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

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Quezon City
THE PROJECT SITE: BALINTAWAK AREA

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

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

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