



CAPITAL TOWN

P A M P A N G A

FACT SHEET

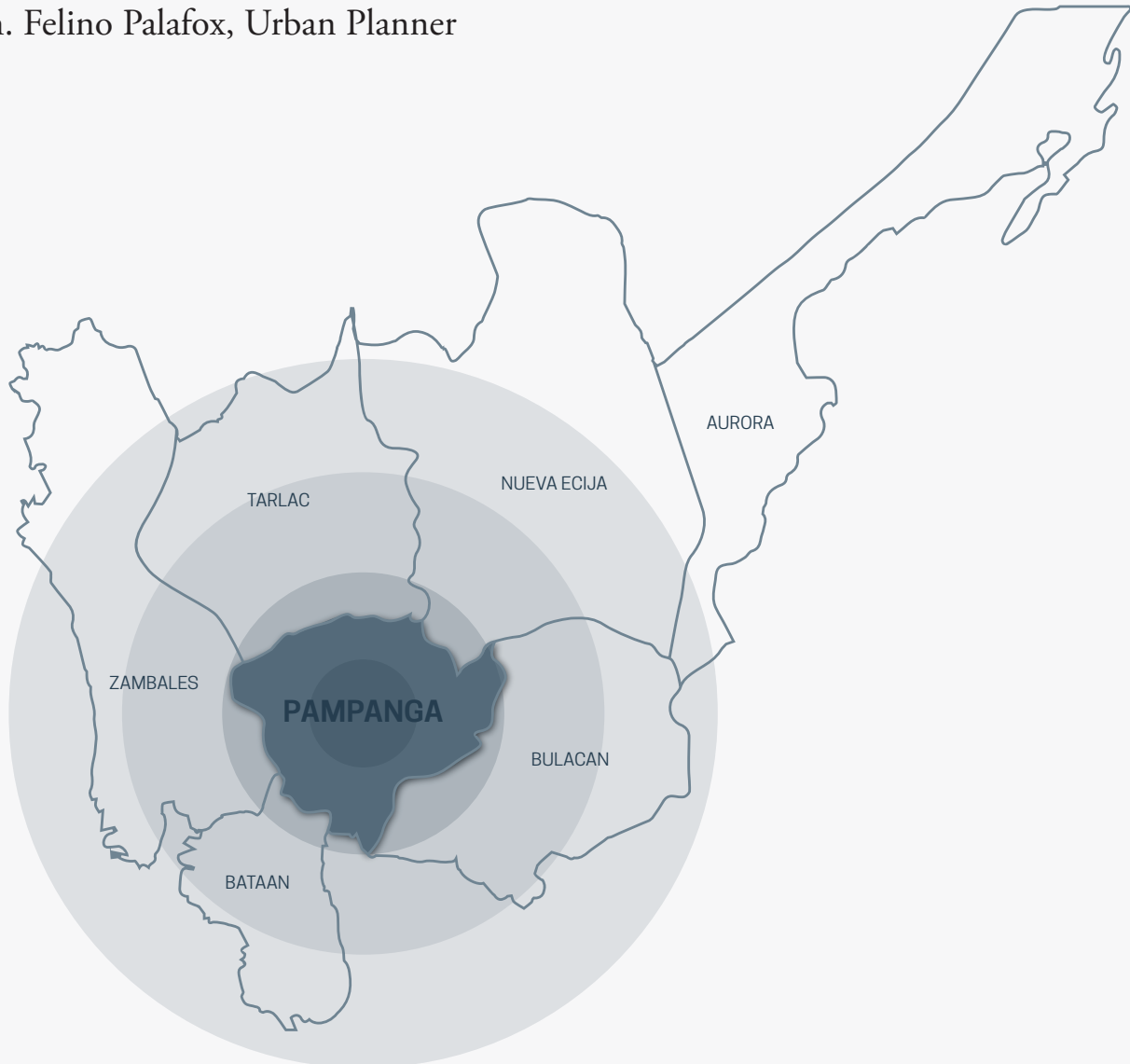
PAMPANGA IN REGION III

The Center of Commerce, Trade, and Regional Government of Central Luzon

- www.cityofsanfernando.gov.ph

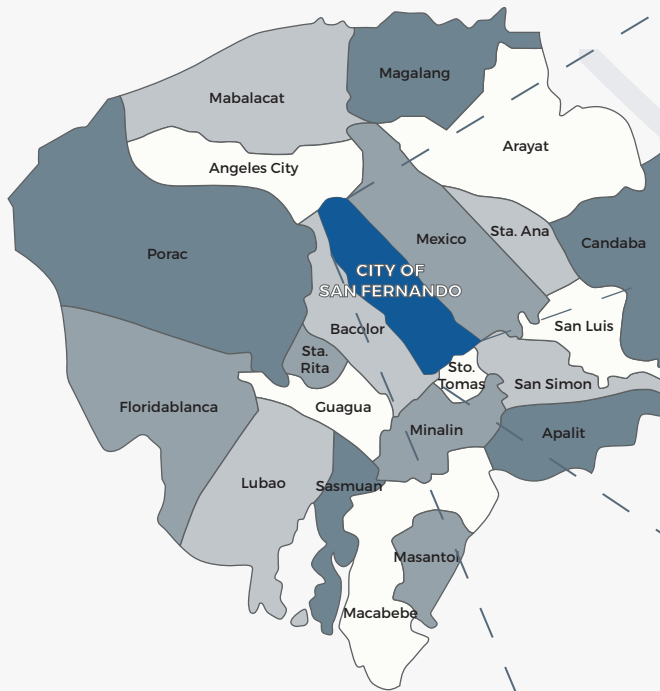
Emerging to be one of the country's most sustainable growth centers

- Arch. Felino Palafox, Urban Planner



- Bounded on the north of Tarlac and Nueva Ecija, on the east by Bulacan, southwest by Bataan and west by Zambales, strategically located at the heart of Region III.
- 67 kilometers north of Metro Manila (accessible via North Luzon Expressway)
- Home of the Clark International Airport
- As of June 2016, there are 2,612,000 people in Pampanga

CITY OF SAN FERNANDO, PAMPANGA



- The Capital of Pampanga
- Established December 11, 1571
- 19 Municipalities, 505 Barangays
- Total of 2,180.68 sq. km



Regional Growth Center | Responsive Local Government Growing Agro-Industrial Commercial Metropolis

San Fernando is one of the first class cities in the Philippines, recognized as the Most Business Friendly City for its initiatives on improving ease of doing business, accountability, transparency, efficient quality management systems, and freedom from red tape processes

Pampanga is also one of the agricultural processing centers of Central Luzon, and titled as the Culinary Capital of the Philippines. Meanwhile, the City of San Fernando is highly known as the Christmas Capital of the Philippines.

PASUDECO



- The first Filipino-financed sugar central in Pampanga
- A catalyst for the exponential growth of San Fernando
- Perhaps the most successful and progressively operated one in the Philippine archipelago.

