



# Iloilo **HERITAGE** Forum

Public Consultation on the Draft Downtown  
CBD Heritage Conservation Guidelines  
25 May 2006, 1:00 P.M. Iloilo Grand Hotel, Iloilo City

# SAVE CALLE REAL

**I**loilo City is a virtual time machine that will transport anyone back to its colonial past. While malls have risen in various corners of the city, they could not outshine the splendor of its colonial buildings that adorn its Calle Real, the first commercial center and its adjoining districts. They are not only testimonies of city's rich cultural heritage but are tourism assets worth promoting.

However, these mute witnesses to the rise and fall of the Queen City of the South stand voiceless to those who found them of no use as they struggle daily to put food on their tables and clothes on their backs. Jeepney drivers pay no attention to their elegance. Sidewalk vendors shut their eyes to their grandeur. Bargain hunters take no notice of their value.

To the common folk, they merely serve as backdrops for the clatter of traffic, the sweat of commerce and the dust of shopping. They appear inconsequential to the everyday street tenant. As they labor to keep both ends meet, they are oblivious to the splendor hidden behind billboards and panaflex signage.

But at closer look, Iloilo City's heritage buildings and houses are treasures worth keeping.

Responding to the call for cultural and heritage tourism, the Iloilo City government created the Iloilo City Cultural Heritage Conservation Council (ICCHCC) by enacting in April 2000 Ordinance No. 00-054 otherwise known as the Local Cultural Heritage Conservation Ordinance. The council, composed of individuals from the arts and culture community, was envisioned to be the body responsible in advancing cultural heritage conservation and promotion. It also addressed the call of the Tourism Sector Plan and the Environmental Management Sector Plan of the 1998-2010 Iloilo City Comprehensive Land Use Plan (CLUP) for a program on heritage conservation.

## **Preserving Heritage**

The council was tasked to conduct an inventory of cultural heritage and legacy buildings and promulgate rules and regulations for their preservation to address the need to preserve the city's heritage structures that are slowly



## Do you care about Calle Real?

**C**alle Real is J.M. Basa Street, one of the main thoroughfares in Iloilo City. Traffic here is always heavy. Like in the past, it remains as an important shopping destination because of its low-cost buys.

Calle Real celebrates our past and serves as reminder of the events that shaped Iloilo City. These are found in the buildings, streets, and homes of some well-known businessmen and leaders.

So please to tell us what do you value most about Calle Real? How do you think change and growth should be managed in Calle Real? You can help decide what should Iloilo City look like in 5, 10, 15 or 20 years from now.



*Calle Real, circa 1920s*

Participate in the forum that will dissect the draft Iloilo City Downtown Central Business District Heritage Conservation Guidelines and help us plan for Calle Real's future. Join us on May 25, 2006, 1:00 P.M. at the Iloilo Grand Hotel, Iznart Street, Iloilo City.

You can review the draft guidelines at [www.philippines.canurb.com](http://www.philippines.canurb.com) starting May 20, 2006.

For more information, contact Jose Roni Peñalosa, Iloilo City Planning and Development Coordinator, at telephone number 3351334 or email at [jrpenalosa@skynet.net](mailto:jrpenalosa@skynet.net), or Engr. Noel Hechanova, ICCHCC Executive Director, at telephone number 3368262 or email at [noel\\_hechanova@yahoo.com](mailto:noel_hechanova@yahoo.com).

## PROGRAMME Iloilo Heritage Forum

### SAVE CALLE REAL: The Iloilo City Downtown Central Business District Heritage Conservation Guidelines

Opening Remarks	Arch. Antonio Sangrador Chairperson, Iloilo City Heritage Conservation Council (ICCHCC)
Inspiration Message	Hon. Jerry P. Treñas Mayor, Iloilo City
Forum Overview	Mr. Jose Roni Peñalosa City Planning and Development Coordinator, Iloilo City
Presentation: Iloilo City Downtown CBD Heritage Conservation Guidelines	Arch. Manuel Tingson Vice Chairperson ICCHCC
Invited Reactors	Mr. Art Valero OIC, Regional Director NEDA VI  Prof. Henry Funtecha UPV Visayas Studies Center  Arch. Leopoldo Padlan FUAP Marikudo Chapter  Mr. Antonio Jon President, Iloilo Business Club  Mr. Benjamin Ledesma Representative, S. Javellana Bldg.  Lyn Gamboa Silyay City Heritage Foundation
Open Forum	Francis Gentoral Moderator
Closing	Mr. Noel Hechanova Executive Director, ICCHCC

## Those who can help us save Calle Real

### City Officials

Hon. Jerry P. Treñas  
Hon. Guillermo de la Lлана  
Hon. Steve Ray Abitang  
Hon. Julienne Baronda  
Hon. Jose Espinosa III  
Hon. Ely Estante Jr.  
Hon. Jeffrey Ganzon  
Hon. Merci Drilon-Gracia  
Hon. Erlinda Liberlaga  
Hon. Ramon Cua-Locsin  
Hon. Jed Patrick Mabilog  
Hon. Marietta Orleans  
Hon. Armand Parcon  
Hon. Ed Peñaredondo  
Hon. Erwin Plagata  
Hon. Perla Zulueta

### ICCHCC

Arch. Antonio Sangrador  
Arch. Manuel Tingson  
Ma. Luth Camiña  
Dr. Teresa Sarabia  
Francis Gentoral  
Emmanuel Gemora  
Arch. Angelo Duarte  
Arch. Ramon Teruel Jr.  
Arch. Elizabeth Daquita  
Director Edwin Trompeta  
Dr. Kristin Treñas  
Eugene Jamerlan  
Joseph William Albania  
Florendo Besana  
Jose Roni Peñalosa  
Edward Yee  
Marito Amatorio  
Desiree Bretania  
Manuel Gruenberg

