



# UNFOLDING LANDSCAPES OF POSSIBILITIES

The way people live is  
constantly evolving.

We are **cultivating spaces** that  
welcome changing behaviors, adapting to  
immediate needs of accessibility, efficiency,  
and means **to connect—**

within the community, the locale,  
and with fresh possibilities to grow.

Home and business, parks and workspaces,  
nature and urban—**communities**  
**for living and investment.**



## AN ENDURING VISION

To enrich the lives of every Filipino, Ayala Land sets its sights beyond the horizon, creating sustainable communities for people and businesses to grow. A reliable and trusted developer in the Philippines, Ayala Land lays the foundation to expand opportunities and nurture investments over time.



WHY INVEST  
IN AYALA LAND  
ESTATES

Properties that appreciate  
over time

Dynamic environments  
for business and investment

Communities that nurture  
a sense of place and belonging

## Expanding investment possibilities

Ayala Land creates environments for enterprise that places businesses at the core of established and emerging mixed-use communities, a strategic location accessible to a diverse range of markets.



ESTATES

# Everything you need in one place

Ayala Land presents an expansive portfolio of the country's most prominent, large-scale, sustainable estates. A gathering of spaces for lifestyle, business, and leisure where people and businesses flourish and grow, together.

 AyalaLand Estates

HOTEL

OFFICES

RETAIL

RESIDENTIAL

INFRASTRUCTURE

# A NEW DOWNTOWN ON THE RISE



# A Vibrant Community in Central Luzon

CRESENDO is a 290-hectare mixed-use development by Ayala Land Estates in Tarlac masterplanned to connect environments for living, leisure, and business into a contemporary urban estate in the North.





Cresendo is a highly-accessible destination right at the heart of Central Luzon's emerging centers of growth—expanding opportunities for lifestyles and investments.

DISTANCE VIA LAND

**3.0km** SCTEX H.Luisita Exit

**6.0km** MacArthur Highway

**11.0km** Tarlac City proper (26 mins.)

**40.0km** Alviaera (40 mins.)

**113.0km** Metro Manila (1.5 hrs.)

DISTANCE VIA AIR

**40.0km** Clark International Airport (40 mins.)

DISTANCE VIA SEA

**106.0km** Subic Bay Freeport Zone (1.5 hrs.)





Land Use Plan subject to change. For discussion purposes only.

A **290-hectare** contemporary urban estate in Tarlac features two dynamic areas for growth. Cresendo Downtown spanning 47 hectares and the Industrial Park spanning 32 hectares, provide spaces for commercial opportunities, expanding business and investments.

**1.5-hectare** Town Plaza

**7-hectare** River Terraces

Don Bosco Tarlac

Don Bosco Technical Institute

Places of worship

Green corridors

Integrated shared spaces

**121**HAS  
or 50% Phase One

**2000**

Jobs from Industrial Park

**46**HAS

Roads and Open Spaces



**54K**  
Residents

Students

**5000**

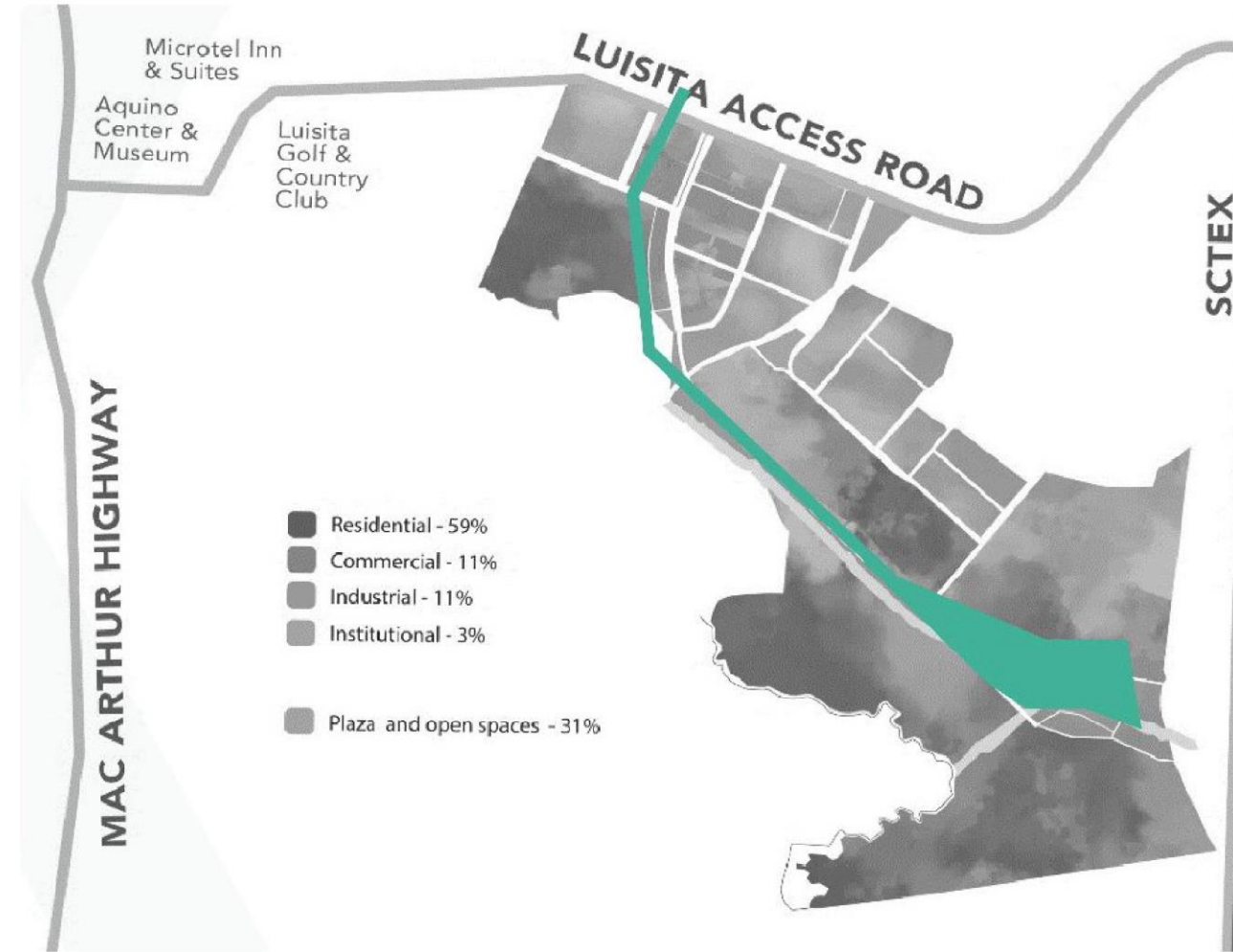
**67**HAS

Commercial and  
Industrial Development

# Estate-wide Green Connections

30% open spaces (including open spaces in residential communities)

1.5 km-long Greenway





## 7-hectare River Terraces

An estate commune at the end of the Cresendo Greenway.



