

# TOURISM POTENTIAL FROM RIVERBANK DEVELOPMENT AND RIVER CLEAN-UP PERSPECTIVE

BY:

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DEPARTMENT OF TOURISM

Pasig River Forum - Asian Development Bank

24 April 2012

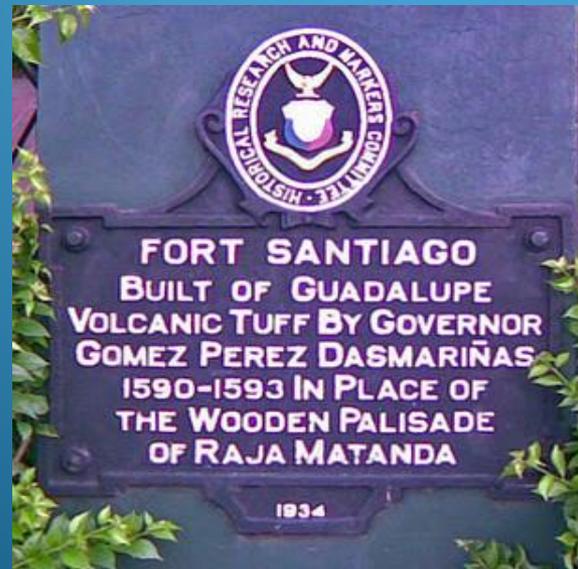
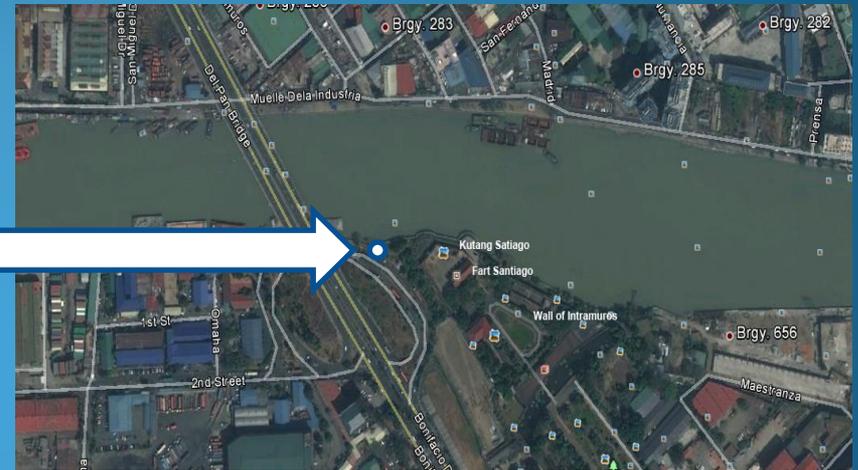
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# Historic Sites Structures and Iconic Architecture

# National Registry of Historic Sites & Structures in the Philippines

National Historical Commission of the Philippines - Historic Preservation Division

## Fort Santiago\*



Location: Intramuros, Manila (NCR)  
Category: Structure  
Type: Fortification  
Status: National Shrine  
Marker Date: 1934, 1972 (Declaration)  
Marker Text:

# Ang Pagpapalaya ng Maynila



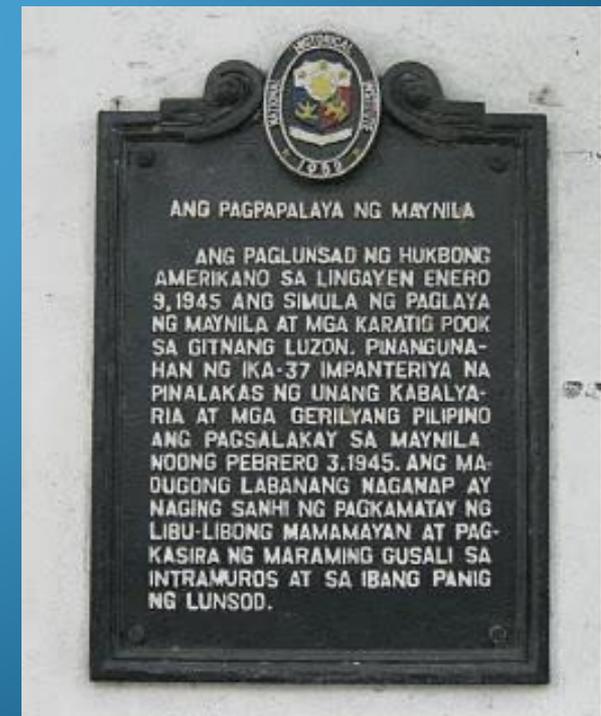
Location: Postigo St., Intramuros, Manila  
(Region NCR)

Category: Site

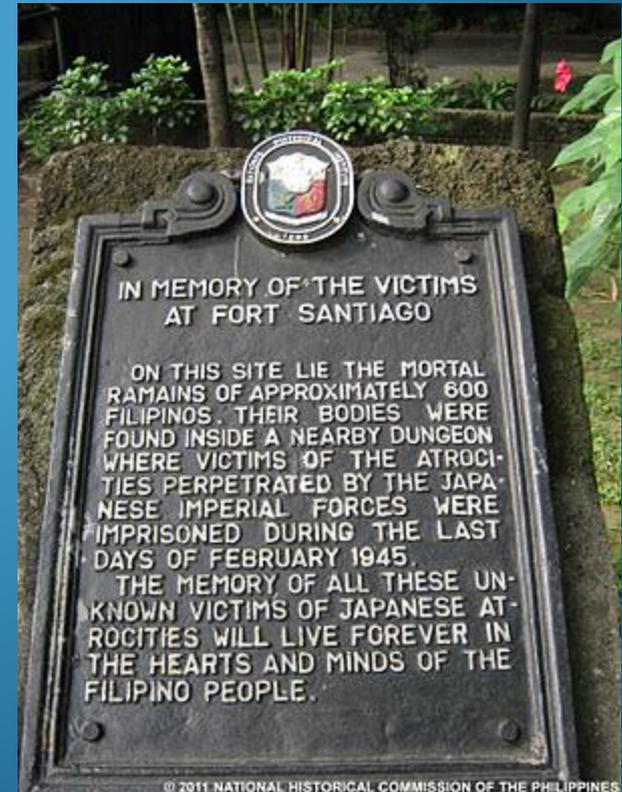
Type: Site

Status: Level II - With Marker

Marker Date: February 3, 1989



# Fort Santiago Memorial



Location: Intramuros, Manila (Region NCR)

