



**Cebu City Government**  
City Planning and Development Office

# International Smart Cities Workshop

Nagoya, Japan

OIC | City Planning and Development Coordinator  
Cebu City

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FUAP, FPIEP, APEC Ar., ASEAN Ar.

Magellan's Cross, Cebu City

# Philippine Archipelago

Tulang,  
Camotes  
Island

## STARTING POINT

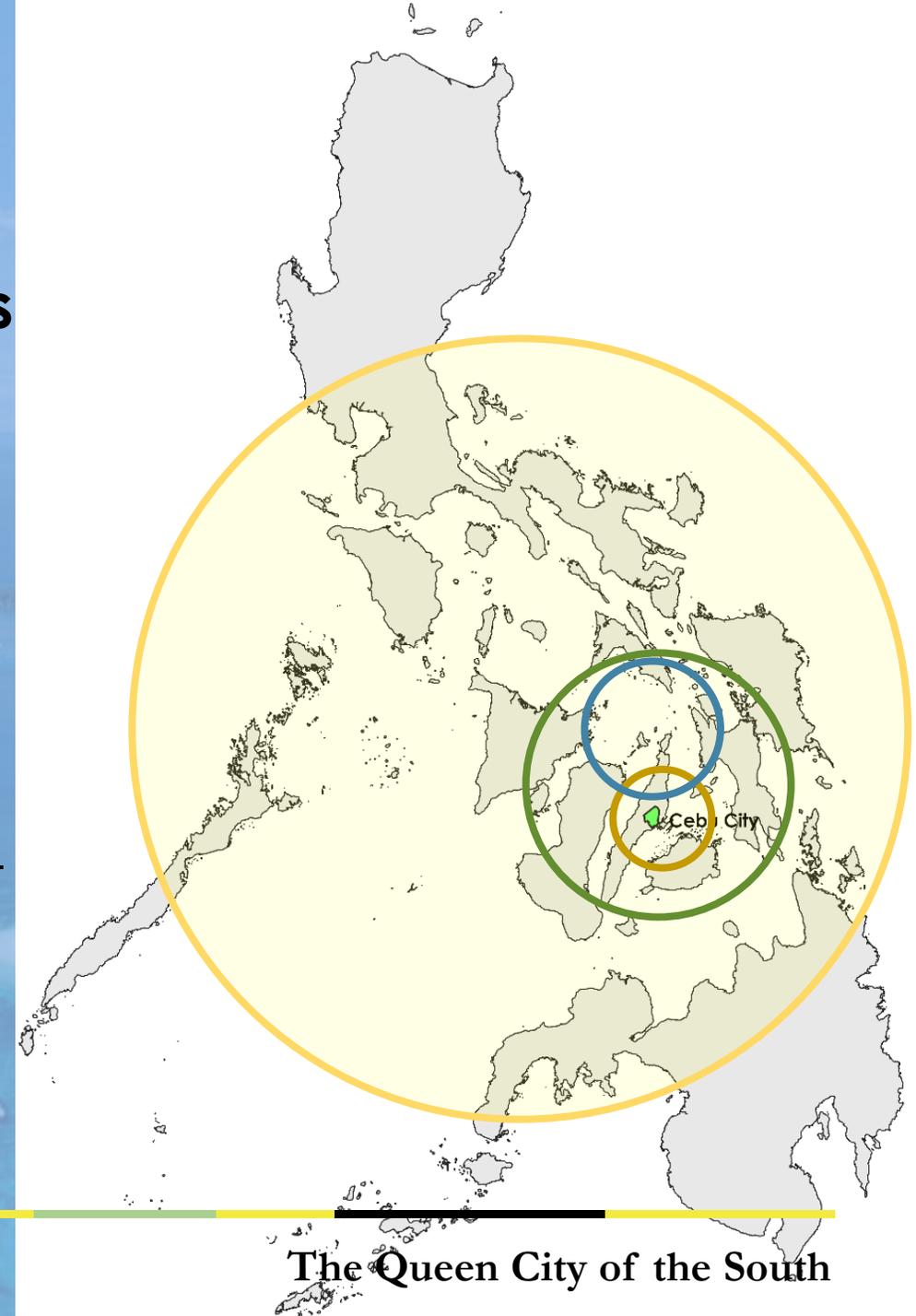
### Present Global Realities

- Climate Change Is The New Normal
- Urbanization Is Real
- The Demographic Window

### Global Trends

- Resilience and Sustainability
  - The Triple Bottom-line - People, Places, Profit
  - Controlled Densification – The Key to a sustained future
- Social Interconnectedness
- Environmental Preservation
- Livability / Availability of choices

