



## The Quezon City Central Business District

**A project to transform urban blight into one of the most vibrant communities in the Philippines today**

Large, 250-hectare mixed use development; big enough to play a critical role at the regional level

One of the most ideal locations, in terms of metropolitan access: host to at least three light rail stations, a regular stop of metro buses; a frontage at the most prominent thoroughfare of the metro, EDSA, that is longer than that of any of the existing major Central Business Districts

A landmark recreational area; distinct for having two large parks within and nearby, the Ninoy Aquino Park and the Quezon Memorial Circle

A well-planned transit loop within the CBD, with wide park lanes

- Mixed-use development can incorporate components that tap Quezon City's comparative advantages:
- Health and medical services
- Education and training centers
- Information technology and business process outsourcing
- Media and entertainment
- Retail and lifestyle centers
- Other government and institutional offices

The project's economic viability has been confirmed by the World Bank through a Framework Plan, a study which was prepared by the Japanese consultancy firm, Almec.





The new  
**Quezon City**  
**CENTRAL BUSINESS DISTRICT**

Described by the World Bank as “the center of gravity of all commercial activities in the coming years...” Envisioned as a world-class, highly transit-oriented, mixed-use community, walkable, vibrant night and day, with easy access to amenities that make urban living comfortable, convenient and ecologically compliant

The development sprawls over more than 250 hectares, in a strategic location right in the heart of Metro Manila. It covers properties within the North and East Triangles and the Veterans Memorial area in Quezon City, Philippines. This area has been studied as one of the most viable places for a model, mixed-use development that shall play a critical role not only in Metro Manila, but also internationally.

The QC-Central Business District (CBD), called Triangle Park, has one of the most ideal locations, in terms of metropolitan access, with direct connections to at least 3 mass transit stations, and with a frontage on the main thoroughfare in Metro Manila that is longer than in any of the existing major Central Business Districts.

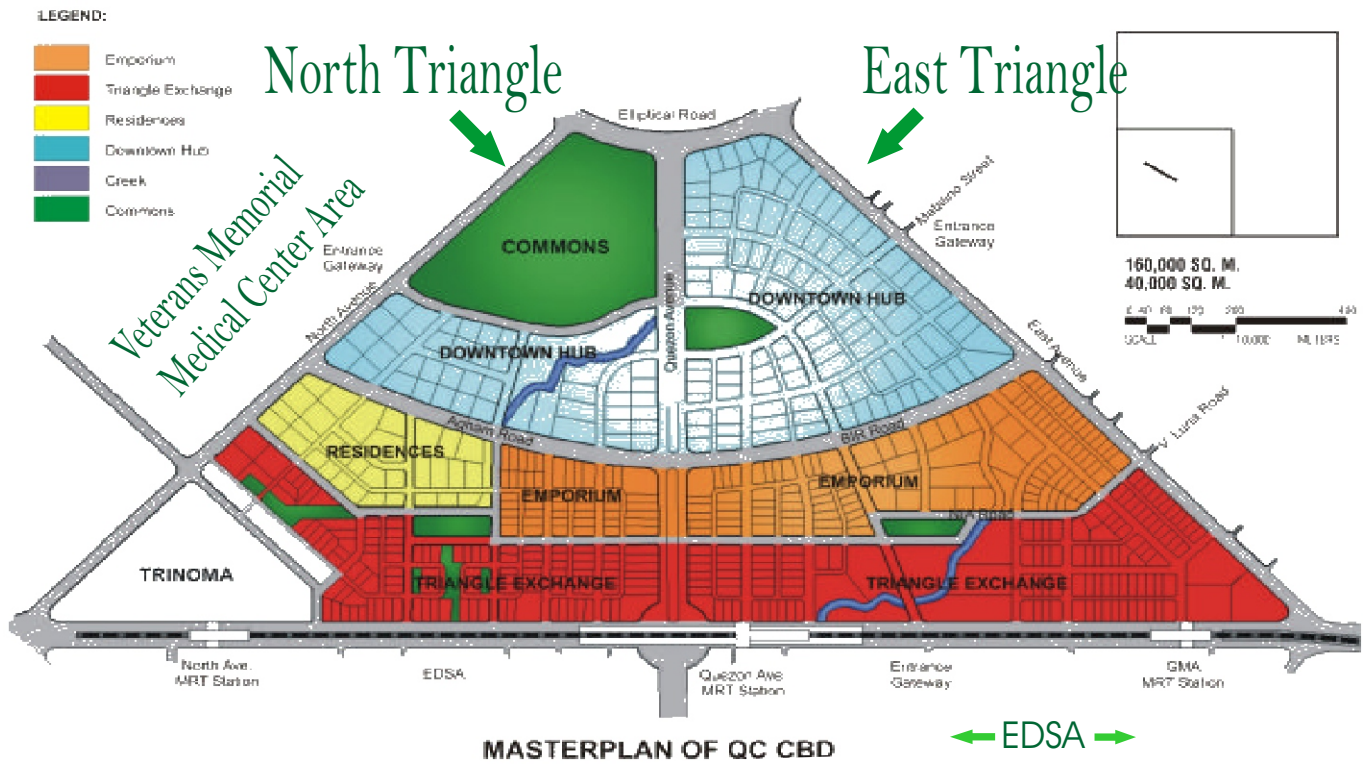
It is a landmark recreational area, distinct for having two large parks within and nearby, the Ninoy Aquino Parks and Wildlife and the Quezon Memorial Circle. It shall be an environmentally compliant CBD, promoting green architecture, and minimal carbon-emitting transport modes.

