



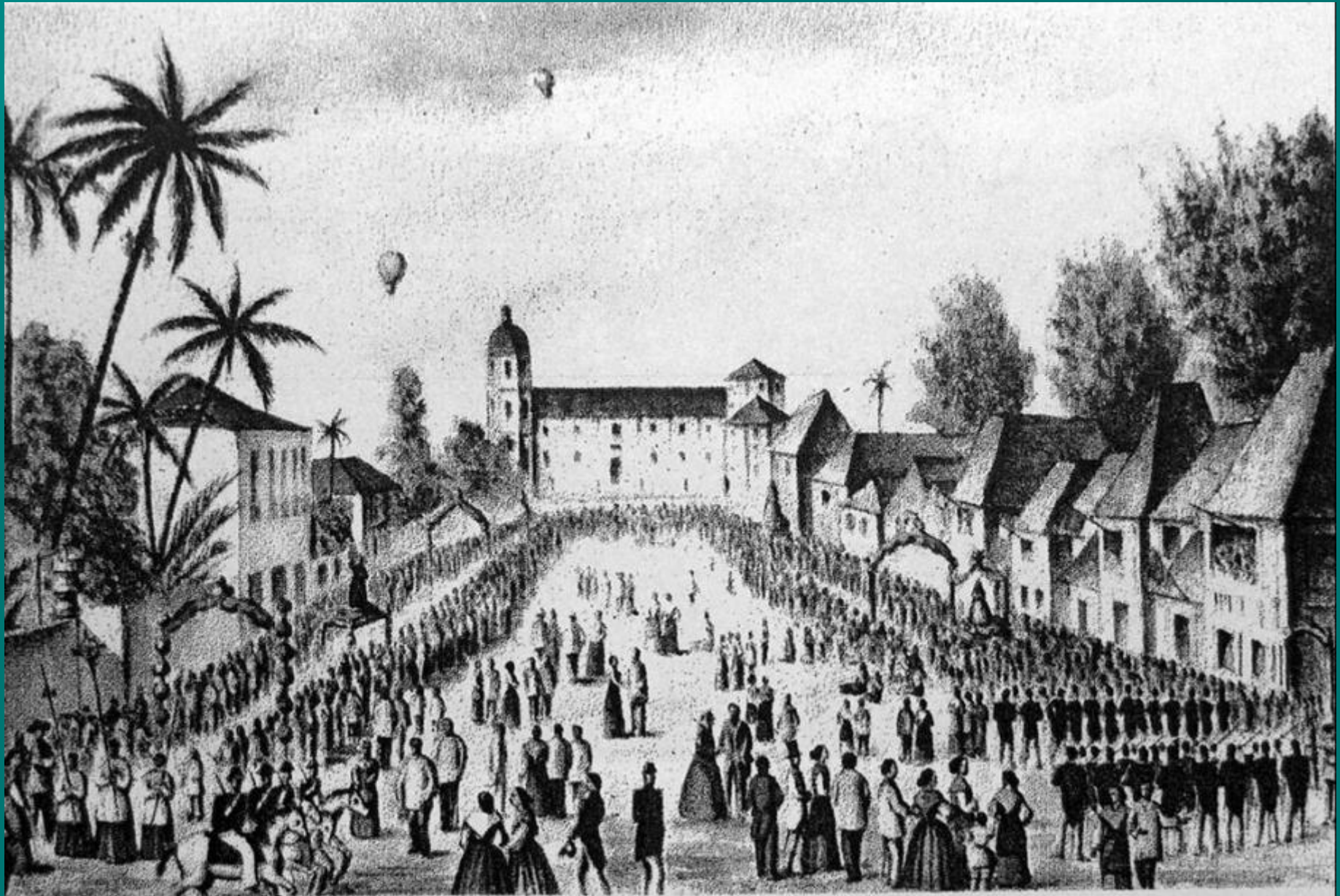
*7<sup>th</sup> of the First-Ever  
MAP Monthly Arts and Culture Lecture Series*

## **From Grassland to Metropolis: Evolution of Makati CBD**





Intramuros set the template for urbanism within a grid (cuadrícula) set by the Laws of the Indies (17<sup>th</sup> 19<sup>th</sup> C)



Plazas were the locus of economic, political and social life – central urban spaces defined by buildings of importance – Church and State, as well as residences of the ruling and upper classes

# Plano de Manila y sus Arrabales

Escala de 1:10000 Met.

1898



## NOTA

- Edificios Militares
- Id. Civiles
- Id. Religiosos
- Id. de Matorrales fuertes
- Id. de Casa y Nipa

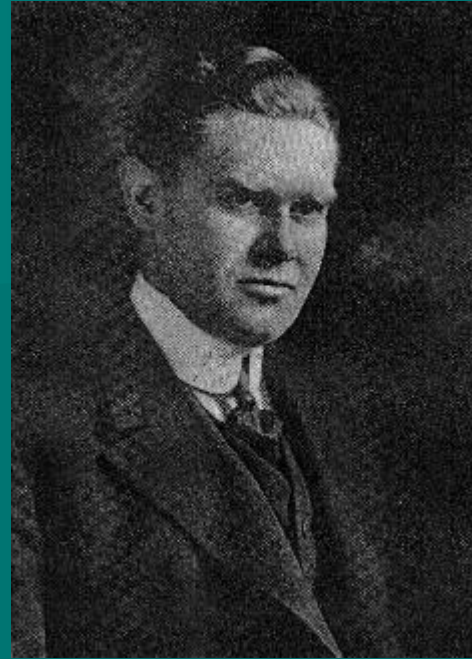
Late 19<sup>th</sup> C Manila and its arrabales (suburbs) – San Nicolas, Tondo, Binondo, Sta Cruz, Quiapo, San Miguel, Sampaloc, Ermita, Malate, Paco - pop 250K



American colonial era -1905 Burnham's City Beautiful Plan for Manila – for 800,000 people



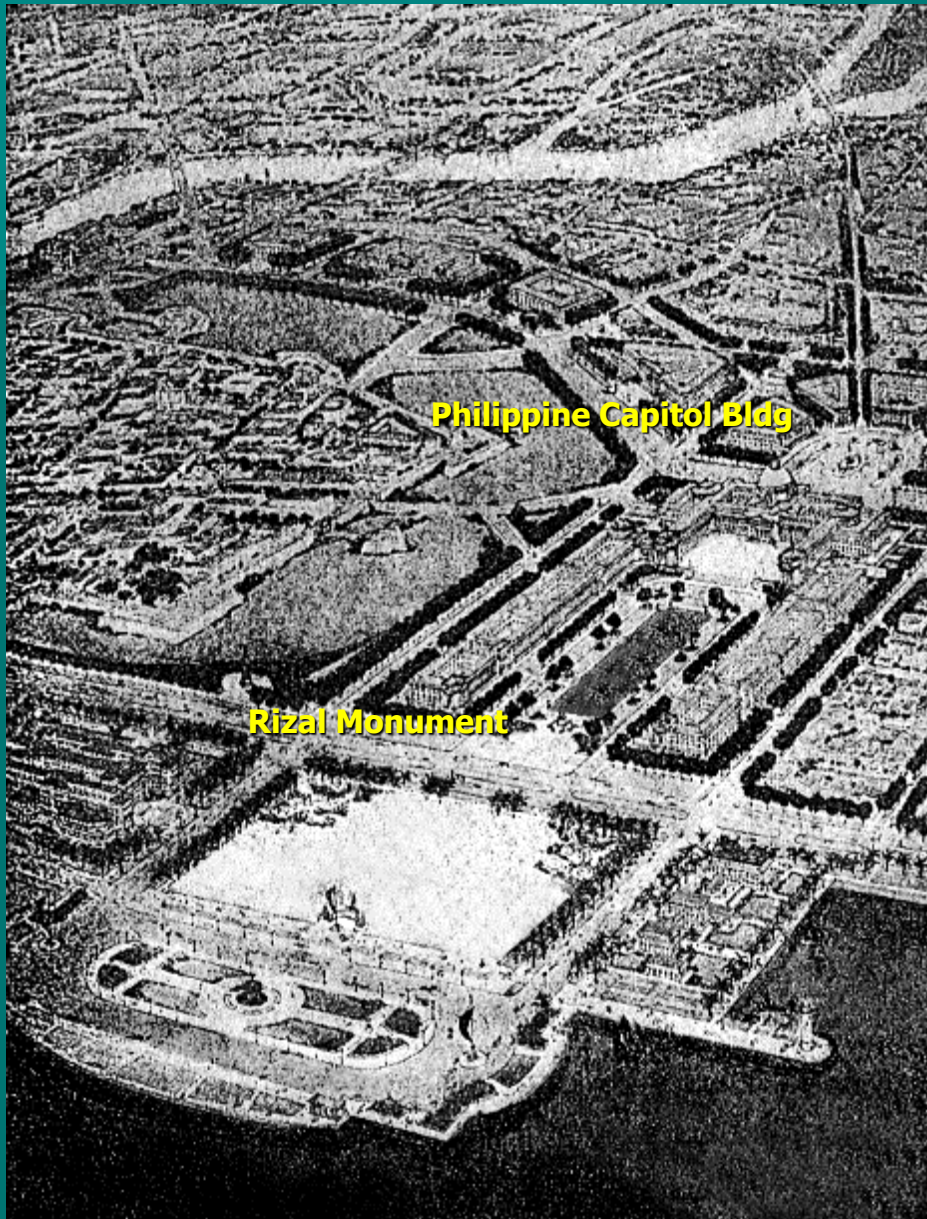
**Daniel Burnham**



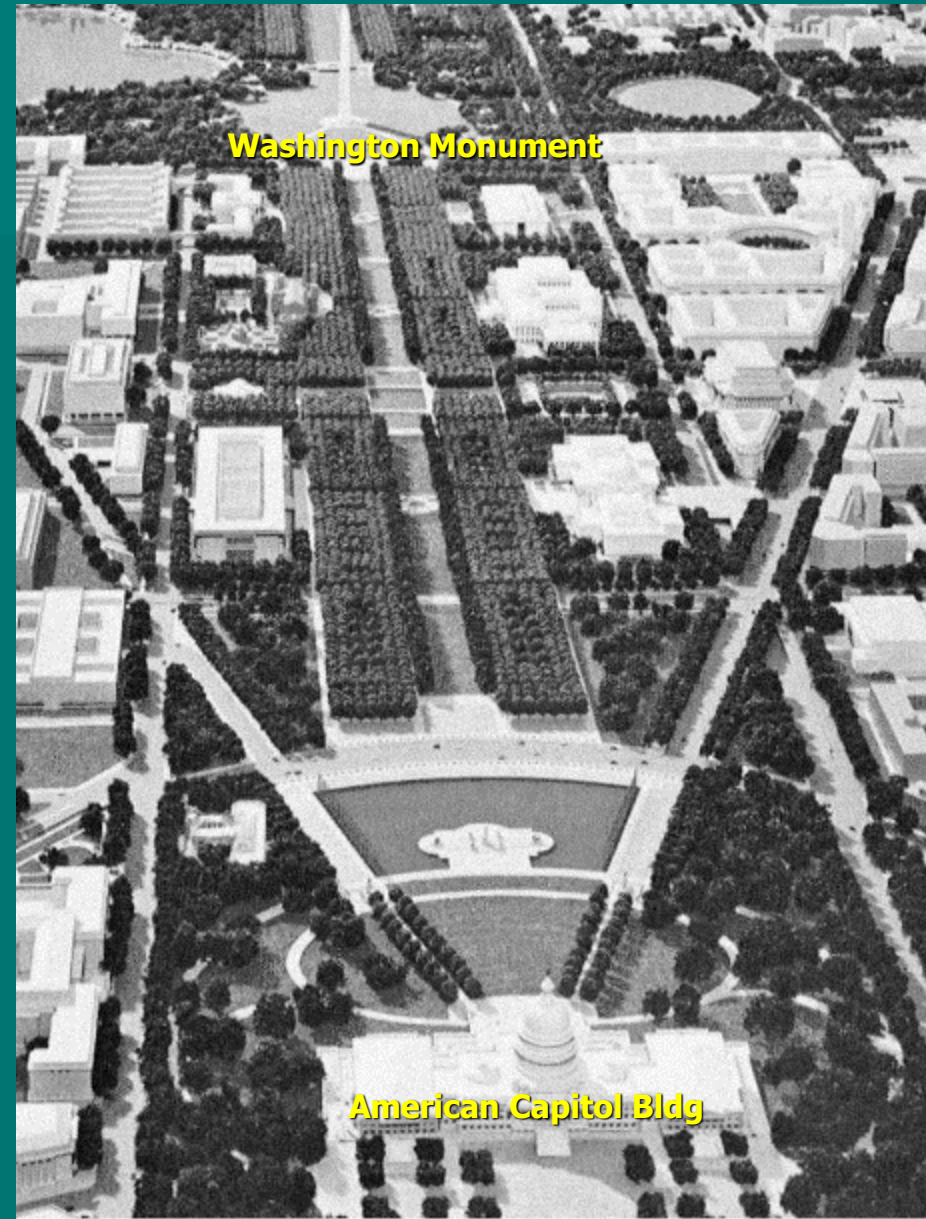
**Pierce Anderson**



**William Parsons**



Manila's masterplan 1905.



Washington DC's masterplan 1901 (Burnham et al)



**THE PROPOSED CAPITOL BUILDING—EL PROYECTADO CAPITOLIO**

The House of the Nation is the one complete idea of the Nation itself.  
To cost, the whole group, about ₱10,000,000.

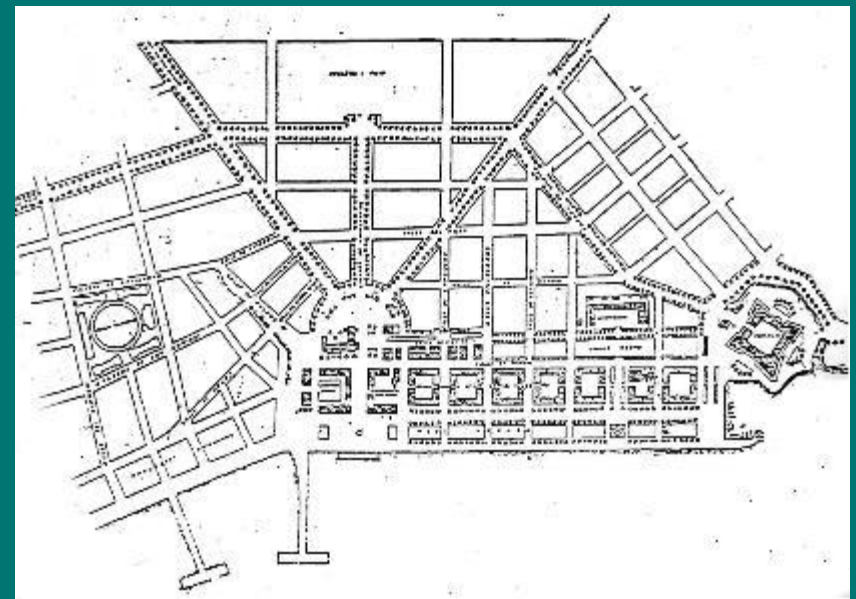
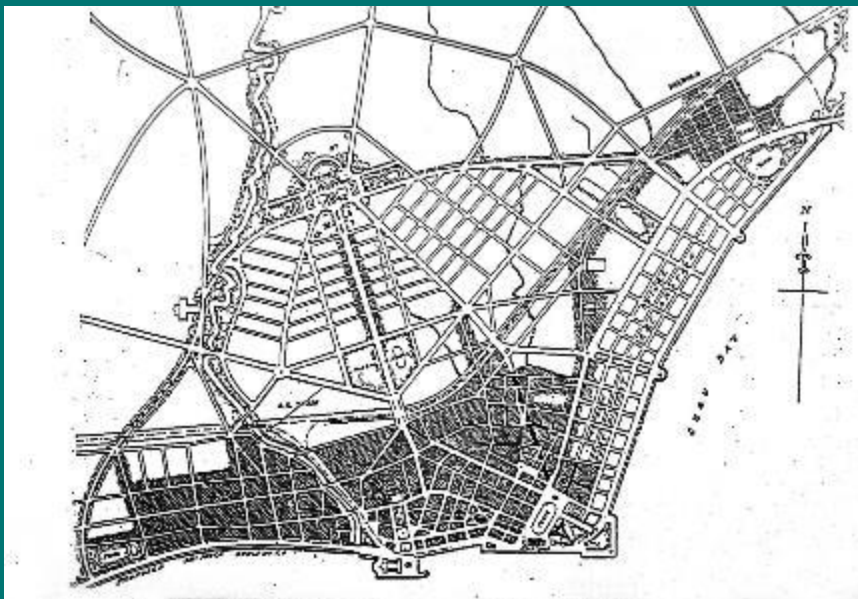
La Casa de la Nación viene a ser la concreción de la personalidad nacional.  
Su costo, con todos los edificios anexos, ascenderá a unos ₱10,000,000.

