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Fig. 1. One of San Juan's many Heritage Houses (Mata)

**The Management and Maintenance
of the Historic Town of San Juan, Batangas**

Consevation & Management of Historic Buildings
Advanced International Training Programme
Lund University – SIDA

Abstract:

Sixty two years ago, the town of San Juan, a rural town in the southeastern part of the province of Batangas, celebrated and commemorated its Centennial year. Founded as a town in 1848, San Juan, grew from a barrio of Rosario, a town east of San Juan, to what it is today.

San Juan has a 33-kilometer coastline that includes 16 barangays all of which rely upon fishing as a major source of livelihood. It also has 496 hectares of mangroves and swamp areas.

At the southeastern tip of Batangas lies a seven kilometer strip of white sand beach situated along the stretching coast of Sigayan Bay and Verde Island passage - beautiful beaches and resorts located just a few kilometers away from the center of town. The place is nestled behind the peaks of Mt. Daguldol and reports have been made of several hiking destinations, such as Naambon falls and Mainit Pulang Bato. (From Mayo)

Other sport options have been explored in its interiors, such as its hidden coves, falls and thick forested mountains where trails have been appreciated best for mountain biking and trekking - still to be verified.



Fig. 2.a & b. San Juan's many natural resources: mangroves and pristine white sand beaches (Mata)



Because of its proximity to cities of Manila, Batangas and Quezon, this beach area called Laiya has become a popular destination for weekend retreats and corporate excursions.

The local government of San Juan, due to Laiya's growing popularity, has maintained focus on the development of these beaches. The beaches in Laiya have earned local government attention that has led to proposed great developments, rehabilitation, and promotions, albeit one-sided. There are about 20 resorts found in Laiya's coastline alone and about a few more within the town itself. Rural poverty has not yet been seen as tied up to this perceived progress, and there is no perception of the town as a resource in itself, or in tandem with the boom in leisure tourism.



Fig. 3. One of the many Beach Resort Facilities in the Laiya area of San Juan, Batangas (Students Rep 89)

However, there is more to the town than just its beaches. Several studies have been conducted that trace San Juan's history, heritage, and character: potentials beyond just beaches as interest to visitors. As a predominantly agricultural town, evidence of a rich and golden era are still found in Heritage Houses found near and around areas of the poblacion or the town proper, the setting for many social activities of hacenderos, or landowners, characteristic of a Spanish colonial social system predominant more than a hundred years ago. It's Roman Catholic church complex reflects the history of the Spanish colonial period's Christian legacy, as also the urban gridiron layout's extension of its subsequent American colonial intervention to separate the town center. Evidence of vernacular architecture abounds attesting to the hitherto unnoticed existence of a middle class, together with numerous classic examples of vernacular farmhouses built on stilts characteristic of Southeast Asian prototypes. More

often than not, many of these structures exist even up to this day, albeit in deteriorating state. (Mayo)

[San Juan, Batangas: the Built Heritage]



Fig. 4.a, 4.b, and 4.c: Modernist Houses, Early Spanish to American Period Ancestral Houses, Vernacular Houses (Mata)

From the above description, it seems that the carry over socio-cultural system leads much to the general reluctance of the general population to see the heritage town and its landowner heritage houses as future potential for economic growth. Although there may be appreciation of the houses as symbols of a townscape, there is little in it to suggest a move to a new social and economic order. The self-declaration of these heritage houses as such does not preclude heritage as townscape, and much less as including other structures to include the middle class vernacular houses and more recent houses of the Modernist era.

Issues stemming from apparent abandonment of some of these heritage resources have caught the attention of national heritage conservation authorities. Intervention is basically weak due to ownership and privacy laws and refusal of owners to cooperate. The local government's lack of conviction to rehabilitate these heritage resources have barely gained the attention of local house owners. Heritage to them is simply family history and is not connected to the town and its future growth.

It just seems there has been no perceived connection to both resources.



Fig. 5.a. The Philippines in Southeast Asia

Fig. 5.b. Location of San Juan and Laiya, Batangas Province(Google.com)



Fig.5.c. Locational Map of San Juan and its coastal areas (Mayo)

Founded as a town in 1848, San Juan, grew from a barrio of Rosario, a town east of San Juan, to what it is today.



Camilo Perez
Founder of San Juan

Fig.5.d. Camilo Perez of San Juan (Mayo)

BRIEF HISTORY

San Juan is a quiet town at the easternmost edge of the Batangas Province. Located approximately 120 kilometers south of Manila and 43 kilometers east of the provincial capitol of Batangas City. It is a coastal town, bordered by Tayabas Bay to the East and Verde Island. Present town offers passage to the South, Quezon Province to the North, and the towns of Lobo and Rosario, Batangas to the West. The second largest municipality in Batangas, it is divided into 42 barangays with total land area of 27,340 hectares. San Juan is a first class municipality in the province of Batangas. According to the 2000 census, it has a population of 78,169 people in 16,519 households.

San Juan officially became a town in 1848, after being a barrio of Rosario, another nearby town, for years. The town was originally located near the shores of Tayabas Bay. But due to high flood levels as a result of the nearby Malaking Ilog and Lawaye rivers, the town was eventually moved to higher ground. The church was the first to resettle to the place where it is today, and the *bagong bayan*, or new town was moved formally in 1890.



Fig. 6. Magtibay House Documentation Rt. Side Elevation

Heritage Character

The history of the town attests to the ancestral, if not feudal, ancestral legacy of the Spanish colonial agricultural system grafted on to the succeeding cash-crop American colonial system of the Commonwealth. Although the so-called *Angkan* [ancestral] families have been responsible for the founding of the region, as well as the town, it also led to the patriarchal system of an era where the peasant and working class depended on them for financial and political support.