# CRESENDO DOWNTOWN

## Activating a Vibrant Streetlife

Cresendo Downtown draws the whole estate together. The area houses the main civic, institutional, and commercial components of the estate from the Town Plaza, to the church, school, and the commercial hub. Blocks of large to shophouse-style commercial lots add a distinct town plaza experience in harmony with a contemporary urban design.



## Cresendo Town Plaza

Spans 1.5 hectares, the same size as Tarlac City Plazuela, opening pockets of convergence spaces for residents and guests.





## Cresendo Downtown Phase 1 Masterplan

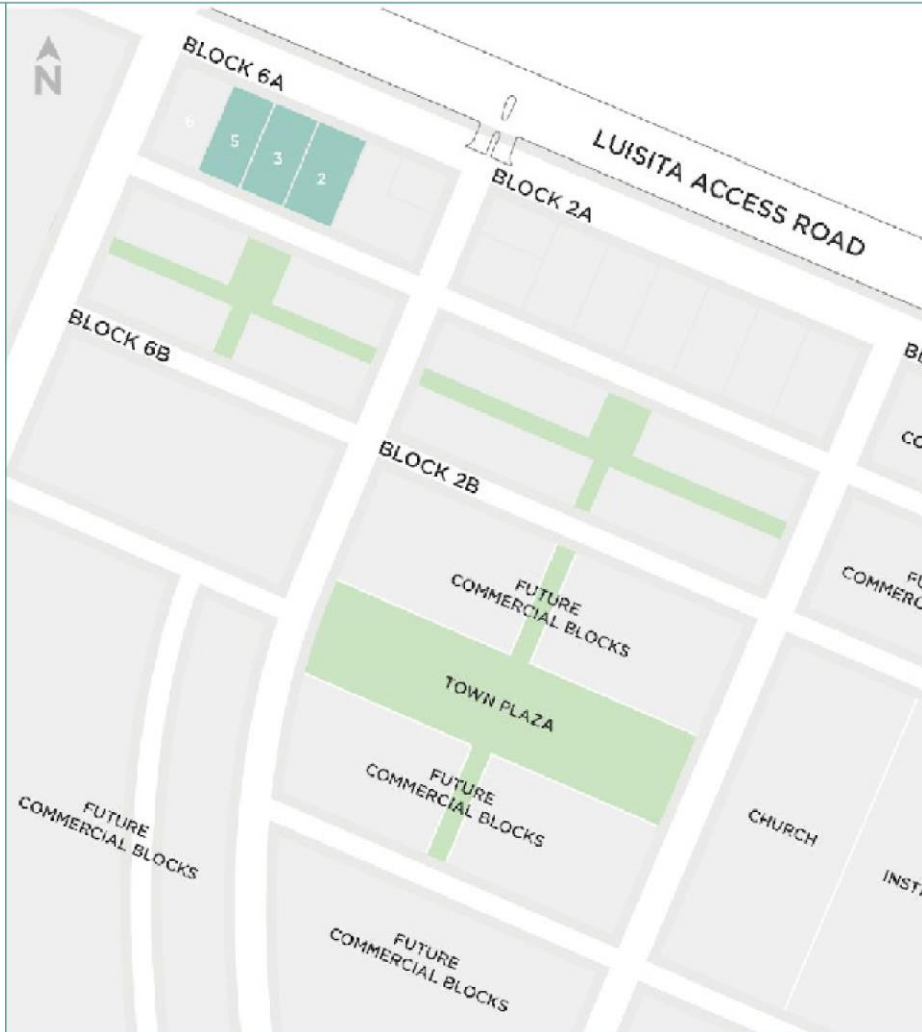
A 47-hectare mixed-use development facing the Luisita access road featuring parks and open spaces, retail environments, and flexible commercial lots ranging from 500-2,000 sqm.

### PROJECT SUMMARY

TYPE OF DEVELOPMENT	Mixed-Use
LAND AREA	47 ha
OPEN FOR SALE	Commercial lots
LOT SIZE	500 - 2,000 sq.m.



## Commercial Lots



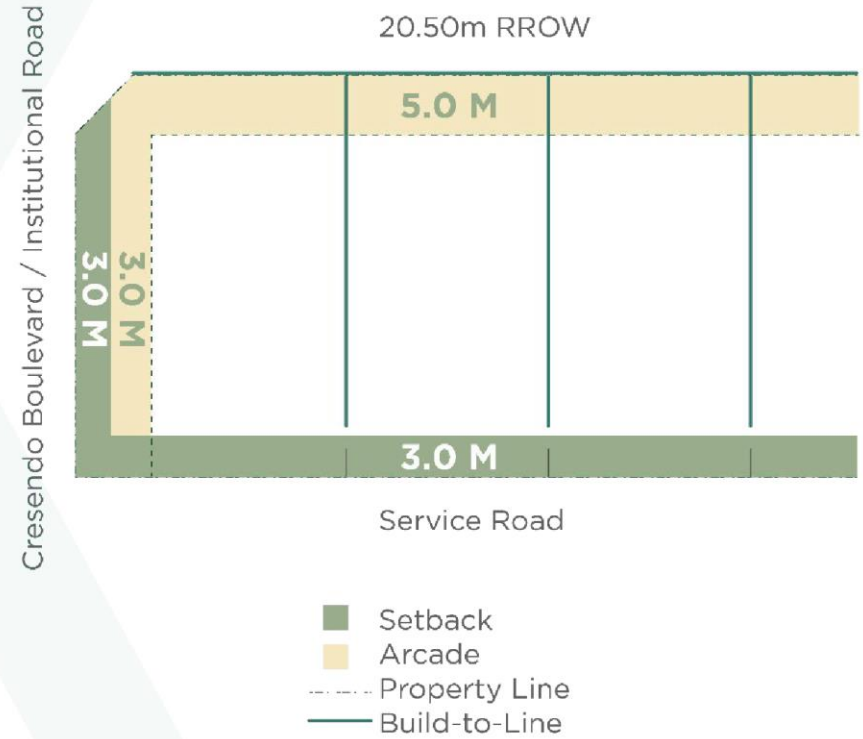
Lot	AREA (SQM)	P/sqm (Vat Ex)	Total Contract Price (Php, Vat Ex)
B6A L2	1,631	Php 38,000	Php 61.978M
B6A L3	1,618	Php 38,000	Php 61.484M
B6A L5	1,605	Php 38,000	Php 60.990M

### PAYMENT TERMS

- Reservation Fee**  
Php 1,000,000
- Cash Terms**  
90 – 10 (30 days)  
with 10% discount
- Deferred 50-50**  
36 months with  
10% downpayment discount
- Deferred 20-80**  
36 months with  
10% downpayment discount
- Deferred 10-90**  
36 months

## Commercial Lots – Massing

Buildings shall start after the required minimum 3-meter setback fronting Cresendo estate roads and should be build-to-line at sides adjacent to another commercial lot.