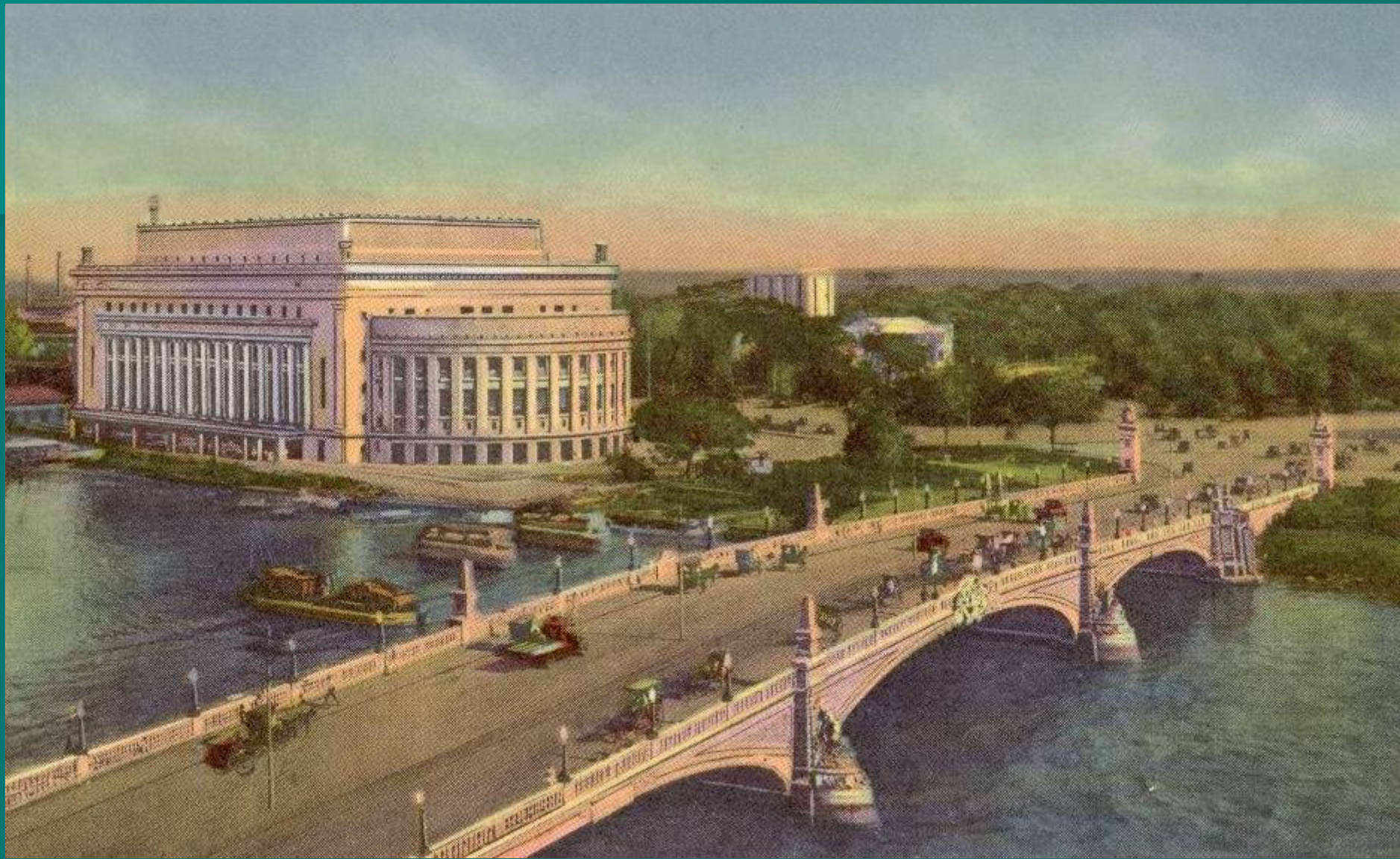
Our planned capitol building was never built due to a lack of funds and changing colonial policies that focused on eventual Commonwealth status and independence.





Masterplans for Baguio, Zamboanga, Cebu, and others continued to be produced by the BPW. (From 1918 - manned by Filipino architects trained in the U.S.)



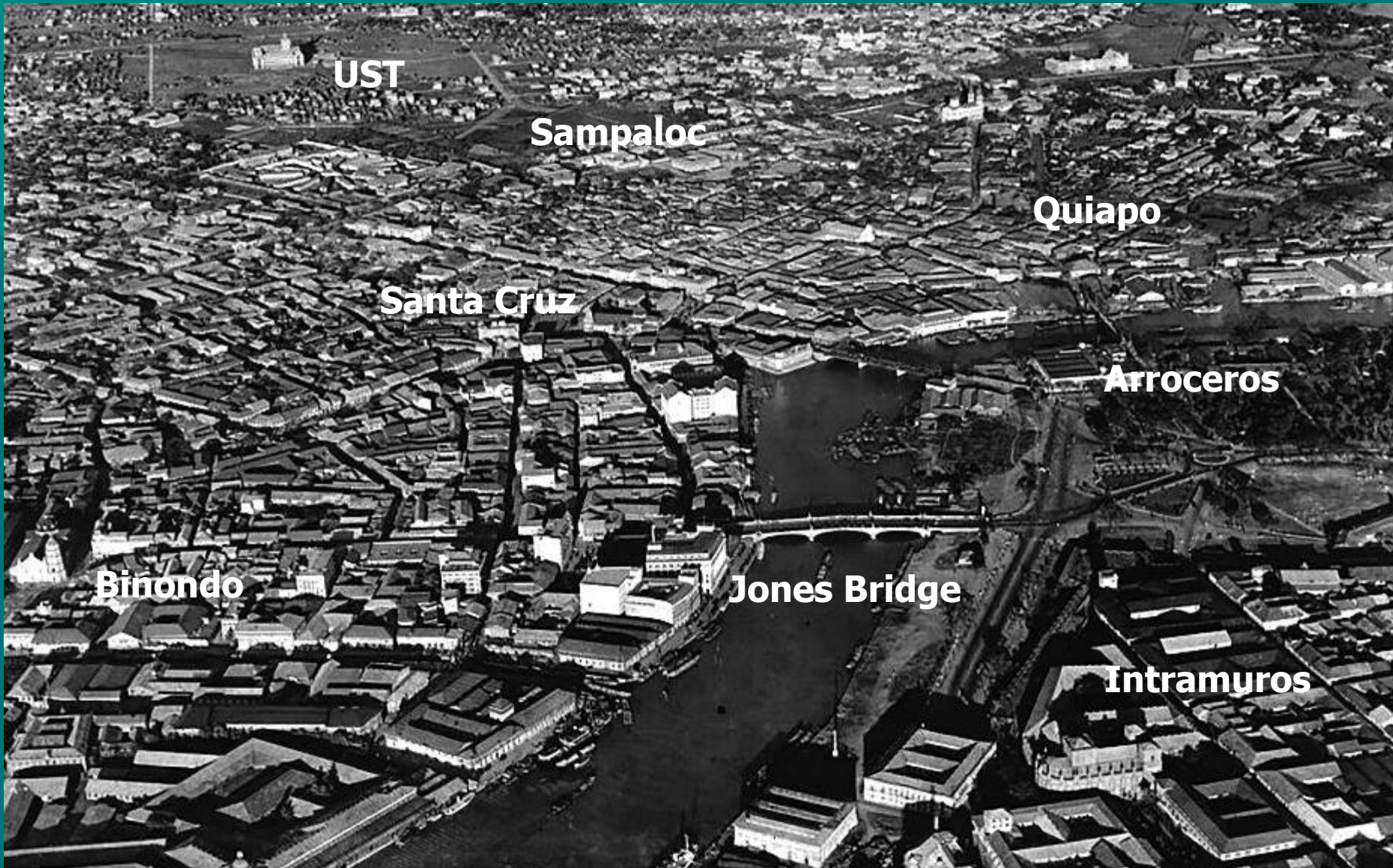


**Despite the master plan being only partially completed, MANILA was provided with key infrastructure and landmarks like the Post Office – Jones Bridge – Metropolitan Theater – Mehan Garden**

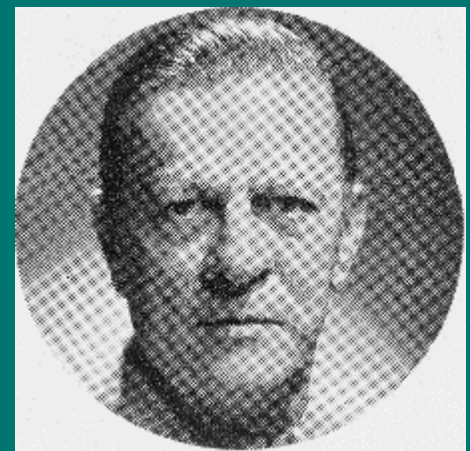


Manila was as  
Beautiful as Paris





Manila was getting congested by the mid-1930s, with its population approaching 700,000. The Commonwealth government of Manuel L. Quezon planned to move the capital in anticipation of further growth and eventual independence.



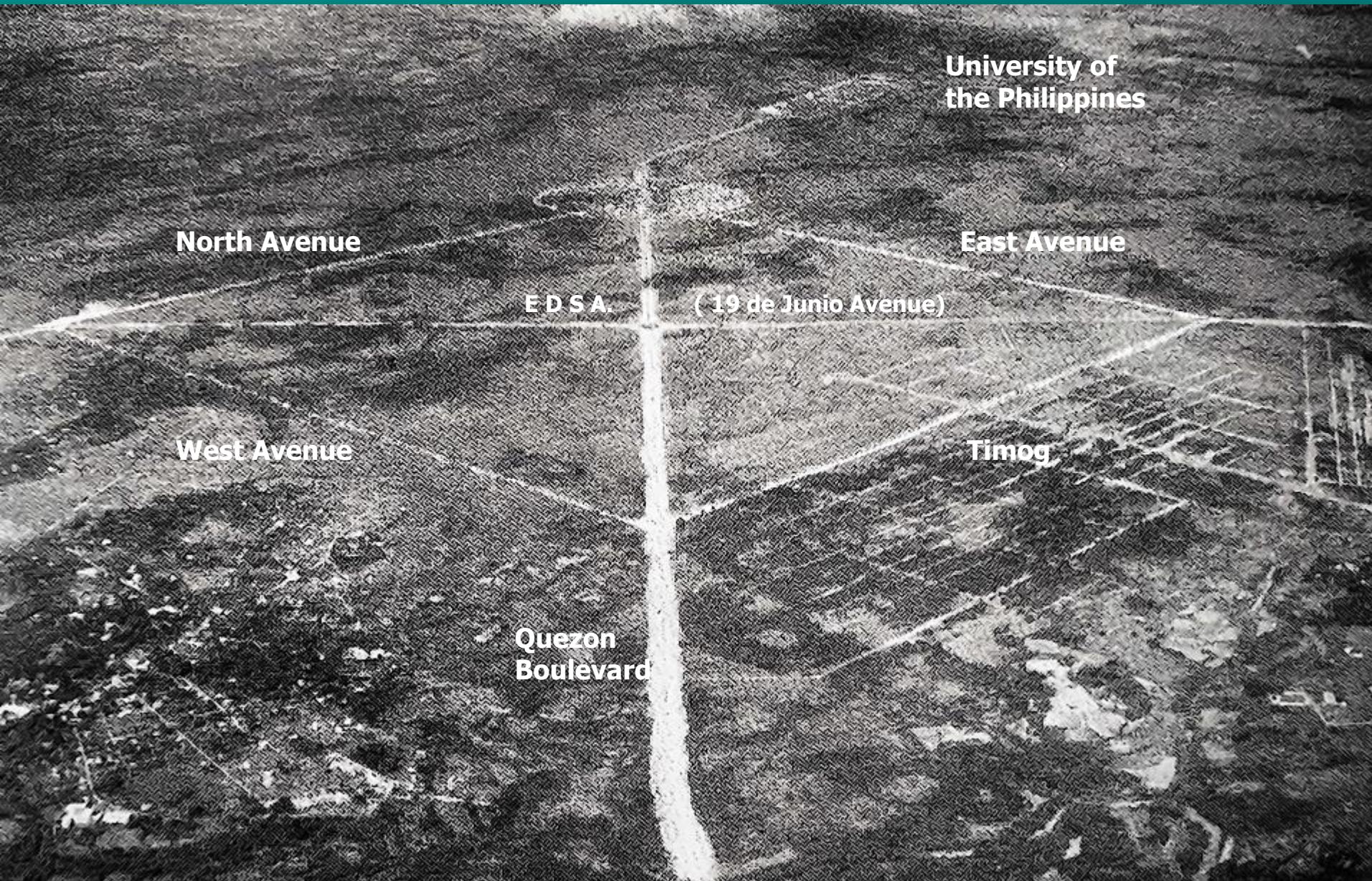
**Harry Frost**  
Bennett, Parsons & Frost -Chicago



**Juan Arellano**  
The 1941 Frost-Arellano  
Plan for Quezon City  
City Beautiful/City Rational



1941 Frost/Arellano/Croft Plan for Quezon City

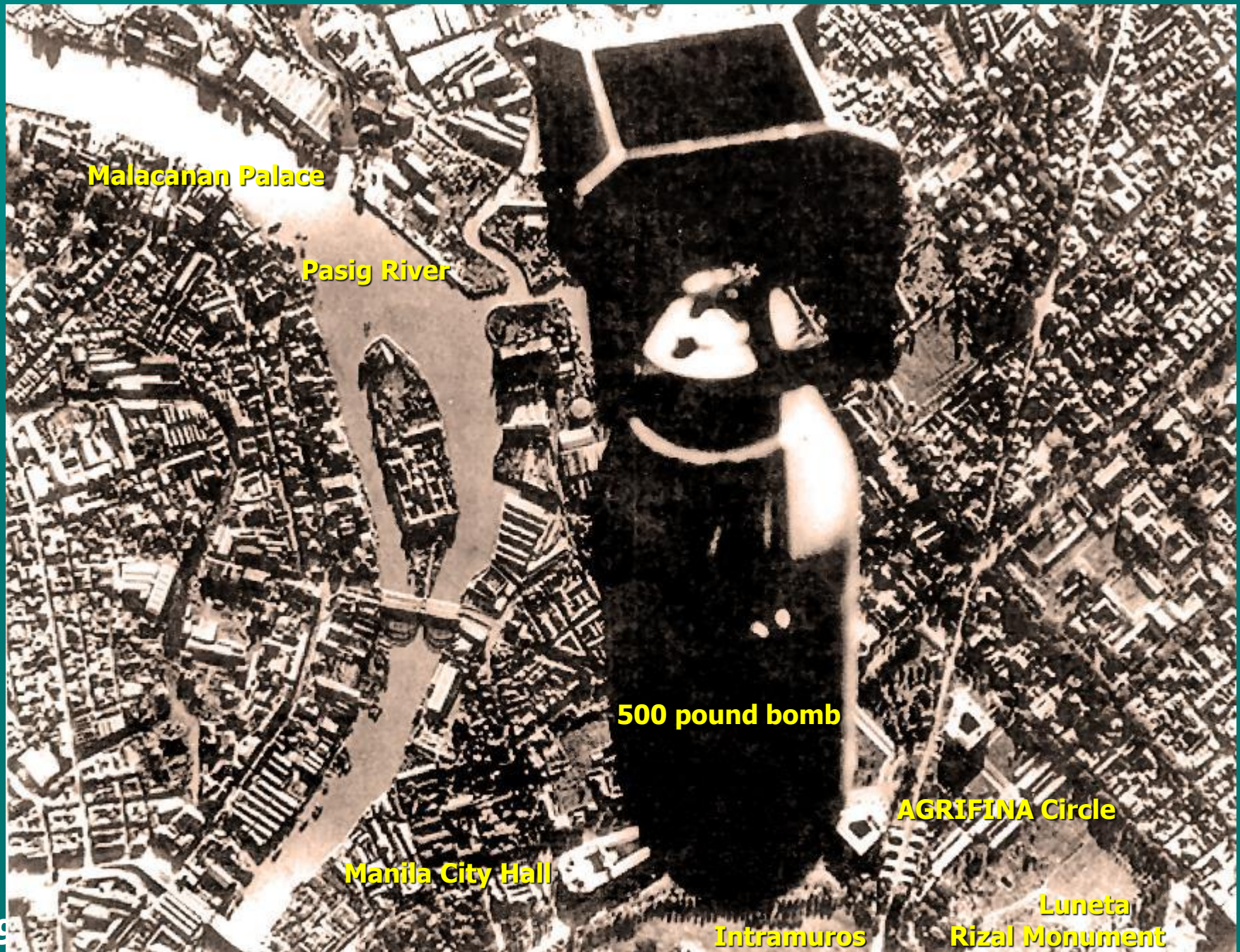


Quezon City 1941 - Diliman Quadrangle and UP started, ground broken for New Capitol at the Elliptical





