



Republika ng Pilipinas
Lungsod Quezon
SANGGUNIANG PANLUNGSOD
(City Council)

PR2001 28

77th Regular Session

RESOLUTION NO. SP-1512, S-2001

A RESOLUTION ADOPTING THE METRO CENTRO QUEZON CITY DEVELOPMENT PROGRAM BOTH AS A STRATEGY AND PROGRAM TO RENEW AND TRANSFORM CUBAO AND ITS IMMEDIATE ENVIRONS INTO A PREMIER BUSINESS CENTER AND AUTHORIZING THE CITY MAYOR TO ORGANIZE A BODY CONSISTING OF THE MAJORITY FLOOR LEADER AND MINORITY FLOOR LEADER OF THE CITY COUNCIL, THE LOCAL GOVERNMENT UNIT, CONCERNED NATIONAL AGENCIES, AND PRIVATE SECTOR GROUPS TO RECOMMEND SHORT, MEDIUM, AND LONG TERM PLANS, OVERSEE, AND COORDINATE THE IMPLEMENTATION OF THE METRO CENTRO PROGRAM AND FACILITATE UNDER EXISTING LAWS, PROVISION OF SUPPORT AND INCENTIVES TO PRIVATE INVESTORS LOCATED IN THE METRO CENTRO AND GRANTING OF PRIORITY STATUS TO INFORMATION TECHNOLOGY (IT) - BASED INDUSTRIES AND SUPPORT BUSINESSES LOCATED IN THE CENTRAL BUSINESS DISTRICT.

Introduced by Councilor GODOFREDO T. LIBAN II and
MARCIANO P. MEDALLA

Co-Introduced by Councilors Wilma Amoranto-Sarino, Antonio L. Sioson, Vincent P. Crisologo, George M. Canseco, Ma. Fresca M. Biglang-awa, Eric Z. Medina, Jorge L. Banal, Eufemio C. Lagumbay, Julian M.L. Coseteng, Marcel C. Rillo and Alvario E. Francisco.

WHEREAS, Cubao has played a significant part in the economic progress of Quezon City, it being the City's premier commercial district for many years;

WHEREAS, the area is strategically located at the convergence of EDSA near Aurora Boulevard and serves as a transport hub to as many as one million people daily,

WHEREAS, the convergence of LRT 2 and MRT 3 in Cubao is expected to bring in more people and create greater impact on the flow of goods and services and on investment prospects in the area;

WHEREAS, signs of urban decay are now visible and problems such as traffic congestion, overcrowding, pollution, deteriorated infrastructure facilities, solid waste, and illegal vending are evident,

WHEREAS, there is a need to renew, rationalize, and direct the growth of Cubao to recapture its role as the city's prime commercial and business center that is at par with the other growth centers in Metro Manila:

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WHEREAS, the City Planning and Development Office made study as early as 1978 entitled the Proposed Quezon City Central Business District Development Program and has now updated the same by coming up with METRO CENTRO: QUEZON CITY DEVELOPMENT PROGRAM in accordance with the overall development goal enunciated in the QC Comprehensive Land Use Plan and incorporating private sector inputs acquired through consultations and dialogues;

WHEREAS, the City Planning and Development Office recognizes the contributions in the study of PALAFOX ASSOCIATES, an internationally known Urban Planner;

WHEREAS, the City Mayor, Honorable Ismael A. Mathay Jr., endorses and recommends the adoption of the Metro Centro: Quezon City Development Program, hereto attached and made an integral part hereof.

NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF QUEZON CITY IN SESSION ASSEMBLED, to adopt, as it does hereby adopt, the METRO CENTRO: QUEZON CITY DEVELOPMENT PROGRAM, both as a strategy and program to renew and transform Cubao and its immediate environs, which area shall henceforth be referred to as Metro Centro, into a premier business center of approximately 911 hectares, covering the following districts:

- Central Business District (CBD) is the innermost core consisting of the Araneta Center, including blocks occupied by National Bookstore, COD, Mercury Drug, and other commercial establishments, with the whole area bounded by EDSA, Aurora Blvd., P. Tuazon and 15th Ave., where major shopping centers, variety stores and especially shops as well as business and professional offices, hotels, entertainment facilities, and high density residential buildings be located. This district shall have, as a major development component, an information technology zone where IT-based industries and support business shall be established.
- Intermediate District is the area adjacent to the CBD bounded by New York St., 29th Ave., P. Tuazon Blvd., 15th Ave., and Seattle St. where a mixed-use type of development is being incorporated. It will also feature high density residential developments and office condominiums and a network of parks to balance the urban landscape.
- Outer District is the section next to the Intermediate District bounded by Kamuning Road and Kamias Road at the North, Katipunan Avenue at the East, Boni Serrano Avenue at the South, and Balete Drive at the West, and shall contain mostly medium density residential neighborhoods, where the road networks are to be utilized for their business potentials. An integrate functional areas.

RESOLVED, FURTHER, that this Sangguniang Panlungsod endorses the development of the Information Technology (IT) zone within the Metro Centro:

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RESOLVED FINALLY to authorize the Honorable City Mayor to organize a body consisting of the Majority Floor Leader and the Minority Floor Leader of the City Council, the local government unit, concerned national agencies, and the private sector, to recommend short, medium, and long term plans, oversee, and coordinate the implementation of the METRO CENTRO PROGRAM and facilitate under existing laws, provision of support and incentives to private investors located in the METRO CENTRO and granting of priority status of information Technology (IT) based industries and support businesses, located in the Central Business District (CBD).

ADOPTED: January 30, 2001.

Connie S. Angeles
CONNIE S. ANGELES
Vice Mayor
Presiding Officer

ATTESTED:

Eugenio Y. Jurilla
EUGENIO Y. JURILLA
City Council Secretary

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