A well-planned transit loop shall run within Triangle Park, with park-lined boulevards, to promote accessibility of even inner-most properties, promoting greater social contact, while contributing to increasing land values throughout the CBD.

**International institutions agree on the area's large economic potential. It is one of the few remaining parcels of land in the metropolis, that are strategically located, easily accessible from all directions, and ripe for development designed to enhance asset value, as well as showcase a model urban environment.**

Triangle Park is most attractive for retail and wholesale businesses that can take advantage of the direct link to transport lines. It will also be an attractive area as incubator or nurturer of companies and people venturing into the new economy/ digital marketplace. It is a lifestyle and business area packaged into an integrated whole. Very convenient are the hospitals and medical services facilities already available and being enhanced within and proximate to the QC-CBD area.

This new Triangle Park will form the core of high-quality businesses and a mix of support, residential and other activities that would build on the existing retail cluster, good access and internal circulation system, transit depot, information technology(IT)-friendly environment as well as residential communities and government facilities in the vicinity.



Triangle Park is masterplanned to have mixed-use development oriented towards transit facilities. It is directly accessible to current and planned mass rail transit stations and bus routes. The urban design plan directly connects Triangle Park entrances and gateways to transit hubs. Internal circulation will also support easy access to all parts of the CBD by walking, biking or riding. People will be provided several transport and movement options. This minimizes travel to work, avoids congestion experienced in other CBDs, creates greater opportunities for social contact, urban vitality and safer places, achieves better energy efficiency and efficient use of spaces and buildings, and increases efficiency of urban facilities.

The Triangle Park's comprehensive masterplan for the East and North Triangles provides the guidelines and standards necessary to stimulate the development of a well-organized CBD that is able to maximize land values, promote quality living, while adhering to globally acceptable standards of environment-friendly communities.

The development guidelines have organized the CBD into five districts: Triangle Exchange, Emporium, Downtown Hub, Residences, and Commons, and with very clear delineations of sub-districts. All are mixed-use, but each with a clear predominant use.

Premium has been placed on design principles of urban efficiency, diversity, accessibility, security and increased pedestrianization. Open spaces will be given prime importance with the development of several linear parks, parkways lining roads, pocket parks along water systems, building plazas and district parks, in addition to the existing large parks in the area, Ninoy Aquino Parks and Wildlife and the Quezon Memorial Circle.