Philippine Army 1941 under Field Marshall Douglas MacArthur



**Malacanan Palace**

**Pasig River**

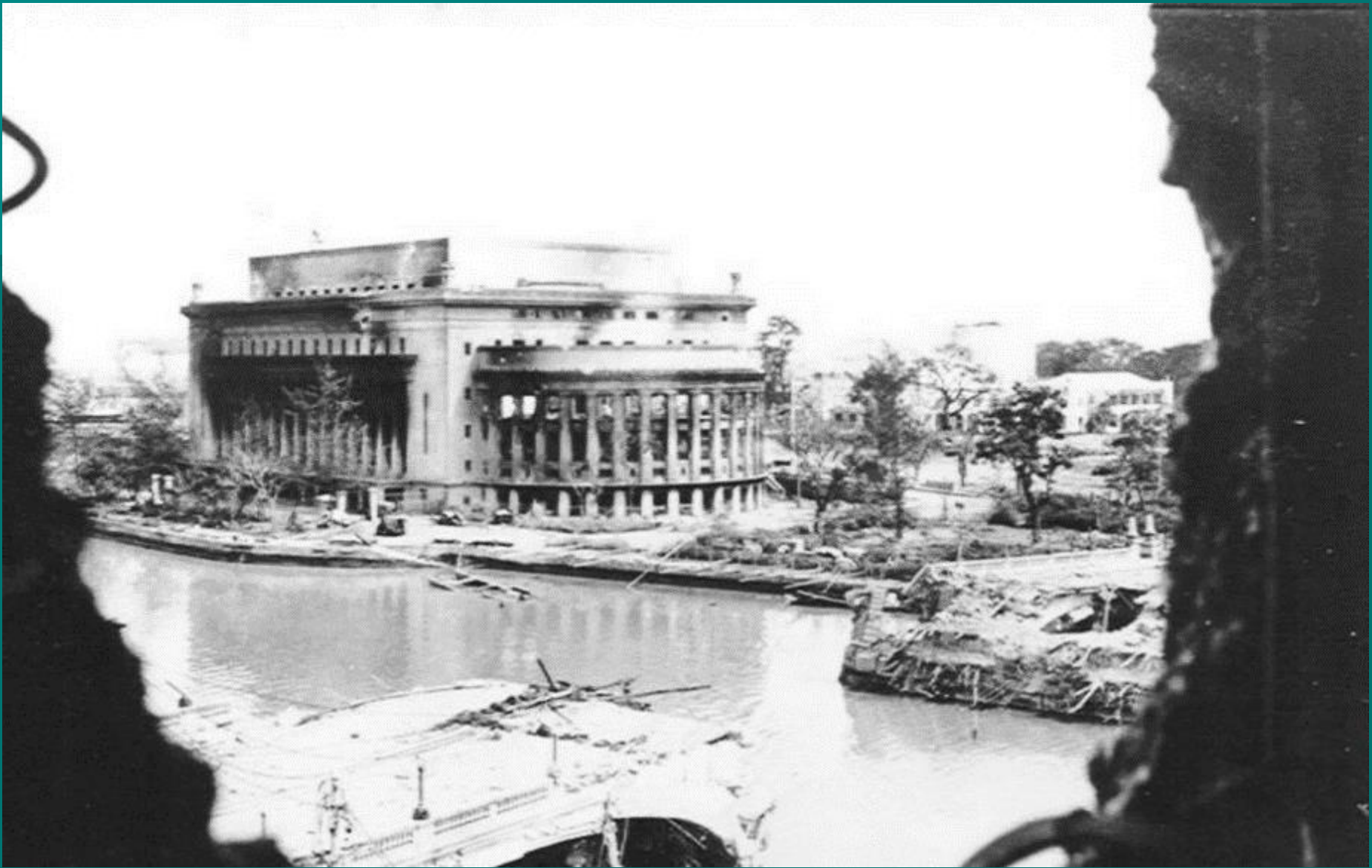
**500 pound bomb**

**AGRIFINA Circle**

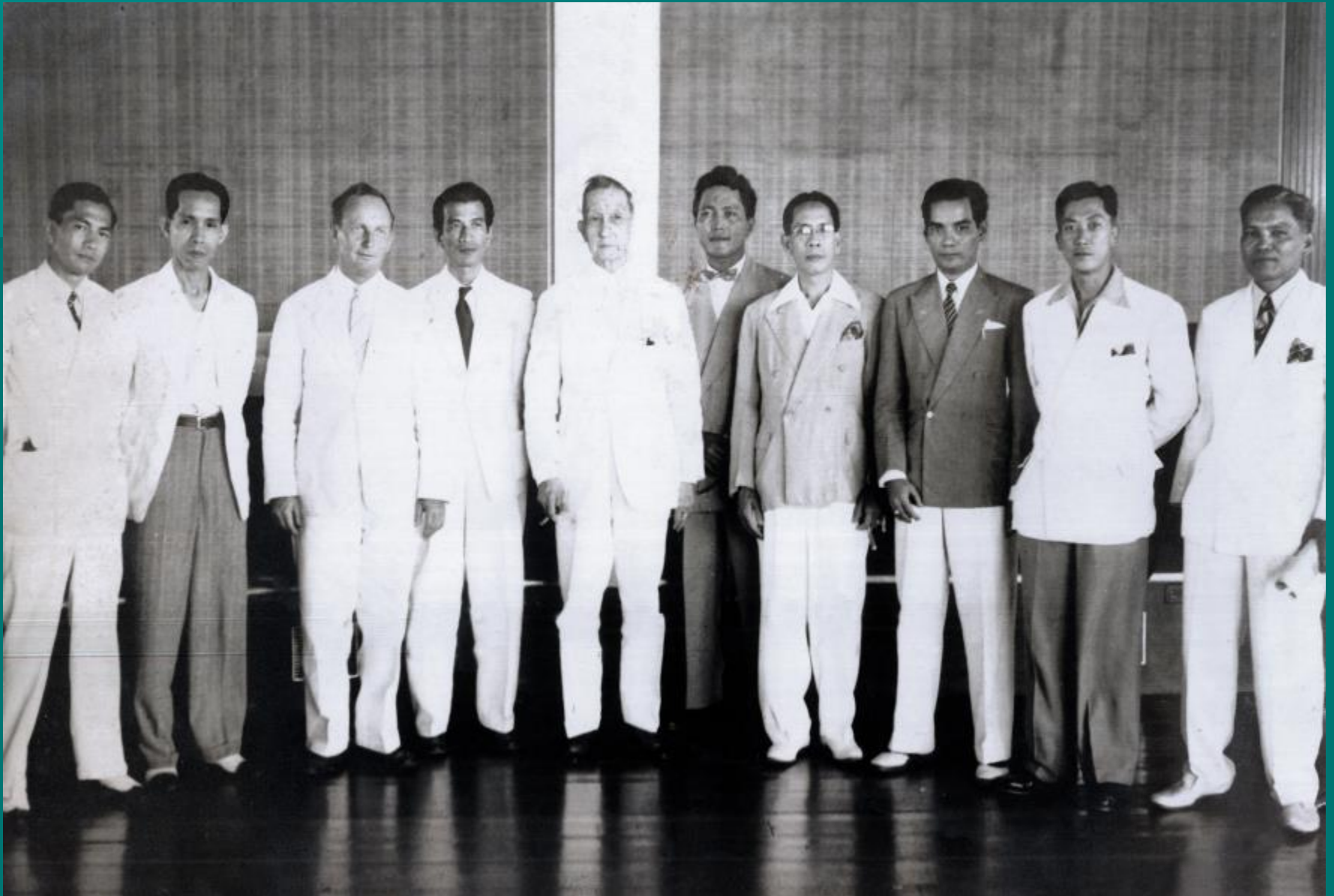
**Manila City Hall**

**Intramuros**

**Luneta  
Rizal Monument**



Manila and key cities were heavily damaged in the war. The US aids in rebuilding, with funds for key government buildings, as well as Manila's main roads and bridges. US lends planners as well as personnel from the US Bureau of Roads to assist the National Urban Planning Commission and Bureau of Public Works.



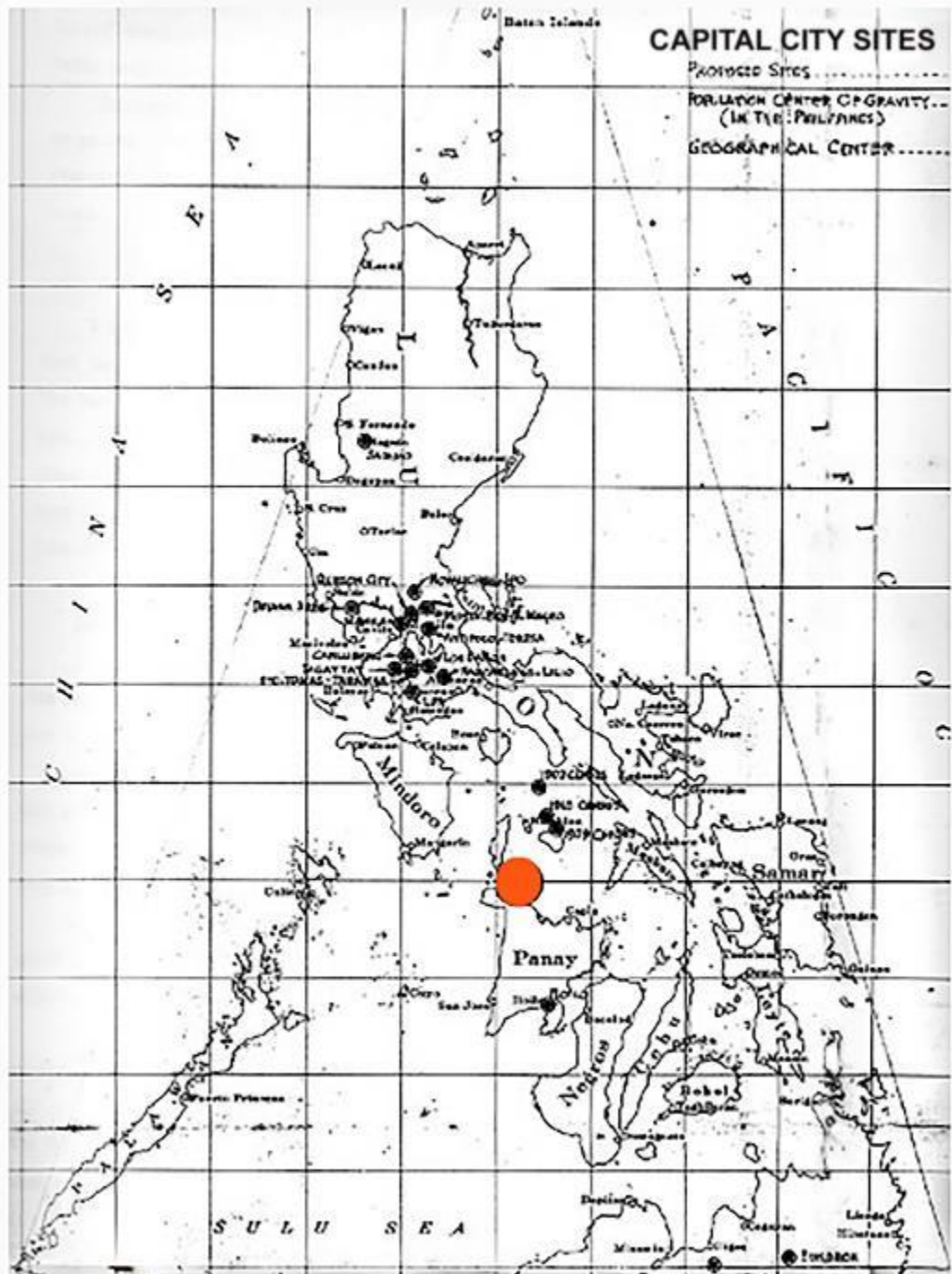
Harvard alumni Louis Croft, Antonio Kayanan, Anselmo Alquinto (3<sup>rd</sup>, 8<sup>th</sup>, 9<sup>th</sup> from right) –formed the National Urban Planning Commission, which eventually became the National Planning Commission.

# Possible Capitals 1949 study

Baguio  
Manila  
Novaliches  
San Mateo  
Bataan  
Quezon City  
Montalban  
Antipolo  
Camp McKinley  
Canlubang  
Tagaytay  
Nagcarlang  
Sto Tomas  
Lipa  
Cebu  
Iloilo  
Davao

