

# Old Modern Destination: The City of Santa Rosa's Inclusive, Smart and Sustainable Tourism

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# Table of contents

**01**

**History of Santa  
Rosa**

**02**

**Socio-Economic and  
Physical Profile**

**03**

**Tourism Profile**

**04**

**Initiatives**

01

# History of Santa Rosa



## Santa Rosa as a Barrio



- Known as Barrio Bukol, part of the Municipality of Biñan
- Discovered by Spanish conquistador Juan de Salcedo
- In 1644, according to stories, a kapilya or chapel was erected by the Dominicans friars in 1757
- During the period also, the historical Cuartel de Santo Domingo, a bastion of the Spanish Civil Guards was established to guard and protect the lowland residents from the bandits that roam and cross from the province of Cavite to the province of Laguna land boundary

# Santa Rosa as a Barrio



## Cuartel De Sto. Domingo



*The ruins of Cuartel de Santo Domingo served as a fort against the attacks of bandits and other lawless elements. At present, this is the home of Philippine National Police-Special Action Force (PNP-SAF).*

# From a Barrio into a Municipality

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- In January 18, 1792, the town Santa Rosa was born through the petitions of the prominent local residents
- The town was named after the first South American saint, Santa Rosa de Lima of Peru
- In as early as 1796, the construction of old church of Santa Rosa de Lima began at the poblacion or town center which served as the reference point in the establishment of the old municipio or municipal town hall, the public plaza, and the street alignment – a Spanish style planning

# From a Barrio into a Municipality

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Santa Rosa De Lima Parish

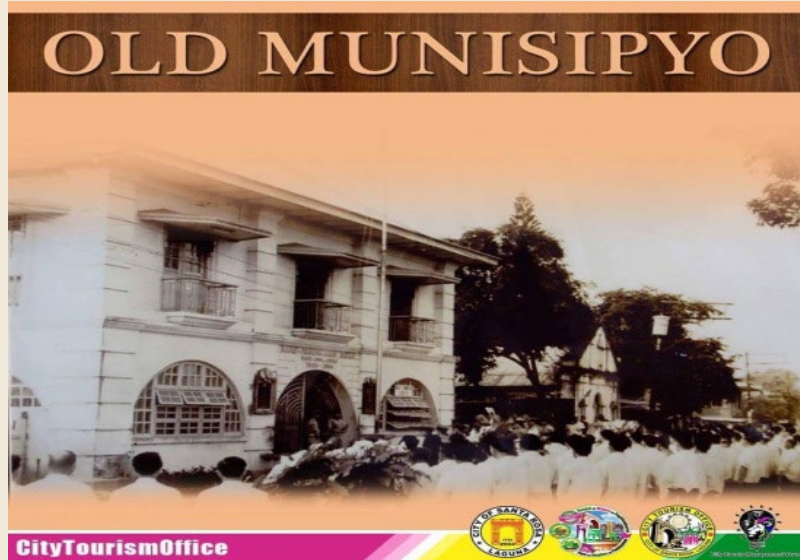


Patron Saint



# From a Barrio into a Municipality

## Municipal Hall



*The Old "Bahay-Pamahalaang Bayan or Munisipyo" from 1828-2006 was converted to the New City Museum or "Gusaling Museo."*

# From a Barrio into a Municipality

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The Old Town Plaza & the New City Plaza



# From a Barrio into a Municipality

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Old Houses near the Church and Municipal Hall

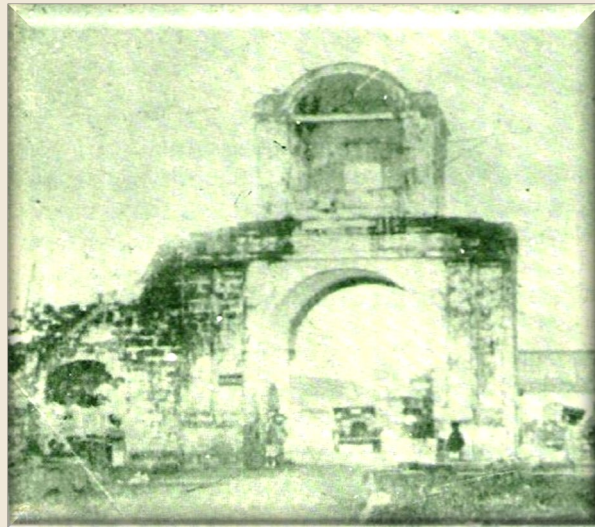


# The Municipality of Santa Rosa during the Revolutionary Period

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## American Period

### ➤ The Santa Rosa Arch



*The original Bantayan, situated in the vicinity of the present bridge, was constructed between 1859 and 1860*