Today, Pasudeco Sugar Central still stands as a testament to the resiliency of the Kapampangans and their continuous drive towards progress and development.

WHAT WE WANT TO PRESERVE:

- Preserve historical value and provenance of PASUDECO because they remind us of the glorious past.
 - Museum space & artifacts
 - Digital library space
 - Bull gears, Railroad tracks, chimney, bricks, etc.
- We want to build a township that will weave the rich culture and heritage of the Kapampangan to its present generation.



WHAT WE WANT TO INSTILL:

- A renewed sense of pride
- A sense of assurance for the next generation – that they can work closer to their families without the need to go to other countries.

MASTERPLAN OVERVIEW



THE VISION:

- Envisioned to be the next central business district of the north – A bustling business center with BPOs, offices, hotels, retail, shophouses, and residential all rolled into one.
- Connectivity is key for the young millennials and families who will dominate this city.
- With the presence of our township, San Fernando enters a new phase of growth and development as a capital.
- "Capital Town" is a bold statement that San Fernando, backed by its rich history and heritage, is moving forward while preserving its values.

MEGAWORLD'S ROLE:

Just like our other townships, we will integrate residential, office, commercial, retail and institutional components in this development. As we see a potential pool of skilled talents for the BPO sector in the province, we are certain to build a cyberpark, bring in our partner locators to the township and generate thousands of jobs for the people of Pampanga.

This new township is also envisioned to expand and revitalize the Pampanga's provincial capitol district.