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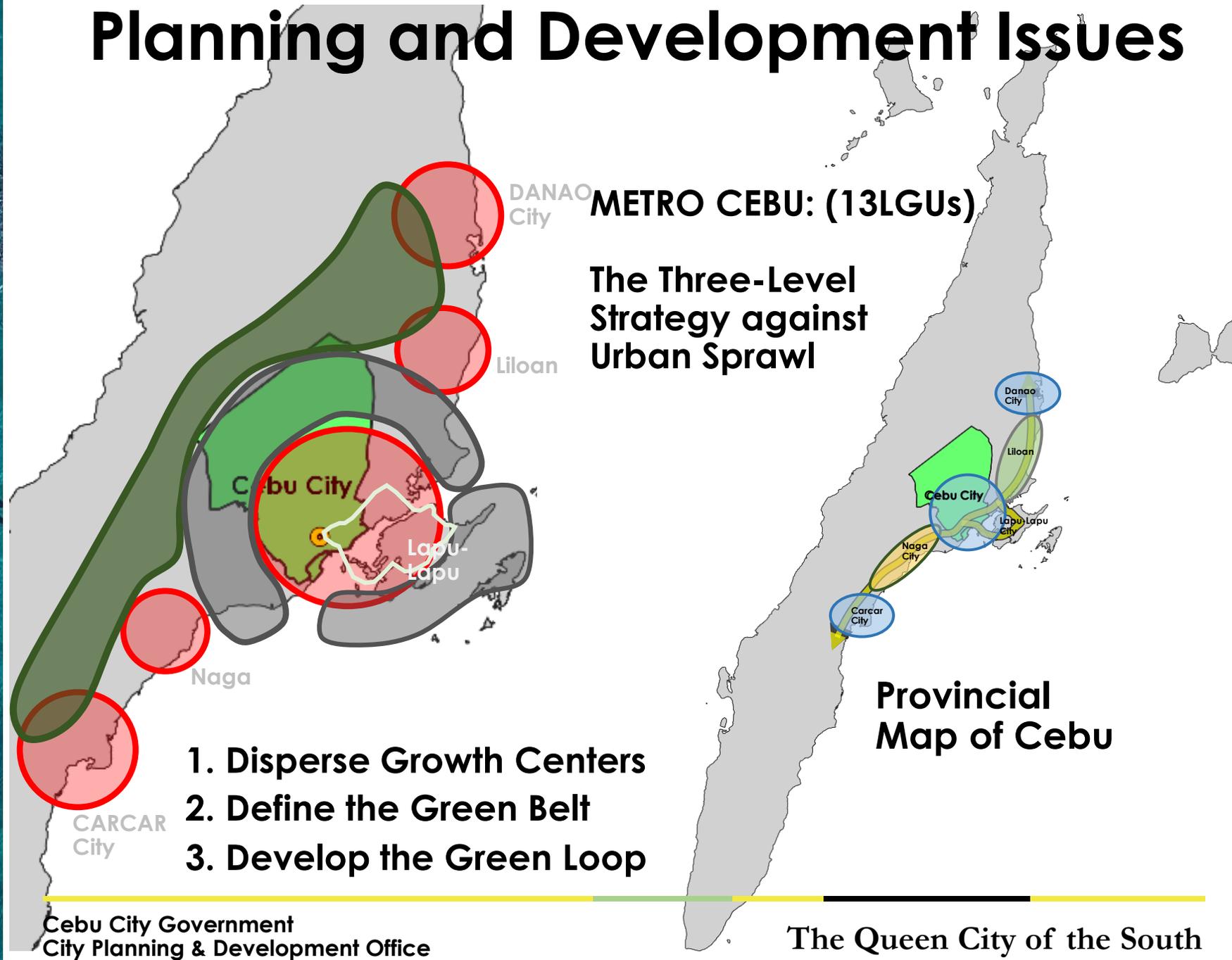


The Queen City of the South

# Cebu Island

Whale Shark, Oslob

## Planning and Development Issues



# Cebu City

Sinulog Festival



## Urban Design and Mobility Issues

### The Five (5) Development Areas Proposed Mass Transit Modes

Upland (Cable Car)