**Triangle Park shall be the gateway for enhanced development streams toward the northern portion of Metro Manila.**



**LEGEND:**

- Transit Oriented Mixed Use
- Mixed Use Commercial
- Mixed Use Residential
- Mixed Use Institutional
- Mixed Use with Retail Ground Floor
- Parks & Open Spaces



**MASTERPLAN OF QC CBD**

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## Floor Area Ratios (FAR)

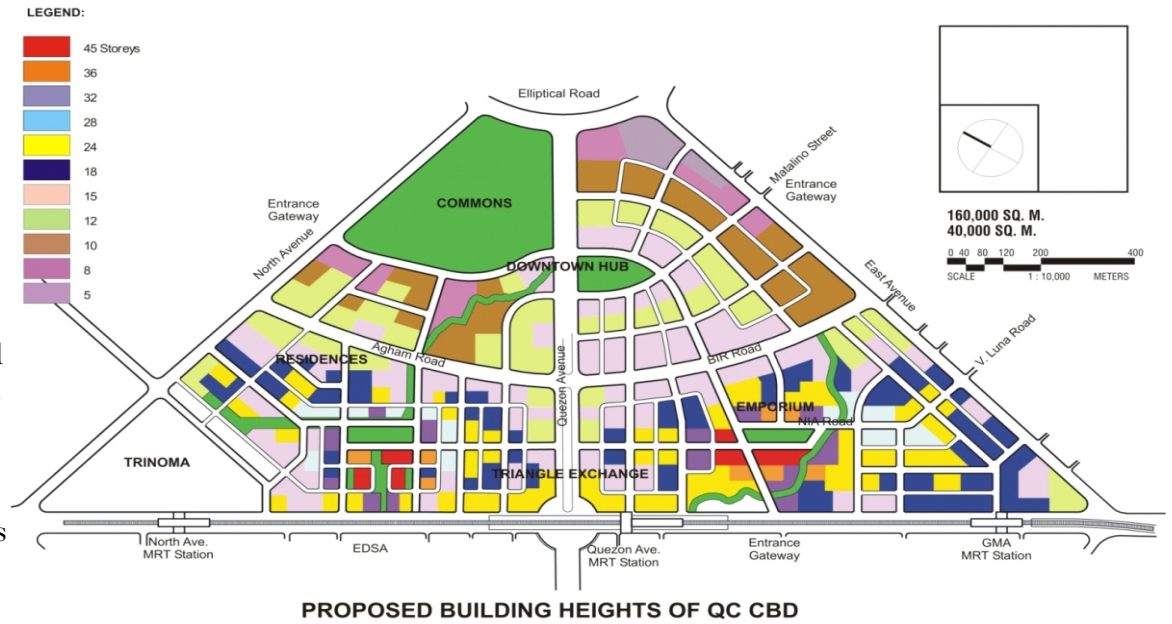


**PROPOSED FLOOR AREA RATIOS OF QC CBD**

Densities will range from a low FAR 1 in the Commons District (parks) to a high FAR 16 in the Triangle District. Higher densities along EDSA will establish a feeling of physically enclosing the CBD, while the tapering of densities towards the Quezon Memorial Circle will respect and enhance the historical and cultural character of the area.

The recommended building height configuration is intended to create an exciting and iconic skyline for the CBD that complements the Quezon Memorial Circle. Together, the pylon and the CBD shall provide a signature symbol of the city, while maximizing development potential on prime lots through taller buildings. The heights will be higher along EDSA, and moving lower towards North Avenue, Elliptical Road and East Avenue, to allow views of the Ninoy Aquino Parks and Wildlife and the Quezon Memorial Circle.

## Building Heights



## Massing





## Thriving businesses are already at Triangle Park



The 20-hectare expanse of Trinoma is a shopping, dining and entertainment complex. It houses 550 shops and is directly connected to the metro rail transit (MRT) station. The mall itself sits on top of the MRT depot. Trinoma has a gross leasable area of 195,000 square meters. Estimated foot traffic is about 180,000 to 200,000 daily.



Eton Centris is a 12-hectare complex which hosts business process outsourcing buildings registered as Philippine Export Processing Zone information technology parks. It is the location of choice of Indian BPO giant Wipro and HP technologies. The development also contains a retail anchor tenant which is SM Hypermart and Centris Walk which contains a mix of restaurants, as well as recreational and activity centers. Recently, Centris opened its conference centers as an adjunct to its office support services.