Category: Structure

Type: Memorial

Status: Level II - With Marker

Marker Date: 1995

# Ang Akwaryum



© 2011 NATIONAL HISTORICAL COMMISSION OF THE PHILIPPINES

Location: Gen. Luna St., Intramuros, Manila (Region NCR)

Category: Structure

Type: Aquarium

Status: Level II - With Marker

Marker Date: 1968

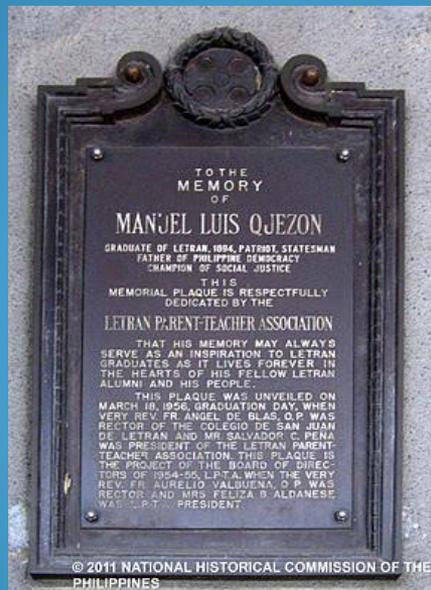


Marker Text:

ANG AKWARYUM

ANG HUGIS BAGONG BUWAN AY DIINIBUHO NI INHINYERO MIGUEL ANTONIO GOMEZ BILANG BAHAGI NG TANGGULAN NG MAYNILA AT NATA POS NOONG 1771. DAHIL SA KINALALAGYAN NGAYON NG BAGUMBAYAN KAYA'T PINANGANLANG "REVELLIN" NG BAGUMBAYAN. NOONG 1780, ANG PUERTA REAL AY INILIPAT SA PAGITAN NG MGA KUTANG SAN ANDRES AT SAN DIEGO, BUHAT SA DAKONG TIMOG NG DAANG PALACIO, NA NAGING DAANG HENERAL LUNA. SAPAGKA'T ANG DAANG PATUNGONG PUERTA REAL AY NAGLAGOS SA ILALIM NG HUGIS BAGONG BUWAN, KAYA'T ANG DATING "REVELLIN" NG BAGUMBAYAN AY PINALITAN NG "REVELLIN" NG PUERTA REAL. NOONG 1902, ANG MOOG NG LUNGSOD AY BINUKSAN SA DAKONG TIMOG NG DAANG HENERAL LUNA AT ANG PUERTA REAL AY IPININID. NAGKARON NG MGA PAG-BABAGO AT ITO'Y GINAWANG AKWARYUM. NAWASAK ANG BAHAGI NG AKWARYUM AT "REVELLIN" NOONG PEBRERO 1945 NANG MAGHAMOK ANG MGA AMERIKANO AT HAPON. MULING NIYARI ANG AKWARYUM NOONG PEBRERO 1968 SA PAGSISIKAP NG ZONTA CLUB NG MAYNILA.

# College of San Juan Letran



Marker Text:

COLLEGE OF SAN JUAN DE LETRAN

FOUNDED BY DIEGO DE SANTAMARIA, O.P., IN 1630, THIS INSTITUTION ABSORBED THE SCHOOL OF JUAN ERONIMO GUERRERO IN 1638. IN 1648, AFTER ITS BUILDING HAD BEEN DESTROYED BY THE EARTHQUAKE OF 1645, THE COLLEGE WAS REMOVED TO THE PARIAN OF WHICH SITE IT HAS REMAINED SINCE 1669. ITS TERCENTENARY WAS CELEBRATED IN 1930. THIS REMODELED BUILDING WAS BLESSED ON OCTOBER 31, 1937 BY REV. MARTIN GUILLET, O.P.



Location: Intramuros, Manila (Region NCR)

Category: Building

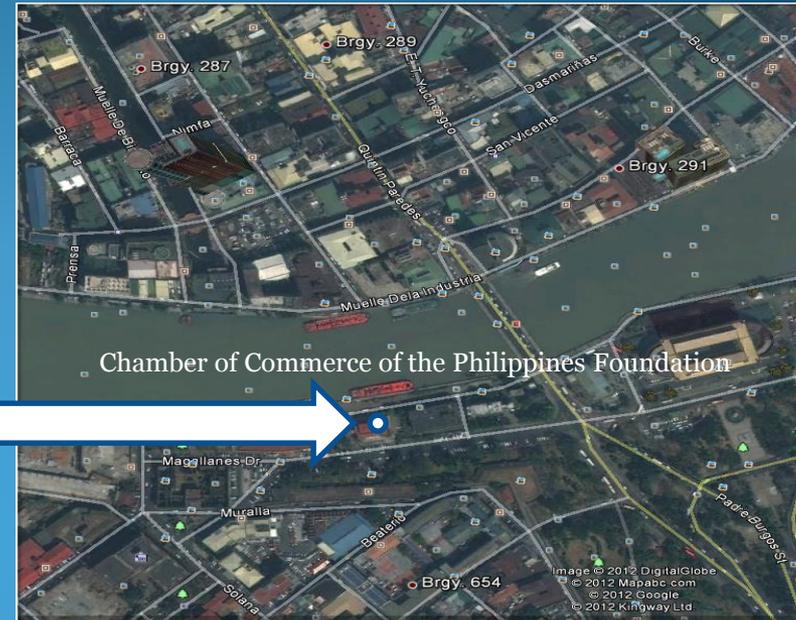
Type: School

Status: Level II - With Marker

Marker Date: 1941



# Chamber of Commerce of the Philippines Foundation



Marker Text:

ANG CHAMBER OF COMMERCE OF THE  
PHILIPPINES FOUNDATION, INC.