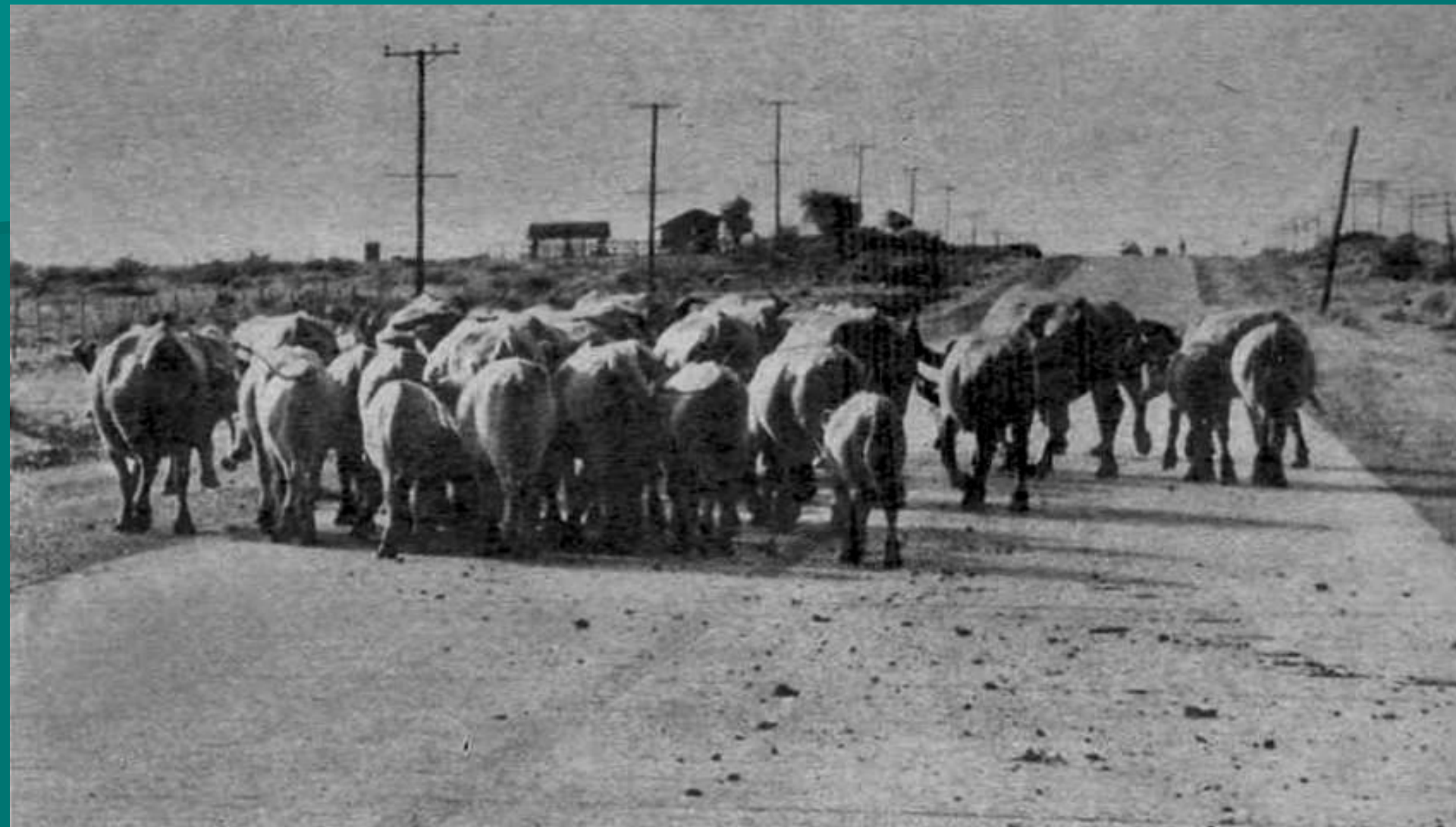
Geographical  
Center

**Boracay**

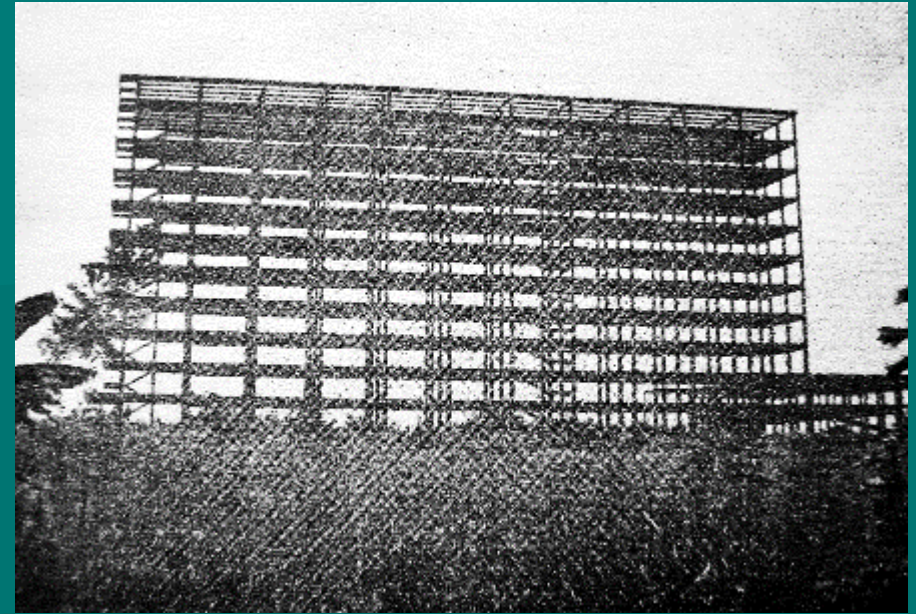




1949 Capital City Plan – Arellano, Croft, Alquinto (revisions in '55'56 by the National Planning Commission)



Quezon City – EDSA, rush hour in 1955



Very little infrastructure was built for the Quezon City National Government Center (NGC) in the 50s and 60s. The planned Central Business District (CBD) was never built in Novaliches.

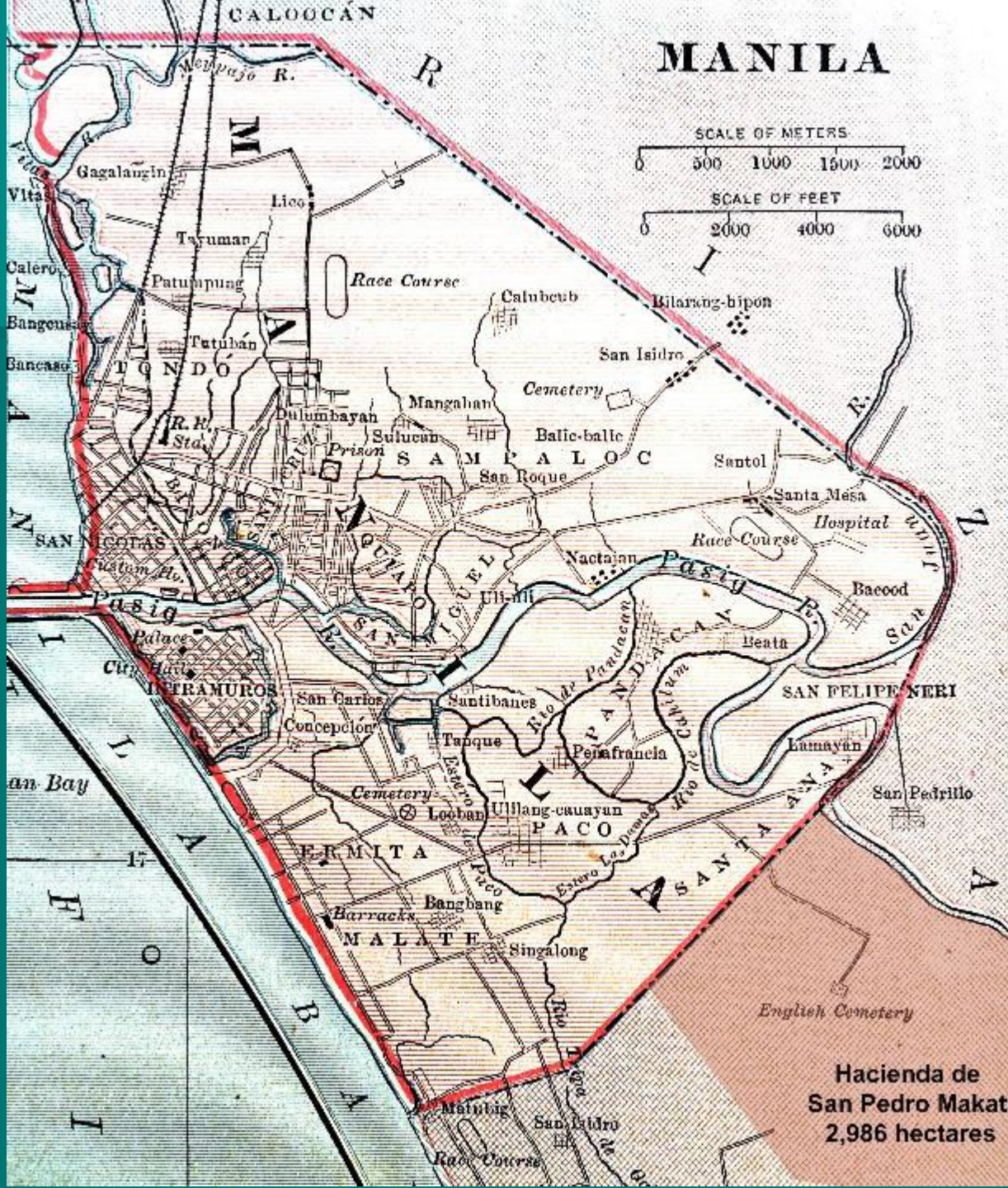




**This is when  
Makati steps up.**

As the new  
Capital  
Quezon City  
was not being  
developed  
adequately...

Makati offered  
close to 1,650  
hectares as  
an alternative  
for residential,  
industrial and  
commercial  
development,  
leaving civic  
functions to  
Manila and QC



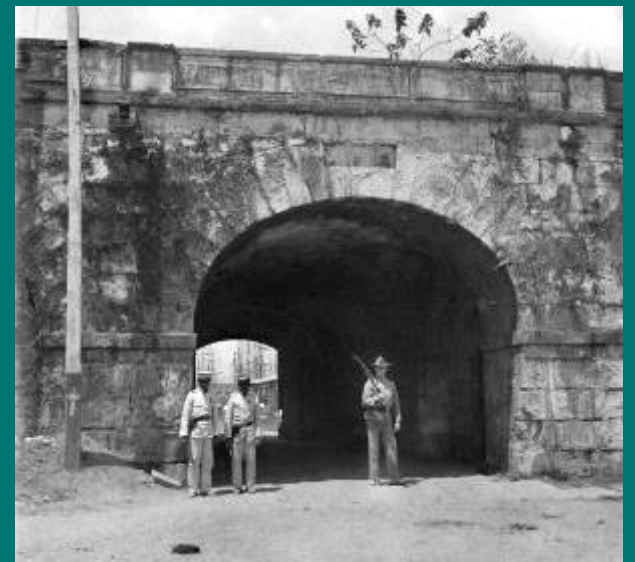
Stepping back to the Late Spanish period – The former estate of Captain Pedro de Brito and the Jesuits was bought by Jose Bonifacio Roxas, a partner of Ayala y Compañía in 1851.

Eventually the hacienda was inherited by Jacobo, Alfonso and Mercedes Ayala de Roxas In 1911.

The hacienda was mainly agricultural but pottery, and clay bricks for construction were also made there.

The area was also the source of another building material...

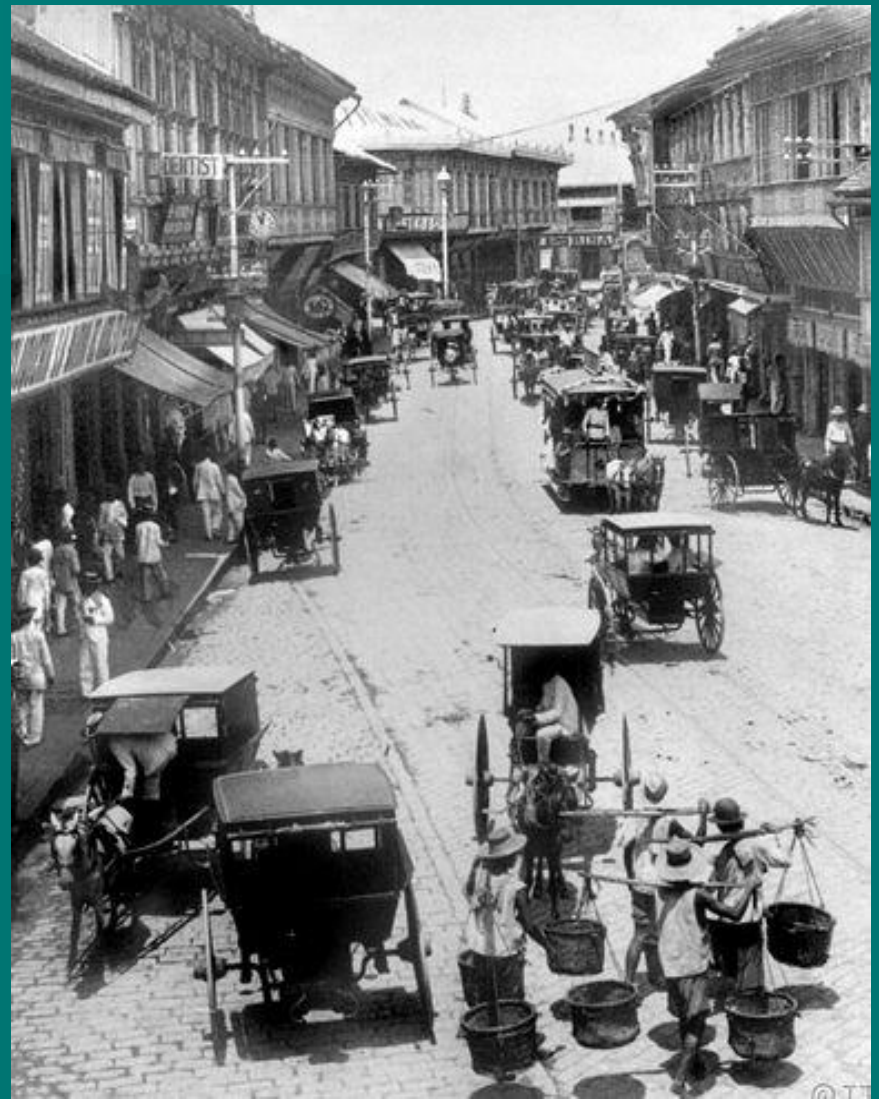
Hacienda de San Pedro Makati  
2,986 hectares



Adobe from Makati built Manila.



Although rice was grown in the hacienda, the yields were disappointing. The hacienda was more successful growing fodder grass, *zacate*, which fed the horses that pulled the *tranvias* (a Zobel franchise) as well as the calesas and most transport in 19<sup>th</sup> C Manila.



Horse-drawn Tranvias  
Calesas and Carromatas  
Of Manila



Rail line - Manila to Fort McKinley  
(today's Kalayaan Avenue)

Makati, a hacienda town of 3,000 people by the Pasig River – Ayala y Compañía

Neilson Airport under construction, now Ayala Triangle, Makati, Manila, Philippines, March 20, 1937, 9:30 AM, looking north  
War Department, Army Air Forces, US National Archives © John Tewell

**Sta Ana racetrack**

**Olympia and  
Consuelo Sudvs**

**Pasig River**

**South Cemetery**

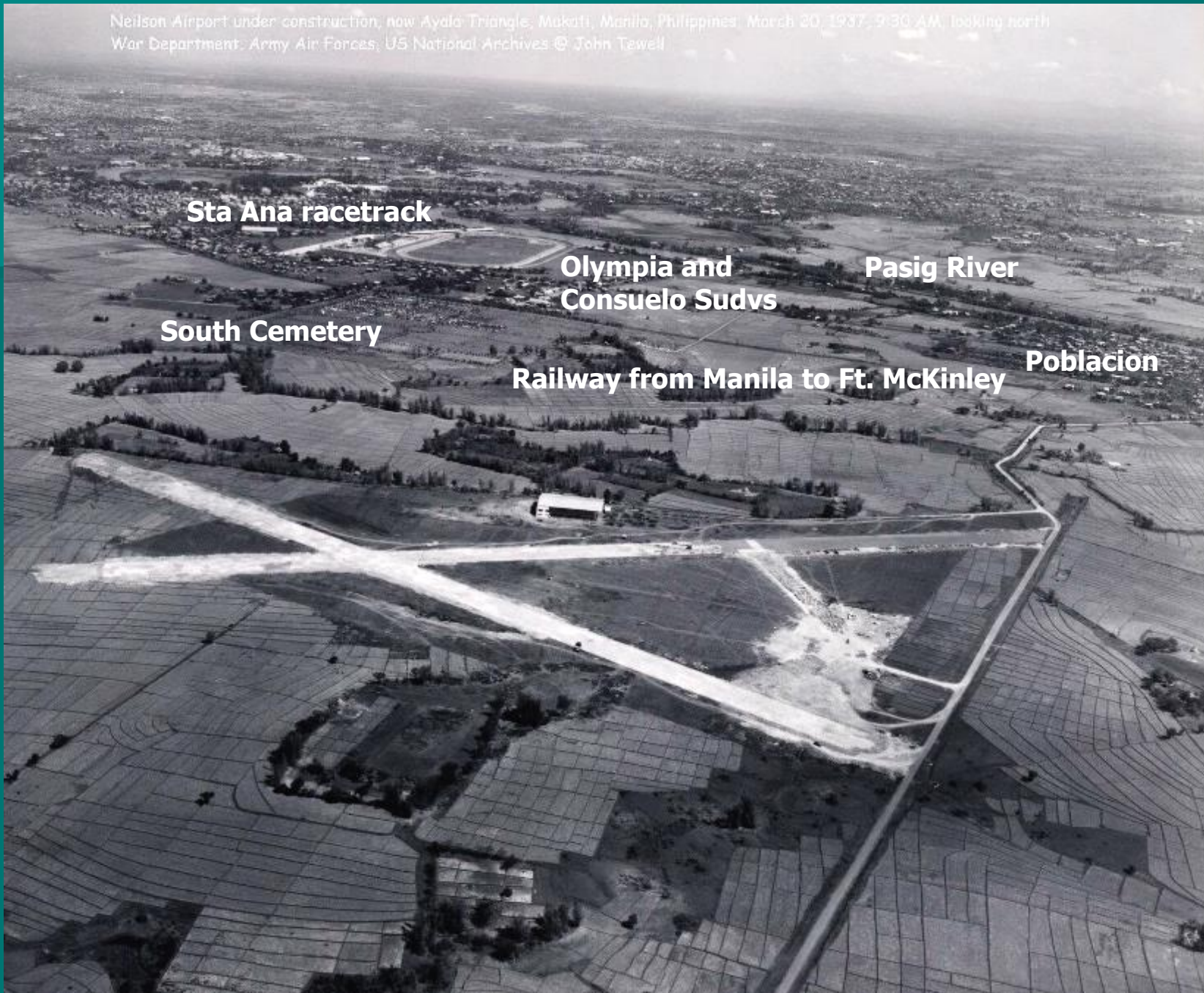
**Railway from Manila to Ft. McKinley**

**Poblacion**

To maximize use of the Hacienda in the 1930s:

