Directions for the HBA from the City’s comprehensive and thematic plans

Consultation – Workshop on the AREA DEVELOPMENT PLAN
19-20 March 2012, Baras, Rizal
Approved / drafted plans and programs of Quezon City

- **Comprehensive plans**
  - Comprehensive Development Plan (CDP) – adopted by the City Development Council March 2010
  - Comprehensive Land Use Plan (CLUP) 2010-2030 – adopted by the CDC 2010
  - Local Development Investment Program (LDIP) – adoption by the CDC of priority listing of projects January 2012

- **Thematic plans**
  - City Shelter Plan – submitted to HUDCC
  - Local Tourism Development Plan
Comprehensive Development Plan (CDP) Development vision

- Role of QC beyond its borders
  - The Green Lung of Metro Manila
  - The Knowledge Industry Capital of the Country
  - The Health and Wellness Center in Asia

- QC to its citizens
  - A healthy, educated and secure citizenry
  - A strong, diverse and vibrant economy
  - A well-linked, balanced and attractive Cityscape
  - A clean, green and pleasant environment
  - A dynamic, sound and participative governance
Economic development

Goal 2: Develop a strong economic environment that will ensure sustained growth
Strategy 5: Ensure adequate, safe food supply to all residents
Programs/projects – Redevelopment of Cloverleaf area and declared vending sites

Goal 3: Develop a vibrant economic climate conducive to doing business both for local and foreign investments
Strategy 1: Develop the city into a globally competitive business center
Programs/projects – Expansion of urban renewal projects, e.g. Balintawak, Cubao and Novaliches districts
Infrastructure development

Goal 3: To provide city inhabitants efficient services and facilities and make the city an attractive place to visit, live, play, work and do business in

Strategy 5: Provide infrastructure support to different development sectors

Programs/projects:
- Construction of by-pass roads, incl. Mapayapa Village (Sampaguita Ave.) to Visayas Ave.
- Construction of road continuity, incl. Visayas Ave. (Tandang Sora to Republic Ave.) and Republic Avenue (Luzon to Mindanao Avenue)
- Redevelopment of the Cloverleaf area and declared vending sites
Comprehensive Land Use Plan (CLUP)
Physical development challenges

- **Increase in residential area**
  - **Explanation:** Opening of new subdivisions in areas classified as residential specifically in District II; Undeveloped industrial zones and areas formerly occupied by industrial establishments in District II were used as residential area.
  - **Policy interventions:** Ensure the predominantly residential character of the city; Re-classify industrial areas, military and C2 areas that were utilized as residential; No significant additional residential lands should be allocated, to manage population growth; Intensify implementation of Socialized Housing Program.

- **Conversion of residential into commercial**
  - **Explanation:** Opening of new roads and the improvement of existing ones, specifically in District II.
  - **Policy interventions:** Limit or control linear commercial areas to one-lot deep only; Control intensity of use along major roads to C1 only; Implement effective traffic management plan; Effect mitigating measures such as strict parking space, setback requirements and limited access along roads used as commercial.
Increase in informal settlements

- **Explanations:** The available vast tract of lands of private and public lands particularly in District II attracted informal settlers to proliferate in these areas; Danger zones intended for infrastructure projects were also occupied including those classified as Utility zone.

- **Policy interventions:** Contain informal settlements in designated socialized housing sites; Encourage property owners to develop their vacant land to prevent proliferation of informal settlers; Intensify informal settlers prevention and resettlement program; Adoption and implementation of the QC Shelter Plan.

Intensification of commercial activities; residential to commercial, C1 to C2, industrial to commercial

- **Explanation:** Some industrial areas in Dist II have densified requiring more commercial support services.

- **Policy interventions:** Rezonification of areas developing into intended/actual use; Rezonification to C2.
Decreasing development from 1995 to 2000 due to policy on dispersion of big industries outside MM; Growth of the sector is confined to traditional zones (Balintawak, Nova, Libis) from 1995 to present due to proximity to industrialized areas of adjoining cities (Caloocan and Pasig); Industrial zones not developing into intended use; Large scale industries are fading, what remains are small scale industries with sporadic spread

- **Policy intervention:** Encourage growth of new/modern and high tech clean industries to replace old industrial activities in the area

There are areas that have developed into special urban development zones (Balintawak) due to the development of several major roads that link to the seaport and to the North Luzon Agro Industrial Economic Center (Subic and Clark)

- **Lack of site for public schools particularly in District II**
  - **Policy interventions:** Acquire additional school sites; Additional construction
Multi-nodal growth strategy

- Strategically situated exhibiting economic potentials
- Have existing commercial and industrial establishments and services contributing to economic growth and providing employment to a big portion of the population
- Have significant environmental features contributing to ecological balance
- Have huge population concentration that represents a large consumer market, a stronger probability to produce entrepreneurship, or provide trainable manpower
CLUP
Identified growth areas

