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PHIRST PARK HOMES TO BUILD COMMUNITIES IN TOP INFRASTRUCTURE AREAS

PHirst Park Homes Inc., the new joint-venture firm of Century Properties Group and Mitsubishi Corporation for first home buyers, is focusing its land banking in areas where flagship infrastructure projects are being rolled out.

“This is a top criterion in our area selection process as it ensures ease of access for our future residents. It also opens more employment and livelihood opportunities for them as major infrastructure sites spur economic growth,” said Ricky Celis, President of PHirst Park Homes.

Within the next 5 years, the company will launch 15 masterplanned communities in Calabarzon and Central Luzon with approximately 33,000 homes. Near-term launches will be concentrated in the booming provinces of Laguna, Bulacan and Cavite, where several major infrastructure projects of the government are in various stages of construction and development.

The booming province of Bulacan will soon benefit from the ongoing Skyway Stage 3 that connects North Luzon Expressway to South Luzon Expressway. The 23-kilometer Manila Metro Rail Transit System Line 7 (MRT-7), also under construction and slated for completion in 2020, will connect Bulacan to the Unified Grand Central Station in North Avenue, Quezon City.

“Such projects are a boon to families who wish to enjoy the lower cost of living in the provinces while maintaining their jobs or businesses in the city centers of Metro Manila,” said Loren Sales, Customer Management Group Vice President of PHirst Park Homes.

Bulacan is also gearing up for the Bulacan International Airport and the Bulacan Bulk Water Project, which will open another gateway to Central Luzon and provide households with adequate supply of treated water, respectively.

The government has also started working on the Philippine National Railway North 2 – the 69.5-kilometer extension of the PNR North 1 from Malolos, Bulacan to Clark International Airport. The project is targeted for completion in 2021.

The Cavite and Laguna Expressway is another much-awaited project. The 4-lane, 45-kilometer tolled expressway will connect CAVITEX from Kawit, Cavite to SLEX up until the SLEX-Mamplasan Interchange in Biñan, Laguna. Once completed in 2020, this will reduce travel time from CAVITEX to SLEX by about 45 minutes.

Down south in Batangas, the provincial government is pushing Fernando Air Base in Lipa City to become a subsidiary aviation to the NAIA, and for the construction of a Batangas-Calamba, Laguna railways system as part of the 639-kilometer PNR South Long-Haul project.



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PHirst Park Homes debuted in the market in 2017 with the successful PHirst Park Homes Tanza in Cavite. In June 2018, it also launched PHirst Park Homes Lipa, a 20-hectare development in Lipa City, Batangas with 1,867 homes. The PHirst Park Homes brand is known for its 4Cs: Complete and well-provisioned homes, Conceptive amenities, Connected living through WiFi zones and a Convenient and simplified experience for home buyers. #