1926  
the first  
suvds  
were  
built

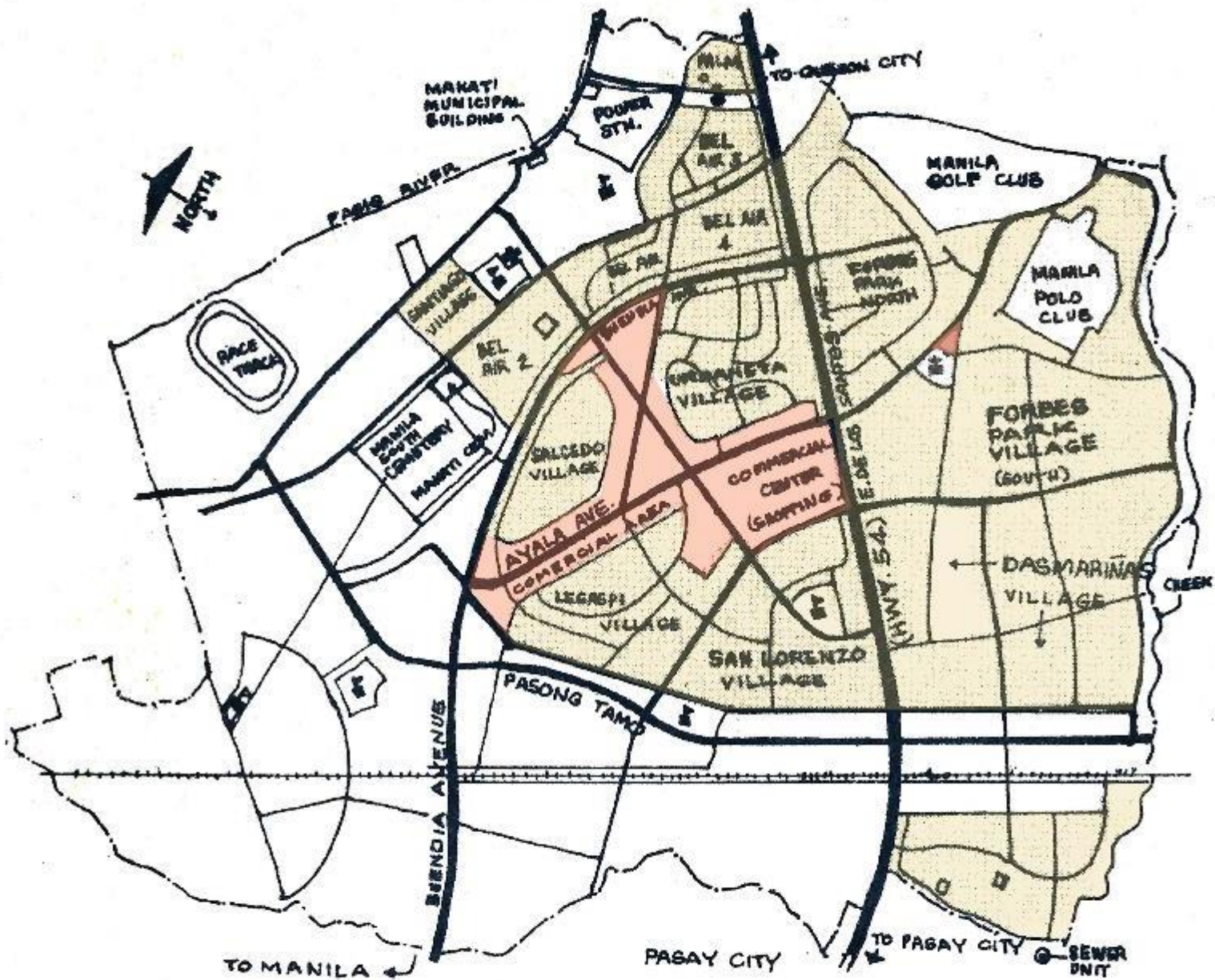
1937-  
43ha.  
Neilson  
Airport  
opened





Neilson airfield operated from 1937-1941, and from 1946-1948. It closed in 1948 when government consolidated all civilian air operations in Nicholls Field, Pasay City – so the Ayala company embarked on real estate development to service post-war growth.





COMMERCIAL AREA

CONTROLLED HOUSING AREA

Makati  
 Zoning  
 Evolution  
 1948-1970



# THE COMMUNITY BUILDERS HANDBOOK

●

Prepared  
By the  
Community Builders' Council  
of the  
Urban Land Institute  
1947

●

1737 K STREET, N. W.  
WASHINGTON 6, D. C.

Makati's planners were influenced in the design of residential zones by the Garden Suburbs planning movement in the US, espoused by planners like the Olmsted Bros., John Nolen, and others... as well as post-war guidelines prescribed by groups like the Urban Land Institute.



FORBES PARK VILLAGE SOUTH

## A FEW OF THE RECENTLY DEVELOPED SUBDIVISIONS

SUBDIVISIONS	KILOMETRAGE		LOT AREAS IN SQUARE METERS	APPROX. PRICES PER SQUARE METER
	ROAD	RADIAL		
1 PARADISE FARMS	30	22.5	10,000 & UP	₱ 1.00 - ₱ 1.30
2 AMPARO SUBDIV.	24	9	500 & UP	6.50 - 9.00
3 MARIKINA HEIGHTS	18	14	700 - 12,000	2.50 - 5.00
4 DOÑA JUANA SUBD.	17	15	400 - 4,000	8.50 - 14.00
5 LAS PIÑAS SUBD.	16	15	1,000 - 10,000	3.00 - 4.00
6 FORBES PARK SUBD.	10	8	2,000 - 3,000	18.00 - 21.00
7 WACK WACK SUBD.	9	7	1,000 - 2,500	18.00 - 21.00
8 SAN LORENZO	9	7	240 - 500	20.00 - 23.00
9 UNIVERSITY HILLS	7.5	7	600 - 1,242	17.00 - 20.00
10 MORNINGBREEZE	7	6.8	240 - 500	17.00 - 25.00
11 LITTLE BAGUIO	8	6	240 - 500	8.00 - 12.00
12 LOURDES SUBD.	5.5	4	240 - 487	25.00 - 35.00

## A FEW OF THE RECENT PURCHASES AND OFFERINGS OF INDUSTRIAL SITES are:

ALONG HIGHWAY	KILOMETRAGE		AREA IN HECTARES	APPROXIMATE PRICES PER	
	ROAD	RADIAL		SQUARE METER	ACRE
(A) NORTH ROAD	23	20	10	₱ 2.00	\$ 4,046
(B) NORTHEAST ROAD	12	9.5	2	3.00	7,074
(C) NORTHEAST ROAD	19	17	4	2.00	4,046
(D) SOUTH ROAD	23	18	10	1.50	3,034
OFF HIGHWAY					
(E) HIGHWAY-54	10	8	1-2	12.00	24,276
(F) OFF NORTH ROAD	9	8	10	6.00	12,138
(G) ALONG PASIG RIVER	15	10.5	8	5.00	10,115
(H) NOVALICHES - POLO	25	15	9	1.00	2,023

ALL INDICATIONS ARE APPROXIMATE, (PREPARED: JANUARY 1956)

Land Values in 1956

Thru the courtesy of the American  
Chamber of Commerce Journal.



ROCKWELL

BEL AIR 3

EDSA

POBLACION

BEL AIR 4

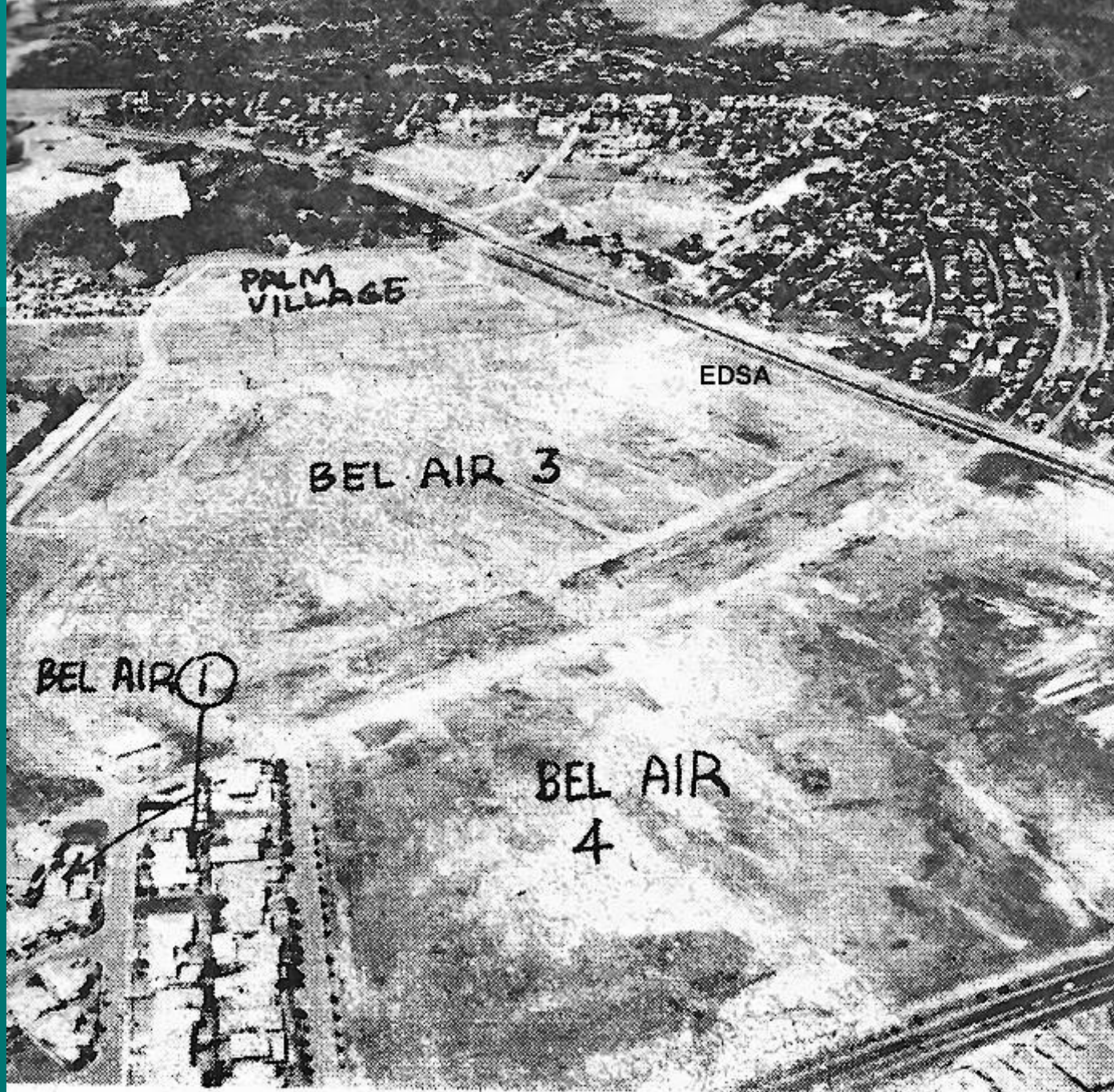
KALAYAAN AVE

PASEO DE ROXAS

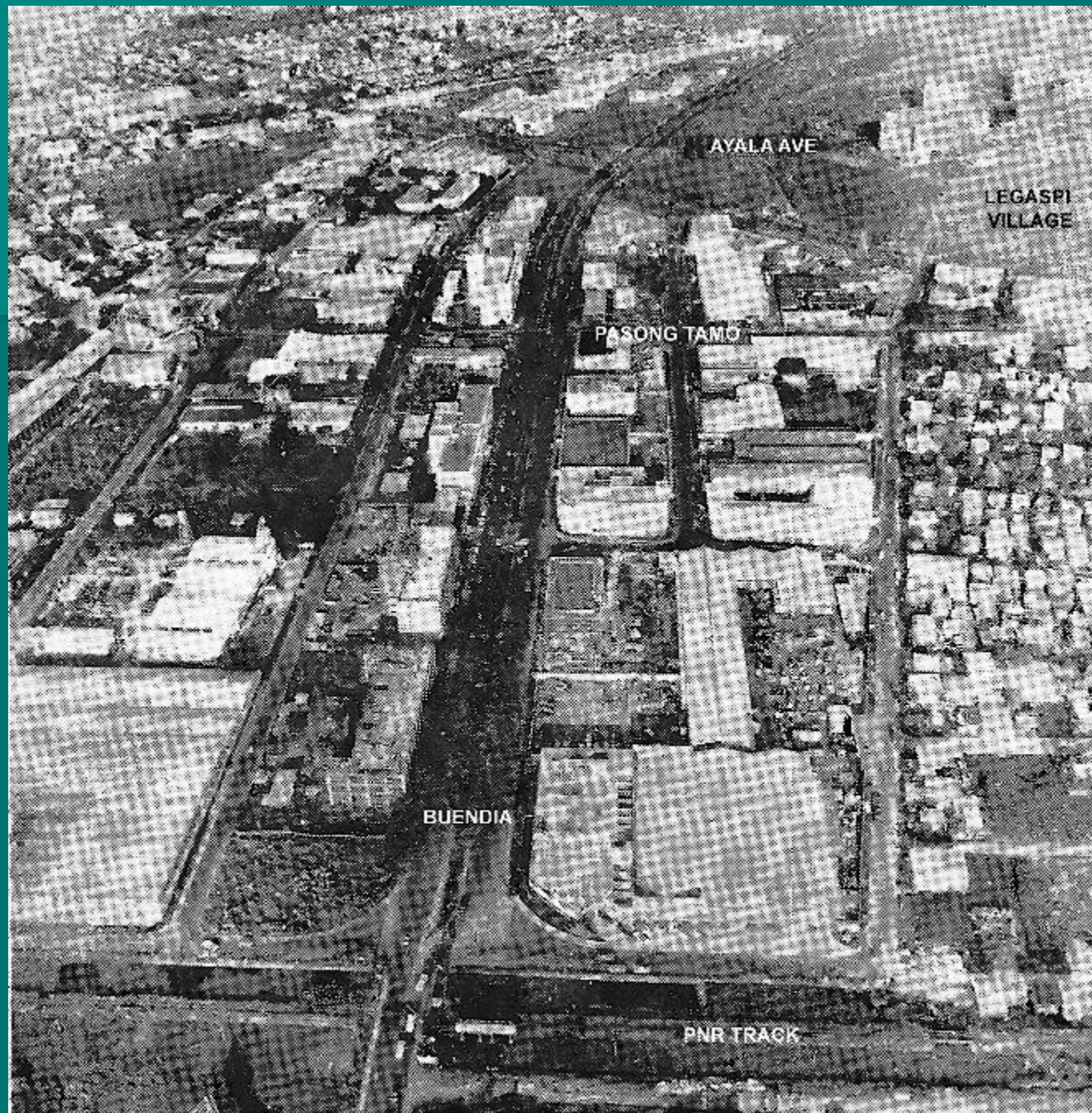
JUPITER ST

BUENDIA

MAKATI AVENUE



BEL AIR 3 & 4 AREA



AYALA AVE

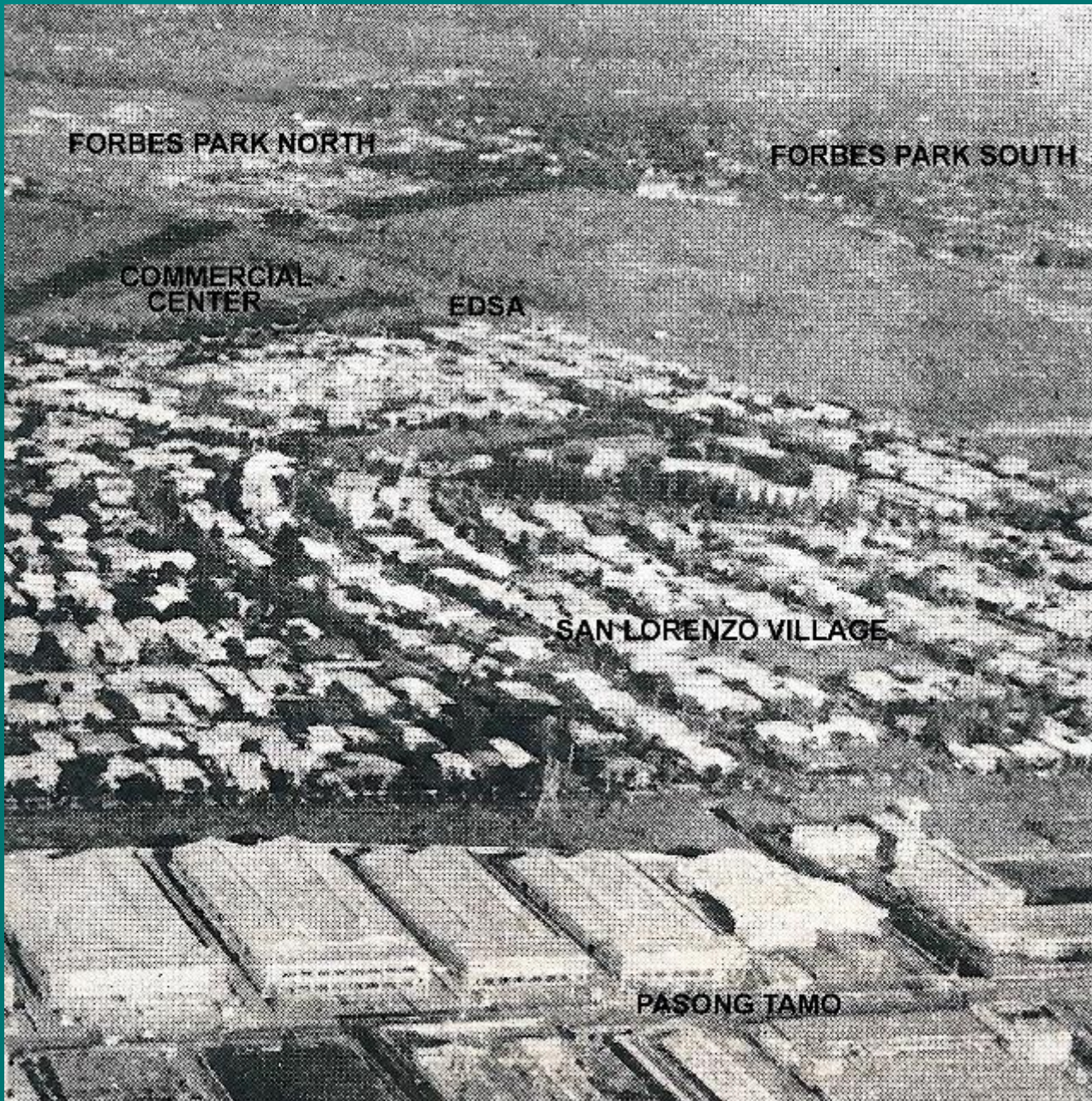
LEGASPI  
VILLAGE

PASONG TAMO

BUENDIA

PNR TRACK

INDUSTRIAL AREA



Forbes Park  
South and North  
1948 – 1950s

San Lorenzo  
Village 1954  
Urdaneta  
Village 1957  
Bel Air Villages  
1950s-1960s