MASTERPLAN OVERVIEW



LEGEND:

- SHOPHOUSE DISTRICT
- MUSEUM AND MALL
- CASA EMPERADOR / OFFICE
- RAINWATER PARK
- CENTRAL SQUARE
- SKY FOREST HOTEL
- EVENTS TRADE HALL
- AMPHITHEATER
- TRANSPORT HUB
- MIXED USE DEVELOPMENT
- CIVIC / INSTITUTIONAL
- PARKING
- STREET PARKING

TOWNSHIP FACTS



35.6 ha
total land area



1st
Integrated Urban
Township in the
North



10-year
development
plan



P30
Billion project



67 km
north of
Metro Manila
(via NLEX -
San Fernando Exit)



25%
dedicated to
landscaped
open spaces



30 m
wide
San Fernando
Boulevard
(equivalent to 6 lanes)



250,000
jobs to be
generated
(BPO, Retail, Transport,
Food & Construction
Sectors, among others)

AREA BREAKDOWN

in terms of GFA - excluding Parking

Retail	35%
Office / BPO	50%
Civic / Institutional	7%
Hotel	3%
Residential	5%
TOTAL	100%

DEVELOPABLE LOT AREA BREAKDOWN

Developable Lot	60%
Parks and Open Spaces	25%
Road Network	15%

ROAD SIZES



MAJOR COMPONENTS



RAINWATER PARK

Found at the heart of the development, the rainwater park is a central feature of Capital Town. It is a two-hectare large open space connected to the former railway line. As a central feature of the site, it also has recreational amenities such as jogging paths, bike racks, and children's play areas. The park is designed to be a catchment basin for storm water and an open, usable space during the dry season.



PASUDECO MUSEUM & MALL

With its adaptive reuse of PASUDECO's historical artifacts, Capital Town will have a museum, fountains and tribute statues of those who established PASUDECO.

MAJOR COMPONENTS



CASA EMPERADOR

Casa Emperador is a BPO tower, surrounded by neoclassical buildings, featuring a cyberpark, which will provide Business Process Outsourcing (BPO) opportunities in the province and neighboring areas.



CENTRAL SQUARE

An open space, in front of Casa Emperador, intended for casual strolls, outdoor lunches, picnics, and the like. A statue of General Hizon, a local Kapampangan hero, is featured in the middle of the square.

SHOPHOUSE DISTRICT

SHOPHOUSE DISTRICT
CAPITAL TOWN
PAMPANGA



A Shophouse is an architectural building type, usually 2-3 stories high, with a shop on the ground floor for mercantile activity and a residence above the shop.

- PROJECT NAME:** • Shophouse District at Capital Town
- AREA:** • Approx. 6.3 hectares
- TURNOVER DATE:** • December 2019 + 6 mos grace period
• (29 mos. + 6 mos. grace period from July 2017)
- DENSITY:** • 13 lots per hectare
- TOTAL NO. OF LOTS:** • 98 slots
- REGULAR LOTS:** • 66 lots
(Single)
- PAIRED LOTS:** • 16 pairs (32 lots)
(Main + Alfresco)

MASTERPLAN

SHOPHOUSE DISTRICT

CAPITAL TOWN
PAMPANGA



TECHNICAL DETAILS: LOTS

SHOPHOUSE DISTRICT

CAPITAL TOWN
PAMPANGA

MODAL SIZE

Regular Lots (Single)	276 sqm
Paired Lots (Cumulative)	280 sqm
Main Lot	210 sqm
Alfresco Lot	84 sqm

All lots 280 sqm

AVERAGE SIZE

Regular Lots (Single)	318 sqm
Paired Lots (Cumulative)	366 sqm
Main Lot	269 sqm
Alfresco Lot	97 sqm

All lots 328 sqm

LOT SIZE RANGE

Regular Lots (Single)	276 sqm-553 sqm
Paired Lots (Cumulative)	280 sqm-680 sqm
Main Lot	196 sqm-529 sqm
Alfresco Lot	82 sqm-151 sqm

LOT DISTRIBUTION

REGULAR LOTS

AREA RANGE	COUNT	% TOTAL
276-300	29	43.9 %
301-350	26	39.4 %
351-400	5	7.6 %
401-450	4	6.1 %
451-500	1	1.5 %
501-550	0	0 %
551-680	1	1.5 %
TOTAL	66	100 %