## Commercial Lots – Key Restrictions

### ALLOWED USES

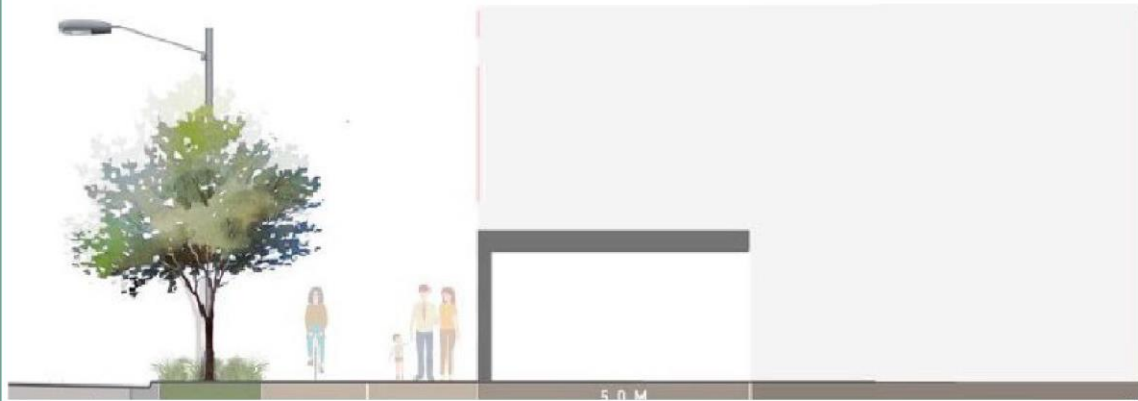
Office  
Training / Conference Facilities / Studio / Workshops  
Hotel  
Dormitory / Department / Residential Condominium  
Tertiary (college) Level Schools or Higher Education (Professional Schools)  
Hospital / Clinic  
Parking area or building  
Recreational or Sports

A building may be constructed and dedicated to any or a combination of the Allowed Uses shall be duly approved by the DECLARANT.

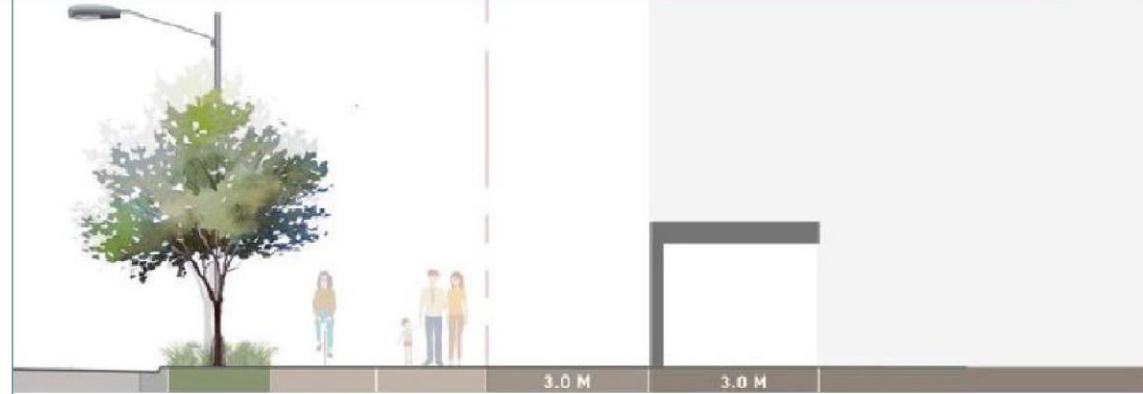
### RESTRICTIONS

Industrial Plant / Factory and Machine Shops  
Funeral Parlor  
Lumberyard and Junkshop Centers  
Jail  
Vulcanizing shop  
Obnoxious, illegal, or immoral trade or activity  
Storage of highly combustible or dangerous materials such as but not limited to Gasolin, Helium, gunpowder and explosives.  
No structure of a temporary character such as trailers, tents, warehouse, garage, or other out-buildings shall be erected on the lot at any given time.

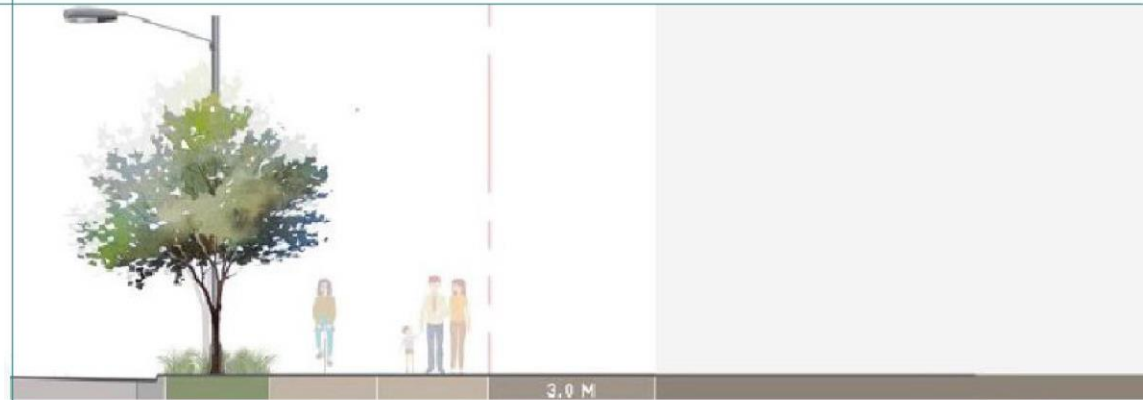
## Commercial Lots – Setbacks and Arcades



Build-to-line with a 5.0m wide arcade for buildings facing the 20.50m RROW



3.0m setback and a 3.0m wide arcade for buildings facing the 25.0m institutional road