Location: Magallanes Drive, Intramuros, Manila  
(Region NCR)  
Category: Building  
Type: Private Company  
Status: Level II - With Marker  
Marker Date: November 15, 2003

ITINATAG BILANG CAMARA DE COMERCIO  
DE MANILA 19 ABRIL 1886 UPANG  
MAPAUNLAD ANG KOMERSYO,  
INDUSTRIYA AT KALAKALAN SA BANSA.  
NAGBAGONG TATAG AT ITINALA BILANG  
KORPORASYON NG CAMARA DE  
COMERCIO FILIPINA, 1903. CHAMBER OF  
COMMERCE OF THE PHILIPPINES, 1919.  
ITINAYO ANG KASALUKUYANG GUSALI,  
1937, AT INAYOS, 1963.

# Intramuros and its Walls\*



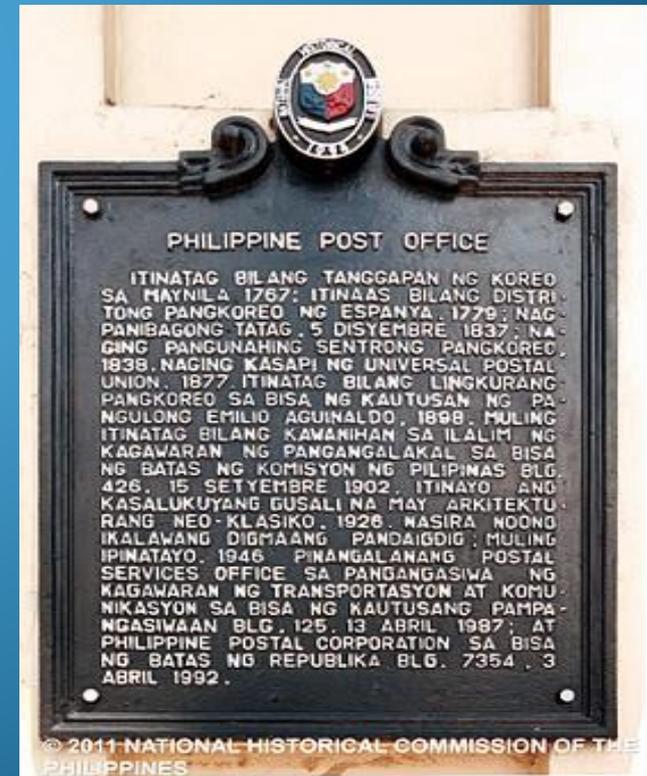
Location: Intramuros, Manila (Region NCR)

Category: Structure

Type: Fortification

Status: National Historical Landmark

# Philippine Post Office



Location: Liwasang Bonifacio, Ermita, Manila (Region NCR)

Category: Building

Type: Post Office

Status: Level II - With Marker

Marker Date: June 2, 1994

# Development of Heritage, Iconic Buildings

Manila Post Office  
A Study on Optimum Utilization





# Preservation and Conservation of Ancestral Homes

(San Miguel District)

- Watson Mansion
- Goldenberg Mansion
- Teus House

(Surian ng Wikang Pambansa)

# Malacanang Palace\*



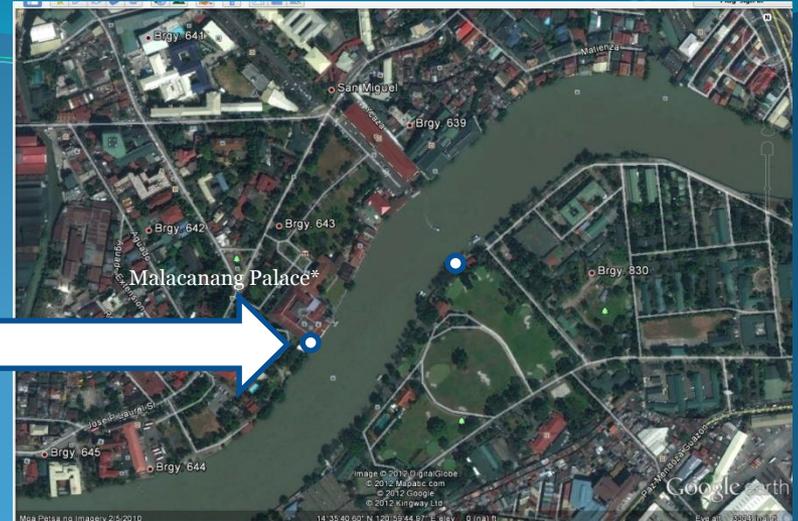
Location: San Miguel, Manila (Region NCR)

Category: Building

Type: Government Center

Status: National Historical Landmark

Marker Date: 1941



Marker Text:

MALACAÑANG PALACE

THIS WAS THE FORMER SITE OF SUMMER RESIDENCE PURCHASED IN 1802 FROM LUIS ROCHA BY COLONEL MIGUEL JOSE FORMENTO, WHOSE TESTAMENTARY EXECUTORS SOLD IT TO THE SPANISH GOVERNMENT IN 1825. BY ROYAL DECREES OF 1847, THIS PROPERTY WAS SET ASIDE AS THE SUMMER RESIDENCE OF THE GOVERNOR GENERAL. THE PALACE IN INTRAMUROS HAVING BEEN DESTROYED BY THE EARTHQUAKE OF JUNE 3, 1863, THE GOVERNOR GENERAL MOVED TO THIS PLACE, THEN KNOWN AS THE "POSESION DE MALACANAN." THIS BUILDING WAS RECONSTRUCTED, NEW LOTS WERE PURCHASED, OLD GROUNDS RAISED, REGRADED AND PARKED DURING AMERICAN AND FILIPINO ADMINISTRATIONS. EXTENSIVE IMPROVE-MENTS WERE MADE IN 1929-1932 UNDER GOVERNOR GENERAL DWIGHT F. DAVIS AND IN 1935-1940 UNDER PRESIDENT MANUEL L. QUEZON, THE FIRST FILIPINO CHIEF EXECUTIVE TO OCCUPY THIS PALACE.