- The CBD-Knowledge Community District
- Cubao Growth Center
- NGC-Batasan Growth Center
- Novaliches-Lagro Growth Area
- Balintawak-Munoz Growth Area
CLUP
Balintawak-Munoz Growth Area

- 419.31 hectares
- Covers the entire barangays of **Unang Sigaw** and **Balombato**, and portions of 9 other barangays, namely **Baesa**, **Apolonio Samson**, Bahay Toro, Ramon Magsaysay, Veterans Village, Katipunan, Masambong, Manresa and Balîñgasa
- Actual land use: Industries - 37.28%; Residential - 22.79%; Informal settlers - 4.20%; Commercial - 9.62%

**Proposed policy interventions:**

- Find a way to link the northern and the southern parts of the growth area which is bisected by EDSA and the LRT North-Monumento Extension.
- Revive the proposal to develop the northern part as the grand transport modal transfer hub where all bus lines from areas north of Metro Manila terminate. Complementary to this development is to locate in the same area the central depot of the MRT 3.
- Retain the traditional function of the Cloverleaf-Munoz stretch of EDSA as the food terminal market for agricultural produce coming from central and northern Luzon. Integrate processing and packaging of agricultural products destined for the more sophisticated urban consumer markets.
- Determine the feasibility of city-owned and operated abattoir of Triple A rating. This is to counteract the continued illegal traffic in “double dead” meat.
CLUP
Type III non-growth area / Transitional area

- Consists of a collection of parcels of irregular sizes and shapes many of which are occupied without clear tenure arrangements; Serious backlog in the provision of community facilities and services primarily because of difficult external and internal access; Considerable vacant lands still exist
- Found in the north central part of Quezon City straddling barangays Sta. Lucia, Sauyo, Pasong Tamo, and Tandang Sora with total land area of 1,231.78 hectares and estimated population of more than 300,000

**Development potentials:**
- Public use of Congressional Ave. Extn. to lessen traffic on Visayas and Tandang Sora
- Improved quality of physical environment and social infrastructure that create a good image of the city
- Quality human resources harnessed to their full potentials

**Development constraints:**
- Narrow and limited access roads to and from the area
- Incomplete development of Republic Avenue
- Informal settlements
Local Development Investment Program (LDIP) Top 10 projects

1. PhilHealth para sa masa
2. Comprehensive barangay/community SWM
3. Socialized housing program
4. Upgrading of QCGH into a Medical Center
5. Solid waste disposal system/sanitary landfill
6. Rip-rapping along rivers and creeks
7. Construction of additional classrooms
8. Establishment of modern traffic management system
9. Drainage improvement
10. Comprehensive disaster risk reduction program
LDIP
Projects specific to HBA barangays