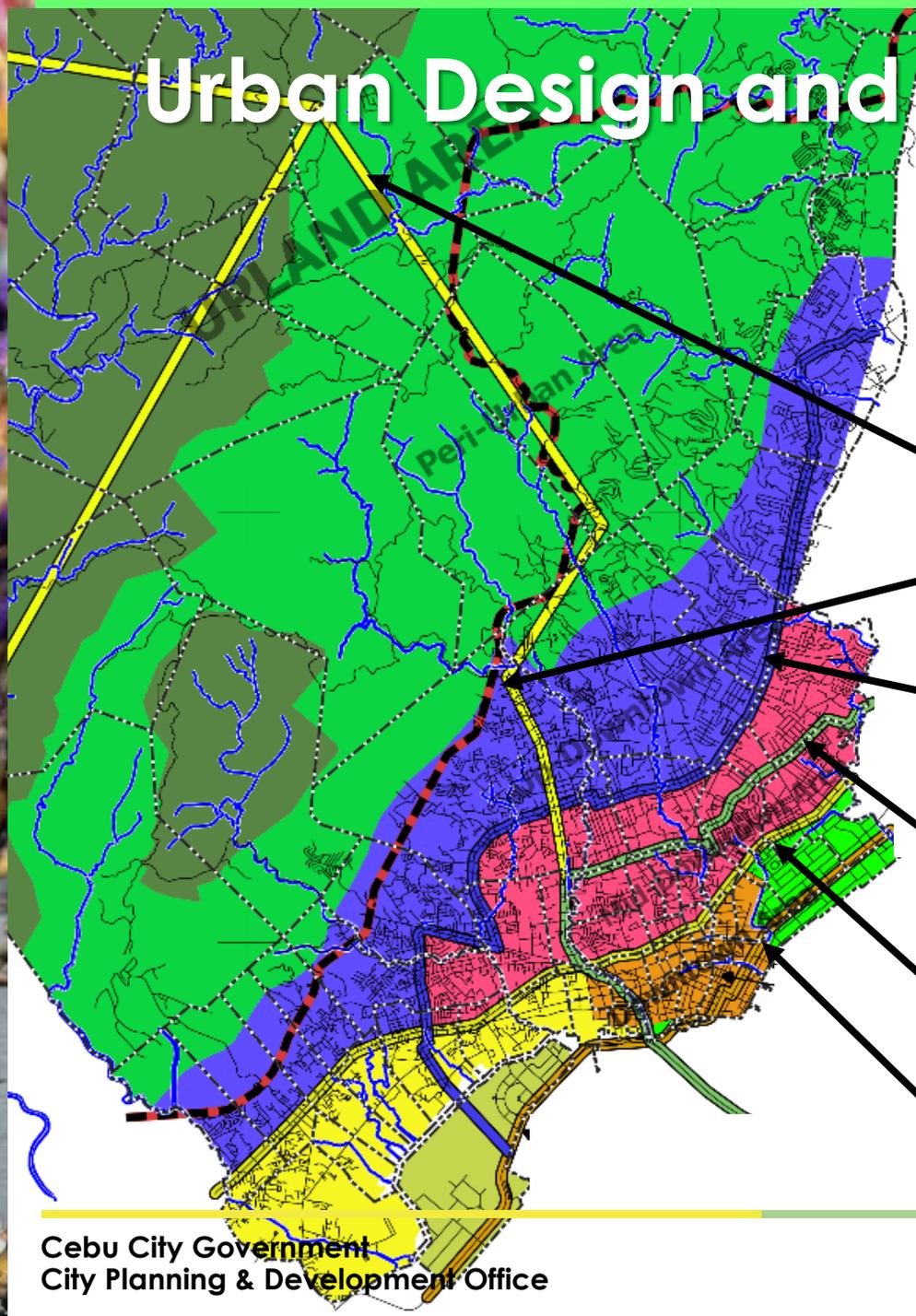
**5** Uplands Area  
Metro Cebu Expressway

**4** Uptown Area  
Public/Private (BRT Route)

**3** Midtown Area  
Pedestrian-Dominated/TOD  
Metro Cebu Green Loop

**2** Midtown Area  
North-South Road (LRT Line)

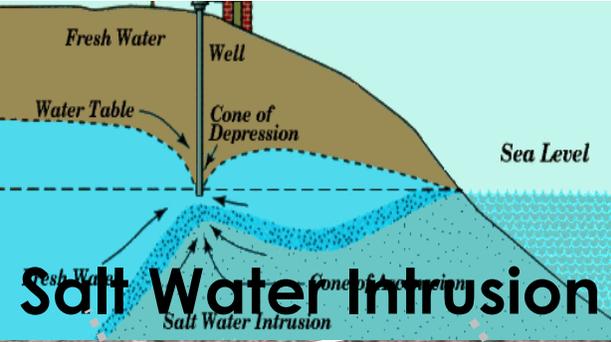
**1** Downtown Area  
Coastal Road (Monorail Line)