RENDERS

SHOPHOUSE DISTRICT CAPITAL TOWN PAMPANGA





THEME:

- Neoclassical Architecture with Art Deco details
- Priority for architectural treatment is at the G/F

INTENDED USAGE:

Regular/Main Lots:

- The G/F and 2F should be used primarily for commercial purposes
- The topmost floor may be designated for residential use

Al Fresco Lots:

- Outdoor seating area, among others (No permanent or fixed structure to be installed within al fresco lot)

Roof Deck:

- May be used for commercial space such as roof deck bar, viewing lounge, seating area, etc.
- Roof deck can be treated as 'green roof' when not used for commercial space.
- Utilities to be treated architecturally.
- Need to specify material for roof so the area is aesthetically pleasing from above.

GUIDELINES & RESTRICTIONS

AUXILIARY STRUCTURES

The following may be located at the ground level fronting the service road and must follow prescribed setbacks: refuse room, pump room, genset room, cistern, storage rooms, septic tank

BUSINESS TYPES:

Allowed Uses:

- Retail, Food & Beverage, Office, Boutique Hotels, Out-patient clinics, among others

Prohibited Uses:

- Funeral homes, vulcanizing and mechanical shops, carwash, casinos, distress (red light) establishments, and any integrated developments featuring a disallowed use

ZONING:

- No zoning preferred as long as the lot complies with restrictions and guidelines.

BUILDING CONSTRUCTION:

- Construction of shophouse should commence within 2 years after lot turnover.
- Construction of shophouse should be completed within 5 years after lot turnover.

ACCESS ROADS:

- Local Road: 13m wide
- Spine Road: 12m wide
- Service Roads: 8.5m wide
- Alleys: 5m wide

BUILDING HEIGHT

- 3-storey building or 14.0m (max) from sidewalk elevation to the roof apex
- Ground floor should at least be 6 meters floor to floor
- Attic is allowed provided it shall not be more than 50% of the building footprint

CUT & FILL

Allowed with provisions

BASEMENT

No basement allowed

PARKING

- Allowed to provide parking within the lot fronting the service road
- No parking at building frontage.
- No carport allowed.
- Quantity and Size of parking must abide by Building Code requirements.

LOT CONSOLIDATION

- A maximum of two (2) lots may be consolidated.

LOT SUBDIVISION

- A single lot may not be subdivided.
- Consolidated lots may be subdivided provided that: area of the resultant lot is not smaller than the smallest of the original lots, original number of lots is not increased, all lots resulting from subdivision have street frontage for access.

EAVES LINE:

- Protrusion of eaves from the building
- Min: 0.50m but should not protrude beyond property line

BUILDING PROJECTIONS

- Front (Arcade): 3.0m
- Lots abutting Alfresco lots shall have canopies.

EASEMENTS & SETBACKS

FOR REGULAR LOTS AND BLOCK 5 PAIRED LOTS

Ground Floor

Front:

1 meter

Side:

No easement;
2 meters if corner lot

Rear:

5 meters
(may be used as parking, etc.)

Upper Floor

Front:

1 meter from property line

Side:

2 meters from property line

Rear:

1 meter from property line

G/F Arcade Frontage

Arcade is required 3 meters
from Front Setback

FOR ALL PAIRED LOTS IN BLK 2, 3, 6, & 7

Ground Floor

Lot A:

No front (abutting Lot B)
or side setbacks required;
5M required at rear

Lot B:

1M front setback;
no side setback;
no rear setback

Upper Floor

Lot A:

Front setback up to line
of retail arcade;
2M setback;
1M setback required at rear

Lot B:

Not applicable

G/F Arcade Frontage

Lot A:

Not applicable

Lot B:

To determine areas to be
arcaded in the alfresco lot: a.
Extend 3M from side of
property line aligned with
adjacent retail arcade then
extend 3M below for depth
and continue the arcade
area until the other side of
property line.