“The chronicle of its development through the past two centuries is a testament to their families who, despite adversities, made it their home and made something of it. Their intelligence defined the best land use for their territory at that time and their courage allowed them to settle there. Their zeal developed and administered the territory and their outlook established the physical monuments in the form of the heritage houses and haciendas many of which still stand today.” (Mayo)

A forgotten legacy in danger of neglect due to shifting of economic interest...

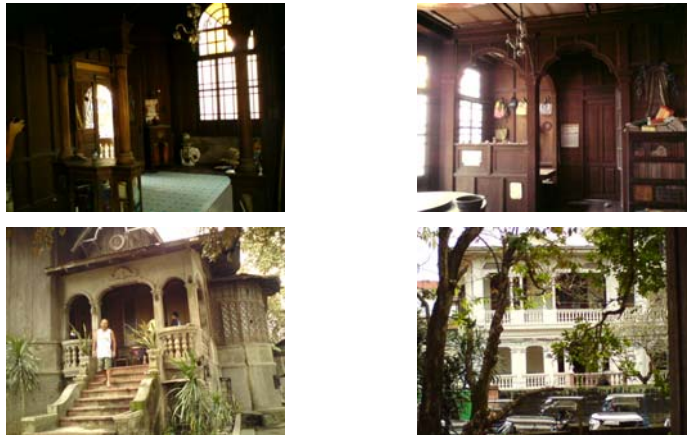


Fig. 6.a-d. San Juan Turn of the Century Heritage Houses Exterior Facades and Interiors (Mata)

A Monocrop Economy

The development of towns in both Batangas and neighboring province Quezon saw the adoption of the coconut as a plantation crop of easy maintenance. This however meant the Angkan capitalists found no need to improve plantation conditions, or look into diversifying their products. This led to the so-called “Golden Age” of such boom-towns such as Sariaya in Quezon. San Juan was no exception.



Fig. 7. Coconut trees root of town wealth



Fig.8. Traditional rice fields



Fig. 9. Pottery Industry



*Fig. 10. Harvesting of coconut for the production of **lambanog** alcoholic beverage*

(Students Rep 89)

San Juan, as a border town, much closer to Quezon Province, then experienced a general decline of importance as coconut prices plummeted. Its isolation was further exacerbated due to its reputation as a stubborn nationalist holdout to earlier Spanish colonial domination, then to American control in the early 1900s. Its opposition to a proposed copper smelter plant during the Marcos years (1970s) only added to its further isolation. This, ironically preserved its natural resources from exploitation, although in retrospect did not solve the social imbalance of an old colonial system. Government infrastructure, as well as educational reform, did not reach the backwaters of San Juan, until recently.

With the institution of Land Reform, many of the haciendas were deliberately allowed to deteriorate in defiance of the government the landlords perceived to be unjust:

“In the Seventies, the government introduced the country’s land reform program that not only tied up *haciendero* capital (due to legal restrictions on the disposition of land assets) but also discouraged further investments in agriculture since it was felt that the lands would soon be redistributed to others anyway.”

(Mayo)

The Heritage Assets Rationalized

Because of its nature and circumstance, there are comparatively minimal urban development inroads or investments in San Juan today. The result has been a situation where the traditional town ‘form’ and provincial environment - the heritage physical framework that the town has come to understand and lived with all these years – has generally been retained. While some heritage infrastructures have been torn down over time, still many heritage houses and vestiges of the old neighborhood layout remain intact albeit unattended and in a state of disrepair. In the rural areas, traditional agriculture continues in the old hacienda areas and remains the primary activity except by the coast where vacation places are being built.

In the book “Batangas Forged in Fire”, heritage architect Augusto Villalon writes: “The visual unity of the San Juan houses makes them one of the more unique, unappreciated early twentieth century architectural ensembles in the country”.

Indeed, some heritage houses in the town have been successfully restored by their owners and retained as private residences. Some heritage houses have been converted into a state of adaptive reuse particularly those located in the commercial area. Those that have not yet been restored or renovated are being maintained by custodians. Meanwhile, the demand for vacation places and resorts proximate to Manila is seeing the establishment of such in San Juan’s generally unaffected coastal areas amidst the agricultural fields in the rural landscape. With the new consciousness today in heritage as a resource and a healthy environment for living and recreation, people in and outside San Juan are realizing the value of the town’s ancestral houses even while markets from Manila now discover its beach resorts in the countryside. Considering the potentials of the town and then looking back on itself, discerning townspeople are grateful that the heritage houses remain as aesthetic monuments of the town and that the proposed industrial start at one time (the copper smelter plant project) that would have polluted the coast and countryside did not happen. (as quoted in Mayo)



(Students Rep 89)

Beaches are considered the town's main attraction, but unknown to many, the town itself is a gem. Behind rows of mahogany trees on both sides of the streets stand graceful houses that mostly date from the 1920s until the years just before World War II (Villalon).

San Juan houses have a similarity in design. Probably most of them were built either by an unknown architect or by a team of master carpenters who moved from one construction to the next (Villalon).

Many two-storey houses are designed around a peaked roof that looks like a spire covering a small, single-room third story that is the prominent feature of the facade. Turrets pierce the San Juan skyline.

Some are aging dowagers, their good bones still showing despite years of neglect. A number of houses only need a nip and tuck to bring them back to shape. Others, abandoned by their owners who have moved to cities - Manila or abroad - stand abandoned, in decay and disrepair (Villalon). (As quoted in Mayo)

Much has to be done to research on the veracity as well as the historical and socio-cultural significance of the town. It is however evident its conservation lies in the reinforcement of the town's value and identity to the townspeople themselves and its potential maintenance and sustainability in the light of its rediscovered value.



Fig 11. Students documenting heritage houses. (Mata)

Initial Studies of Town Character:

The Conservation Studio Laboratory Defined

(University of the Philippines College of Architecture)

Since 2008, the Arch 197 Heritage Class has dedicated its endeavors to the town of San Juan in Batangas through the documentation of its houses and urban streetscape and an evaluation of its potential as a heritage town. The class has come up with recommendations to make the town not only viable for tourism, but a testament to our rich Filipino tradition and culture as well.