- Development of the Balintawak Trading Center through Public-Private Partnership (#66)
<table>
<thead>
<tr>
<th>Rank</th>
<th>Project Description</th>
<th>Rank</th>
<th>Project Description</th>
<th>Rank</th>
<th>Project Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PhilHealth para sa masa</td>
<td>13</td>
<td>Riverways special cleaning project</td>
<td>25</td>
<td>Improvement of roads in low-cost housing project sites</td>
</tr>
<tr>
<td>2</td>
<td>Comprehensive barangay/community solid waste management</td>
<td>14</td>
<td>Expansion of special education classes and facilities for differently-abled children in public schools</td>
<td>26</td>
<td>LED streetlights</td>
</tr>
<tr>
<td>3</td>
<td>Socialized housing program</td>
<td>15</td>
<td>Improvement/concreting of roads</td>
<td>27</td>
<td>Collection efficiency program</td>
</tr>
<tr>
<td>4</td>
<td>Upgrading of QCGH into a medical center</td>
<td>16</td>
<td>School repair and improvement program</td>
<td>28</td>
<td>Construction of health centers/sub-centers</td>
</tr>
<tr>
<td>5</td>
<td>Solid waste disposal system / sanitary landfill</td>
<td>17</td>
<td>Additional lying-in clinics</td>
<td>29</td>
<td>Establishment of livelihood technology and services facility center</td>
</tr>
<tr>
<td>6</td>
<td>Rip-rapping along rivers and creeks</td>
<td>18</td>
<td>Provision of fire trucks by QC congressional district</td>
<td>30</td>
<td>Household toxic/hazardous waste collection</td>
</tr>
<tr>
<td>7</td>
<td>Construction of additional classrooms</td>
<td>19</td>
<td>Other immunizations for children and adults</td>
<td>31</td>
<td>Codification/computerization of legislative measures</td>
</tr>
<tr>
<td>8</td>
<td>Establishment of modern traffic management system</td>
<td>20</td>
<td>Barangay comprehensive development program</td>
<td>32</td>
<td>Health and wellness program</td>
</tr>
<tr>
<td>9</td>
<td>Drainage improvement</td>
<td>21</td>
<td>Widening of main roads</td>
<td>33</td>
<td>Improvement/development of pedestrian sidewalks/promenades</td>
</tr>
<tr>
<td>10</td>
<td>Comprehensive disaster risk reduction program</td>
<td>22</td>
<td>Barangay hall development program</td>
<td>34</td>
<td>Barangay incentive project</td>
</tr>
<tr>
<td>11</td>
<td>Children and adolescent drug treatment and rehabilitation program</td>
<td>23</td>
<td>Information and education campaign</td>
<td>35</td>
<td>Go Green Project</td>
</tr>
<tr>
<td>12</td>
<td>Functional dialysis, x-ray and chemotherapy centers</td>
<td>24</td>
<td>Establishment of databank / on-line computer-based information</td>
<td>36</td>
<td>Inter-connection of local road network to develop alternate routes</td>
</tr>
<tr>
<td>Project Number</td>
<td>Project Description</td>
<td>Project Number</td>
<td>Project Description</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td>----------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Comprehensive SWM for public markets</td>
<td>50</td>
<td>Improvement of government buildings, offices and facilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>Establishment of secondary hospital in District IIA</td>
<td>51</td>
<td>Waste characterization study</td>
<td></td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>Healing/crisis center for women</td>
<td>52</td>
<td>Construction of pedestrian overpasses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>Clean industry promotion</td>
<td>53</td>
<td>Skills registry project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>QC green building program</td>
<td>54</td>
<td>Construction of bridges to develop alternate routes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Establishment of new public cemetery</td>
<td>55</td>
<td>Establishment of NGO/PO center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>Improvement/concreting of unpaved tertiary roads</td>
<td>56</td>
<td>Investment incentive project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>Business e-registration program</td>
<td>57</td>
<td>Slaughterhouse development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>QC disposal facility’s barangay showcase area project</td>
<td>58</td>
<td>Capacity building program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Planning and budgeting seminar</td>
<td>59</td>
<td>Road network development in CBD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>Repair and improvement of public market facilities</td>
<td>60</td>
<td>Mobile training center development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>Parks development program</td>
<td>61</td>
<td>Formulation of comprehensive HRD plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Development of the city's public markets into multi-level multi-use modern facilities</td>
<td>62</td>
<td>Investment promotion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Improvement of government buildings, offices and facilities</td>
<td>63</td>
<td>Rainwater harvesting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Waste characterization study</td>
<td>64</td>
<td>Multi-sectoral congress</td>
<td></td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>Construction of pedestrian overpasses</td>
<td>65</td>
<td>Strategic planning for managers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>Skills registry project</td>
<td>66</td>
<td>Development of Balintawak Trading Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>Construction of bridges to develop alternate routes</td>
<td>67</td>
<td>Knowledge process outsourcing promotion and development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>Establishment of NGO/PO center</td>
<td>68</td>
<td>Establishment of mobile ambient air quality monitoring system</td>
<td></td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>Investment incentive project</td>
<td>69</td>
<td>Promotion of the development of internationally managed hotels, convention center and cultural center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>Slaughterhouse development</td>
<td>70</td>
<td>Table of oranization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>58</td>
<td>Capacity building program</td>
<td>71</td>
<td>Formation of business associations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>Road network development in CBD</td>
<td>72</td>
<td>Broadening of feedback and feed-forward channels and systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>Mobile training center development</td>
<td>73</td>
<td>Bio-profiling project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>Formulation of comprehensive HRD plan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Create a **sustainable, safe and secure community** where every member is adequately housed, has access to basic services and has opportunity for productivity.

Give **priority in providing housing for the low-income groups in economically- and environmentally-resilient communities**, consistent with the provisions of the Urban Development and Housing Act of 1991.

Encourage and **extend support to the initiatives of the private sector** in addressing the needs of the middle and high income segments of the population.
City Shelter Plan
Strategies

1. Increase the supply of affordable housing
2. Encourage, develop and promote mixed types of housing tenure, vesting land ownership to the government and giving shelter to the target beneficiaries within their affordability level
3. Generate funds for socialized housing
4. Improve the people’s access to economic opportunities and capacity to repay
5. Sustain community initiated and self-help projects on housing and community improvement
6. Contain and control illegal squatting and growth of informal settlements
Local Tourism Development Plan

Goals

- Goal 1: Develop QC as the Progressive Green City
- Goal 2: Develop Tourism Districts
- Goal 3: Develop QC as a premiere global site for conventions and meetings
- Goal 4: Develop QC as a Hub for Culture and the Arts
- Goal 5: Create a conducive environment for tourism investment and initiatives
- Goal 6: Develop and execute a marketing plan
Local Tourism Development Plan
Initiatives under Goal 4

- Identify, preserve and promote Heritage houses and Historical sites
- Calendar predictable events per tourism district
- Build a Cultural Center
Local Tourism Development Plan
Phases

- **Phase 1: QC Policies and Tourism Partnerships**
  - Leveraging assets and investments with Tourism PPPs

- **Phase 2: QC Discovery**
  - Launch Tourism Districts with tourism anchors

- **Phase 3: QC Celebration**
  - Consolidating and celebrating the Quezon City advantage