

Competitive Cities TDD Action Planning QUEZON CITY, Republic of the Philippines

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Government
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WORLD BANK GROUP
Social, Urban, Rural & Resilience

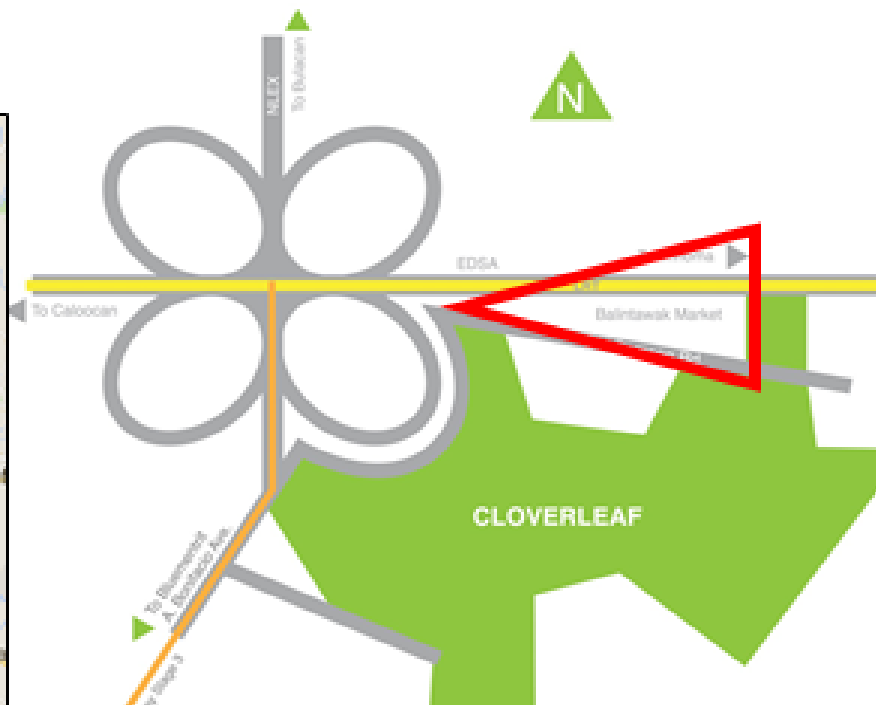
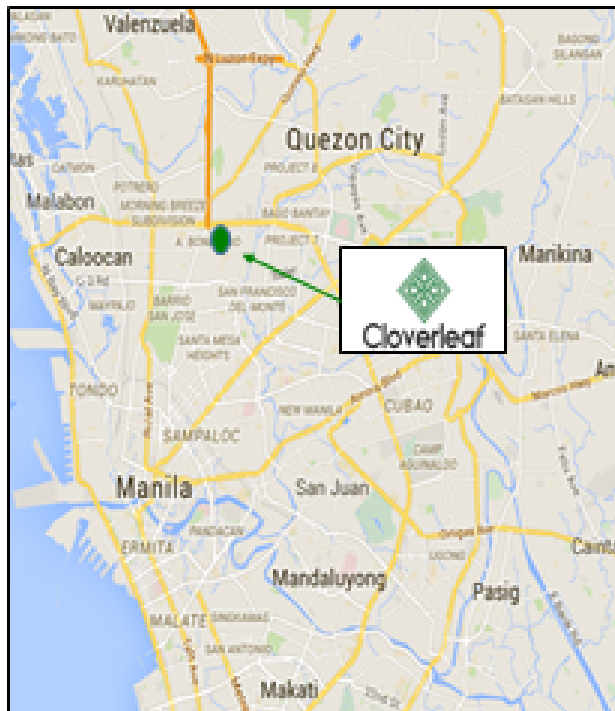




THE PROJECT SITE : BALINTAWAK AREA

Tokyo
Development
Learning
Center

Philippines: Quezon City



The Ayala Land Cloverleaf project
11-hectare mixed use development in what
used to be the Central Textile Mills

KEY TAKEAWAYS FROM COMPETITIVE CITIES TDD



- **Disrupt & Innovate**
- **Community Consultation / Participatory Governance**
- **Political Champion with Political Will**
- **FOCUS! Zero-in on the target!**

WHAT NEEDS TO BE ACCOMPLISHED

- Shared vision – stakeholders (current private market operators & employees) to buy-in on Redevelopment Vision
- Optimizing synergies with existing and neighboring development activities
- Understanding the market size for the Project – within Quezon City and the National Capital Region



ACTIONS TO BE TAKEN WITH MILESTONES

- **Short term (6-12 months):**
 - Buy-in of the redevelopment project
 - Present architectural design concept
- **Mid term (12-24 months):**
 - Complete financial feasibility study
 - Explore the model how to construction and operate the market: a joint venture? PPP? Complete privatization?
- **Long term (24 – 36 months):**
 - Construction and operation of the regional food hub starts



OPPORTUNITIES AND BARRIERS

BARRIERS	OPPORTUNITIES
Project rejected by private market operators / no consensus on redevelopment concept	Strong buy-in from private operators if consensus is reached
Limited financial capacity of private market operators	Quezon City assists private market operators to form a new corporation to improve financial capacity?
Dislocation of current lessees when construction starts	Temporary accommodation in government-owned & operated markets
Monitoring skills by public sector who oversees the redevelopment project	



NEEDS FOR ASSISTANCE

- How to achieve consensus and common vision among the private sectors. e.g., how and why Tsukiji market operators agreed to relocate, how did the government manage the consultation process?
- Explore options/international examples of grouping many individual private sector operators into one corporation



Asante Sana

Hvala Ti

Merci Beaucoup

Muchas Gracias

Terima Kasih

谢谢

どうもありがとうございました

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