*Renovation of the Arch in 1925*

# The Municipality of Santa Rosa during the Revolutionary Period

## American Period

- The famous Santa Rosa Arch, a small replica of the Arch of Triumph in Paris, France was also built in 1931



*The last major renovation of the arch entailed a total demolition. The arch was built at a site near the market.*

# Industrialization of Santa Rosa

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- With the timely opening of the South Luzon Expressway (SLEX) in the 1980s, many private business enterprises, big and small, started to come in such as:
  - ❖ the Coca-Cola Bottling Company Plant--the biggest in Southeast Asia
  - ❖ the Ayala- owned Laguna Technopark Inc. (LTI) in joint venture with Japanese companies that opened its more than 300 hectares world-class industrial estate to locator companies known in the global business

# From a Municipality to a City

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- From a 4th Class Municipality in 1986 having an average Annual Income of P4 million, Santa Rosa became a 1st Class Town when its Annual Income reached P54.2 million in 1993.
- In 1998, the Municipality's Annual Revenue further increased due to intensified tax collection.
- Santa Rosa became a city in July 10, 2004 after the conduct of plebiscite and by virtue of Republic Act No. 9264 (Charter of the City of Santa Rosa) dated March 10, 2005
- In August 28, 2019, the city was separated from the First District through Republic Act No. 11395 and constituted the Lone district of the City of Santa Rosa