3.0m setback for buildings facing the Cresendo Boulevard and Service road

## Commercial Lots – Building Heights

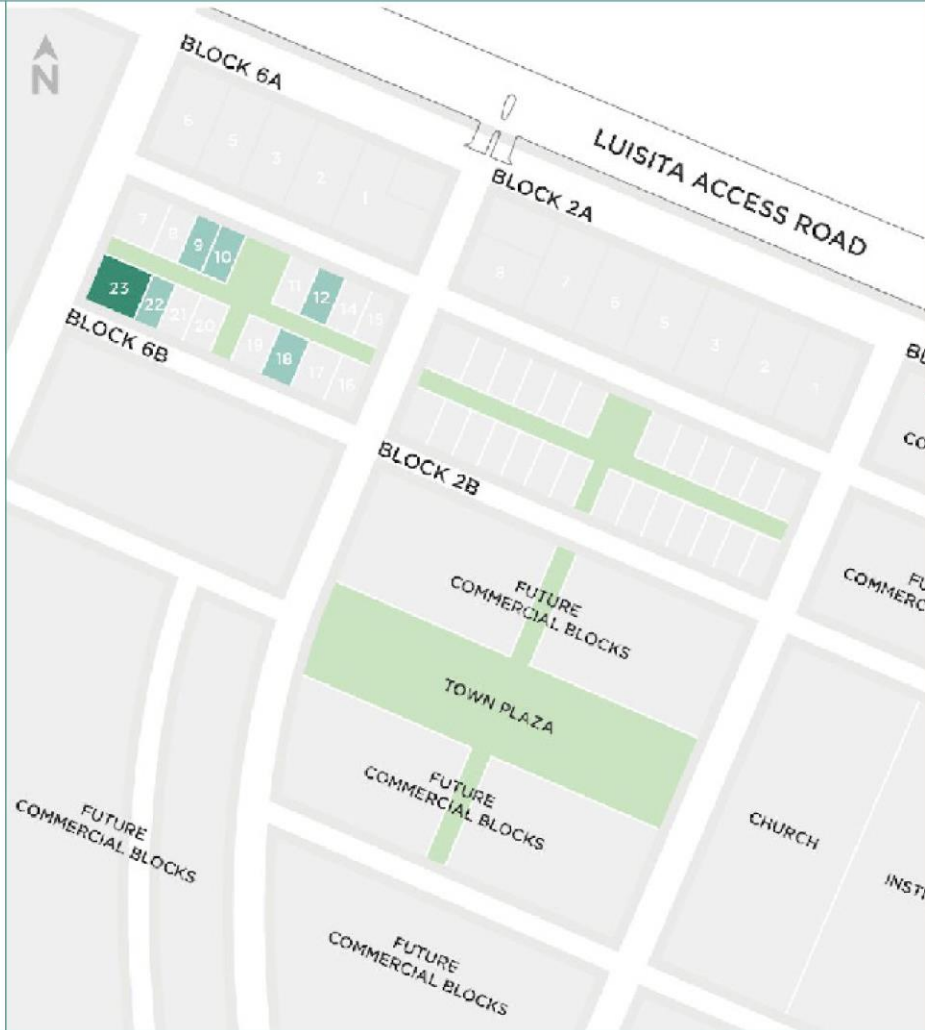


The maximum height of the buildings must conform to FAR restrictions and the allowable height imposed by the Civil Aviation Authority of the Philippines and the proper local government unit.

Building height shall be measured from the ground floor finish level to the roof apex.

\*Maximum of five (5) floor levels

## Shophouse Lots



Lot	AREA (SQM)	P/sqm (Vat Ex)	Total Contract Price (Php, Vat Ex)
B6B L9	512	Php 49,500	Php 25.344M
B6B L10	640	Php 54,500	Php 34.880M
B6B L12	512	Php 49,500	Php 25.344M
B6B L18	522	Php 49,500	Php 25.839M
B6B L22	522	Php 49,500	Php 25.839M
B6B L23	799	Php 54,500	Php 43.545M

### PAYMENT TERMS

**Reservation Fee**  
Php 500,000

**Cash Terms**  
90 – 10 (30 days)  
with 10% discount

**Deferred 50-50**  
36 months with  
10% downpayment discount

**Deferred 20-80**  
36 months with  
10% downpayment discount

**Deferred 10-90**  
36 months

## Shophouse Lots – Key Restrictions

### ALLOWED USES

Commercial spaces with the option for residential or apartment dwellings in the upper levels

Commercial uses such as retail (food and non-food), office and bed-and-breakfast type accommodations

A building may be constructed and dedicated to any or a combination of the Permitted uses shall be duly approved by the DECLARANT

The buyer must refer to the Cresendo Downtown DSG and LIP for the full and detailed design guidelines.

### RESTRICTIONS

Industrial Plant / Factory and Machine Shops

Funeral Parlor

Lumberyard and Junkshop Centers

Jail

Vulcanizing shop

Obnoxious, illegal, or immoral trade or activity

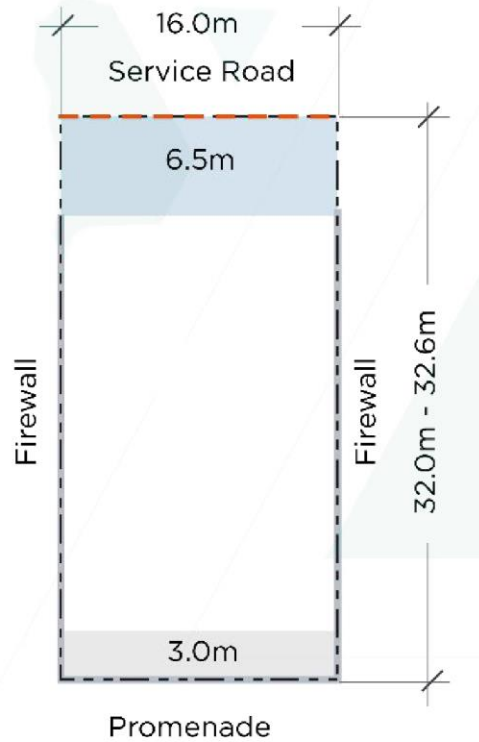
Storage of highly combustible or dangerous materials such as but not limited to Gasolin, Helium, gunpowder and explosives.

No structure of a temporary character such as trailers, tents, warehouse, garage, or other out-buildings shall be erected on the lot at any given time.