EASEMENTS & SETBACKS

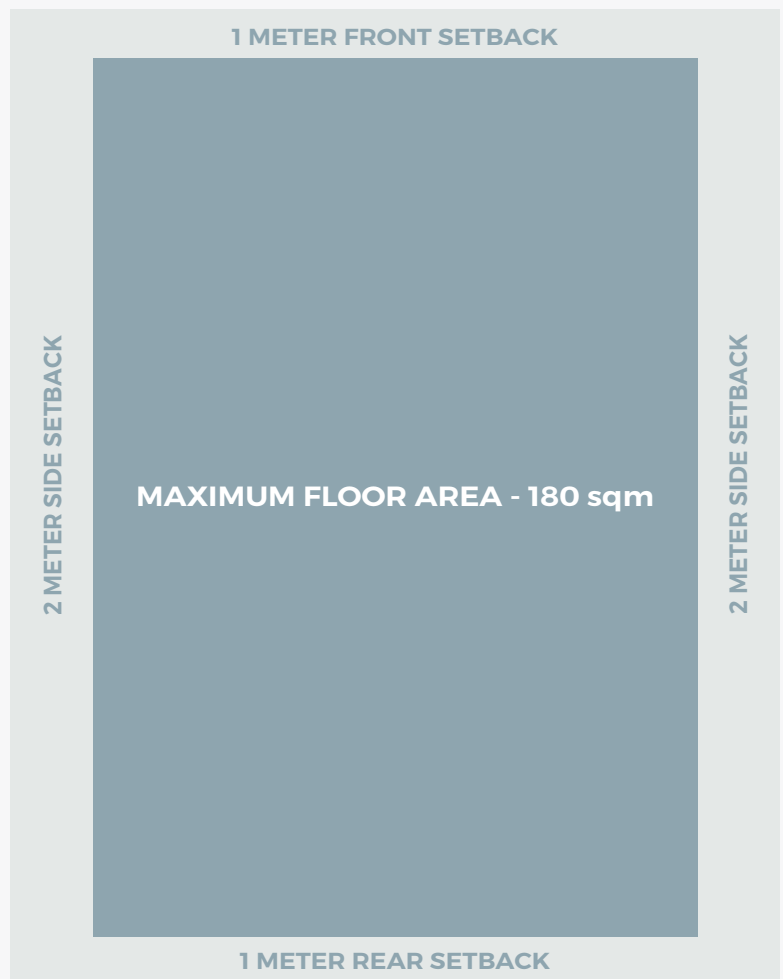
SAMPLE FOR REGULAR LOTS AND BLOCK 5 PAIRED LOTS