- Casa Roces is a full-service restaurant and café located in the genteel district of San Miguel, Manila, right across the most prestigious address in the country: Malacañan Palace.
- Drawing inspiration from the Roces family's long line of freedom-fighters, pioneer journalists and artists, the quaint ancestral home has been reborn into a stylish restaurant best described as classic-meets-contemporary



**Casa Roces** patio is where most people eat their dessert with coffee. It also serves as a smoking area



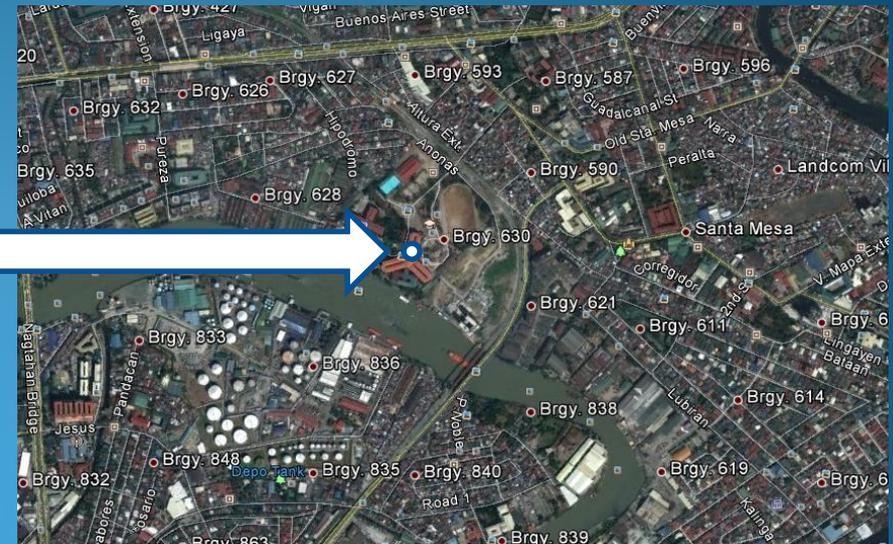
perfect for a *barkada* dinner treat. The wooden doors lead to the patio.

# Arlegui Mansion



- Laperal Mansion or the Arlegui Guest House. Located along Arlegui St.
- In World War II broke out, it served at one point as the residence of the speaker of the National Assembly (legislature) established by the Japan-sponsored Second Philippine Republic who happens to be Benigno Aquino Sr., the grandfather of current Philippine president Benigno Aquino III.

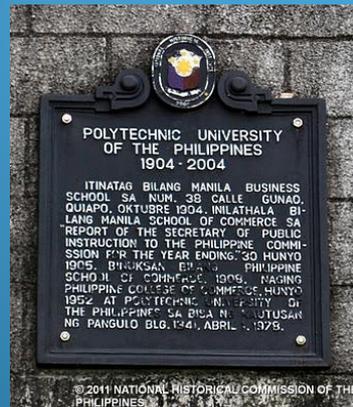
# Polytechnic University of the Philippines (1904-2004)



Marker Text:

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
1904-2004

ITINATAG BILANG MANILA BUSINESS SCHOOL SA NUM. 38 CALLE GUNAO, QUIAPO, OKTUBRE 1904. INILATHALA BILANG MANILA SCHOOL OF COMMERCE SA "REPORT OF THE SECRETARY OF PUBLIC INSTRUCTION TO THE PHILIPPINE COMMISSION FOR THE YEAR ENDING," 30 HUNYO 1905. BINUKSAN BILANG PHILIPPINE SCHOOL OF COMMERCE, 1908. NAGING PHILIPPINE COLLEGE OF COMMERCE, HUNYO 1952 AT POLYTECHNIC UNIVERSITY OF THE PHILIPPINES SA BISA NG KAUTUSAN NG PANGULO BLG. 1341, ABRIL 1, 1978.



Location: Sta. Mesa, Manila (Region NCR)  
Category: Building  
Type: School  
Status: Level II - With Marker  
Marker Date: 2004



# Special Events

Fluvial Festivals





## MAKATI OLD CITY HALL



Makati City Hall is located near Morong.

Source  
Flickr.com

**Riverside Development and  
Communities Integrated in a City  
within a City coupled with unique  
experience**

## ROCKWELL MAKATI

Rockwell Land Corporation is one of the premier real estate development companies in the Philippines. It is strategically located between the three major commercial business districts of Makati City, Bonifacio Global City and Ortigas



# ROCKWELL, MAKATI

[makati.olx.com.ph](http://makati.olx.com.ph)



## POWER PLANT MALL

Source:

<http://www.powerplantmall.com>

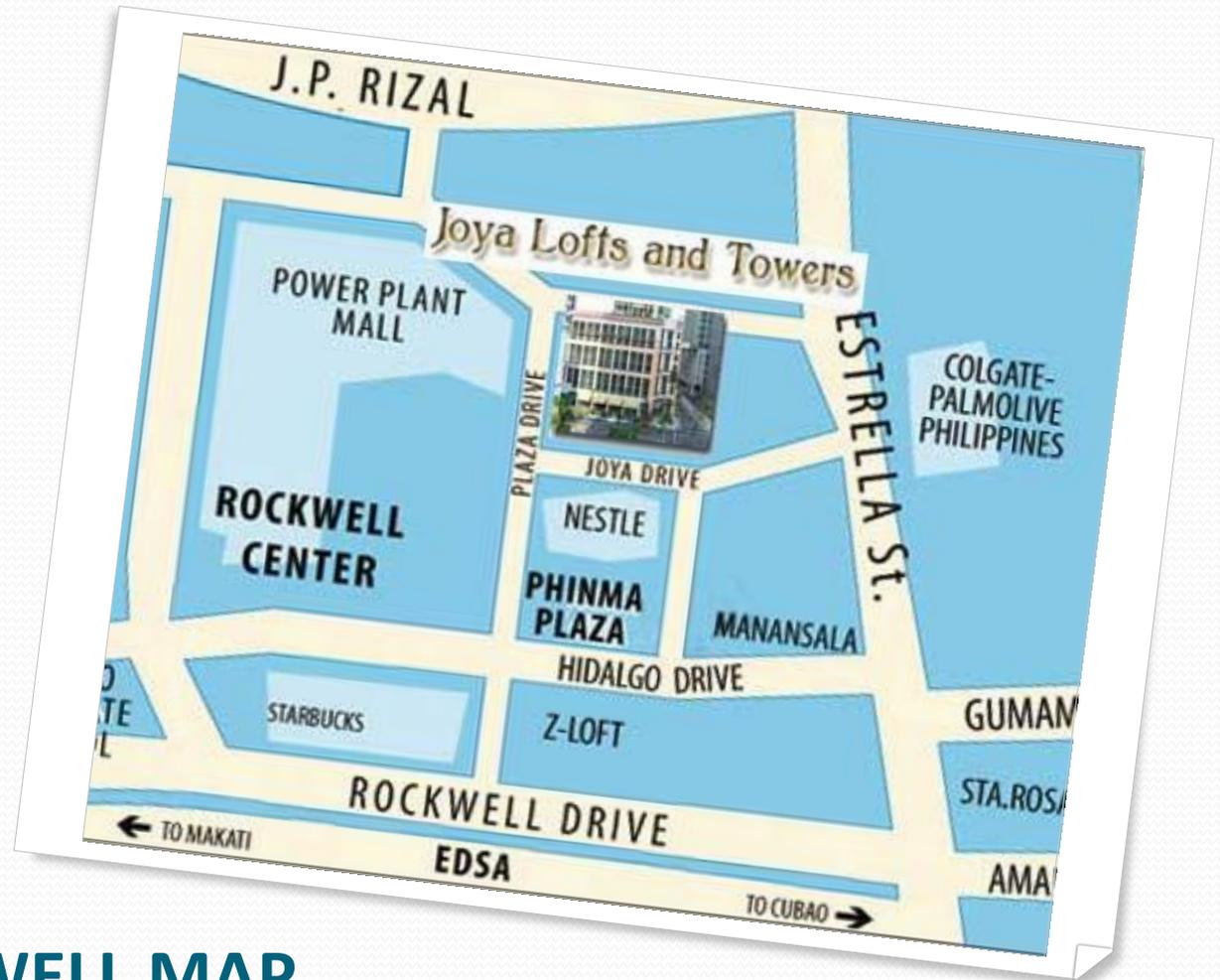


POWER PLANT  
MALL, ROCKWELL  
MAKATI, METRO MANILA

Source:

<http://www.powerplantmall.com>





**ROCKWELL MAP**

# ROCKWELL POWER PLANT THE MALL

A city within a city that provides a unique and leisurely experience for the discerning shopper Power Plant Mall. Where Fashionable Manila shops.

## ROCKWELL BUSINESS CENTER



Source: [http://www.e-rockwell.com/project\\_portfolio/view/115](http://www.e-rockwell.com/project_portfolio/view/115)

# ACQUA CONDO MANDALUYONG





- Located across Rockwell Center, Acqua Private Residences is accessible via a newly-constructed bridge that traverses the historic Pasig River.
- Mandaluyong, the undisputed mecca for the country's biggest and most popular shopping malls, and Makati city, the Philippines' epicenter for finance and social activity.



### **La Cocina de Tita Moning**

- located in the elegant Legarda ancestral home in the San Miguel District of Old Manila, Philippines.
- Guests get a tour of the ancestral home and then dine in the homes main dining room using heirloom china, glassware and silverware and sample recipes from the era. It is a personal and historical look at Manila's more elegant past.



# **Intramuros Master Plan**

Maestranza Re-development













**Maestranza Park**

- Dining, Shopping and Entertainment
- Riverside Promenade
- Special Events
- River Cruise Dock

**American Barracks**

- Fine dining restaurant
- American colonial period museum

**Ateneo Municipal**

- Boutique hotel
- Tourist shops
- Conference facilities

**Ciudad Murada (PC Barracks)**

- Scale Model Theme Park
- Restaurant
- Souvenir store

**Integrated Parking (Club Intramuros Driving Range)**

© 2011 Google  
Image © 2011 DigitalGlobe

Google earth

Imagery Date: 2/5/2010 2001

14°35'26.73" N 120°58'30.30" E elev 9 m

Bonifacio Dr

Eye alt 1.15 km



**1** Maestranza Park with Informal Settlers





## 1 Maestranza Park without Informal Settlers



**BINONDO AREA**

PRESA ST.

MUELLE DE LA INDUSTRIA ST.