As a continuing study of the Ar197 Studio Laboratory Design Program for 4th Year Architecture Design Course (University of the Philippines), the methodology applied has undergone refinement through several such fieldwork since 2005, in several Philippine heritage towns such as Pila, Laguna, and Sariaya, Quezon. The book of Garnham, Harry Launce: ***Maintaining the Spirit of Place***, has been the guide for the conservation class methodology all throughout. The author's methods seek to retain the essential character of a town through studies which are almost tailor-made for architectural students.

In this architecture undergraduate design course, there is no attempt at assuming that such studies would be definitive or in-depth. Such studies on urban conservation and its connections to urban renewal and socio-cultural morphology normally take at least a year and involve multidisciplinary cooperation from different fields as diverse as anthropology, urban planning and conservation management. At this level, these exercises seek to introduce and accustom the undergraduate architecture student on the significance and ramifications of architectural conservation management. Important to this is the need to show the student the role of identity and Spirit of Place in any proposals to enhance a heritage town's innate significance and spatial quality through architectural means.

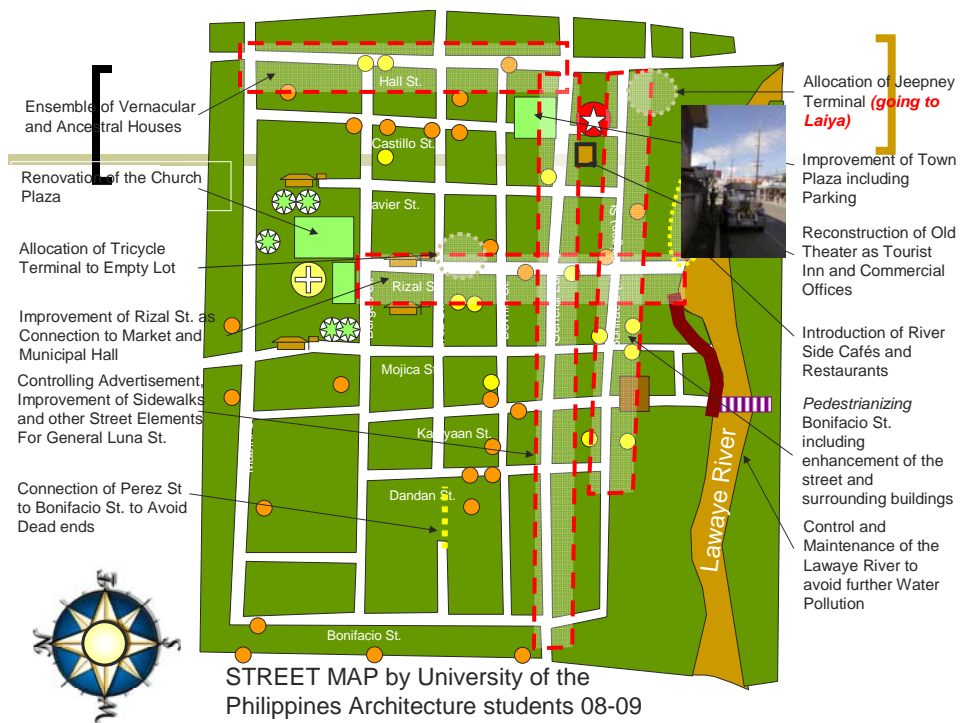


Fig 12. Students documenting heritage houses. (Mata)

In all fieldwork of this kind, it has become a matter of course – in fact a necessity – to link up with local heritage and/or historical societies and Non-Governmental Organizations (NGOs) to gain access to the historical core and possible technological transfer proponents in the future. Inevitable, however, is the occupational hazard of addressing the role of the local government entities – including the anathema of all: local tourism boards – in any improvement potentials of the heritage town. Many local governments do not see the potential in their heritage districts. There is also the tendency to lump heritage conservation – as do many architecture educators still do – as tourism exercises. The potential of such studies to urban renewal and the search for self-identity is lost in the blind hunt for the next lucrative building contract.

The method is therefore grounded in close coordination with local town officials who must be part of the decision-making. A dual purpose to this is the orientation of these very officials to the concepts of town character and Spirit of Place which are needed in order to revitalize the town in all aspects.

The concept of the Heritage Class as a continuing laboratory exercise is necessary. Only so much can be done in a semester, and the complexity of an urban settlement as varied as the different towns in the country requires an academic plan that extends at least for two to three years to cover 4-5 classes. Although some may think repetitive tests and the expediency of interviews loosely structured to be effective may be redundant, it is also important that each design class carries on from the class before it, especially if one needs to literally experience the spatial dimension of conservation. This concept deals with spatial recall and memory: the role of experience in the comprehension of identity and Genus Loci, or Spirit of Place.