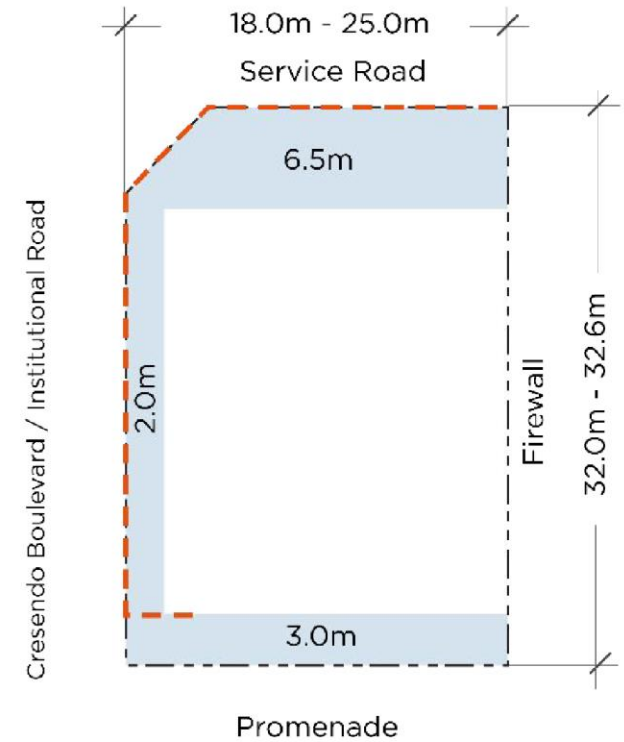


## Shophouse Lots – Types

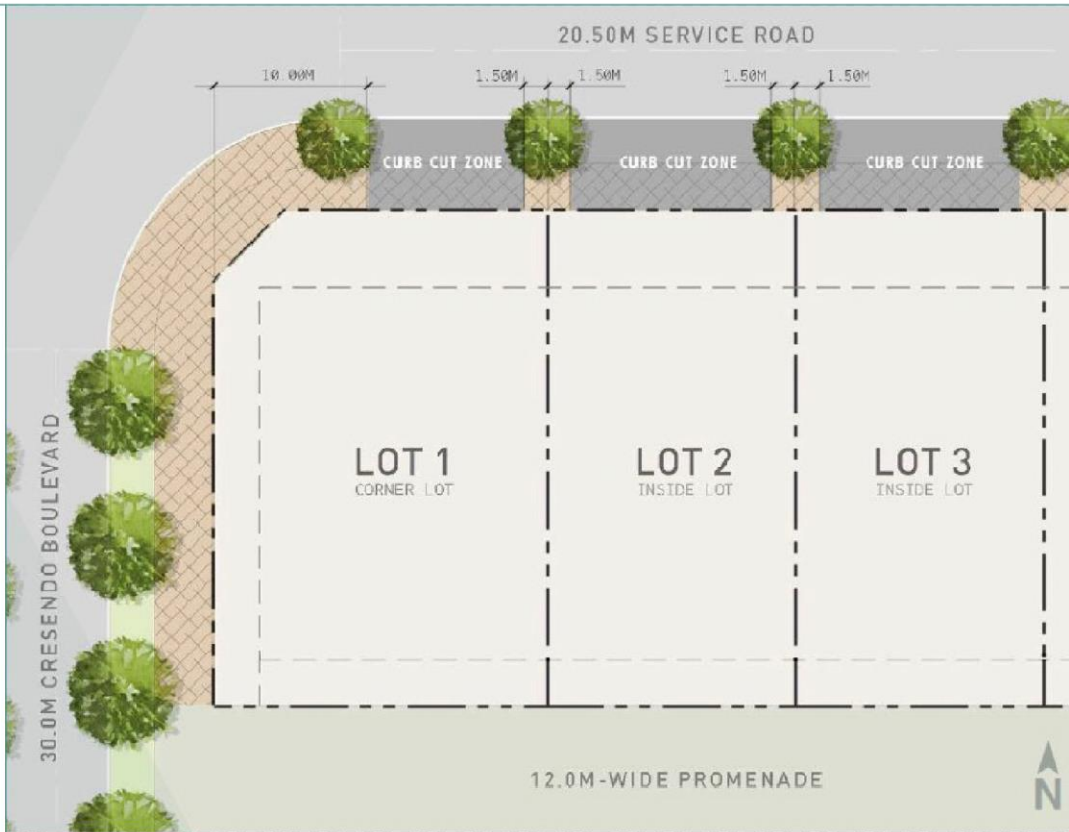
SHOPHOUSE LOTS  
Lot Size Range: 512-522 sq.m.



SHOPHOUSE PRIME LOTS  
Lot Size Range: 522-678 sq.m.



## Shophouse Lots – Curb Cuts



### DEFINITION

Pertains to areas where driveways are allowed for access

### LOCATION

Along service roads

### ALLOWED

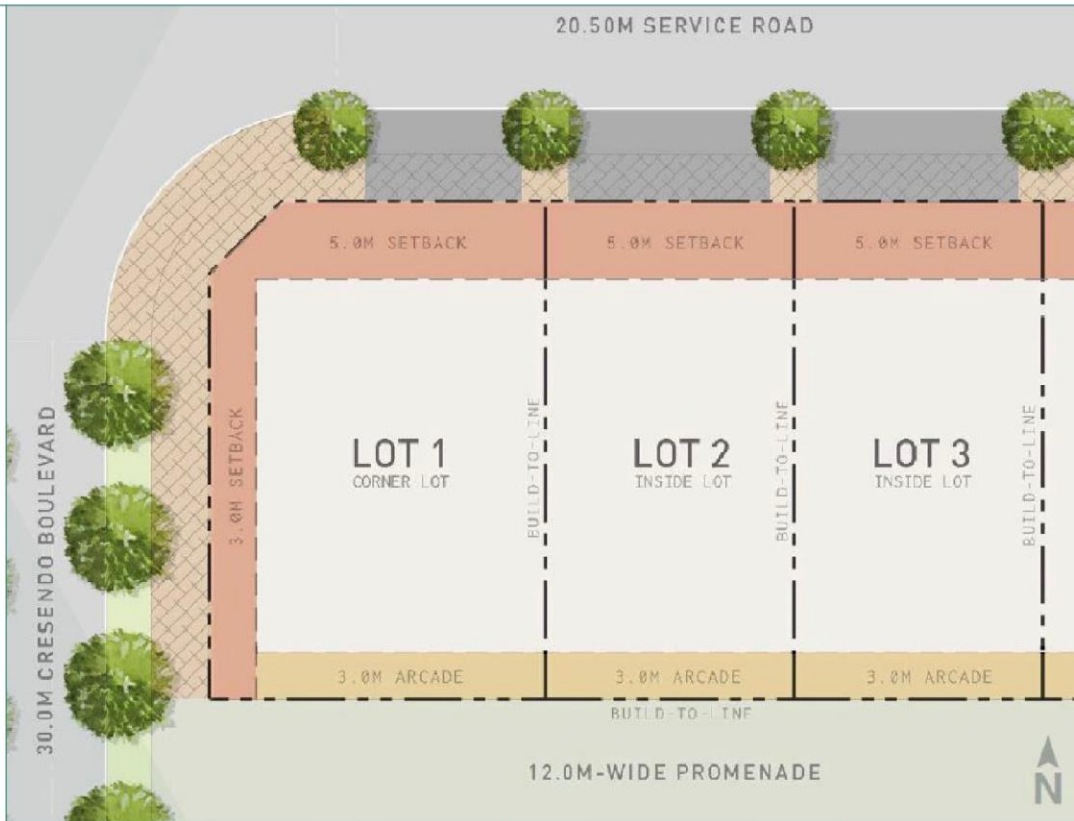
Maximum of 2 openings with a combined maximum width of 13 meters are prescribed in the LIP

### NOT ALLOWED

Any curb cut within 1.50 meters from both corners of the lot or as prescribed in the LIP

The buyer must refer to the Cresendo Downtown DSG and LIP for the full and detailed design guidelines.