**PROPOSED  
INTRAMUROS - BINONDO  
BRIDGE**



RIVERSIDE DRIVE

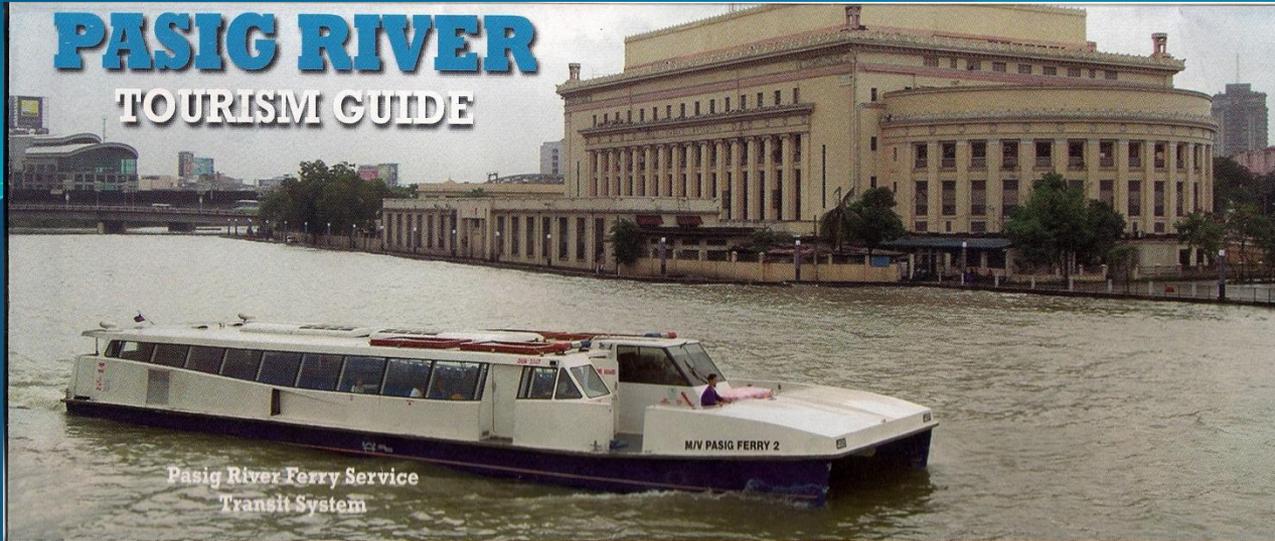
ADUANA ST.

**MAESTRANZA  
(INTRAMUROS WALL)**

**AERIAL VIEW**

# PASIG RIVER

## TOURISM GUIDE

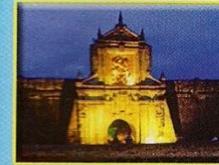


Pasig River Ferry Service  
Transit System

### Plaza Mexico Ferry Station

The Plaza Mexico Ferry Station is situated on Muelle del Rio Linear Park in Intramuros, Manila. Unique from the other ferry stations, its design blends with the Hispanic theme of the place.

#### History



History comes alive as you enter Intramuros through Puerta de Isabel II, a walking distance of about 20 meters from Plaza Mexico Ferry Station. Intramuros, which means “within the walls”, confined the Old City of Manila. Inside these walls are old churches, schools, museums, fortifications and other heritage structures.

#### Culture



Its two churches are the Manila Cathedral which was first built in 1581, has been destroyed and rebuilt five times and the San Agustin Church which was founded in 1599 and considered as the grandest and oldest stone church in the Philippines.

#### Arts



Also inside this walled city are three museums, namely, Casa Manila Museum, Bagumbayan Light and Sound Museum and Bahay Tsinoy Museum. Other historical structures worth mentioning which you will find within the vicinity are Fort Santiago, Hotel Intramuros, Palacio del Gobernador, Aduana Ruins, Ayuntamiento Ruins and Baluarte de San Diego.

After the long walk and reminiscing of the past, you can shop for souvenirs at the Silahis Arts and Crafts or Manasan Souvenir Shop and dine at Barbara's Restaurant or Ilustrado's Fine Dining Restaurant.

*What you will see on board...*  
On the north bank of Pasig River, you will see the Muelle dela Industria and Muelle del Banco Linear Parks followed by two heritage structures – the SMS and El Hogar building while on the south bank, you'll find the Muelle de Rio Linear Park. And just before you approach the next station you'll pass underneath the Jones Bridge.

