



## **GROUND BREAKING CEREMONY FOR 30-STOREY, 1,029-UNIT 4PH HOUSING PROJECT IN SAN JUAN CITY**

San Juan City Mayor Francis Zamora, Department of Human Settlements and Urban Development (DHSUD) Secretary Jerry Acuzar, and Social Housing Finance Corporation (SHFC) President Federico A. Laxa led the groundbreaking ceremony for the Pambansang Pabahay para sa Pilipino (4PH) Building on March 18, 2025 in F. Manalo Street, Barangay Batis, San Juan City.

“San Juan City is focusing its efforts on providing decent housing to San Juaneño families through the Pambansang Pabahay para sa Pilipino program (4PH). We are making homeownership accessible to our residents, ensuring that our people will have an opportunity to own an affordable and decent housing which they can call home,” said Mayor Zamora.

The 30-storey, 1,029-unit residential building is part of President Ferdinand R. Marcos Jr.'s 4PH program, which aims to provide housing for Filipino families. San Juan City is among the first locations where this initiative will be implemented, with more housing projects set to rise in the coming years.

“This is just the beginning. The 4PH program is a transformative solution to our country's housing challenges, and San Juan City is proud to be at the forefront of this initiative. We will continue to work hard to provide affordable and decent for our people,” Mayor Zamora added.

Also attended the event were Atty. Norman Jacinto P. Doral, Regional Director of DHSUD-NCR; Atty. Junefe G. Payot, Executive Vice President of SHFC; Philip Robert C. Flores, Vice President for Resettlement Services Group; and Assistant Secretary Melissa A. Aradanas, EnP, CESO II, who serves as the Project Lead for the San Juan 4PH Project. Their participation underscored the strong partnership between the national government, local government, and housing agencies in addressing the country's housing challenges.