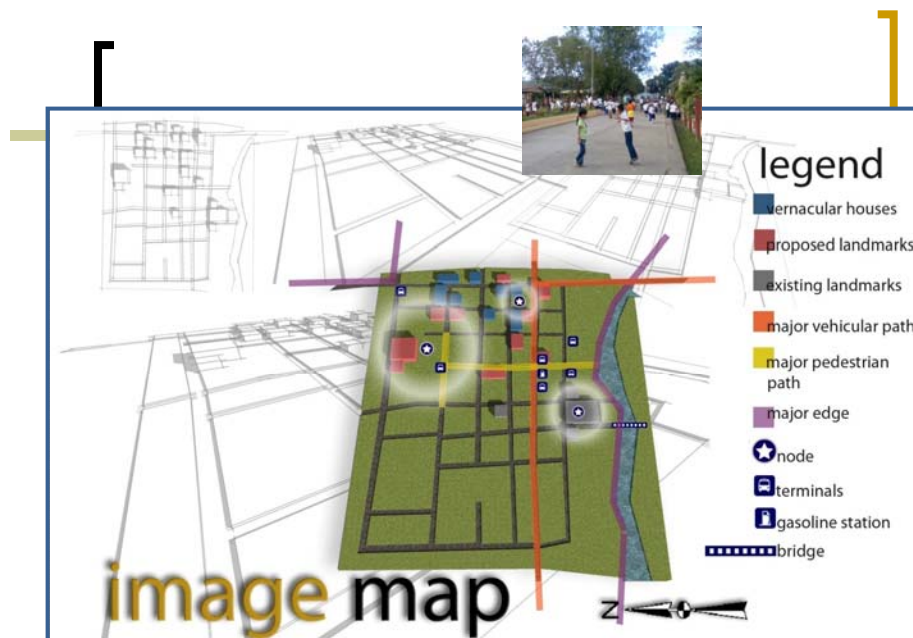


The Concept of Heritage Town and District First Before Individual Houses

The first class in 2007 made an initial Image Map of the town. Based loosely on Mayo's book on San Juan, the class sought to improve the existing urban set-up by first validating and adding to the preliminary town plan proposed by Mayo. They then sought to link the disparate element of the town

The second class tackled an in-depth study of the Market Area, and the tackling of growing liaison problems as evidenced by the problems unearthed in the recommendations at that point. The classes discovered the necessity of addressing

such issues as vendor space, traffic volume, and street amenities which needed to be tackled through negotiations with local government agencies, and ultimately the Mayor and his Town Council. Focused more on urban improvement and conservation management at street level, rather than first documenting the overwhelming quality and number of the heritage houses, the local officials and the budding heritage group were interviewed. The discovery of each potential stakeholder in any management proposals for the town's urban conservation was rewarding enough as a class mission than anything at that point.



It is interesting to note that each successive class was able to build on and augment the previous class's observations: The third batch tackled the core heritage area, including the church complex. As a clear example of the work involved and the methods employed, it must first be very clear that these methods necessarily assume a general knowledge of town planning, as assumed taken from previous subjects.

Heritage and Townscape



(Students Rep 90)

In 1990, the Arch 197 Heritage Class concentrated its efforts on three houses namely, the Leon Mercado House, the Magtibay House, the Sales House, and the convento of the San Juan Church. These structures are located at the central heritage district, as originally designated by Ar. Leon Mayo in his seminal work “Casa Leon : An Ancestral House in San Juan Batangas”. Work done by the class included the collection of data regarding the sites, the creation of a much improved Image Map from the previous classes in relation to the sites, the documentation of the structures and the formation of recommendations for the sites, and the town as a whole, based on earlier studies done by previous classes since 2007.

The test case San Juan, is unique to the students in the sense that it is a living town presented as an urban problem heavily dependent on a projected tourism component as the single greatest influence, but with the reality of conservation heritage running second *vis-a-vis* as a *threat* and *opportunity* to its renewal. San Juan is now considered the last frontier in Batangas for pristine beaches. The town officials and investors see only the tourism industry as future opportunities for the town to enter the 21st Century. Little is expected from the town’s heritage as asset, since the town’s historic buildings and heritage core have never been considered as such.



Fig. 13.a. Mercado House

Fig. 13.b. Documented Rt. Side Elevation Mercado House(Students Rep 90)



Fig. 14.a. Sales Vernacular House

Fig. 14.b. Documented Rt. Side Elevation Sales House(Students Rep 89)

Scope of Study and Limitation

The structures to be documented included only three houses, namely, Leon Mercado House, Eulogio Magtibay House and Sales House; and the San Juan Church convento. Access to heritage houses was generally difficult, since most are now under stewardship from absentee owners either in Manila or abroad. Permission to document and enter the houses required delicate negotiations through the members of the local Heritage Association, who own the heritage resources in general. Information gathered was limited to those available, such as documents from the owners, as well as information from the past Heritage Class outputs. The output from the study was also

limited to the data acquired in the 2-day span of the fieldwork. A more comprehensive study is recommended in the near future.

Methodology: Immersion and Data Gathering

The Arch 197 Heritage Class conducted site fieldwork from January 24 to 25, 2009

- a) Gather information about the history, economy, tourism, physical infrastructure, architecture, planning and other aspects of the town relevant to the study within a limited semestral period; the students researched on existing history, yearbooks, library sources, and books on Batangas.
- b) Collect data regarding the history and current status of the structures concerned by conducting interviews with the owners, neighbors, users, and the like; this included attitudes, awareness, and cultural values
- c) Document the structures concerned by way of photos and measured architectural drawings; Architectural Documentation of heritage structures reflecting existing condition, and interpretative observations based on what is observed, and not what it should have been
- d) Economic ties and attitudes to the Laiya beaches in terms of the town: what the townspeople felt about the promise of economic prosperity when beaches fully developed as tourist destinations, direct connections to the people
- e) Create an assessment of the structures concerned and the town as a whole;
- f) Propose a viable action plan for the structures concerned and the town as a whole.

Analysis and Assessment

- a) An image map of the town was created based on the information gathered.
- b) A SWOT Analysis of the town and its components was formed.
- c) Formation of Recommendations
- d) A proposal plan was drawn from the analysis and assessment made of the town.
- e) Presentation to local Heritage NGO and town officials.

Conclusion

One of the interesting and surprising contributions of the class was the inclusion of the beaches as an integral part of the proposed development of the town. There is much that can be done by integrating day tours to the heritage core, with the added impetus of evening activities such as bistros and coffee shops etc connected to the heritage houses. All it would take is a little cooperation with the beach owners, the local government for permits, and the house owners who could open up portions of the houses to public entertainment and commercial establishments. A class from the Asian Institute of Tourism also touched base with the group on tourism potentials, although they based a large part of their studies on our outputs.