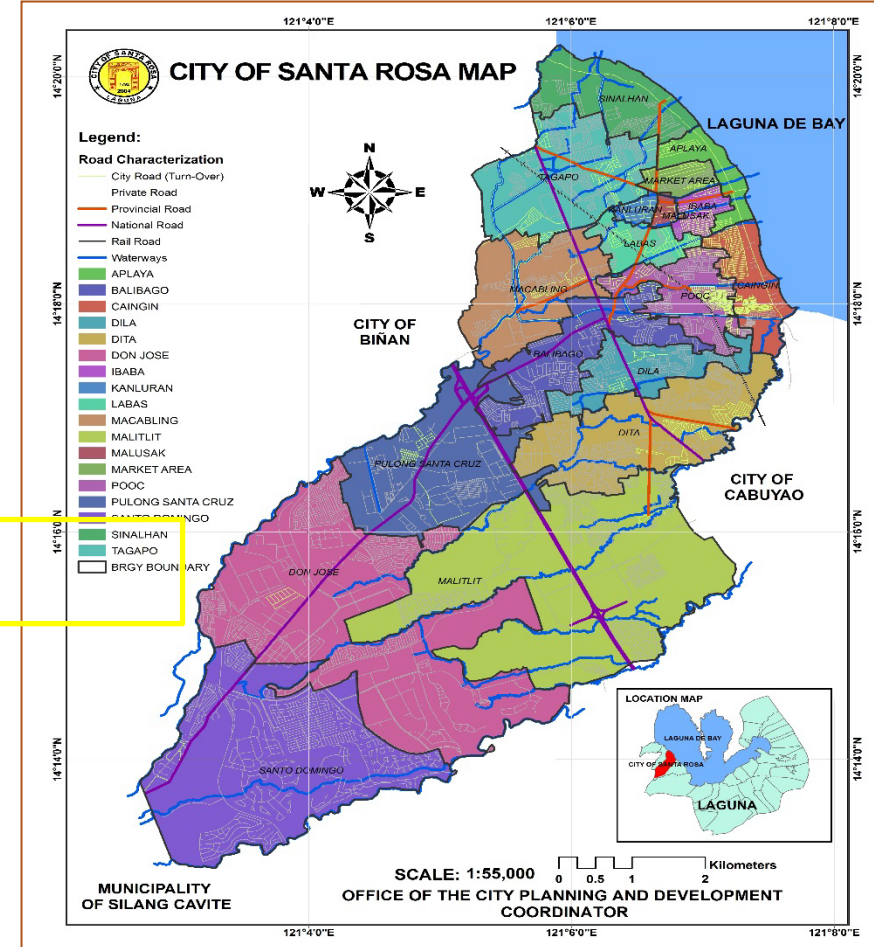
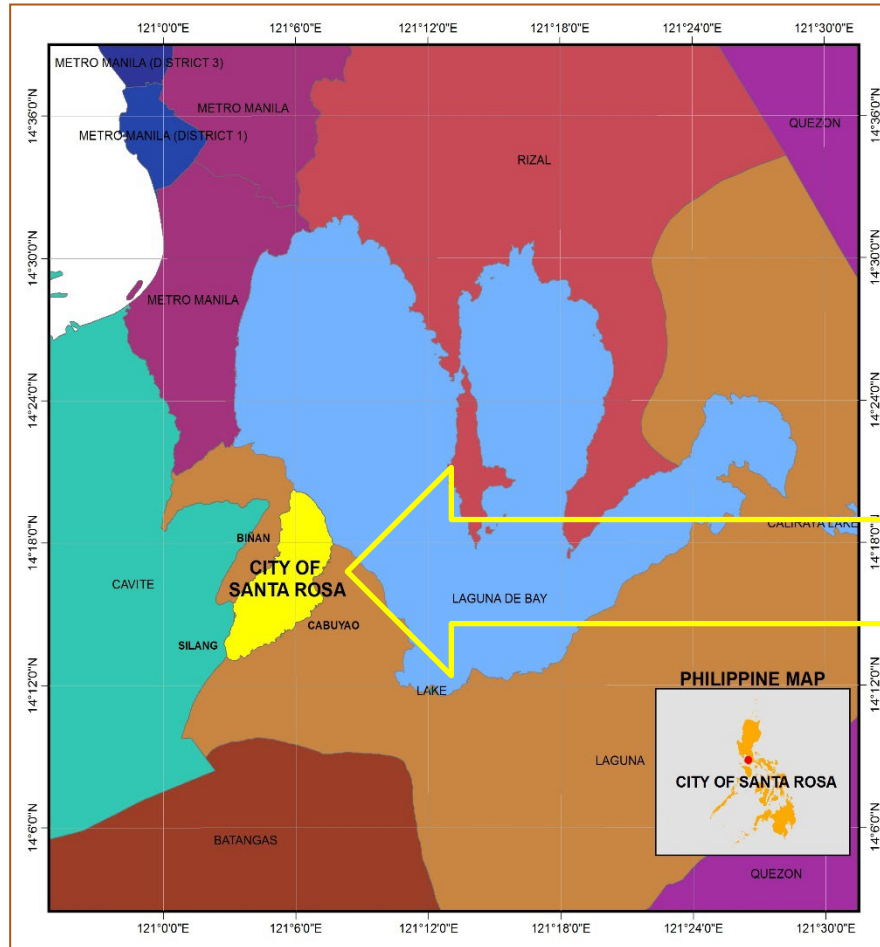
02