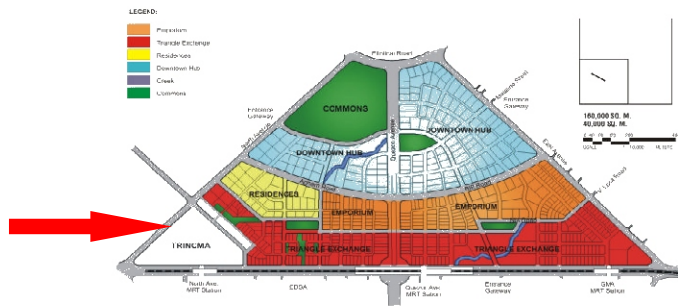


The area already has a well-known health and wellness cluster, within walking distance of other hospitals.



Among the upcoming developments is Vertis North, Ayala Land Inc. (ALI) and the National Housing Authority's joint venture project to develop a 30-hectare North Triangle property, into a mixed-use development that shall include a hotel, retail hubs and residential condominiums. Eton Properties has been moving full scale into the complete development of the Centris masterplan, while SM has expanded its developments on the opposite side of North Avenue, including the Block, to match the growth of enterprises at the CBD. Bangko Sentral has also engaged the architectural firm, Palafox and Associates, to maximize the use of what is now just a parking lot, into a cluster of developments that will support the CBD mixed-use thrust.

# Districts of Triangle Park



*A high-traffic district of the Triangle Park, envisioned to have the highest land values. Its commercial, residential, and other land uses will be fully integrated with EDSA's transit facilities, providing the best regional link and commuter access.*

## TRIANGLE EXCHANGE The transit-oriented retail district

**Size and Location:** The Triangle Exchange has an area of 62.3 hectares that spans the North and East Triangles and is located at the southwestern portion of Triangle Park. It is bounded by EDSA on the southwest, North Avenue on the northwest, Emporium District on the northeast and East Avenue on the southeast.

**Accessibility:** Three Metrorail Transit stations run along the EDSA portion of the District: Kamuning Station, Quezon Avenue Station and North Avenue Station. The District has the largest EDSA frontage.

**Land Use and Design:** The Triangle Exchange is envisioned to have the highest densities in Triangle Park. It is a high-traffic district with the highest land values. Its commercial (office and retail), residential and other land uses are fully integrated with EDSA's transit facilities, thus providing the best regional link and commuter access. It is seen to be the most active area of Triangle Park, transforming its daytime office and service environment into a dining and recreational center at night. Offices, shopping, recreation and transit-oriented residential developments are encouraged.

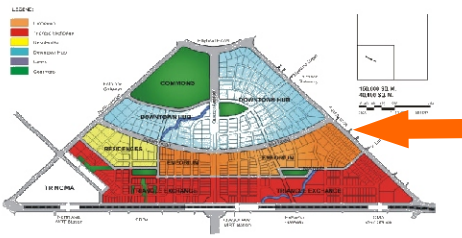
**Sub-districts:** The Triangle Exchange District is further sub-divided into several sub-districts: Transit sub-district because of the MRT Stations that line the area; Junction sub-district, because this is where North Avenue meets Mindanao Avenue; South district; Central sub-district is the area around the Triangle Exchange District Green and contains retail ground floor uses; Government Center sub-district is the area at the southernmost tip of the Triangle Exchange and served by the Kamuning MRT Station. It is envisioned to be the access point to national government agencies in the area. The area served by the Quezon Avenue Station, is the E sub-district because of the information technology locators in the area.

**Densities & Floor area ratios:** The Triangle Exchange among the five districts has the highest densities owing to its proximity to the EDSA corridor. Density, FAR and Land Blocks: FAR is 12 to 16. FARs are highest around the District Green at 16 and building heights up to 40 storeys, then as you go further go down to 14 and 12 with building heights of 24 storeys. Blocks range from approximately 50 meters in depth by 100 meters in length.