The inclusion of the vernacular houses as heritage resources together with the church convent gives a new perspective to the term heritage. Its not only heritage houses that comprise the resource of the town. Vernacular architecture as built by folk knowledge brought down through generations through common need changes the concept of architecture, and brings us closer to indigenous culture and the concept of architectural space. The concept enlarges the historical core to include other structures hitherto not considered heritage.

There is a significant number of Modernist structures dating from the 1950s which connects the town's architectural legacy to a more recent date. Modernist heritage takes an interesting leap towards "significance" to the town's consciousness, although assessment of such recent resources might take some time to gather acceptance. Inclusion in any rehabilitation plans must be studied and reassessed in the light of Philippine Modernism and significance to the overall picture of Philippine architecture.

San Juan Project 2010

A meeting was set on 29 December 2009 with Mr. Zaldy Marasigan, one of the important members of the local heritage group of San Juan to try and institutionalize a possible heritage Tour Package to be integrated with an education and orientation module.

A Travel Tour Company called Traveltales Inc. whose corporate aim is to promote "responsible tourism" was also invited to look into the possibility of helping the heritage group to market San Juan's Heritage potential in a manner that would also include and uplift the local population by harnessing its socio-cultural and natural

resources. The need to educate and institute an educational campaign would also be part of the package. Conservation of the heritage houses would also be tackled in this way. Some members of the group also owned beach resorts. A case was made for linking other activities to the resorts.

There were also initial claims to San Juan ecotour potential. There was evidence of bird-watching initiatives, with the river mouths said to have mangroves and bird colonies. Several areas along the coast were indicated as marine sanctuaries where limited snorkeling a diving were possible. The close proximity of the town and the beaches were cited as advantages, but also pointed to more delicate a situation due to its apparent nearness to possible overexploitation and pollution. Existent also were unofficial trekking, mountain climbing tours.

On January 16, 2010, a appointment was made for an initial ocular inspection with the Tour company in mind as a possible facilitator of the proposed tours. Traveltales now included an Art Studies Masters Professor from the University of the Philippines, Ms. Dayang Yraola, who was to look into the possibility of curating potential “House Tours” depending on the conditions of the heritage houses and owners. The overwhelming wealth of such grand houses, vernacular houses, and an interesting mix of modernist structures as well excited the group no end. This would pinpoint possible economically viable Heritage Tours on their own, but initial resistance from some homeowners was noted as the need for selective curating of such house tours to protect their privacy.



Houses in the Proposed Heritage Walk

(Mata)

Further investigation indicated the surprising good news that the Curator's mother was born in San Juan! She was immediately taken to heart and many doors opened at once. A possible Cultural Map and further studies on cultural heritage resources were raised, as Ms. Dayang Yraola's mother had made initial studies on San Juan cultural heritage and dance. The potentials seemed endless.

After tours to a few of the grand heritage houses, the group had the opportunity to meet Mr. Noelito Blasco, a local town councilor assigned to agriculture and environment who insisted on the group visiting some of the mangroves and the bird sanctuary lookouts.



Fig. 15.a & .b. Mangrove Boat Rides as alternative tourism (Mata)

After many memorable boat rides in the pristine mangroves, much excitement was created. Several breathtaking lookout points towards a marine sanctuary also helped reshape the original goals of the group: ecotours could be linked to heritage as well.

Interviews with two beach resort owners confirmed the viability of river tours, trekking and mountain climbing. Both owners rued the lack of more exciting alternatives for their guests beyond the beaches, taking into consideration the distance of the resorts from Manila (5 hours).

The visit was capped by a short visit to the bird sanctuary lookout. To acquire important status as a bird sanctuary, it was indicated that at least 23 species must be found in the environs. This is to be verified, but much potential remains.

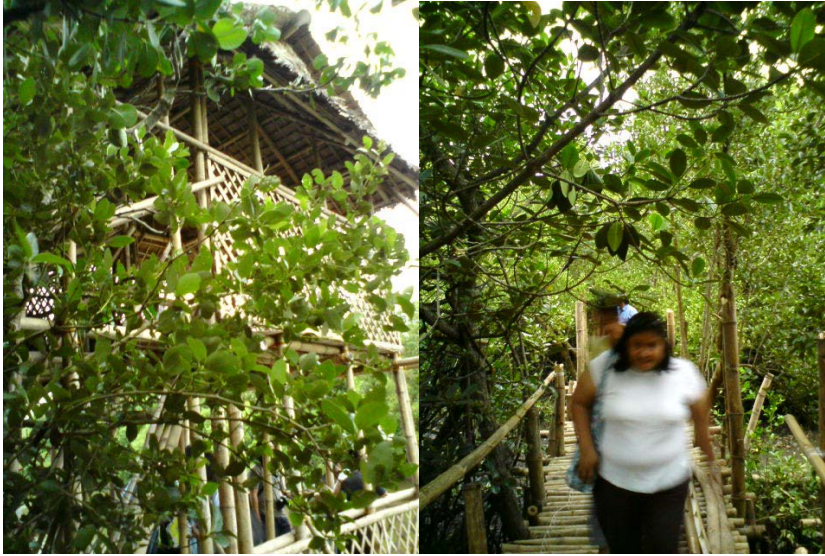


Fig. 16. a-d. Bird Sanctuary Lookout (Mata)

In the evening, the study group were invited to dinner with several of the prominent citizens of the town in one of the 1950s heritage houses, who were very interested but voiced the concern that management of such tours would need an organization who would run the tours. Councilor Blasco then discussed with them the need to revive the Tourism Board in order to acquire some “legal status”, at least at the local level.