## Shophouse Lots – Setbacks



ALONG SERVICE ROADS

5 meters

ALONG CRESENDO BOULEVARD

3 meters

ALONG CRESENDO PROMENADE

Build-to-line for the 2nd and 3rd floors with  
a required arcade at the ground floor

SIDES ADJACENT TO ANOTHER LOT

Build-to-line

FENCES

Corner lots along main and service roads

Inside lots along service roads

The buyer must refer to the Cresendo Downtown  
DSG and LIP for the full and detailed design guidelines.

## Shophouse Lots – General Requirements for Arcades

### LOCATION

Along Cresendo Promenade (ground level)

### CLEAR WIDTH

3 meters with no obstructions

### MINIMUM SEE-THROUGH OPENING OF FACADE ALONG ARCADES AT PROMENADE

Commercial use only: 85% of total ground floor  
facade surface area

### MINIMUM SEE-THROUGH OPENING OF FACADE ALONG ARCADES AT ALL OTHER SIDES

Commercial use only: 50% of total ground floor  
facade surface area

### RESTRICTIONS

The following shall not be visible along arcades

The buyer must refer to the Cresendo Downtown  
DSG and LIP for the full and detailed design guidelines.

### RESTRICTIONS

The following shall not be visible along arcades:

Screen doors

Utilities, antennae and equipment

Laundry and drying spaces

Downspouts, pipes, gutters, or any other related peripherals

### TREATMENT REQUIREMENTS

#### Allowed

Awnings (retractable awnings made of fabric are highly encouraged)

Architectural features with maximum projection of 0.6 meters beyond the property  
line along Cresendo Promenade

Printed logo/letters on awnings limited to 5% of the awning surface area

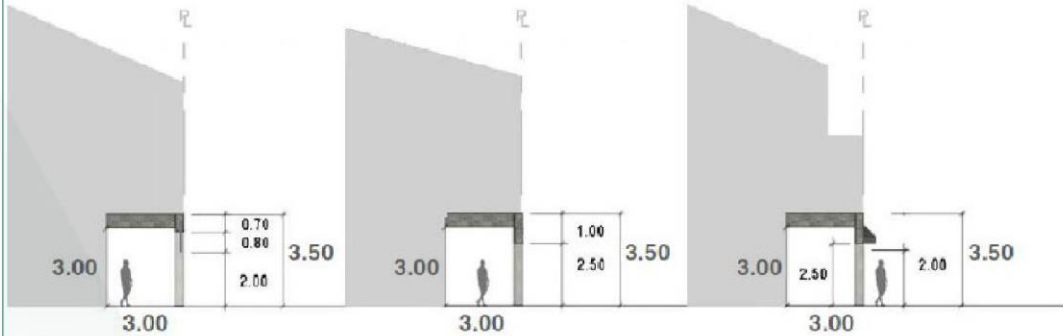
#### Not Allowed

Tarpauline awnings

Bright colors, compound angles and shapes

Excessive graphics and advertising

## Shophouse Lots – Building Height



TRANSOM SCREEN/  
LOUVRE

CLEAR OPENING

AWNING

### DEFINITION

Measured from ground floor level to roof apex

### REQUIRED

Maximum of 3 floor levels plus optional attic

Maximum of 15 meters from finish grade line to roof apex

Maximum FAR of 2

Meets height restrictions imposed by CAAP  
and applicable local government codes

The buyer must refer to the Cresendo Downtown  
DSG and LIP for the full and detailed design guidelines.

## Shophouse Lots – Sample Building Configuration



## Shophouse Lots – Sample Building Configuration



Shophouse Lots – Sample Building Configuration





# CRESENDO INDUSTRIAL PARK





## A Driving Force for Growth

A 32-hectare Industrial Park cultivating local economic growth through light-to-medium, non-polluting industries. Opening up 21 lots spanning 1-hectare each for locators ranging from manufacturing, warehousing, logistics, and standard factory establishments provide around 2,000 job opportunities for young professionals and skilled workers.



FEATURES AND AMENITIES

Light to Medium

Non-pollutive, non-hazardous

Power Substation

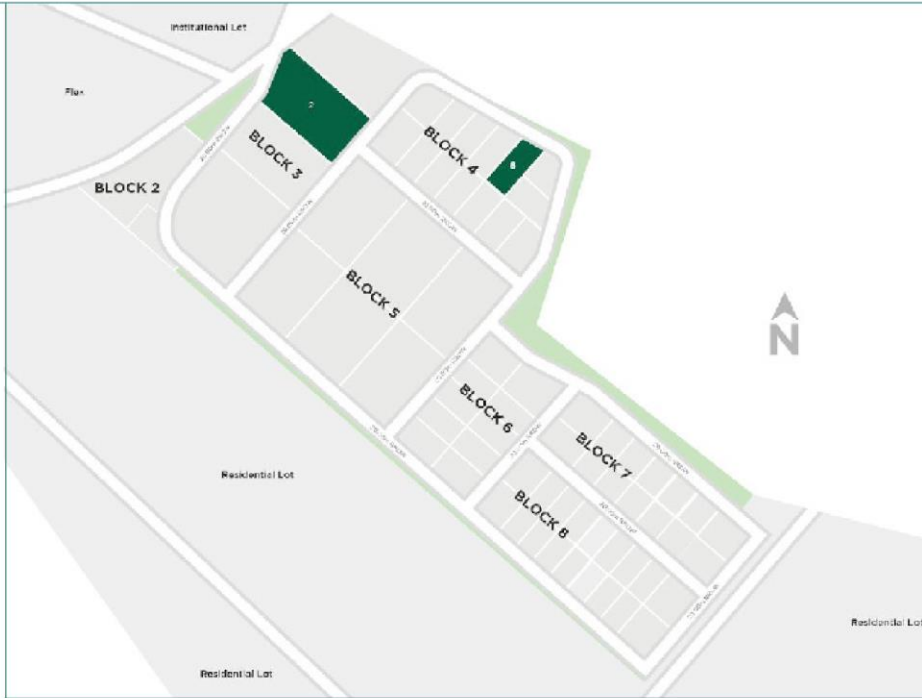
Fiber optic telco network

Transport Terminal

FAR 1.5

Completion Date - January 2023

## Industrial Lots



Lot	FAR	AREA (SQM)	Total Contract Price (Php, Vat Ex)
B3 L2	1.5	10,478	Php 99.5M
B4 L6	1.5	2,609	Php 24.7M

### PAYMENT TERMS

**Reservation Fee**  
Php 500,000

**Cash Terms**  
90 – 10 (30 days)  
with 10% discount

**Deferred 50-50**  
36 months with  
10% downpayment discount

**Deferred 20-80**  
36 months with  
10% downpayment discount

**Deferred 10-90**  
36 months

## Industrial Lots – Key Restrictions

### ALLOWED USES

Light-to-medium

Non-polluting

Non-hazardous industries

### RESTRICTIONS

Storage and handling of highly combustible or dangerous materials such as but not limited to Gasolin, Helium, gunpowder and explosives.