*A mixed-use, medium-density district focused on ICT activities, e-government, public, and international offices, integrated with commercial and residential developments. Its central location allows it to tap the rest of the CBD market.*

*Institutional (university-based research and development) and commercial IT activities, including customer contact centers and other BPOs, are encouraged.*



## EMPORIUM

### The information technology beltway

**Size and Location:** The Emporium District is 49.5 hectares in area and is situated north east of the Triangle Exchange District. It is bounded on the northwest by the Residences District, on the northeast by Agham and BIR Roads, southeast by East Avenue and southwest by the Triangle Exchange District.

**Accessibility:** Accessible through Agham and BIR Roads

**Land Use and Design:** The Emporium District is a "mixed use medium density district focused on information technology activities, e-government, public, voluntary, international offices or services along with commercial and residential developments. University-based research and development and commercial IT activities are encouraged.

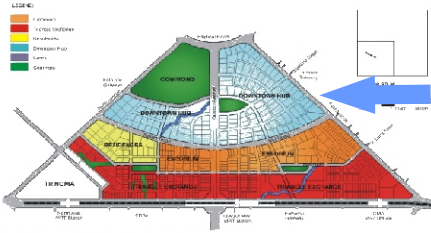
**Sub-districts:** The District's sub-districts are the same as those of the Triangle Exchange, owing to their close proximity to each other and configuration. The Government Center, E and South sub-districts extend to the Emporium. The Emporium and Triangle Exchange Districts share several common elements such as the street framework, block size and open space network

**Land uses:** The district also has similar land uses to the Triangle Exchange district. The Emporium can be distinguished from Triangle Exchange by the type of locators and streetscape elements such as paving and trees. The district is devoted to business process outsourcing offices and 24-hr business centers. Population is expected to reach 110,000 in the 20-year development period.

**Floor area ratios:** FAR is 12-14. Building heights range from 24 to 40 storeys.







*This is a mixed-use, medium density district with institutional services and facilities (medical, education, training, science, etc.) integrated with commercial and residential developments.*

*It may retain many of the existing institutional facilities even as new residential and commercial developments are established.*



## **DOWNTOWN HUB**

### **The health and wellness core**

**Size and Location:** Downtown hub is 58.46 hectares in size and is bounded on the northeast by North Avenue, east by the Commons District and Elliptical Road, the southeast by East Avenue and southwest by Agham and BIR roads. At present, the District is characterized by mostly institutional uses. Notable in the area are its many medical institutions like the Philippine Children's Hospital, Lung Center, the National Kidney Institute and other national government institutions such as the Bangko Sentral mint, Bureau of Internal Revenue, and Pagasa weather bureau.



**Accessibility:** Accessible through East Avenue, Quezon Avenue and BIR Road.

**Land Use and Design:** The Downtown Hub is "a mixed use, medium-density district with institutional services and facilities (medical, education, training, science, etc.) integrated with commercial and residential developments." The District concept is to create a mixed-use, medium-density, institutional/residential/commercial community that complements the adjacent parks and open spaces of the Commons District and the Quezon Memorial Circle. The Downtown Hub is encouraged to have horizontal mixed uses so as to be compatible with the less dense intensity and larger blocks and lots. Single-use buildings are combined in one planned development. However, the buildings along the Main Access Road are encouraged to be vertical, mixed-use structures.

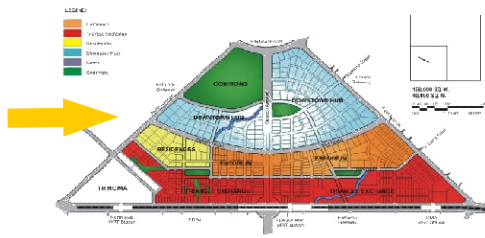
**Sub-districts:** The District is further subdivided into the Healthcare, Civic, Parkway and Park Sub-districts. The Healthcare sub-district consists of the block above the main entrance spine from East Avenue. This is where Medical Centers such as the Lung Center and Kidney Institute have clustered. The sub-district is also adjacent to the Philippine Heart Center and East Avenue Medical Center located just across East Avenue. The Parkway sub-district consists of the Mixed-Use retail uses along the main spine that passes through the various districts. The Park sub-district consists of the mixed- use residential areas just between Agham Road and the Ninoy Aquino Parks and Wildlife.