San Miguel  
Village 1960  
Dasmariñas  
Village 1962  
Magallanes  
Village 1966  
Palm Village  
1960s

Industrial  
Developments  
1949-1960s





## Aircon Philippines

The 1950s see the introduction of modernist architecture in office and industrial buildings, as well as new building types like multi-story apartment buildings and condominiums

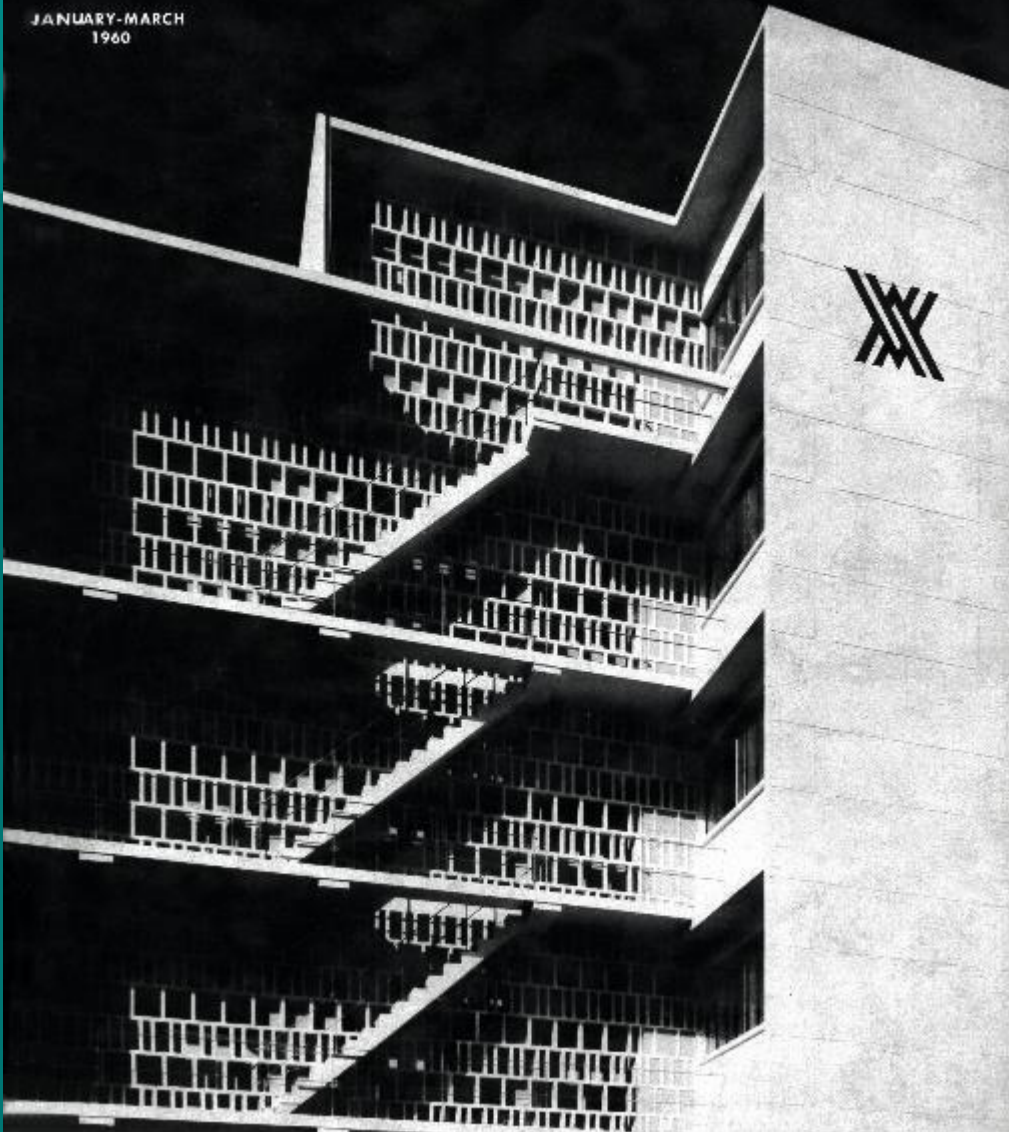


Monterray Apartments 1959  
Leandro Locsin



# PHILIPPINE arts and architecture

JANUARY-MARCH  
1960



"A PICTORIAL QUARTERLY DIGEST"

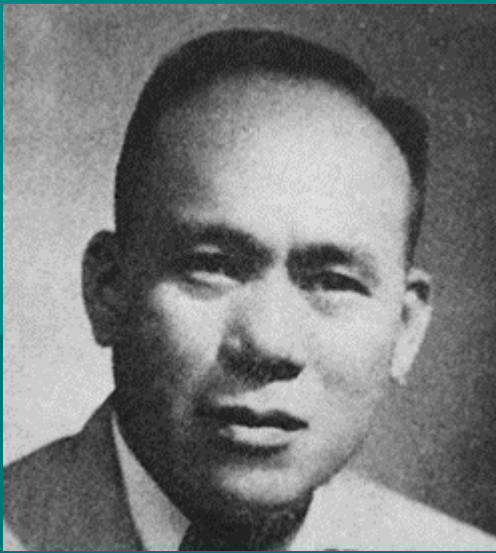


Makati's development in the 1950s to the 1960s led to the flourishing of a golden age of modernist architecture and planning in the country.

Many of these exemplary buildings were featured in local and international publications.



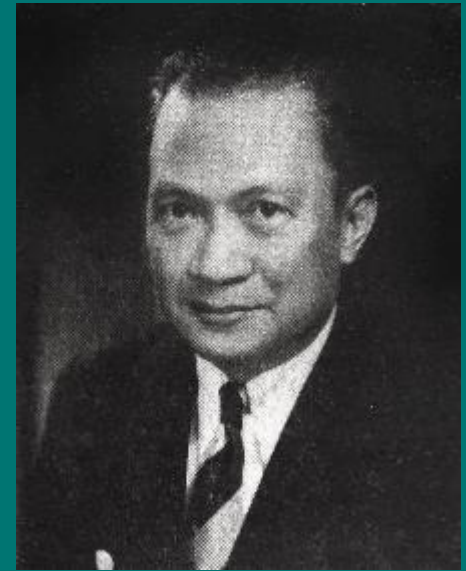
A post war generation of Filipino architects were the creative force behind this wave of modernism - Archts Gabriel Formoso, AJ Luz, Carlos Arguelles, Florencio Fajardo, Manuel Mañosa, Angel Nakpil, Luis Araneta



Cesar Concio  
M Arch MIT 1940



National Jose Zaragoza  
Catholic University of America



National Artist Juan Nakpil  
University of Kansas



National Artist  
Leandro V. Locsin –  
Embarked of a study  
tour of the US in  
late 1950s meeting  
with Paul Rudolph  
and Aero Saarinen

National Artist  
Ildefonso P. Santos  
Landscape Architect  
University of Southern  
California M Arch 1956





Insular Life  
Building 1961  
Cesar Concio



Asian  
Institute of  
Management  
1969  
Gabriel  
Formoso



Ayala Museum (1974)– Leandro Locsin





Makati Commercial Center

San Lorenzo Village

Legaspi Village

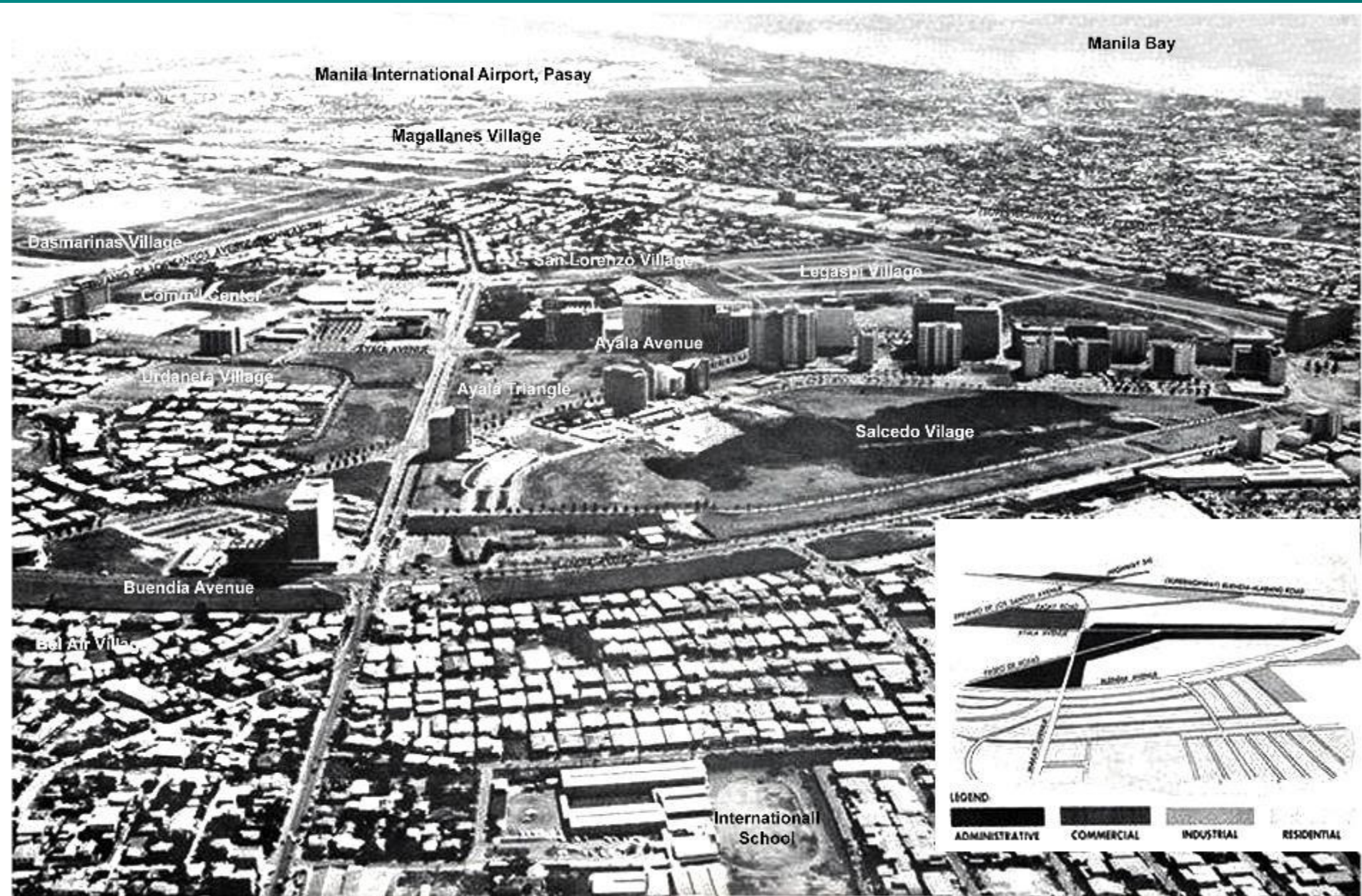
Ayala Avenue  
1967



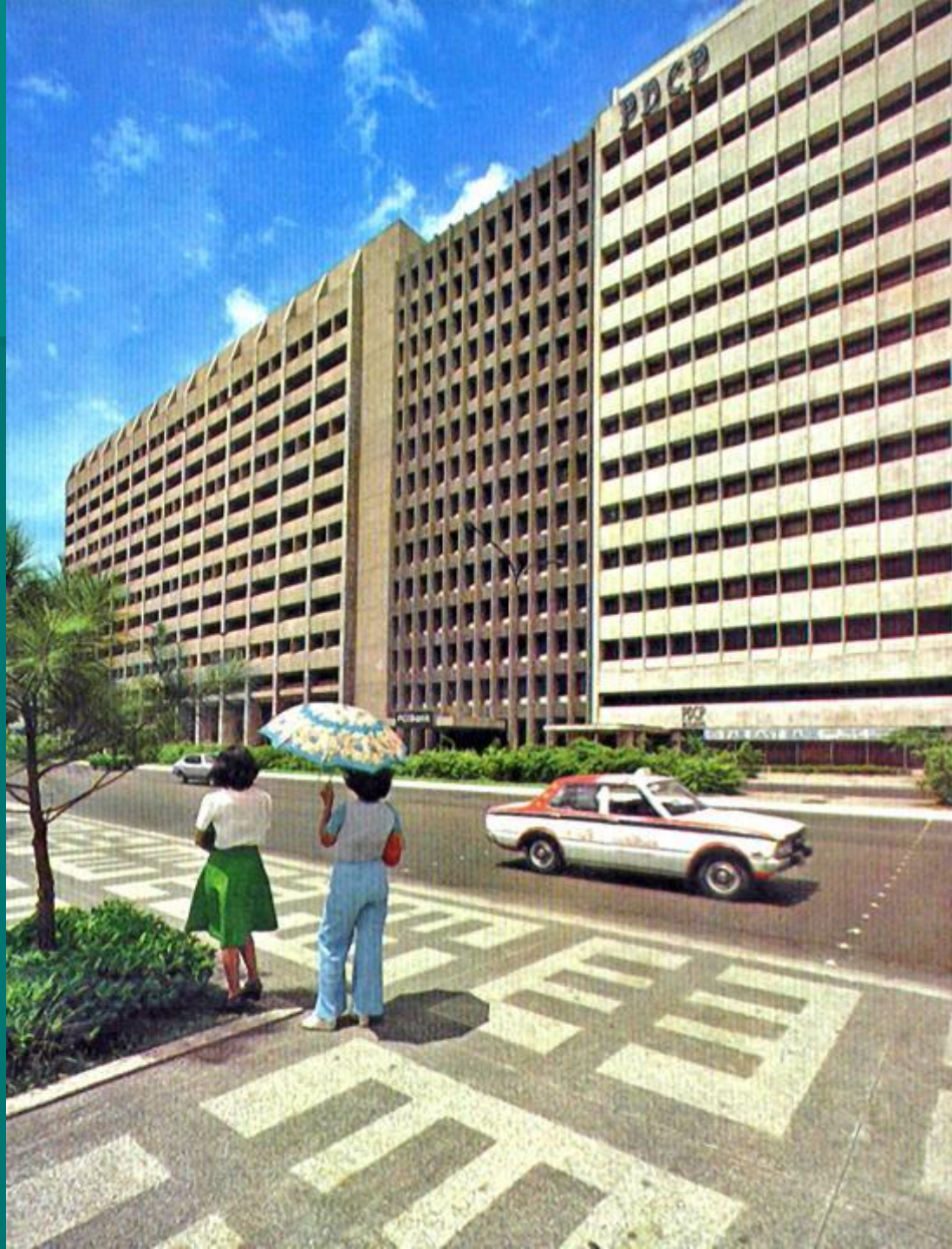
**Hotel  
Intercontinental  
Manila and  
The Makati  
Commercial Center  
1969**

**Intercon by Leandro  
Locsin  
Makati Commercial  
Buildings by various  
Architects**

**Landscape Architecture  
By Ildefonso P. Santos**



Aerial Panorama 1970



By the mid 1960s Ayala Avenue becomes the Wall Street of Greater Manila. Office buildings on both sides of Ayala Avenue create a single-use zone that was a goal of modern planning practice (but created no life after office hours).



