

# 6799 Ayala Avenue

**Prime Mixed-Use Redevelopment Opportunity**

**Premier CBD Acquisition | Strategic Ayala Avenue Position | Enhanced Zoning Rights**

JLL Philippines

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# Executive Summary

6799 Ayala Avenue represents a rare vacant possession redevelopment opportunity strategically positioned along the prestigious Ayala Avenue in Makati City, the Philippines' premier central business district.

The property comprises two distinct structures: Tower 1 featuring 10 floors, one basement level, and a roof deck; and the more substantial Tower 2 rising to 36 floors with one basement level and a roof deck. This offering presents investors with a vacant possession sale, providing maximum flexibility for redevelopment planning and execution.

What makes this opportunity particularly compelling is the upcoming regulatory shift to be implemented by the Makati Commercial Estate Association (MACEA). The site, previously restricted to office use only, is planned to be reclassified under a progressive mixed-use zoning framework. This transformation significantly expands the development potential to include residential, hotel, and enhanced retail components.

The revised zoning regulations is expected to deliver substantial value creation opportunities through:

**Diversified Use Options:** The ability to reconfigure or redevelop into residential and hotel components creates flexibility to respond to evolving market demands and optimize returns.

**Enhanced Retail Potential:** The retail Floor Area Ratio (FAR) will be increased from 1 to 3, allowing for a significantly expanded retail footprint that can capitalize on Makati CBD's high-value pedestrian traffic.

**Maximized Development Density:** With a total allowable FAR of 16, the site can support a comprehensive mixed-use development that maximizes the property's value.

This offering emerges at a strategic time in Ayala Avenue's development cycle, as this section continues to evolve from a purely commercial hub to a dynamic live-work-play environment. 6799 Ayala Avenue's location places it at the nexus of this transformation, providing investors the opportunity to create a landmark development that addresses the growing demand for integrated urban spaces in Metro Manila's most prestigious business district.

The combination of prime location and newly expanded development parameters positions 6799 Ayala Avenue as one of the most significant redevelopment opportunities to come to market in Makati CBD in recent years.





# Property Highlights

## Premium Makati CBD Location

- Strategically positioned along Ayala Avenue, the most prestigious commercial address in the Philippines
- Located in the heart of Makati's central business district, surrounded by corporate headquarters, luxury hotels, and premium retail establishments
- Exceptional frontage along Ayala Avenue, providing superior visibility and accessibility

## Compelling Physical Attributes

- Total land area offering significant development footprint in a land-constrained CBD
- Well maintained building grants the ability to have interim use and income generation while preparing for redevelopment
- Majority vacant possession allowing for reconfiguration or asset enhancement without major tenant relocation complications
- Rectangular site configuration maximizes development efficiency

## Transformative Redevelopment Potential

- The upcoming zoning changes by MACEA allowing residential and hotel components create flexibility in development.
- Retail FAR is set to increase from 1 to 3, enabling creation of significant commercial podium
- Maximum total FAR of 16 permits optimal development density

## Strategic Market Positioning

- Opportunity to create a landmark mixed-use development in Makati's evolving urban landscape
- Ability to capture premium residential demand in the most sought-after CBD location
- Potential to develop hospitality components in an undersupplied luxury hotel market
- Enhanced retail footprint allows creation of distinctive shopping and dining destination
- Rare vacant possession offering in a market characterized by limited development sites

## Investment Value Drivers

- Immediate implementation potential with site delivered vacant
- Flexible development timeline to align with market cycles
- Multiple exit strategies available across different real estate sectors
- Strong historical appreciation of Makati CBD properties
- Opportunity to create an iconic addition to the Makati skyline

**36-storey Prime Grade B Building**

### Gross Floor Area

Tower 1 : 13,420 sq.m.

Tower 2 : 24,923 sq.m.

**Total: 38,343 sq.m.**

**Lot Area : 2,400 sq.m.**

**Zoning: C-4**

**Allowed FAR: 16**



# Location Overview

## Prime CBD Position

6799 Ayala Avenue occupies a prestigious address along Ayala Avenue, positioning it at the heart of Makati CBD—the Philippines' premier financial and commercial hub.

## Strategic Connectivity

- Direct access to major thoroughfares including EDSA and Gil Puyat Avenue
- Accessible through various modes of public transportation
- Just 30 minutes from Ninoy Aquino International Airport

## Ayala Avenue Prestige

- Recognized as the Philippines' most coveted business address
- Historically strong property value appreciation and retention
- Redevelopment Hotspot

## Corporate Neighborhood Excellence

- Surrounded by headquarters of major Philippine conglomerates and multinational corporations
- Within the banking and financial services corridor, near Philippine Stock Exchange
- Walking distance to offices of Fortune 500 companies' regional operations