Fig. 17. Meeting with some of the townspeople and future stakeholders. (Mata)

It was a very memorable inspection tour. A pilot tour in March is planned to test the viability of managing such a tour. The links to proper conservation must be slowly introduced to the management plans, as sustainability will soon be an issue to be resolved. There is a proposal submitted by an archeology class of the University of the Philippines requesting financial support for the excavation of the old town site in late March submitted to the local heritage NGO and the local Councilor of the Environment. A suggestion was also made to revive the local Tourism Council in the coming months

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ANNEX I

Presented by the Arch 197 Heritage Class, 2nd sem 0708, 1st sem 0809, 2ndSemester 2008-2009 March 18, 2009

Possible Funding Entities (for verification)

The project's funding will rely mainly on concerned or interested entities, local, national, or international. With the appropriate information, education, and encouragement of these entities to participate in the project, the total cost of the project will be reduced. Budgeting, spending, resource allocation and audit will be more comprehensive and detailed.

The following are some examples of entities that can help manage, implement, enforce, fund, and make the project realized by developing their interest through information, education, and encouragement from authorities, and other concerned parties:

1. Concerned and interested citizens and individuals of the community. The residents of Marasigan Street will be directly affected by the project. With proper advisory, education, and heritage awareness workshops/programs to be conducted, the residents will be encouraged to participate in the project by organizing local management and governing institutions to oversee development in town. Collection,

auditing, and allocation of funds for improvements, physical alterations, promotional media, and addition of facilities will be better monitored at a community scale. With the right incentives presented and offered to the participating entities, the goals and objectives of the project may be attained at a better scale.

2. *Private homeowners.* Private homeowners may also develop interest to participate in the project if presented and offered incentives. With their own resources, the community association's financial allocation for repairs and other forms of physical alterations will be subject for use on other issues that require funding. The local government may also provide loan and tax incentives for these homeowners with the necessary provisions.

3. *Local government.* The local government can also allocate funds for the development and deploy personnel to manage certain project areas that require expertise. The local government can also organize local government groups that will look for or encourage interested parties that will facilitate the project through their own initiatives and funding. Local tourism authorities can help manage resources and distribute promotional media to generate funds.

4. *Provincial government.* The provincial government of Batangas can also take part in funding this project. Allocation and generation of funds will be improved the help of interested and concerned provincial institutions, agencies, and private parties. The museum institutions in the province can also take part in funding research and conservation processes as well as distribution of historical media to promote awareness to the public. Provincial tourism agencies can also help fund the project through distribution of promotional media.

5. *Department of Tourism.* Funding can also be taken on a national scale. Through initiatives from local tourism authorities, the local government can coordinate with national institutions for funding and promotion. The institution can also help generate funds through sale of promotional media and encouragement of concerned and interested firms, organizations, foundations, and other entities to participate in the project.

6. *Private firms.* Through their own interest, initiative, and resources, private firms can take part in the project with the aid of their expertise in the field. The total cost needed for certain areas of the project, like consulting services, can also be cut dramatically. These are architectural and design firms.

7. *Organizations.* Concerned entities working within foundations or private funds can help keep the project underway through their expertise in their own field further cutting project cost in certain areas like planning and design studies. They may seek projects or can be sought out by local entities for consultations.

8. Sponsorships. Certain firms may hold special interest in such projects. They can provide assistance through providing services and materials at lower costs when presented with incentives further cutting project cost.

Management and Provisions

Funds generated through provisions set by local governing parties must be managed well to ensure stability and enforce sustainability for the community. Provisions can be created to control funds as well as regulate funding to affected or interested entities. Under such provisions, special attention is needed by the following issues:

1. Implementation of fees. Funds can be generated from entrance fees, parking fees, and other provisional fees from the participating entities. Constant generation of funds will be ensured with the aid of these provisions and can be used for small-scale project funding, like minor repairs, alterations, and additions.

2. Business fees. Funds can also be generated through provisions directly affecting businesses permitted in the area (e.g. restaurants, souvenir shops, etc.). With a certain percentage of their income going to the local government authorities, resources will be managed effectively and may be used solely for projects in the area.

3. Tourism funds. Funds generated from the sale of promotional media can also be used for further development of the area. Souvenirs and tourist centers can help generate and manage resources for development projects.

Incentives. Incentives must be given to participating entities to ensure their full participation in the project. These entities must be well informed of what benefits they will enjoy if they take part in the project. These include tax incentives and special loans whenever they need funding for repairs, additions, and other alterations. To enjoy special loans, the participating entity must satisfy the rules governing repairs, additions, and any form alteration set by governing parties.

SWOT Analysis

Weaknesses

Assets	Weaknesses	Weaknesses
I. Heritage Houses	Underutilized – poor maintenance	-underutilized-poor maintenance
II. Vernacular Houses	Poor maintenance – not visually appealing	-poormaintenance-notvisuallyappealing
III. Church/Convent	Church “overrestored” – unrecognized, unappreciated	-church“overrestored“-unrecognized-unappreciated
IV. School Houses	No safety precautions to street – expansion	-nosafetyprecautionstostreet-expansionlimited
V. Church Plaza	Not easily accessible, non-functioning (there is a separate town plaza)	-noteasilyaccessible-notservingsitspurpose
VI. Beaches	Accessibility – not open to all	-accessibility(notopentoall,localonly)
VII. Market	Overcrowded – visually discordant architecture, infrastructure	-overcrowded-visuallydiscordant-badarchitecture
VIII. Street Layout	No sidewalks, street furniture, narrow (traditional)	-nosidewalk-nostreetlights-narrow
IX. Modernist Houses	Underappreciated, unrecognized as “heritage”	-unrecognized–underappreciated
X. Commercial Establishments	Do not match visual landscape, no parking amenities	-doesnotmatchvisuallandscape-pollution(waste)-noparkingspaces
XI. Transportation		-nobuiltterminals-pollution-airnoise