The Makati Commercial Center also created a single-use zone for shopping, dining and entertainment for the district.

Santuario de San Antonio

DASMA VIL

FORBES PARK

HIGHWAY 54 (E D S A)

Petron

Shell Gas Sta.

Intercon Hotel

NOMADS Football (New SM)

Dusit

SAN LO

AYALA AVE.

Arcade

(Colubia Photo, etc.)

Poulex

Glorietta Ctr

QUAD

Makati Amusement

The Plaza

PASAY ROAD

Rustan's Shoemart Mercury

Automat

Sulo

Makati Supermarket

Angela Arcade (Bookmark, Toppers, Castle, etc.)

Coronado Lanes

Maranaw

Rizal Theatre

MAKATI AVE.

MAKATI COM'L CTR 1960'S



WHERE PEOPLE OF GOOD TASTE MEET

# Sulo

RESTAURANT & COCKTAIL LOUNGE

MAKATI COMMERCIAL CENTER • MAKATI • PHILIPPINES



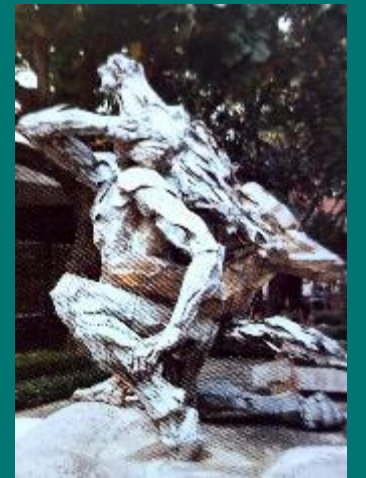
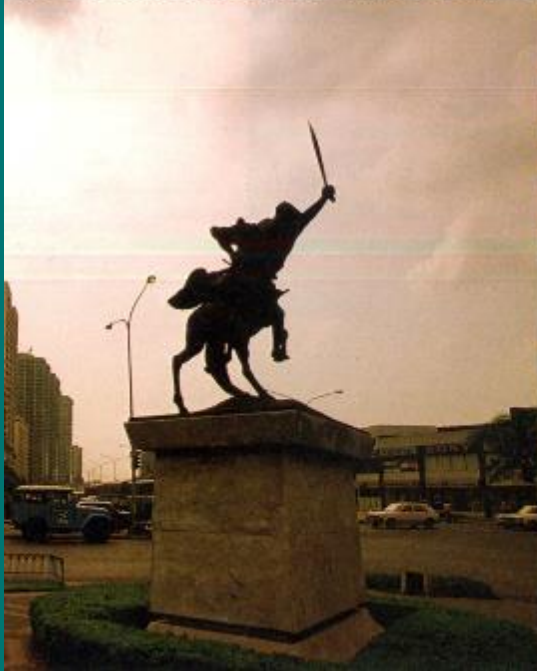


1960s landmarks – SM Department Store - Rizal Theater– Insular Life Bldg (in the background)





The Makati Commercial Center was patterned after similar development in the United States providing a variety of department stores and supermarkets with pedestrian shopping arcades and surrounded by generous parking.



Modern public art was embedded in Makati introducing a generation of Filipino sculptors and providing a sense of place for the commercial and business districts.



The MCC Glorieta and the Quad Cinemas (multiplex)



Success as defined in the 1960s - an executive job in Makati and driving a new car.



Cars and architecture were marketed to a middle-class demographic using Makati backdrops.

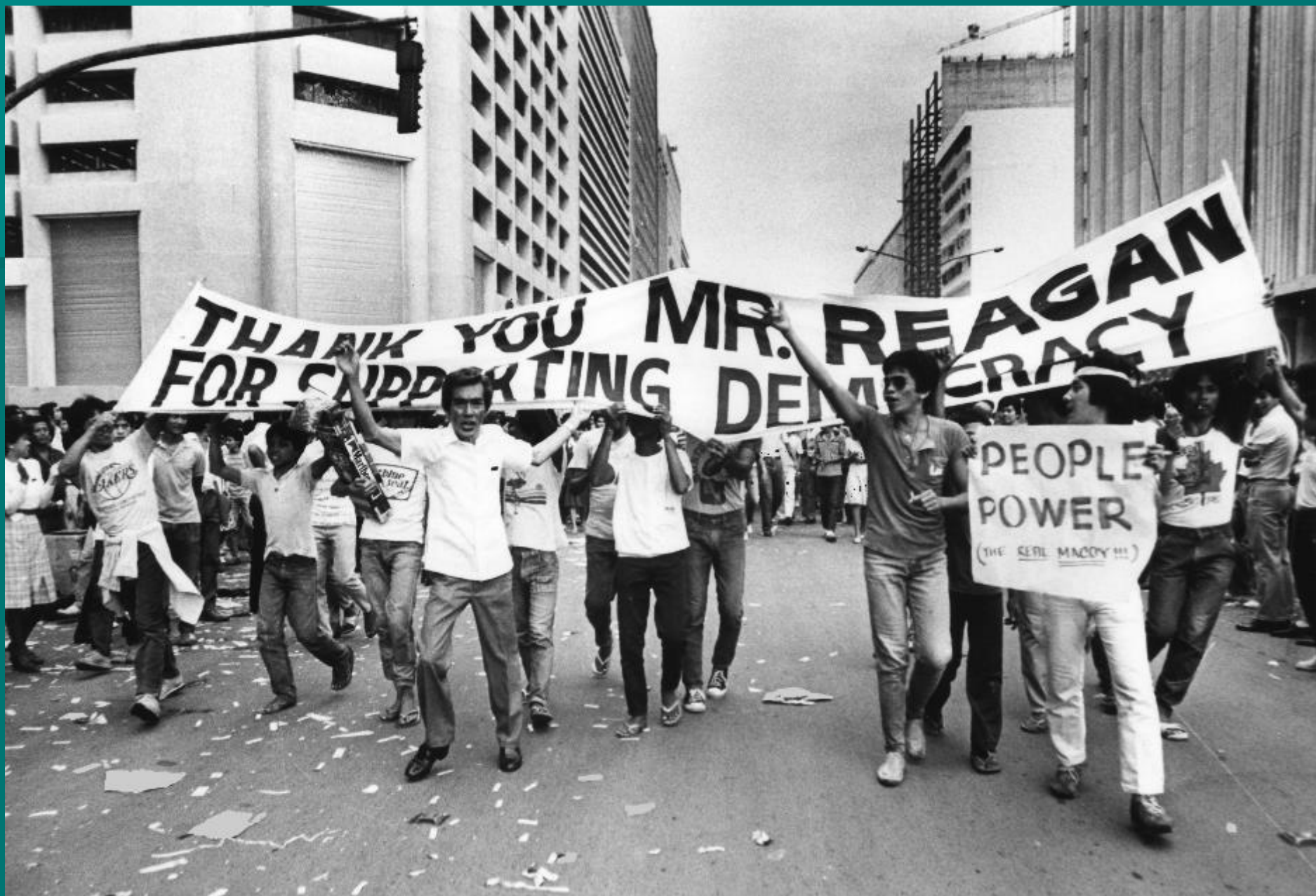


1963  
TOYM Awardees:  
**THE OUTSTANDING ONES**

A future in Makati  
became aspirational  
for the youth  
Insular Life scholars  
1963's TOYM Awardees



Makati as a  
Fashion shoot  
Location in the  
60s and 70s



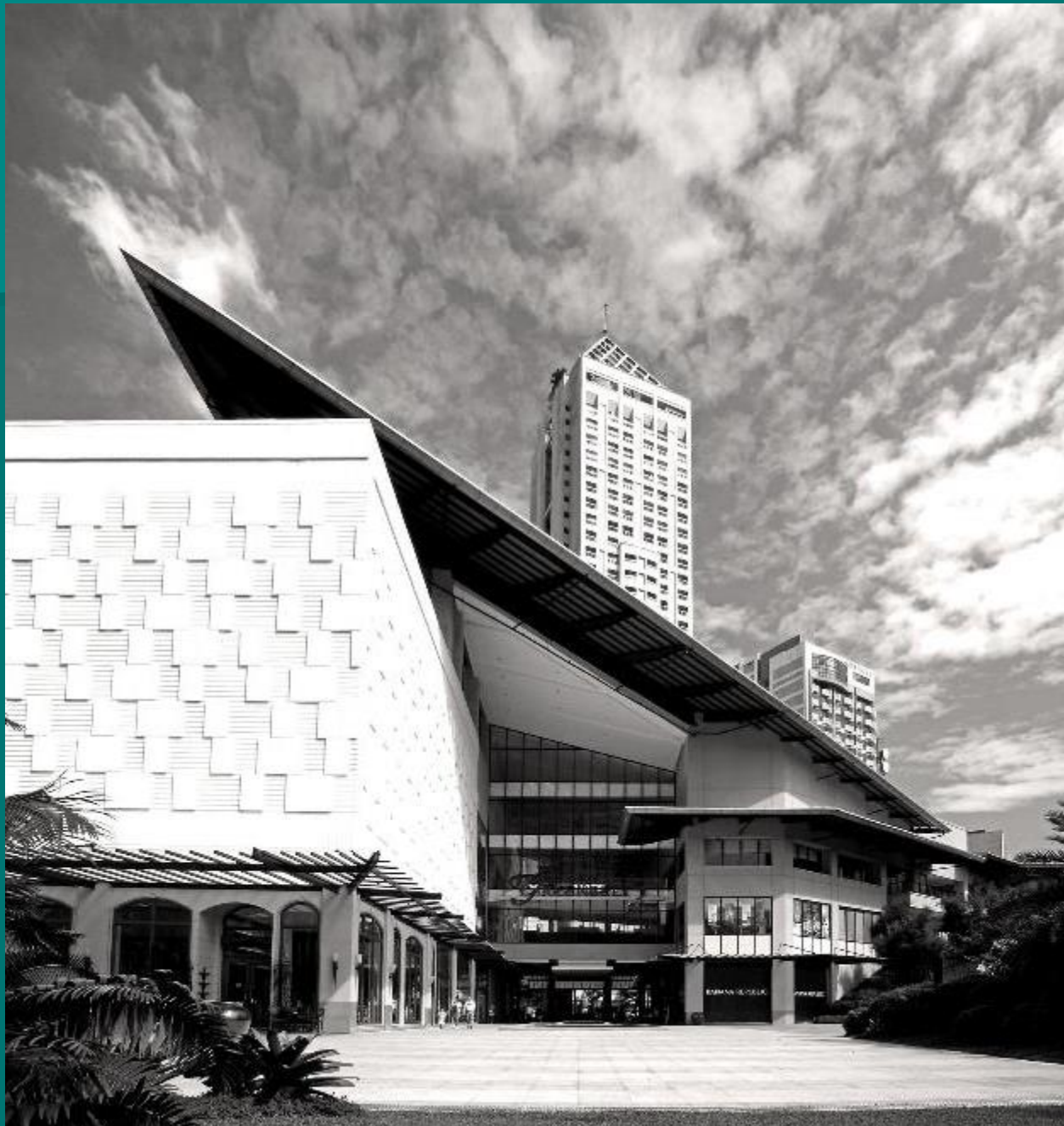
1985 Prelude to People Power – Makati as venue for protests





FROM GRASS TO GLASS.  
A PROMISE MADE BY MOST DEVELOPERS,  
FULFILLED BY ONE.

Post-People Power Revolution and into the 1990s - Makati developed further to establish itself as the nation's premier business district.



Since 2000 Makati has changed into a 24/7 mixed-use district with diverse architecture supporting vibrant urban life.



The Makati Museum  
Home of the Filipinas  
Heritage Library



In the last two decades Makati's CBD has evolved from single-use zones into a mixed-use district that allows more sustainable development with better connectivity, walkability and infrastructure.



High-quality, well-maintained urban design in Makati is ensured by a proactive property owner association (MACEA), residential village associations, and collaboration with the LGU.



Infrastructure has been upgraded to 21<sup>st</sup> century standards for urban design and landscape architecture. BRTs and a subway are in construction to connect Makati with the larger metropolitan area around it.

# MAKATI CBD PEDESTRIANIZATION & OPEN SPACE IMPROVEMENTS

MAKATI CITY – MACEA in collaboration with  
The City of Makati

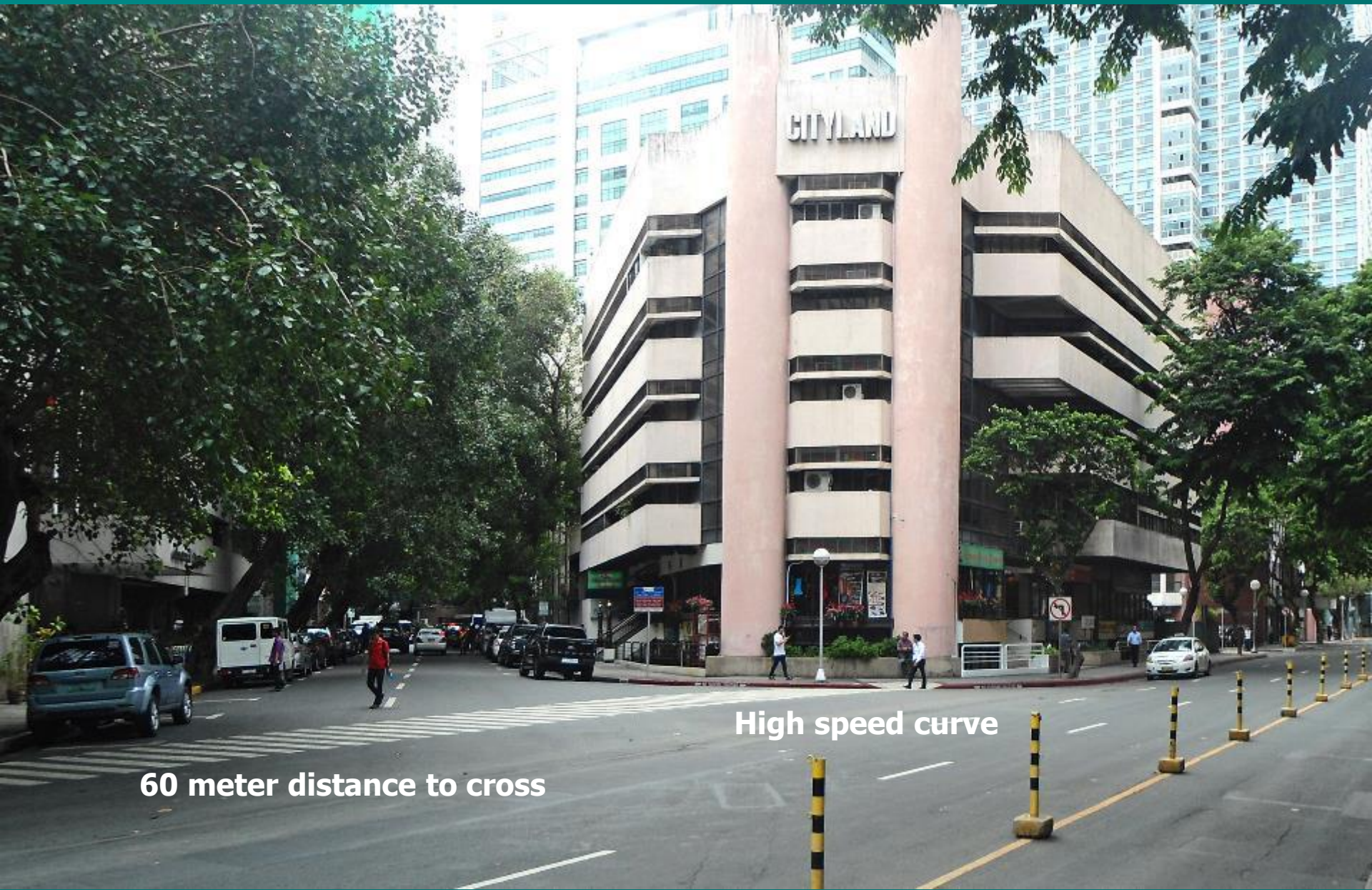












High speed curve

60 meter distance to cross

Esteban cor Rufino Sts, Legaspi Village, Makati CBD



Esteban cor Herrera Urban Patio



Image by Arvin Estrada

# Makati CBD Urban Patios









Pedestrian improvements with urban patios has won awards for place making and urban design.