LOT AREA	280 SQM
MAX. FLOOR AREA	514 SQM

GROUND FLOOR

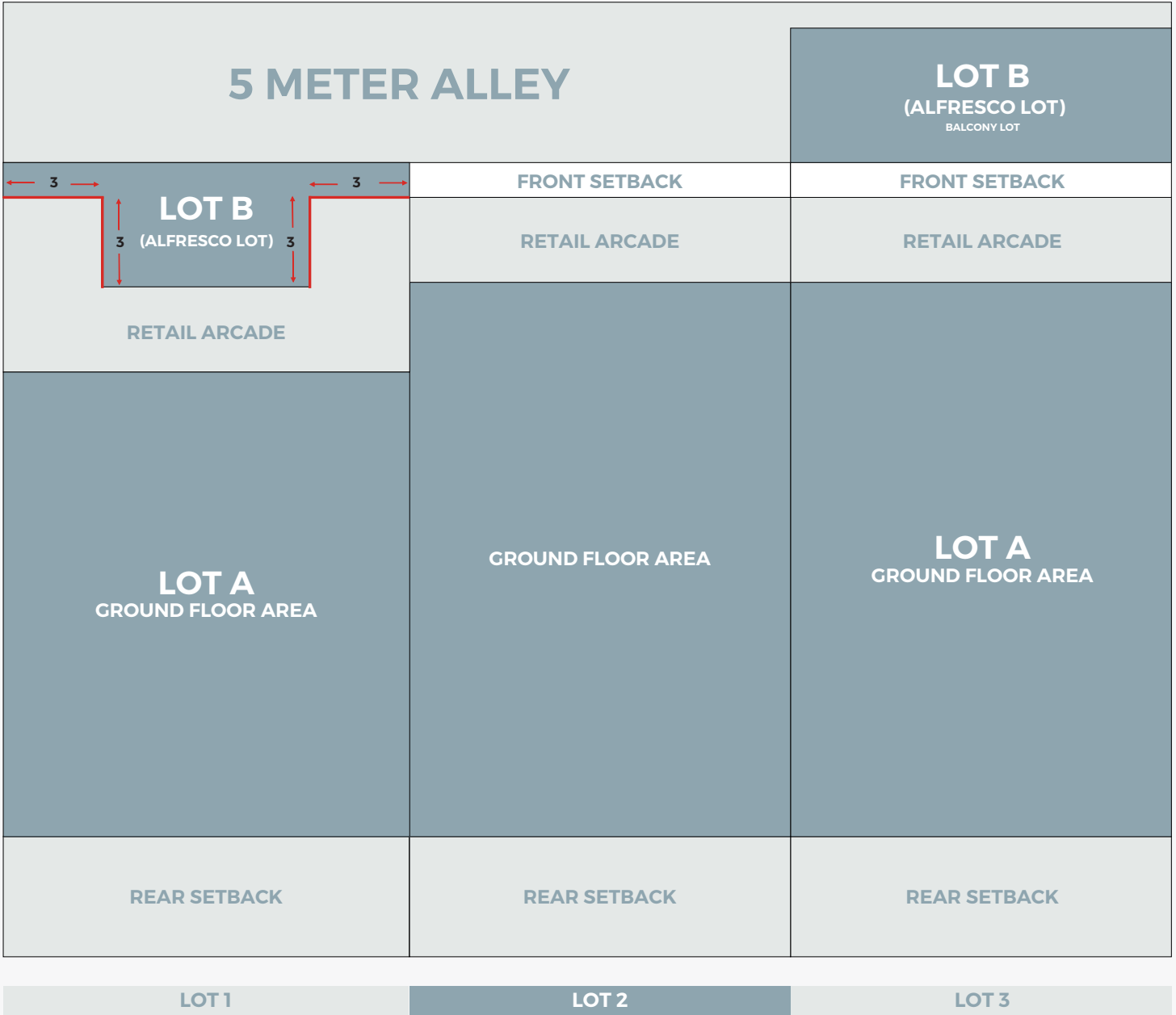


2ND FLOOR / 3RD FLOOR



EASEMENTS & SETBACKS

SAMPLE FOR ALL PAIRED TECHNICAL DETAILS LOTS IN BLOCK 2, 3, 6, & 7



NEIGHBORHOOD

NEIGHBORHOOD STREETS

“Street as a place”

Creating a desire to pause and experience the street peaks in sections in passageways

NEIGHBORHOOD STREETS

“Street beyond function”

Defined for vehicular access, service promenades serve as a connecting feature and a transition to neighborhood spaces

THE MAIN STREET

“Street as an address”

Placed at the perimeter of the district, the main street establishes the address by containing the shophouse district into a village-like community

ALFRESCO LOTS

"The heart of the district"

At the heart of the district, the neighborhood converges into a vibrant and lively area where the 24/7 social lifestyle comes to life

PEDESTRIAN SIDE STREETS

“Intriguing and exploratory streets”

Invoking some sense of mystery, side streets and alleys provide connectivity between rows to create a more encouraging pedestrian connectivity

COMPLEMENTARY FEATURES

STATUES AND FOUNTAINS

- Statues that will pay tribute to the Kapampangans who established PASUDECO.
- These fountains add a sense of nostalgia while offering relaxation and comfort to bystanders and passersby.
- These features will incorporate materials and equipment used in the PASUDECO Sugar Mills (bull gears, railroad tracks, bricks, etc.)

TREES

- There are many native trees that can be found in the Philippines that are similar to Japan's sakura or cherry blossoms. In the spring, locals and tourists flock to parks to see and take photos of these beautiful trees.
- Some of these are salibongbong, banaba, and alibangbang.

COBBLESTONE STREETS

- To add to the “old world charm”
- Tree-lined, photo-worthy cobblestone streets, just like in Europe and America
- The main streets will be made of cobblestones, the rest of the walkable areas will be made of similar material called stamp concrete.

INTERIM FEATURES

These interim spaces will help convince investors of the strong foot traffic in the shophouse district.

PROPOSED USE OF INTERIM SPACES:

- Events Trade Hall
- Amphitheater