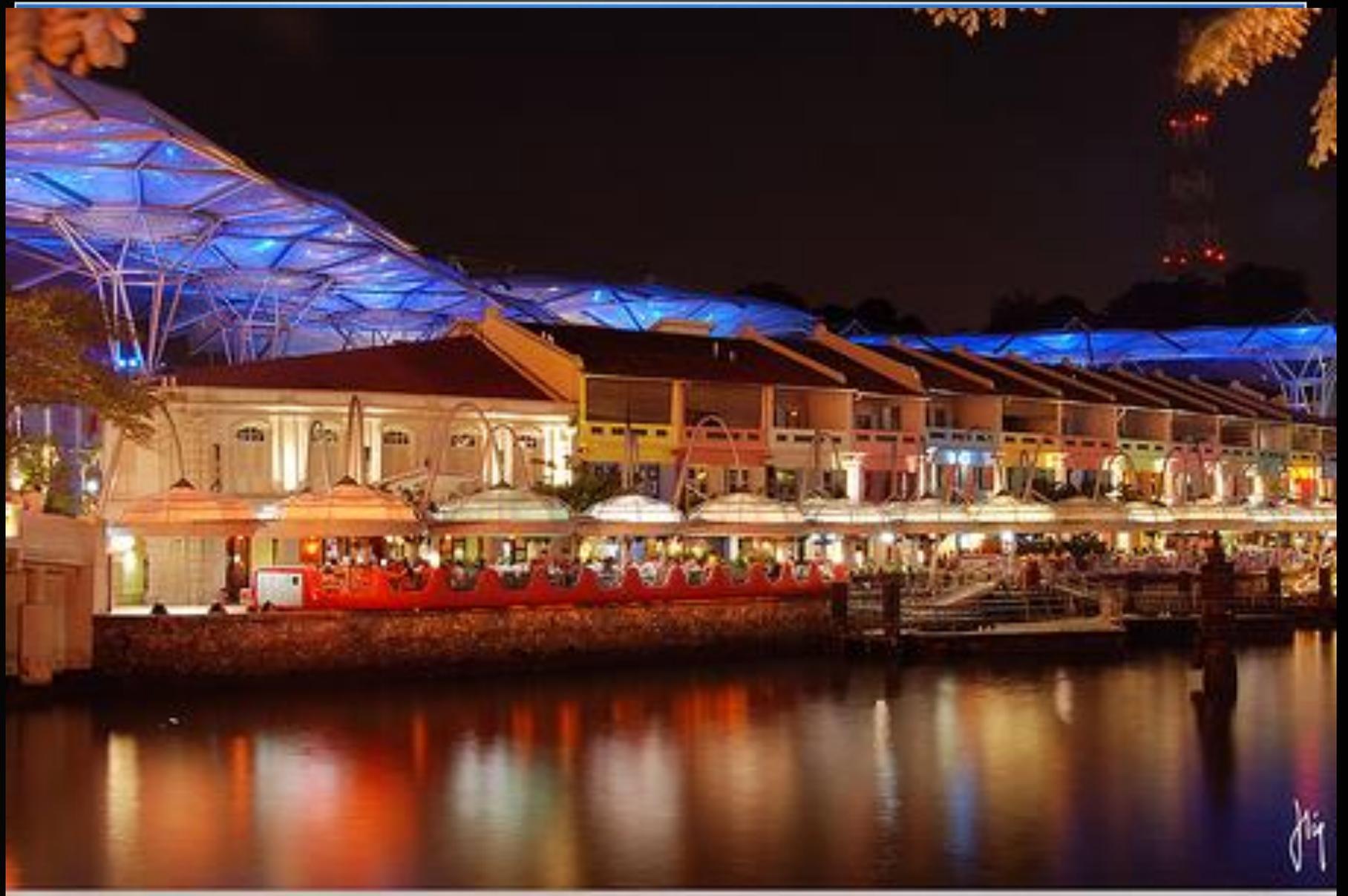
# Riverside Development Models

(Foreign Inspired)



**Darling Harbour, Sydney**

**POSSIBLE DEVELOPMENT APPROACHES FOR MAESTRANZA**



Clarke Quay, Singapore

**POSSIBLE DEVELOPMENT APPROACHES FOR MAESTRANZA**



Clarke Quay is also the name of a road along the quay, part of which has since been converted into a pedestrian mall.



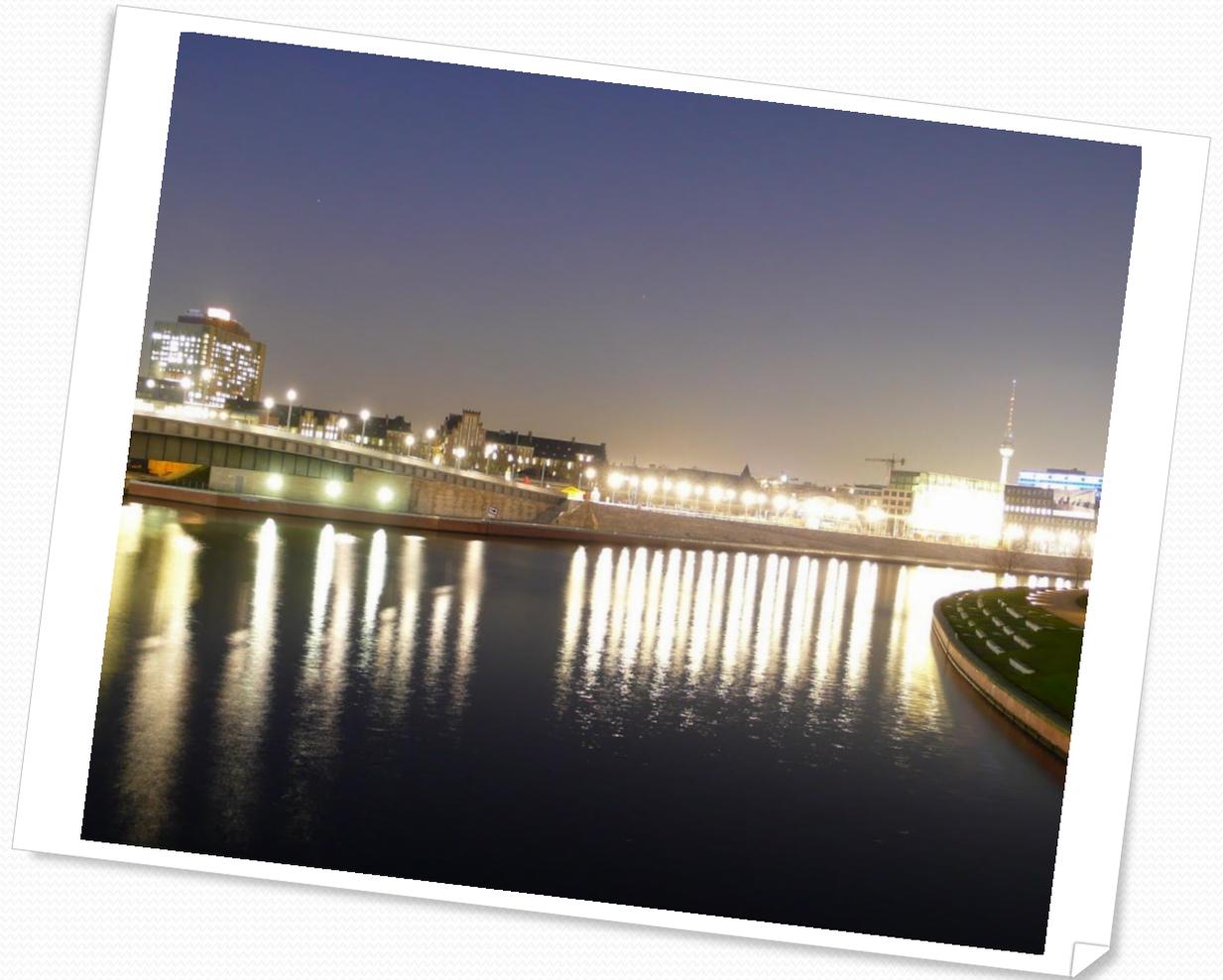
Set amidst a backdrop of old shophouses, you can savour the many delights of Chinese, Italian, Mediterranean and local cuisines



