



MAKATI COMMERCIAL ESTATE ASSOCIATION, INC.

Mini-Park, Legazpi Street, Legazpi Village, Makati City

P.O. Box 1564, MCPD Tel. Nos. 813-24-46, 813-24-47, 810-30-54 (FAX : 810-31-94)

November 03, 1997

MEMORANDUM CIRCULAR 97-17

TO : ALL MEMBERS

We are pleased to update you on the recent improvements we have introduced within the Makati business district.

The Ayala Avenue-Herrera Street pedestrian underpass is nearing completion and should open to the public before the end of the year. This underpass is the second in a series of grade-separated crossings (*the first being the successfully-launched underpass at the intersection of Ayala and Makati Avenues*) that MaCEA is constructing along Ayala Avenue to ease traffic flow.

Phase one of the elevated walkway network will also be finished by December and we hope to formally launch this project in January. The walkways or bridgeways, which will interconnect buildings at the second level, should further contribute to our traffic alleviation efforts.

Aside from these two projects, work has commenced on the pedestrian mall proposed for Legazpi Street. The pedestrian mall will offer Makati visitors and office workers a respite with its lush landscaping. The pedestrian mall will link the underpass serving the intersection of Ayala Avenue and Makati Avenue to the bridgeway walk-up.

We expect all three projects to boost our efforts at promoting "pedestrianization" or walking within the business district. Landscaping has been integrated in the design not only of the pedestrian mall but in the underpass and walkway as well. Entry points to the underpass and the walkways will feature extensive greenery. Flowering plants will be introduced in appropriate sections making passage through the bridgeways a pleasant experience.

On this note, let me invite you to participate in a city-wide greening campaign MaCEA and Ayala Land are spearheading in Makati in coordination with the city government. While we have done what we can to promote and draw attention to the number of public parks within the business district, our efforts will be more successful with your support.

We enjoin all property owners in Makati to initiate greening programs in their respective buildings. We believe no effort will be too small, whether it be lining sidewalks with potted plants or introducing green elements in the office lobbies or planting trees within lots. We encourage developers to make lush landscaping a major component of their projects. What we most need today is a "green" consciousness—all to sustain Makati as the country's premier business district. Makati's future, after all, is our future.

Should you wish to coordinate your landscaping efforts with MaCEA and other building owners, you may call Mr. Jaime Matias or Mr. Renato Cayetano at 813-2446 or 810-3054. We want to know your plans, too.

We look forward to your warm response to this program. Thank you and more power.

Sincerely yours,

CESAR V. CAMPOS
President