The lot shall not be used for any obnoxious, illegal or immoral trade or activity, or any other purpose that will disturb the peace and order in the community or impair the reputation and well-being of the Locators and/or endanger their safety and health.

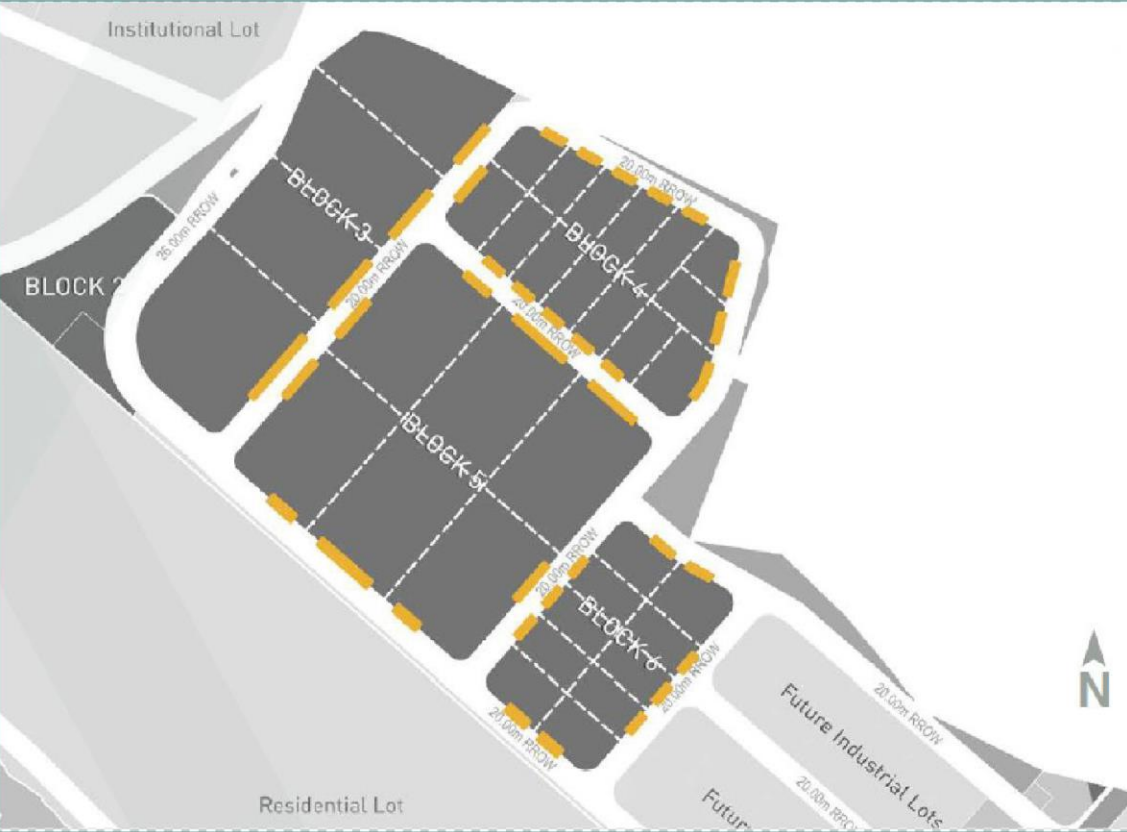
### ARCHITECTURAL STYLE

Architecture that expresses modern design that will create an identifiable and dynamic design character is the intention for Cresendo Industrial Park.

Buildings with glass facade in combination with other materials to create texture and interest in the exterior are highly encouraged. The external finishing materials or buildings shall be durable, of high quality and easily maintained.

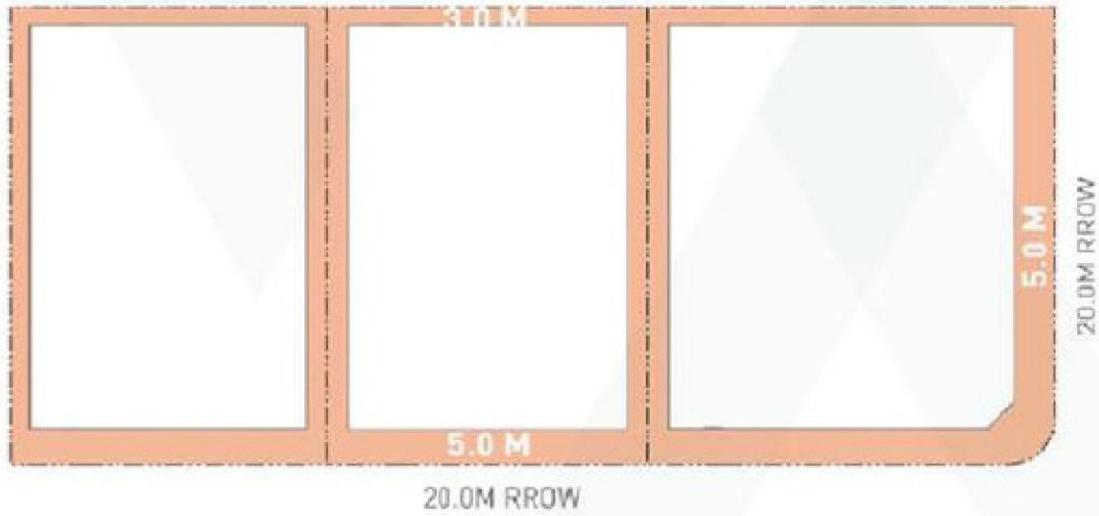


# Industrial Lots – Curb Cuts Blocks 4 & 6



Vehicular curb-cuts must not be greater than 12 meters wide with maximum of two (2) curb-cut openings.

## Industrial Lots – Massing and Building Height Blocks 4 & 6



- Setback
- Property Line

All buildings within the Industrial Park must not exceed 12.0M in total height.