## Superior Lifestyle Amenities

- Adjacent to Manila's most prestigious residential developments in Salcedo, and Legaspi Village
- Minutes from premium retail destinations including Greenbelt, Glorietta, and The Landmark
- Proximity to five-star hotels including Shangri-La, Fairmont, and The Peninsula Manila
- Near urban green spaces including Ayala Triangle Gardens and Washington SyCip Park





# Investment Highlights

## Prime Makati CBD Location Premium

- Positioned on Ayala Avenue—the most prestigious address in the Philippines' financial district
- Consistent historical outperformance of Makati CBD properties in terms of value appreciation and resilience
- Exceptionally rare development site in a land-constrained, mature business district
- Superior access to corporate demand drivers, transportation networks, and lifestyle amenities

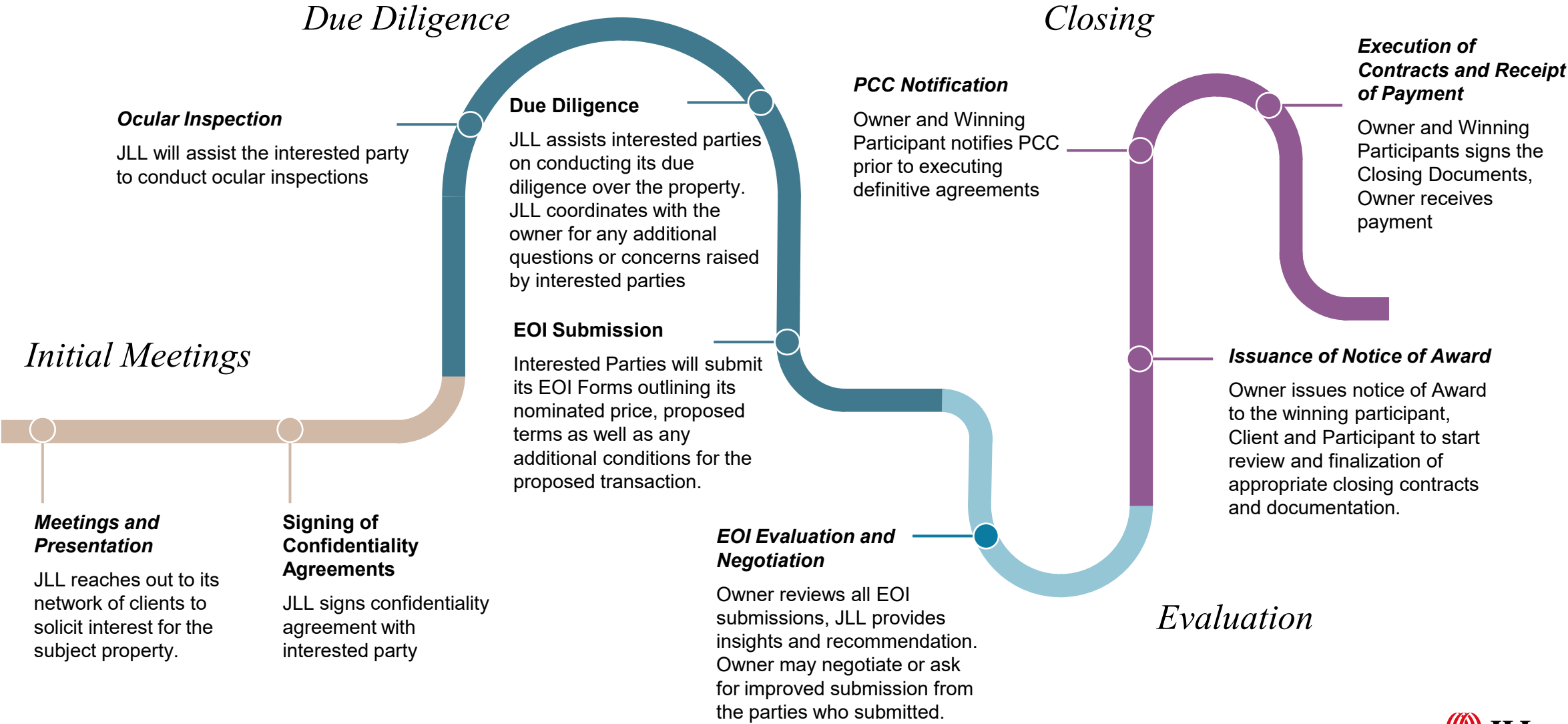
## Multiple Value Creation Pathways

- Flexibility to develop optimal mix of office, residential, retail, and hospitality components
- Ability to phase development to capitalize on strongest performing sectors
- Opportunity to create premium-grade spaces commanding top-tier rental and sales rates
- Potential to establish a landmark building enhancing overall investment value

## Strategic Zoning Enhancement

- Benefit from transformative zoning changes to be implemented by MACEA
- Transition from office-only to mixed-use zoning will create significant value uplift
- Newly permitted residential and hotel components allow diversification across multiple real estate sectors
- Increased retail FAR from 1 to 3 enables creation of substantial commercial podium

# Process Overview



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