### Building Owners

Ruth Jarantilla  
Nestor Divinagracia  
Wilson Sy  
Kerry Chua  
Nelly Calvo  
Ana Maria Litton  
Oscar Ledesma

Anita Bustamante Yee  
Mario Jalandoni  
Lourdes Jalandoni  
Marcelo Alba  
Elena Divinagracia  
Manuelito Loring  
Henry Chusuey  
Belen Servas  
Encarnacion Gonzaga  
Ruth Javelosa  
Sonia Hofleña  
Gerson Espinosa  
Ann Solleza  
Emilio Dulalia  
Luis Salazar  
Linda Jornada  
Ma. Victoria Gan  
Lee Chuan  
Carlos Uy  
Jun Tan  
Manolo Villanueva  
Lily Chiu  
Julianita Villanueva  
Elizabeth Tayengco  
Nenita Villanueva  
Dr. Rogelio Florete  
Pio Chua  
Roberto Onglatco  
Agapito Uy  
Arsenia Woo  
Ricardo Montilla  
Rowena Hontoria  
Jimmy Wing Kee  
Jose Ong Bun  
Juan Gemora  
Benjamin Ledesma

### Concerned Citizens

Archbishop Angel Lagdameo  
Prof. Henry Funtecha  
Alfredo Tarrazona  
Dr. Alicia Magos  
Arch. Melvin Lataquin  
Prof. Cecilia Ortiz  
Gerard Camiña  
Gilopez Kabayao  
Heloise Javellana

Hazel Alice Brasileño  
Jo Agudo  
Jomari Moleta  
Joy Sumagaysay  
Ma. Christina Octavio  
Prof. Menchie Robles  
Nancy Helen Pecaocao  
Nathaniel Guilleran  
Nilo Jardeleza  
Ramon Hechanova  
Randy Madrid  
Ruth Prado  
Marissa Segovia  
Susan Javellana  
Thelma Salazar  
Dr. Vicente Pido  
Felipe Uygongco  
Dr. Evelyn Belleza  
Dr. Lory Padoginog  
Dr. Juanito Acanto  
Prof. Edwin Lariza  
Melvin Purzuolo  
Mario Nillos  
Sr. Mary Ann Guevara  
Zafiro Ledesma  
Gina Sarabia Espinosa  
Rosendo Mejica  
Benito Jimena  
Ma. Leah Victoria Lara  
Atty. Helen Camarista  
Director Dominic Abad  
Engr. Diosdado Cadena  
Antonio Jon  
Arch. Leopoldo Padlan

### Others

Eugenio Lopez III  
Oscar Lopez  
Rex Drilon  
Narzalina Lim  
Nikki Coseteng  
Jose Mari Chan  
Joemarie Treñas  
Joy Viado  
Cynthia Patag  
Gretchen Barreto  
... and many more

disappearing, and enhance the city's tourism potentials. Tourism is seen as a major economic driver for Iloilo City, generating investments and local government revenues as well as jobs for its people.

The main target of this conservation effort is the Central Business District, which consists of the streets of J. M. Basa, Aldeguer, Mapa, Guanaco and Iznart. Declared as the Iloilo City Heritage Zone, the area is home to Art Deco-styled commercial buildings built during the 1920s up to the 1950s. A catalogue of these buildings has already been prepared as an initial step in conservation planning.

The ordinance, which underwent some amendments in April 2001, states that all buildings in Iloilo City that are 50 years or more in existence are to be considered heritage or legacy buildings. Likewise, Plaza Libertad and the district plazas of Molo, Arevalo, Mandurriao, La Paz and Jaro were declared historical and cultural landmarks and can only be used for historical, cultural and fiesta celebrations. The ordinance mandates that the use, upkeep and preservation of these structures and landmarks as far as practicable shall always be the concern of the Iloilo City government.

Owners, administrators, lessees or any persons in charge of heritage or legacy structures

are prohibited from undertaking any repair, rehabilitation or construction of any kind unless there is a favorable recommendation from the ICCHCC. In the event that the repair or rehabilitation is urgent, building owners, administrators or lessees are mandated to make sure that the façade showing the architectural design of the buildings is retained, restored and preserved.

All businesses within the heritage zone are given incentives. These include exemption from payment of business taxes and building fees. Old investors as well as new ones can avail of these incentives as long as they are in the heritage zone.

This grant of incentives is aimed to revive business activities within the heritage zone which, prior to the onset of shopping malls, was the

## INCENTIVES

For owners of buildings that have been in existence for over 50 years: one year of exemption from business taxes per decade of existence but not exceeding three years.

For new business with a capitalization of at least one million pesos: 25 percent of exemption on business taxes for every PHP 1 million for one year.

For preserving, reconstructing and restoring legacy or heritage buildings: the owner is exempted from paying building fees while lessees are not required to pay business taxes for two years.

Source: Ordinance No. 00-054

busiest area in Iloilo City. With challenges like shrinking business profitability, deteriorating commercial area and poor environment, it is feared that the Central Business District will have an untimely demise if nothing is done to rescue it. The revival of the area is expected to spur more investments and create more jobs.

An "Iloilo City CBD Heritage Conservation Guideline" has been formulated to deal with planning and design strategies that will help conserve the city's heritage. The guideline covers conservation, restoration and redevelopment

measures for building and sites.

But the program is not just about culture, tourism and economic development. It is also about public-private partnership, about multi-stakeholder approach to planning and about innovative strategies worth looking into.