# Industrial Lots – Setbacks and Arcades Blocks 4 & 6



5.0m setback along the frontage of the lot



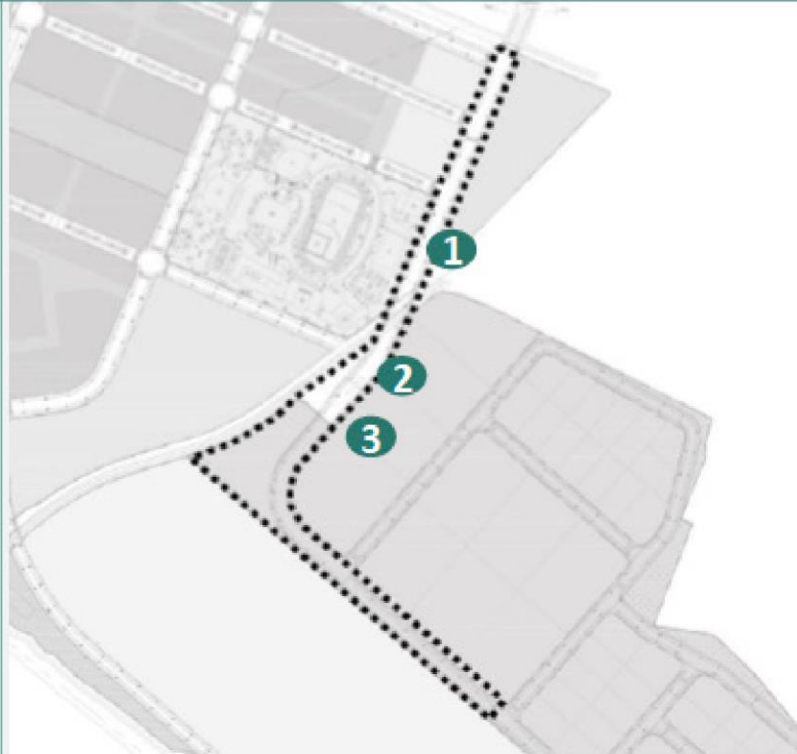
3.0m setback along the sides and rear of the lot



ESTATE UPDATES **CRESENDO PHASE 1A**

1 Backfilling and FDT of Drainage Mainline  
CIM – 101 to CIM – 100

2 Concrete pouring of mockup  
electrical ductlines



Land development works:  
On track; 46% completed

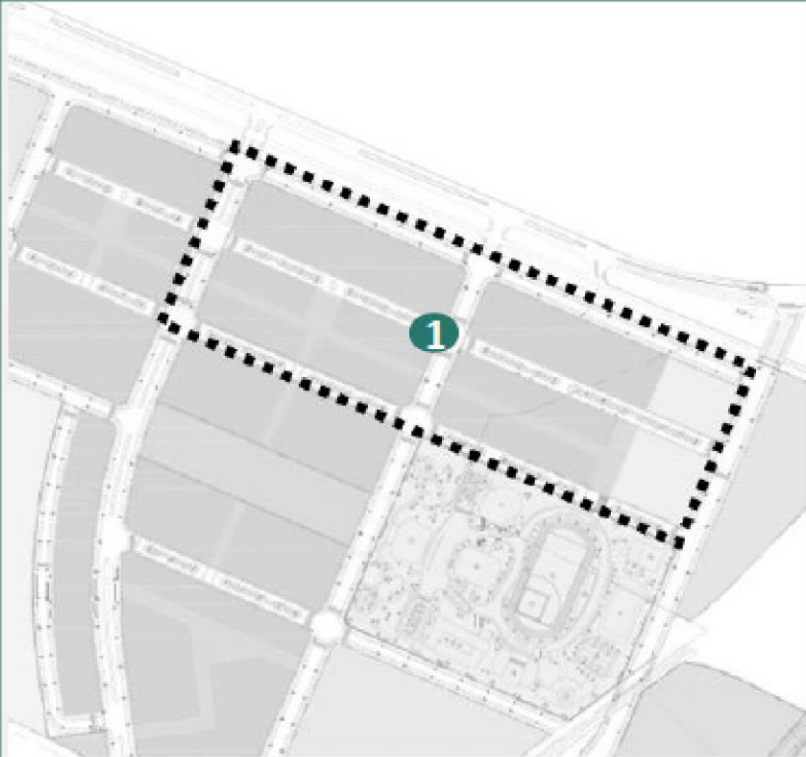


3 Backfilling of Drainage Mainline  
CIM – 98 to CIM – 97



ESTATE UPDATES **CRESENDO COMMERCIAL DISTRICT**

1 Backfilling, spreading and compaction  
at Commercial 2 & 3



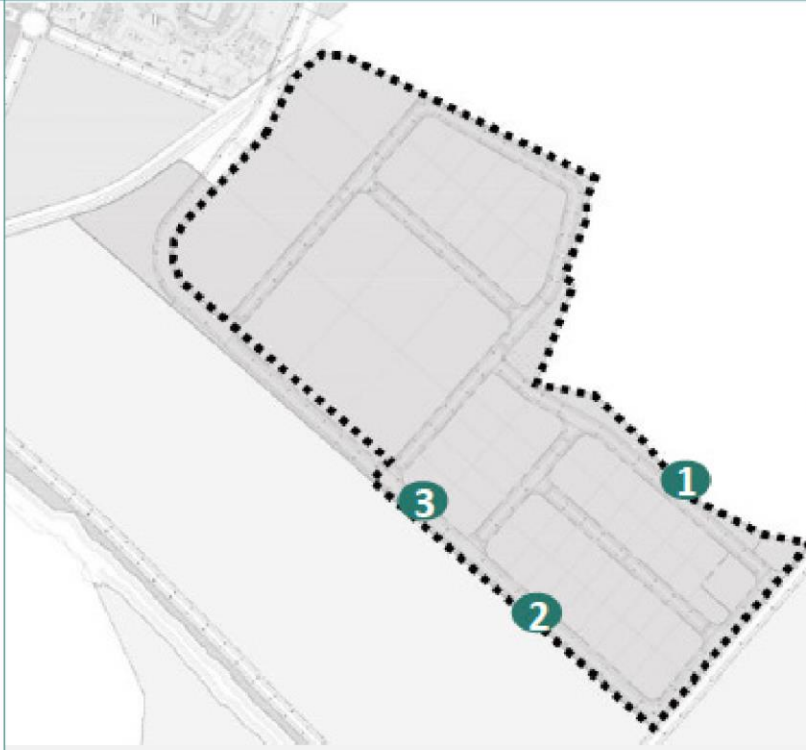
Land development works:  
On track; 19% completed



ESTATE UPDATES **CRESENDO INDUSTRIAL PARK**

1 Base Concreting for Retaining Wall

2 Concreting of Footing for  
Perimeter Fence



Land development works:  
On track; 34% completed



3 PCCP Concrete Pouring 1st Lane



ESTATE UPDATES **RETAIL**

**Rising Soon:  
The First Cresendo Shophouse**

Completion: 1Q 2023



ESTATE UPDATES **RETAIL**

**Rising Soon:  
McDonald's NXTGEN store**



## MerryMart Supermarket

Set to open a 2,100-sqm standalone, full-sized supermarket in the estate



# MERRYMART



## **Don Bosco Cresendo Campus**

### AREAS

6 hectares (5,000 students)

Located at Cresendo Town Plaza

### OPEN BY 2023

1st Senior High School Building

Don Bosco Church Town Plaza

### OPEN BY 2025

1st Technical-Vocational Education  
and Training Center (TVET) Building





[www.cresendo.ph](http://www.cresendo.ph)

 @CresendoPH