Opportunities

Assets	Opportunities
I. Heritage Houses	-tourism–education
II. Vernacular Houses	-venueforbusiness
III. Church/Convent	-properrestoration–replanning
IV. School Houses	
V. Plaza	-income–jobs–pasyalan
VI. Beaches	-incomegeneration-linktooldtown
VII. Market	-income-jobs–landmark
VIII. Street Layout	-pedestrianization
IX. Modernist Houses	-futureheritage-integrationtovisuallandscape
X. Commercial Establishments	-integrationtovisuallandscape
XI. Transportation	-strengthenlinktoandfromtown-increaseaccessibility

Threats

Assets

- I. Heritage Houses
- II. Vernacular Houses
- III. Church/Convent
- IV. School Houses
- V. Plaza
- VI. Beaches
- VII. Market
- VIII. Street Layout
- IX. Modernist Houses
- X. Commercial Establishments
- XI. Transportation

Threats

- improper interpretation-modernization-urbanization
- climate change
- historical value-tourism
- expansion(unregulated)
- traffic-overurbanization
- pollution-overdevelopment
- overcommercialization-pollution
- traffic
- poor maintenance-urbanization
- traffic-overdevelopment
- carbon emission-health issues

Recommendations

Assets

- I. Heritage Houses
- II. Vernacular Houses
- III. Church/ Convent
- IV. School Houses
- V. Plaza
- VI. Beaches

Recommendations

- preserve- conserve- maintain- restore- adaptive reuse- education- information dissemination- private and public funding- publicity- policies and legislation- incentive zoning
- upgrade classification- heritage zoning- income generation
- preserve- conserve- maintain- strengthen link to town proper- develop immediate landscape features
- maintain- research into possible research value- connection to town- pedestrianization
- redesign
- enforce regulation policies (cleanliness)- strengthen link to town- build accommodations and services nearby- waste management

VII. Market	-enforceregulationpolicies(cleanliness)-strengthenlinktotown-buildaccommodationsandservicesnearby-wastemanagement
VIII. Street Layout	-sidewalk-pedestrianization-signage-streetfurniture-streellights-establishmentofheritagewalkfromRizalSt.tomarket
IX. Modernist Houses	-maintain-researchintopossibleheritagevalue
X. Commercial Establishments	-encouragemoredevelopment-linktoheritagezone/walk
XI. Transportation	-buildterminals-rerouting-redesignpaving-trafficcalming-shuttle(beachtotown)

ANNEX II

Proposed Project: Cultural-Eco Heritage Tour for San Juan, Batangas

Component: Heritage Houses Tour

Scope:

For this specific component, the consultant, through Travel Tales, commits only to the following, unless additional agreement has been arranged:

- 1) Upon go signal of Travel Tales, the consultant will design collections management plan for specific houses, which will be included in walk-in tours (houses that will be opened to the public); the collections management plan will contain:
 - a) Instructions for accession and documentation of all holdings that will be part of the “exhibit”;
 - b) Basic guidelines and policy for manager/s and guide/s;

- c) Basic guidelines and policy for visitors access (researchers, tourists, and guest-in case stay-in guests would be allowed);
- 2) Assist in the preparation of flier or brochure (photos and research materials has to be provided; can only be done mid-way documentation);
- 3) Training and/or orientation seminar for collections management will have to be arranged with Travel Tales;
- 4) Design of special programs, (ie. Learning modules for tour groups, docent trainings), will have to be arranged with Travel Tales.

Rationale:

The objective is to exhibit built heritage of San Juan, Batangas town proper through period and vernacular houses. Specifically two things will be the focus of tours:

- 1) *History of the house and its owners*-this will enable guests (both local and foreign) to have a glimpse of how people lived in the tranquil town of Batangas. Social, economic, cultural and religious dynamics is of universal interest, despite variation in degree and level. Hence the audience (and market) for this theme is wide.
- 2) *Style and taste*-this will enable guests to see firsthand what architecture style became prevalent in various decades in San Juan. Through actual, in situ sampling of how artistic style and taste operate within a social context can be examined and experienced. This is best recommended for architecture student, art students, anthropology students and history aficionados.

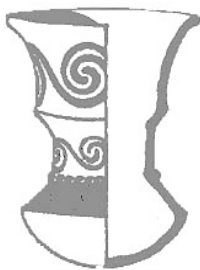
Recommendations:

- 1) Identify which houses will be part of walk-in tours (open) or part of survey tours (façade only).
I recommend that Cafeño (moved from Pinagbayanan to Town), Casa Leon (1930s/refurbished), Villa Lourdes (1930s/maintained and used regularly) be part of walk-in tours. And perhaps 1 vernacular house (if structure permits). Following can be

part of survey tours: Castillo House, Magtibay House, 1960s house with huge glass windows, Lopez white mansion, Alfredo Marasigan house, Sales houses, etc

- 2) Each house should have written history and complete photo-documentation.
- 3) Collect all articles, books and other write-up pertaining to each house and/or family who owns/ed the houses.
- 4) House managers should have close coordination with each other, to make sure that spiels of tour guides and docents will create a whole narrative (not repeating each other nor too segmented)
- 5) All policies and guidelines on black and white, for future references.
- 6) Tie-up house tours with rest of the town landmarks, ie market, municipio, church and schools (hospital if theres one of the same period). Make a “landmarked” town map.
- 7) Cafeno’s ground floor and garden can be developed into a multipurpose venue. 2nd floor can be kept as “exhibit” area.
- 8) Casa Lourdes can be developed into a bed and breakfast (boutique hotel).

ANNEX III



Archaeological Studies Program
University of the Philippines Diliman, Quezon City

Raising heritage consciousness through archaeology in San Juan, Batangas

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Introduction Figure 1: Map of San Juan, Batangas showing the location of Pinagbayanan (encircled) (Source: Pineda 1992)

This project in San Juan, Batangas (Figure 1) aims to promote heritage consciousness through archaeology. Initiated in 2008, we recorded 20 new sites in southeastern Batangas specifically in San Juan, Taysan, Lobo, and Padre Garcia. In 2009, we excavated the ruins of a stone structure labelled 'Structure A' in the old centre of San Juan now known as Barangay Pinagbayanan.

