

2.0 COMPARATIVE/COMPETITIVE ADVANTAGES

The following are the land use potentials/advantages of City that account for the competitive advantages of Makati.

- Compact urban structure

With an expanding service-oriented economy restrained by a relatively limited land area, Makati had to develop in a compact manner that also allowed for more efficient service delivery and use of infrastructure. The manageable size also enhances the feasibility of transit facilities, which require substantial ridership along their service corridors, and encourages a healthy pedestrian-oriented environment. Other utility systems and urban services are provided more efficiently because of the highly concentrated nature of development.

- Metro Manila's Premier CBD

As Metro Manila's financial and business center, the Makati CBD continues to attract more high-value developments. Retaining the foremost status of the CBD is among the most important development objectives of the City if it is to continue attracting first-rate investments and cutting-edge infrastructure, its large revenue base and, therefore, its financial resources to serve the rest of Makati. In fact, the City can set its sights higher and now aspire to become a major business center in Asia.

- Existing infrastructure

The presence of several metropolitan-scale transport infrastructures (PNR line, MRT, SLEX, EDSA, Circumferential Road 5) makes Makati one of the most accessible cities in Metro Manila. The high capacity transit systems support Makati's aspiration to become a more energy-efficient and sustainable City. In addition, there are new infrastructure projects that are expected to further increase the City's access to other transport infrastructure such as airports and seaports.

- Convivial waterfront development

The existing linear park along Pasig River that was initiated and maintained by the City Government is still somewhat detached from the rest of the City because of the lack of complementary land uses and strong pedestrian-oriented inland linkages. Many segments along Pasig River have yet to be acquired to create a continuous river park from Barangay Kasilawan in the west to Barangay East Rembo in the east.

Introducing new civic buildings and spaces (e.g., performance spaces, cultural center, museum) close to the linear park will provide points of interest that are accessible by walking along the waterfront. Cleaning and dredging of other streams and tributaries, reactivation of the river ferry, and the promotion of the heritage value of the Poblacion will further contribute to the revitalization of the Pasig River waterfront. Because the river spans across both districts of the City, the riverfront development could also help in the physical and functional integration of the two (2) districts of Makati.

- Premium residential base

The high quality, low-density residential villages surrounding the CBD are the most well-known residential addresses in the Philippines. Aside from the prestige they add to the City, they serve as pockets of low-density developments that control the sprawl of high-density developments. The largest open spaces and natural recreational areas of the City are located in these exclusive gated communities.

- Potential heritage/cultural district

Makati's prominence as the country's financial district has created a modern and cosmopolitan image that is the envy of other cities. However, Makati also has a rich heritage that is overshadowed and even overlooked but has the potential to be developed into cultural and tourist destinations. The Poblacion is the heart of Makati's historical and cultural heritage but is in need of further development and support.