De la Rosa/Perea





All rights reserved Paulo Alcazaren Photography/PCAA Creative Design

Makati sets standards for urban greening and open space in both the mixed-use districts and individual residential village parks – Salcedo Village’s Jaime Velasquez Park (MACEA).



Coming full circle – The Circuit Makati beside the original Ayala y Compañía subdivisions

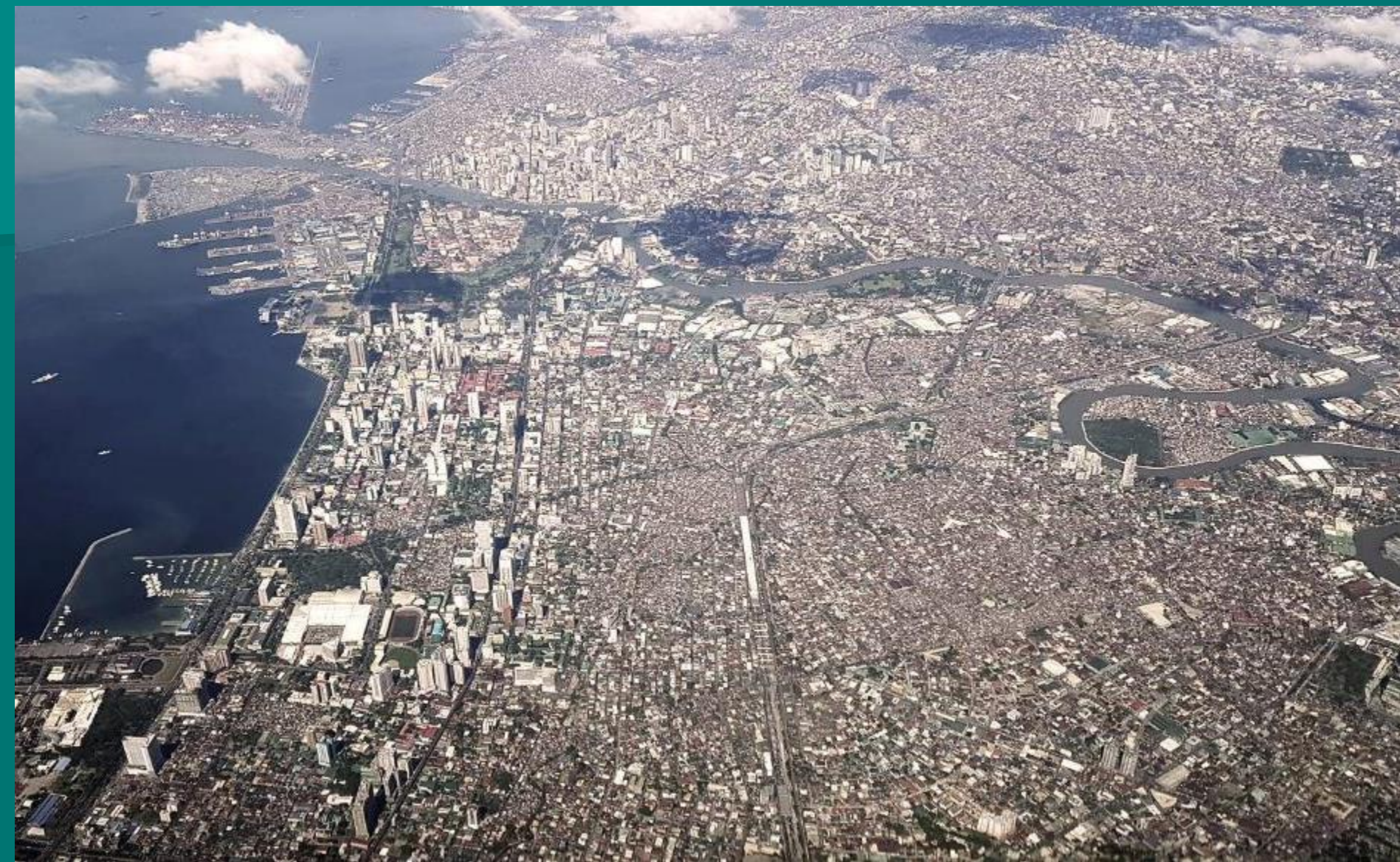






Makati was a product of historical factors of our post-independence trajectory, identifying needs and providing rational alternatives that have evolved in the last half century. It continues to reshape itself, the people who live, work, and play there, as well as the larger metropolis itself.





**Metro Manila: 613.9 sqkm 12.8 million residents – obvious lack of parks and open space**

What we need to PLAN for in the new normal:

**HOUSING**



**HOSPITALS**



**MOBILITY**



**CIVIC & GREEN  
SPACES**





Informal Settlements – housing backlog of 5-6 million units nationwide



HK and Singapore each built approximately 1 million public housing units since the 1960s – All aligned with mass transport, service utilities, and health infrastructure, and with access to public markets, hawker centers, schools, public open spaces and parks.



**6X what Singapore, or HK, built in the last 50 years... by tomorrow, just to catch up!**



Hongkong– 175 tertiary hospitals and Polyclinics serving 7.4M pop in clusters distributed per urban district



Singapore – 43 tertiary hospitals and Polyclinics serving 5.6M pop distributed evenly and accessible by mass transit



MM/NCR – 55 3<sup>rd</sup>-level hospitals Serving a 20 million - not distributed evenly and not accessible easily by mass transit



**COMPARATIVE REGIONAL OPEN SPACE RATES**  
SERVICE RATE IN HECTARES/1000 POPULATION

Singapore has 320 parks – 2,500 ha, along with park corridors and civic open spaces which gives Singaporeans about 60 sq. meters public parks and open spaces (PPOS)/person

Metro Manila has only 200ha of parks , along with civic spaces giving only about 1 sqm PPOS/person

Metro Cebu has 20ha of parks, and some civic spaces, giving only 0.1 sqm PPOS/person

The goal is to provide a minimum of 9 sqm(WHO standard) PPOS/person in Philippine cities, with access to a park within 10-15 walk from home as in Singapore or NYC. We need 1,800 hectares more parks and open spaces in Metro Manila to achieve the target.

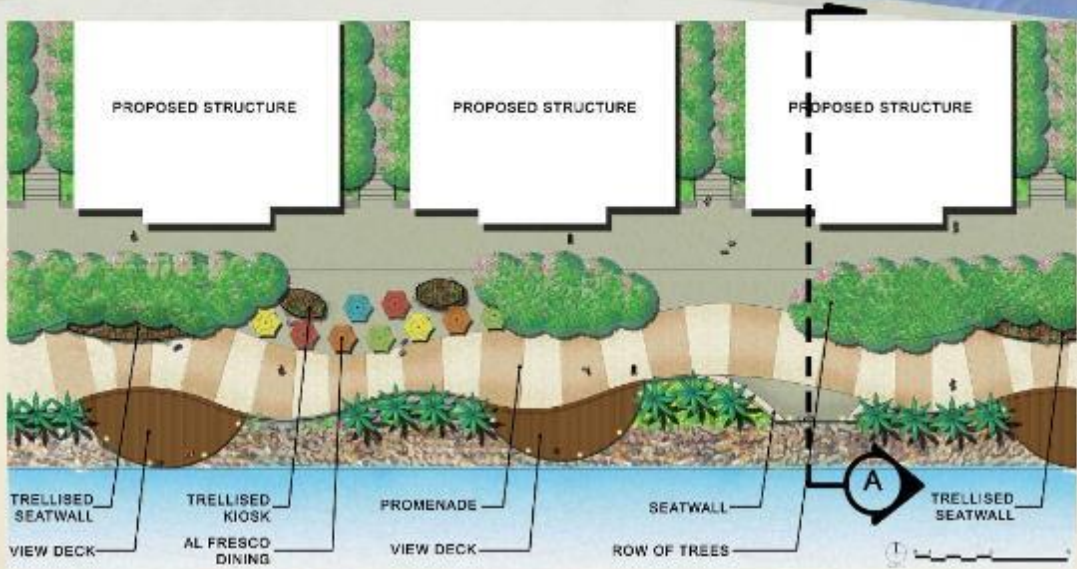
# ILOILO CIVIC SPACE & RIVER ESPLANADE REDEVELOPMENT

ILOILO CITY

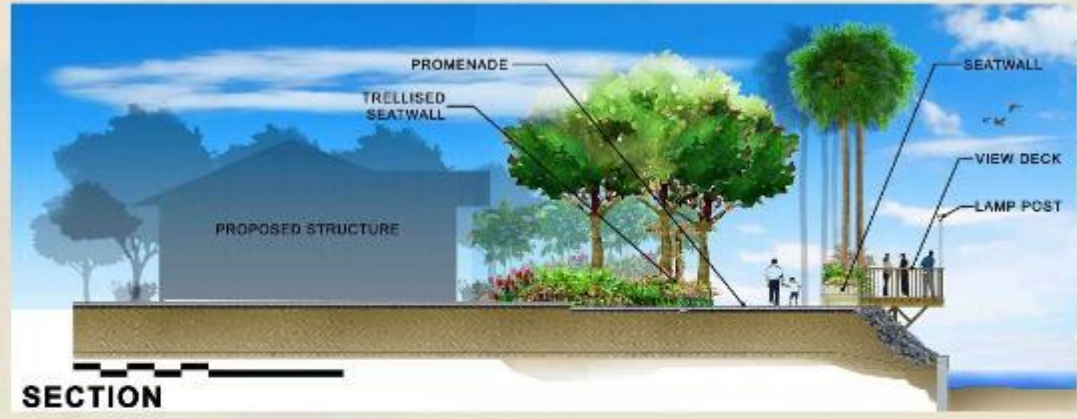








**SITE DEVELOPMENT PLAN**



**SECTION**



**PERSPECTIVES**

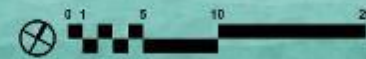
**ESPLANADE - CURVILINEAR THEME**  
**ILOILO RIVER ESPLANADE REHABILITATION**

JUNE 1, 2012





- PALM ON TREE GRATE
- PEDESTRIAN CROSSING
- SIGNAGE
- LAY-BY
- SCULPTURE ON PLATFORM
- SEATWALL



DIVERSION BRIDGE SIDE - END TREATMENT  
**ILOILO RIVER ESPLANADE REHABILITATION**  
 JUNE 1, 2012





CARPENTER'S BRIDGE SIDE - PERSPECTIVE  
ILOILO RIVER ESPLANADE REHABILITATION  
JUNE 1, 2012



DIVERSION BRIDGE SIDE - PERSPECTIVE - ENTRANCE  
**ILOILO RIVER ESPLANADE REHABILITATION**  
JUNE 1, 2012



# ILOILO ESPLANADE

## ILOILO ESPLANADE

This ILOILOI Esplanade is a landmark in the city of Iloilo. It is a place where the people of Iloilo can enjoy the view of the sea and the city. It is a place where the people of Iloilo can enjoy the view of the sea and the city. It is a place where the people of Iloilo can enjoy the view of the sea and the city.

INS EXCELLENCY BENIGNO SIMEON C. AQUINO III  
President, Republic of the Philippines

1995, FEBRUARY 14, 1995  
Iloilo, Philippines

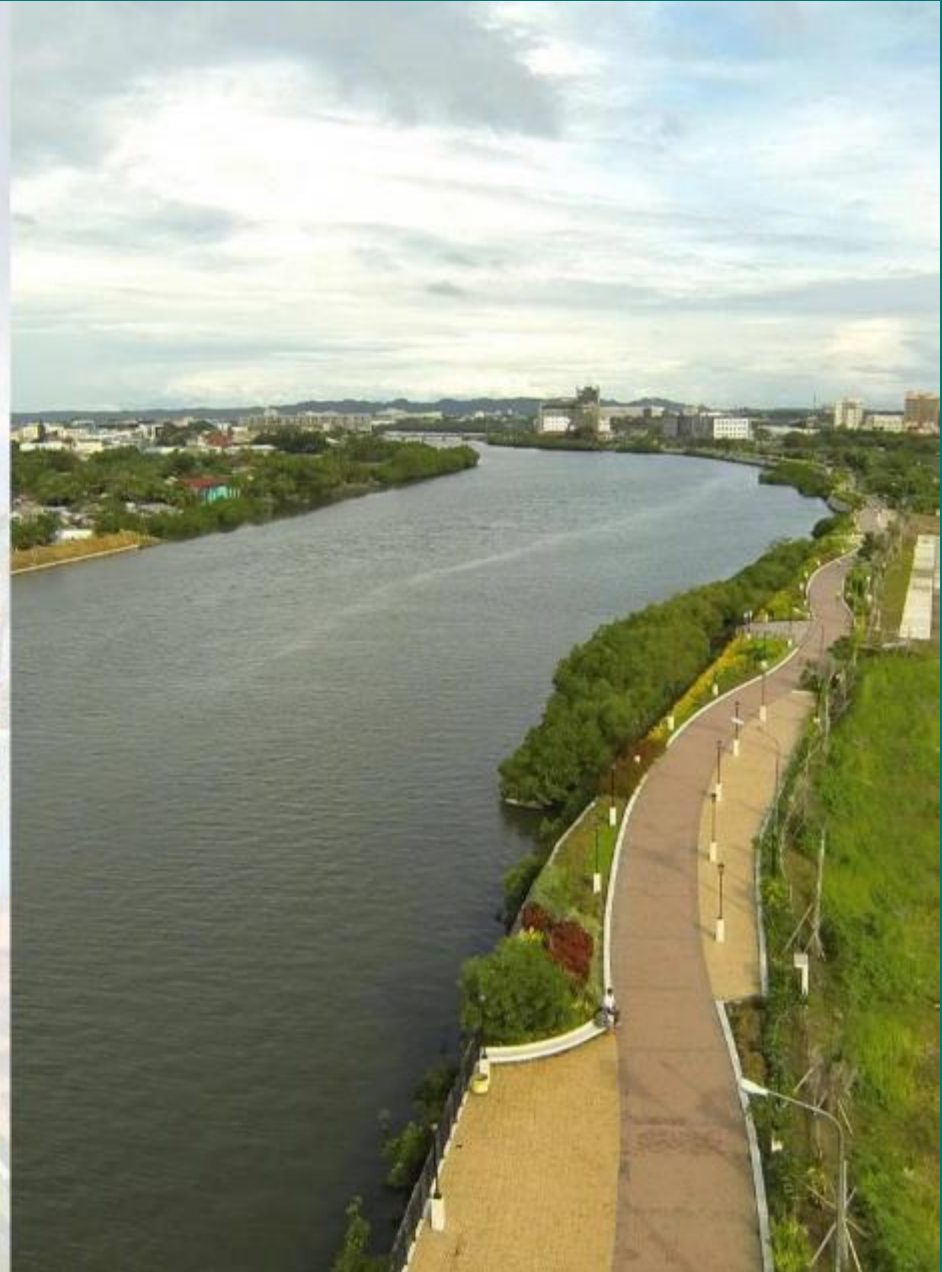
OFFICE OF THE GOVERNOR  
Iloilo City

OFFICE OF THE GOVERNOR  
Iloilo City





AFTER



ILOILO ESPLANADE



AFTER



ILOILO ESPLANADE











**IMPROVEMENT / WIDENING OF BENIGNO S. AQUINO AVENUE (ILOILO-JARO DIVERSION ROAD)**  
AERIAL VIEW OF THE ROAD, ESPLANADE AND PLAZA FROM THE ILOILO RIVER

PERSPECTIVE  
**BENIGNO S. AQUINO AVENUE (ILOILO-JARO DIVERSION ROAD)**  
FEBRUARY 28, 2013



IN  
COOPERATION  
WITH

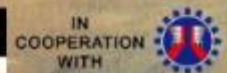






IMPROVEMENT / WIDENING OF BENIGNO S. AQUINO AVENUE (ILOILO-JARO DIVERSION ROAD)  
BIKE LANES AND SIDEWALKS

PERSPECTIVE  
BENIGNO S. AQUINO AVENUE (ILOILO-JARO DIVERSION ROAD)  
FEBRUARY 28, 2013











The future of Metro Manila if we do not plan for the future.

**Thank you and stay safe.**