Some Restaurants, Bars and Takeaways can be found in Clarke Quay

- Attica
- Bar market
- China One
- Coco
- Crazy elephant
- Bayang
- Hot stones
- Hutong
- Aqua Nova
- Mools
- Alegro
- Senor Taco
- Alegro
- Mools
- Muchos

## BERLIN RIVER TOUR



Source:  
[Belongtrip.blogspot.com](http://Belongtrip.blogspot.com)

## Berlin River Cruise



Source  
[Berlin-stadtfuehrung.de](http://Berlin-stadtfuehrung.de)

# SINGAPORE RIVER BANK

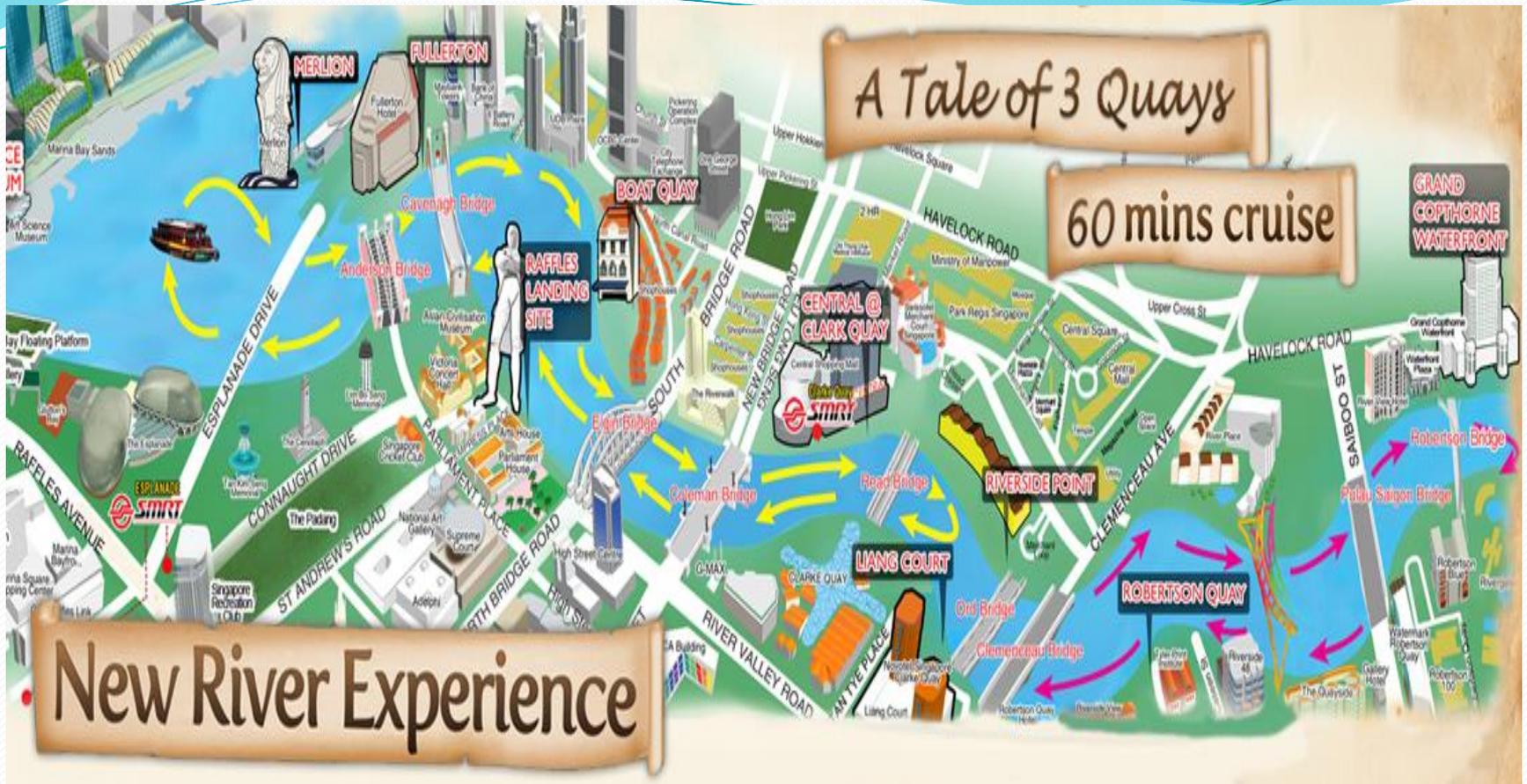


<http://www.submerryn.com>

A good way to see the city is to ride on one of the bumboats plying the busy stretch of the Singapore River.



Highlights: Boat Quay, Clarke Quay and Marina Bay  
 Adult - \$17 Child - \$10



Highlights: Boat Quay, Clarke Quay and Marina Bay  
**ADULT \$22 CHILD \$12**

# Restoration of our River Heritage

- “Green” Architecture
- Development of Beautiful “Green” Easements and Lineal Parks
- Pocket Developments to encourage communities to enjoy a healthy and improved lifestyle
- Riverside development that complies with sustainable development and good environmental practices
- Riverbank development that prioritizes people development/protection with the onset of climate change



**Mabuhay!!**