The Midtown sub-district encompasses the western flank of the Downtown Hub District along BIR Road and contains mixed-use institutional uses. The hierarchy and network of urban spaces within Downtown Hub begin with the Entrance Gateways along four (4) main entrance gateways: East Avenue, North Avenue, BIR Road and Agham Road. These terminate at the Downtown Hub District Greens which serve as focal point and landmark. Creek linear park in the North Triangle connects the Downtown Hub green and the Commons District to the Emporium/Triangle Exchange District.

**Density and Floor Area Ratios:** In contrast to the Triangle Exchange and Emporium Districts, blocks are larger at approximately 100m x 100m and setbacks are allowed to enhance the park-like feel. Only the Park Lane containing Mixed Use Retail on its ground level has no setbacks. FAR ranges from 4.5 to 5 decreasing from Agham/BIR Roads to Elliptical Road. Building heights range from 10 to 15 storeys in similar decreasing fashion. A population of 2.25 million persons is intended for the District at the end of the 20-year horizon.



*A mixed-use community with a residential focus. One of the few residential areas in the metropolis that has the attraction of being within walking distance of large parks. It allows a range of housing types, from high-rise condominiums to medium and lower density dwellings.*



## RESIDENCES

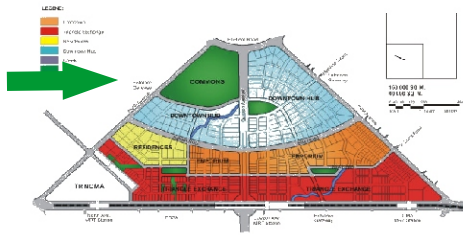
**Size and Location:** The Residences District is located at the northwestern tip of the Emporium District, just off the creek that traverses the North Triangle. It is bounded on the northwest by North Avenue, northeast by Agham Road, southeast by the creek and southwest by the main access road from North Avenue.

**Land Use and Design:** The purpose of the Residences District is to create residential communities that will accommodate the QC CBD's residential population. To enhance community livability by providing housing choices; varied open spaces for recreation, leisure and congregation; easy access to community retail and shops, and good connectivity to the rest of the Triangle via public transit and pedestrian networks. The design will capitalize on the various parks and open spaces as a unique attraction. The Residences District is "a mixed-use community with a residential focus and allows a range of housing types from high-rise condominiums to medium and lower density town homes. Neighborhood retail and community services are also encouraged particularly along the North Avenue frontage." The Residences District is similar to the Emporium District, and shares sub-districts with the Triangle Exchange District. The Junction and Central districts extend into the Residences district. The rest of the district is the Park sub-district where mixed use residential condominiums in a park-like setting and overlooking the Ninoy Aquino Parks & Wildlife are located. The district will provide a sense of community and home for the everyday needs for the residential population the Triangle Park. Buildings heights are much lower than in the commercial districts and more fine grain. Compared to the commercial districts, the buildings will have more articulated facades and balconies, overhangs and other architectural devices that convey a high degree of uniqueness and express a sense of belonging. There are two proposed major land uses in the Residences District - the Mixed Use Residential and Mixed Use with Retail on ground floor.

**Density, FAR and Block Sizes:** FAR of 5.4 to FAR 5.8 decreasing from the main road going towards North Avenue and Agham Road. Likewise building heights are decreasing from 24 storeys. The area is designed to have 880,000 population when the Triangle Park is fully built-up. The Residences District blocks are larger than the other Districts and this distinguishes the district from the rest. Blocks measure around 150m x 150m compared to the Downtown Hub and Triangle Exchange/Emporium.







*The parks will be maintained as open areas, but their facilities will be well-developed, as a complement to the rest of the CBD.*

## COMMONS DISTRICT

**Size and Location:** The Commons is 18.2 hectares and is located on the northeastern corner of the study area. It is bounded on the north by North Avenue, east by Elliptical Road, southeast by Quezon Avenue and southwest by the proposed new Park Lane road flanking the Downtown Hub District. At present the Commons is the site of the Ninoy Aquino Parks and Wildlife.

