



## BACKGROUND OF THE STUDY

The National Capital Region (NCR) also known as Metro Manila, continues to expand its developments to its neighboring regions and provinces as it transforms into a megacity due to the sustained economic growth of the region (Housing and Urban Development Coordinating Council, 2016). However, this horizontal expansion is driven by the direct proportion of the increasing value of land and demand for developments. Its population seeks opportunities for cheaper land, often found outside the existing metropolis (Housing and Urban Development Coordinating Council, 2016).

Another reason for urban sprawl is the lapses in the implementation of urban planning and development (Housing and Urban Development Coordinating Council, 2016). In light of this inevitable urban sprawl, transportation systems are being developed to somehow create a cohesive development plan for what is already present in the different regions (Housing and Urban Development Coordinating Council, 2016).

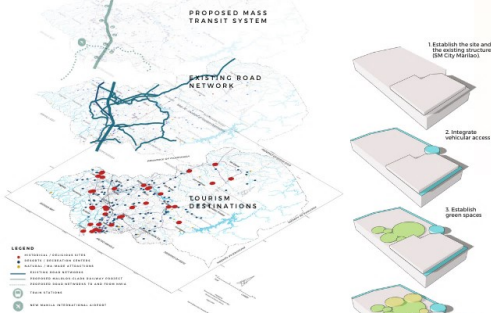
According to the Housing and Urban Development Coordinating Council's report in 2016, another pressing issue is the unresolved unemployment and underemployment amidst all the development and economic activity that comes with it. The Council argues that growth must be inclusive to provide better livelihood opportunities for all and that the micro, small, and medium enterprises should be valued and boosted along with these plans for development (Housing and Urban Development Coordinating Council, 2016).



# NORTH LINK

## A CULTURAL HUB IN BULACAN CONNECTING HERITAGE SITES AND INDUSTRIES OF LUZON

### SITE ANALYSIS: BULACAN AND LUZON



### DESIGN CONCEPTS

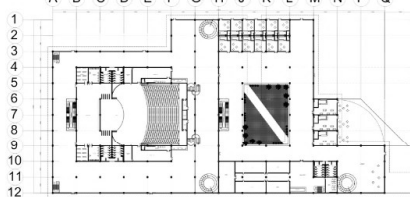
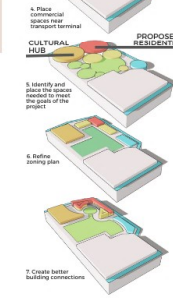
- 1 INCLUSIVITY**  
People from different communities, age groups, and ethnicity shall have a sense of belongingness through the spaces provided.
- 2 CONTINUITY**  
Isolation of spaces shall be avoided and the whole site must be treated as one whole system.
- 3 CREATIVITY**  
The cultural hub is meant to showcase the culture and arts. Hence, it must also be reflected in the design, in plan or in form.



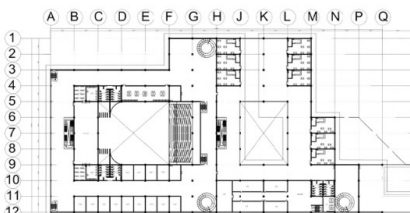
SITE DEVELOPMENT PLAN

### INDUSTRY ANALYSIS: LUZON MSMEs

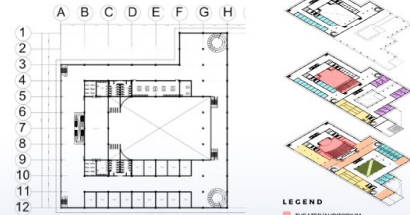
- Other provinces from NCR+ and Central Luzon may also benefit from the commercial space for cultural goods.
- Rizal:** Garment and handicrafts made from raw materials such as bamboo, water hyacinth, and fabric.
- Cavite:** has the most registered MSMEs among the provinces recently included in the NCR Plus; priority sectors are the **Coffee and Processed Food Industry**. The province's soil produces grade AA robusta and excelsa coffee, which are deemed the best locally grown coffee (Department of Trade and Industry, n.d.). Processed Food products from the province include pies, preserved goods, and dried fish (Department of Trade and Industry, n.d.).
- Laguna:** food products such as buko pies, espasol, and kesong puti or white cheese.
- Pampanga:** processed meat



GROUND FLOOR PLAN



SECOND FLOOR PLAN



FLOOR PLANS

### DESIGN AGENDA

- 1 CONGREGATION**
- 2 EDUCATION**
- 3 ECONOMIC INTERVENTION**
- 4 HISTORY, CULTURE, AND ART APPRECIATION**



SOUTHWEST ELEVATION



SOUTH EAST ELEVATION

NORTHWEST ELEVATION



NORTH EAST ELEVATION



LONGITUDINAL SECTION



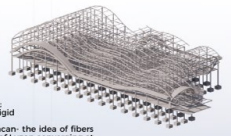
CROSS SECTION

The theater is the main element in the design of the hub. Within the theater are an open gallery, a lobby, and an auditorium with a seating capacity of 1500. On the second and third floors are workshops for creative learning activities.

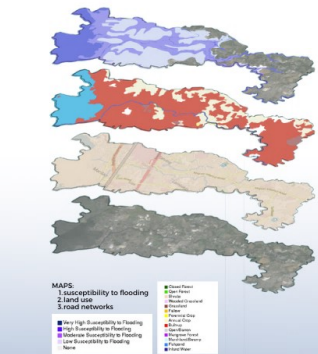
### STRUCTURAL CONCEPT & FORM

The form of the cultural hub follows three main considerations:

- The massiveness of the building is to challenge the massiveness of the existing mall beside it.
- The curved form, on the other hand, is to contrast the rigid box form of the said mall.
- Lastly, the form is inspired by the woven bags of Bulacan- the idea of fibers woven together parallels the different cultural products of Luzon converging at one point.



### SITE SELECTION: MARILAO, BULACAN



### CHARACTERISTICS OF THE SITE

- Adjacent to SM City Marilao. This factor alone accelerates the potential for market attraction within the development. This also gives the probability of an MCRP Station nearby.
- Along MacArthur Highway which makes it accessible for both public and private vehicles.
- Surrounded by several schools which also satisfy the site determinants for the cultural hub.
- The total land area to be master-planned is 30 hectares. However, this includes SM City Marilao (around 10 hectares), an open space (around 10 ha), and a municipal road in the middle.
- It is also near a factory of jewelry and processed meat products, which are top industries in the municipality.

PERSPECTIVE FROM MACARTHUR HIGHWAY - NORTHBOUND