
5.5 Existing Function

- Known as trading center, a “bagsakan” for agricultural produce, particularly from the North.
- Area’s traditional industrial character resulted from the spill of industrial activities from Caloocan. In fact, area used to be a portion of the industrial zone of said city before creation of QC.
- Informal settler occupy about 4.20% of the total area.
- Commercial use comprise 9.62% and located along major thoroughfares, EDSA, A. Bonifacio; Quirino Highway and North Luzon Expressway.



5.6 Access Road : Road Network, Transport and Traffic

- Area traversed by 6 primary roads-Manila North Diversion Road, EDSA, A. Bonifacio Avenue, Quirino Highway, Congressional Ave. and Roosevelt Ave. Four (4) of which are traversed by bus route.
- Public utility jeepneys pass through four (4) primary roads (Quirino Highway, A. Bonifacio, Congressional and Roosevelt Avenues) and two (2) secondary roads (Old Samson and Kaingin Roads) while the interior communities are served by TODA).
- LRT Line 3 Extension (North-Monumento) traverses EDSA.
- EDSA has the most number of vehicles with 158,154 while Roosevelt Avenue has 42,249.
- Area-wide secondary circulation is lacking. Existing roads varying from 4 to 6 meter wide serve as exclusive accessways of industrial establishments or of residential subdivisions and remain privately-owned. Examples are Oliveros Drive and Balingasa Road.
- Major transit point for local and provincial commuters.



5.7 Important Landmarks

- The Bonifacio Monument located at Balintawak Cloverleaf area
- Balintawak-Cloverleaf Market “bagsakan” and Muñoz Market

5.8 Development Constraint

A. Physical

- Inefficient lot subdivision. The subdivision of lot parcels in the area without provision for access of inner properties has resulted to irregularly-shaped and sized lots.
- Poor intra-area circulation. This is caused by the non-interconnection of existing roads and the exclusivity of certain subdivision roads being portions of private properties, also caused slowing down of motor vehicles.

- Lack of area-wide transport system. Inner areas of Balintawak are being served only by TODAS while some areas have no public transport like upper A. Samson and Unang Sigaw. On the other hand, jeepney services pass only along secondary roads such as Old Samson Road and Kaingin Road.
- Deficient drainage system. The local drainage system is either clogged with slit and garbage or have under-sized drainage pipes.
- Roadside Friction. This is caused by indiscriminate loading and unloading of passengers by public utility vehicles, poor condition of road pavements, narrow roads and on-street parking.
- Encroachment of industrial, commercial and squatters along waterways. This has contributed to the deterioration of the natural waterways in the study area. This is exacerbated by the dumping of waste and other deleterious materials in the area's rivers and creeks.

B. Socio-Economic

- Uncontrolled Proliferation of Illegal Vendors. The existence and uncontrolled operation of sidewalk vendors particularly at the Cloverleaf Market zone have caused adverse effects in the physical and environmental condition in the same.
- Presence of Informal Settlements
- Inadequate fire-fighting services in the study area
- Decrease of Economic Activities. Some of the old industrial establishments in the area are now abandoned or being used as a storage facilities/warehouses. Said operation lessens productivity and economic activities in the area and only contributes to the deterioration of its environmental condition.
- Deteriorating Conditions of the Existing Markets in the Area. Most of the big markets in the area are operating for a long period of time and its structures are now deteriorating. Some of these markets are using big portion of its area as storage facilities. Also, most of them have no building permit and have been found violating many regulations in Sanitary Code and in Fire Code as well.

5.9 Development Potentials

A. Locational

- Strategic location; crossroads of EDSA, Manila North Diversion Road, Quirino Highway and A. Bonifacio Avenue Gateway to the North.

B. MRT Extension

- The extension of EDSA-MRT from North Ave. Depot towards Monumento area in Caloocan will greatly increase the volume of potential market/investors.
- Some existing industrial establishments with big area for development had long been abandoned, thus ready for redevelopment.