The town of San Juan was established in the mid-1800s along the coast. It was then transferred further inland due to flooding in the 1890s. Stone ruins, which could be old houses built during the Spanish Period in the late 1800s, can still be seen in Pinagbayanan. A stone foundation behind the Paaralang Elementarya ng Pinagbayanan is believed to be the old Municipal Hall. The most protected site is what the people refer to as the Lumang Simbahan, which has been recognised by the National Historical Institute. These visible evidence of the past settlement patterns make Barangay Pinagbayanan an ideal archaeological site to investigate the development of San Juan from prehistoric times to its establishment.

The archaeological excavation determined that Structure A was made of adobe and mortar. During the course of the research, the team learned that the lower level entrance room probably had wooden floors whilst other rooms in the house had mortar, adobe and dirt floors. A number of common household items were unearthed during excavation that included broken potsherds and ceramics, square nails, portions of capiz shells used as windows, a broken knife, and bits and pieces of floor and roof tiles. Other items recovered will be identified after thorough analyses at the UP-ASP. The presence of stones, mortar, bricks and roof tiles is evidence of the sturdiness of the structure of the house. We also established that Structure A was still used even after the residents transferred the town further inland after 1891. This is evident from the layers of floors made of different materials.

Objectives of the project in 2010

The objective is to continue research that will lay the foundations for the consolidation and preservation of this important heritage site. The importance of this site as an archaeological resource and as a heritage monument that needs proper investigation and protection are the main driving forces behind this project.

Due to the size of the Structure A, only a section of was excavated. This year's objectives are:

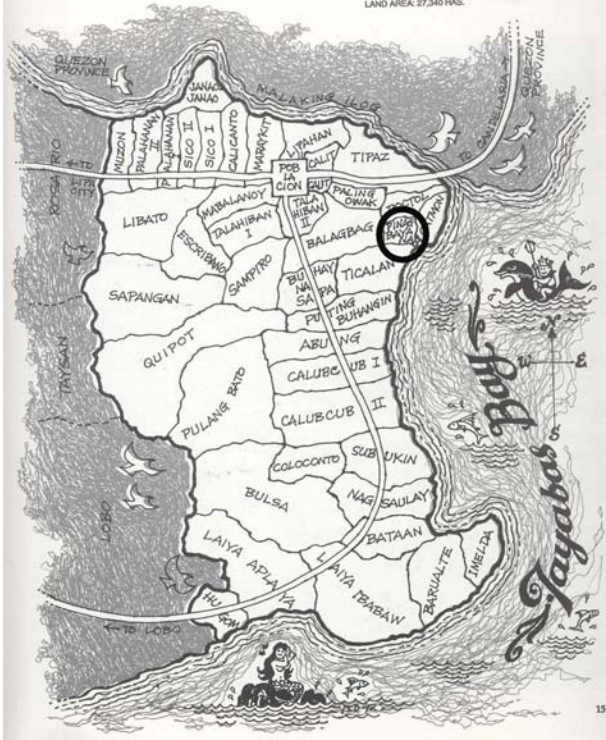
1. To excavate the northern section of the structure
2. To extend the excavation outside the structure
3. To investigate evidence of flooding

Significance of the project



MAP OF THE MUNICIPALITY OF SAN JUAN BATANGAS PROVINCE

STATISTICS
REGION: IV
CLASS: V
LAND AREA: 27,340 HAS.
NO. OF BARANGAYS: 42
NO. OF SITIOS: 178



Although the people of San Juan are aware of the significance of Pinagbayanan as the old centre of their town, all of the stone structures are now in ruins. Most of the adobe blocks were taken and used as stoves or walls for fishponds. If stripping the structures of their adobe stones continues, this will result in destruction and loss of heritage. Through archaeology, we hope to raise the locals' appreciation and respect of their cultural heritage. Pinagbayanan was the first town of San Juan. Its citizens are the people in-charge of the conservation and protection of the old structures because of their significance and contribution to the archaeology of Pinagbayanan and the whole of San Juan. The ruins should be treated as cultural properties of Pinagbayan. One of the more important objectives is to display and store artefacts from the excavated portions of the site in San Juan, Batangas. This may be negotiated towards a permanent exhibit in Pinagbayanan at a mutually agreed location after the analyses and curation of the materials from the site have been completed.

The archaeological excavations in the old town of San Juan will not only contribute to an understanding of San Juan history, it will also enhance our knowledge of Spanish colonial construction and provide insights into reasons for abandonment. The project will also add significant data on the history of Batangas during the Spanish occupation. In addition, results of this study can be compared with other excavations of old Spanish structures in other parts of the Philippines.

In future years, research on the old town will provide an unprecedented opportunity to identify the historical development of colonial settlements in the Philippines and instil its importance to the public.

Duration of project and expected output other than required publication, if any

This project is part of the Archaeological Studies Program's efforts to conduct regional studies in archaeology that will contribute to the writing and preservation of local and regional histories. The excavation is set for 28 days from March to April to May 2009. The research will result in the publication and dissemination of information on old San Juan to the public and academic practitioners alike. There will be an on-site exhibit highlighting the results of the research immediately after the excavation. The residents of San Juan and public will gain insights into their rich heritage and the nature of the colonial town and the people who settled in and around the old church of San Juan. Another exhibit within UP will also be put up during the first semester.

Proposed budget

Items	Cost (Php)	Total (Php)
Food and accommodation for excavation team	250 x 20 persons x 28 days	140,000
Wage for Labourers	250 x 8 persons x 20 days	40,000
Supplies and Materials		30,000
Travel Expenses: Quezon City -Batangas -Quezon City (for fieldwork) Travel within Batangas during the project (vehicle rent)	7500/trip x 2 vehicles x 2 trips	30,000 5,000
Total proposed budget		245,000

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