

The Impact of SM City North Edsa to the Morphology of Retail Landscape of Barangay Bagong Pag-asa, Quezon City

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Abstract

This study will determine the impacts of a large shopping center to the retail industry in a given community. Shopping centers are defined as "a group of retail and other commercial establishments that are planned, developed, owned and managed as a single property, with on-site parking provided" (REMI Consulting, Inc., 2006). On the other hand, a local retail industry would involve smaller retail and other commercial establishments. The shopping center under this study is the SM City North Edsa would--be4he-shopping center while Barangay Bagong Pag-asa, the host barangay, would be the study area.

In summary, the SM City North EDSA appears to have more positive than negative impacts to its host barangay. This could be seen in the corresponding big increase in number of retail stores recorded after the mall started operation. This could imply that the operation of the mall caused the local retail industry in the barangay to improve suggesting that its operation contributed to economic growth in the community. The barangay store owners managed to survive by developing adaptation strategies. The lessons learned in this experience could be used as guide to mall owners that as part of their corporate social responsibility, that they assist local communities develop their own adaptation strategies. Meanwhile, for officials and planners, the results could help them / in developing policies specific to communities with similar situations.

Keywords: Retail Landscape, Morphology of Retail Landscape, Barangay Bagong Pagasa, SM City North EDSA