**Land Use and Design:** The district is "essentially a mixed-use park with cultural, recreational, entertainment amenity focus, allowing some residential use." The district will be developed as high-end residential development particularly the corners. The Ninoy Aquino Parks & Wildlife will be developed as a well designed landscaped open space with uses for active and passive recreation. Park towers should be slender and oriented with their shorter frontages along the park. The Park should be designed as the focal open space element within the project. Residential towers in the Commons should be oriented with their major open sides facing the Commons. Balconies and terraces can bring out resident activity. A great variety of architectural treatments is encouraged facing the park, to create a diverse skyline and high level of visual interest from the park.



## Maintenance of Open Spaces and Green Sustainable Architecture

The CBD will be a showcase of Quezon City's Green Building thrust. The architectural feel will be more on green, sustainable and bioclimatic architecture. The advent of green development shall be incorporated with highlight on energy efficiency, green building materials, and waste and water management.

The building functions are so organized as to encourage pedestrianization and biking, with less need to use cars simply to move around the CBD. Walking around is easy, with the location of central conveniences and green areas making movement easy on the feet.

Other features:

- 64% of the total North and East Triangle areas will be allocated for buildings and other physical facilities; 22% will be roads; 14% will be parks and open spaces.
- Overall development intensity plans will ensure optimization of returns on investment for the land owners, while providing for different intensities of development for each of the districts.
- Total developable area is estimated at 12.841 million sqm; with 8.999 million sqm leasable or saleable spaces of which: 45% are residential, 35% office, 10% parking and 10% ground floor.
- Total daytime population is estimated at 290,189 people at maximum development, at an assumption of 9 sq. meters of office space per person. Residential facilities are expected to accommodate 172,000 persons at maximum development.

## Transportation and Road Network Plan

The proposed road system will improve accessibility within the QC CBD area. The entranceway will be Park Lane, the main road, which will be a boulevard lined with green linear parks throughout. The road network improves connectivity of the parcels to East Avenue and North Avenue.

It also already considers the implications of the underground depot of MRT 3 in the road capacity calculations and design. The plan also considered the development of Mindanao Avenue as an important road artery to the North Luzon Expressway.

- There are three typical street sections: the 25-wide meter Park Lane (the main collector loop); 22-meter wide main road; and 12-meter wide right-of-way (ROW) service road.
- The proposed street network strengthens linkages to the Quezon Avenue and GMA/Kamuning MRT stations, so as to encourage the use of mass transport systems and walking.
- The proposed road network also tries to connect as much as possible to existing roads, to provide more linkages to the CBD. For example, the main loop will connect to East Avenue and to Matalino Street.
- To complement the main road, an internal road network is provided that utilizes the simple grid which will allow ease of movement through all the parcels.
- Wide sidewalks incorporate a bike lane.



## **Land Management Scheme/ Urban Governance Scheme**

The strategy is to make land available while ensuring that land owners can leverage their land assets against their corresponding share in ownership of the management entity. There will be proposed a mechanism that will enable property owners' participation in the management of the area by way of an asset pool, with the extent of their participation depending on the value of their land.

Mechanisms for gaining equity can also be delineated for other investment contributions; for example, funding for public infrastructure and utilities installations can be translated into equivalent shares.

The management corporation can derive its directions under the guidelines set by the partnership agreement of the national government - local government and private investor.

## **Marketing the CBD to the Global Market**

Marketing the CBD will be closely linked to marketing the Philippines as an investment destination and locus of business operations. Incentives offered by the National Government can be complemented by local government incentives.

The CBD may be projected as an incubator or nurturer of companies and people venturing into the new economy/ digital marketplace. Its product will be both a “lifestyle” and “business style” packaged into one. With this perspective, investors and businessmen are likely to purchase lots as a means to achieve a vision that converges with that of the QC-CBD.

Marketing will optimize use of information technology, the locus of which will be a QC-CBD website. The site will be a one-stop site for investors, business locators, and other visitors, providing such information as available lots for sale/lease, rates, terms, incentives, services, etc.

*References: Comprehensive Masterplan for the East and North Triangles  
and the World Bank Framework Plan*

**For more information about  
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