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The Queen City of the South

# Water-Induced Disaster Risk and Hazard

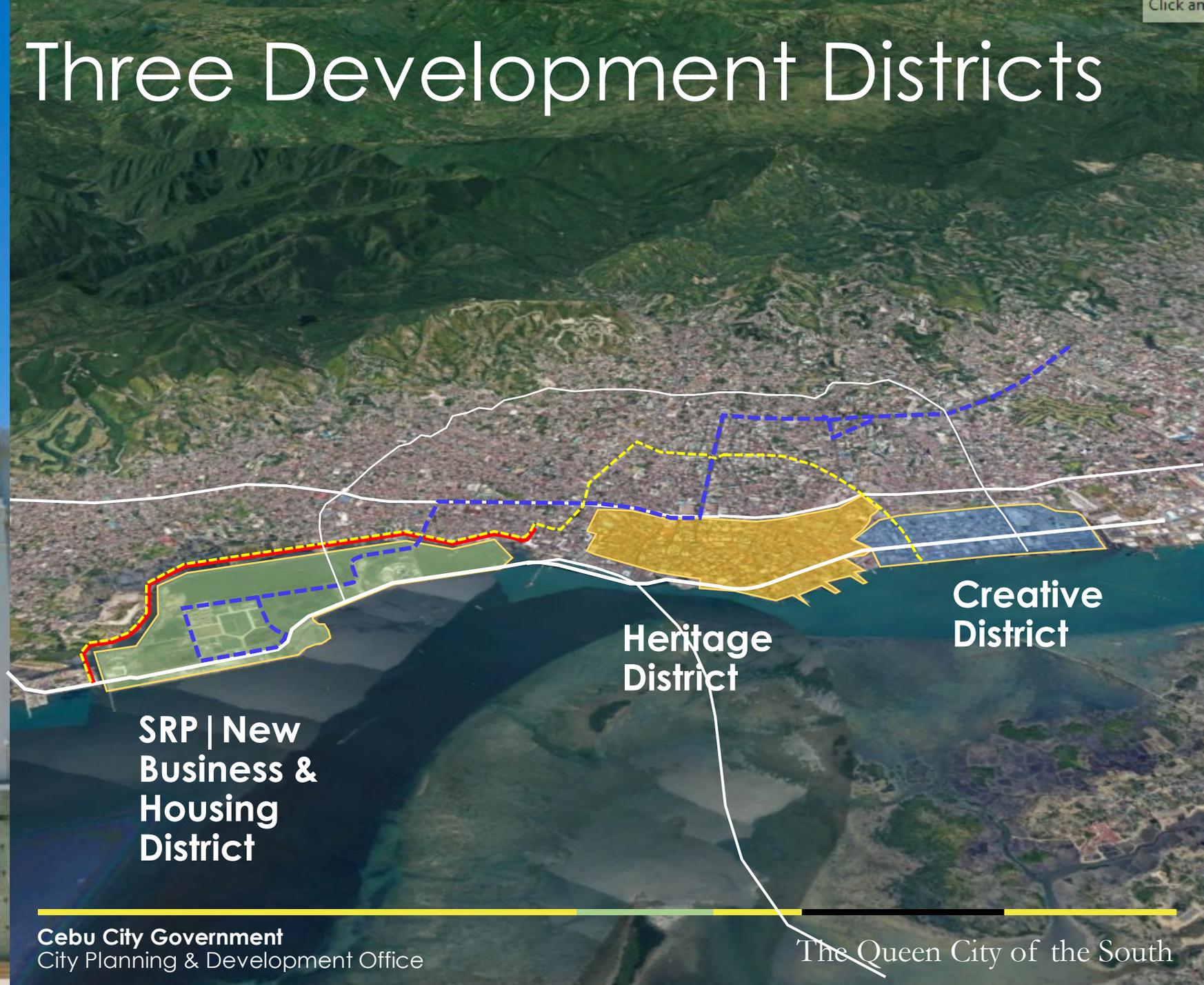


# Cebu



# New Initiatives

# Three Development Districts



**SRP | New  
Business &  
Housing  
District**

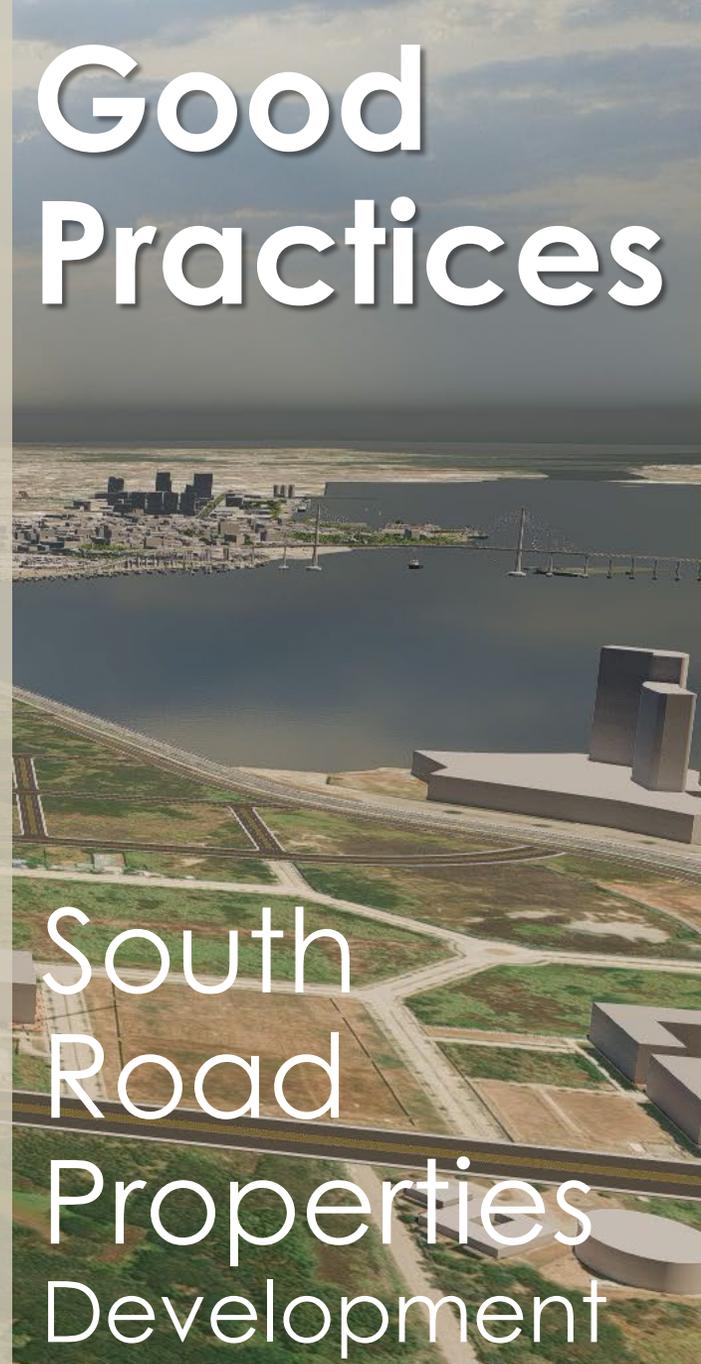
**Heritage  
District**

**Creative  
District**

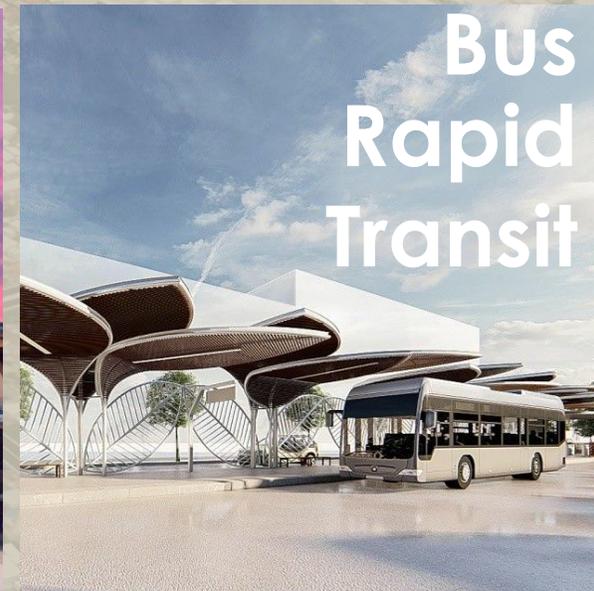
# Good Practices

# Heritage District





# Good Examples



# Cebu City

A vibrant, textured painting of a busy market scene. In the foreground, a woman with a white hairnet and a pink shirt smiles broadly, surrounded by fresh green vegetables and purple eggplants. In the background, other people are engaged in market activities, including a woman in a blue shirt and a man in a green uniform. The overall atmosphere is lively and colorful.

Mercedo

Market Place

# Personal Expectations

- Learning opportunity for Smart Cities initiatives from other countries
- Networking and interaction with colleagues and experts
- Possible collaborative engagements
- Possible fund sourcing and support

*The charm of Cebu actually  
lies in its natural heritage....  
which are our mountains and  
our seas...,*

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Thank you

ありがとう

Daghang Salamat

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