# Socio-Economic and Physical Profile



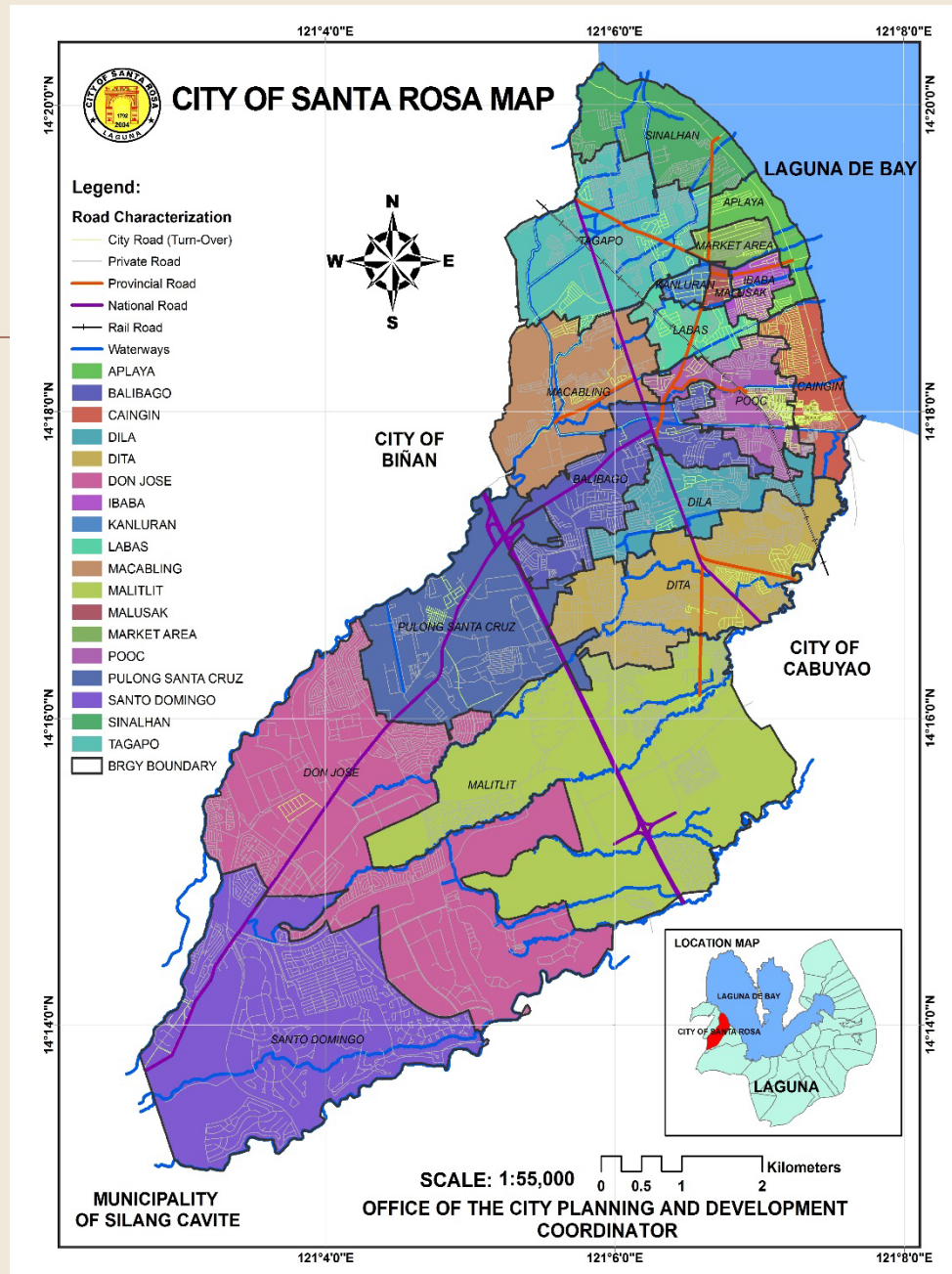
# CITY OF SANTA ROSA

## ICT HUB IN THE CALABARZON REGION



Santa Rosa is located about 40 km. south of Manila, bounded on the northwest by Biñan, on the south and southwest by Cabuyao and on the west by the Province of Cavite. On the northeast is Laguna de Bay.

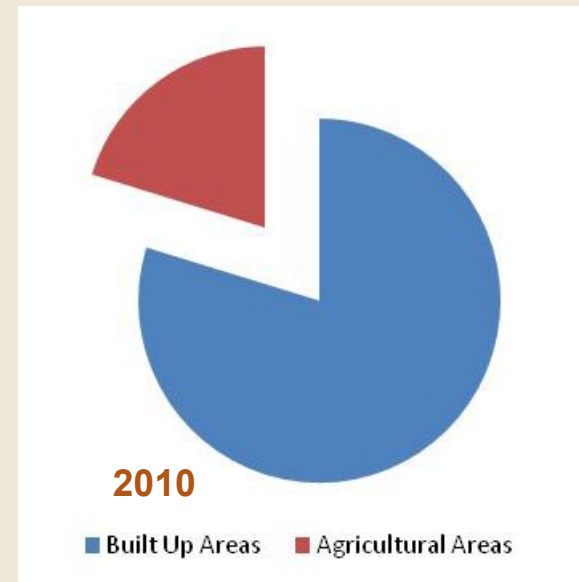
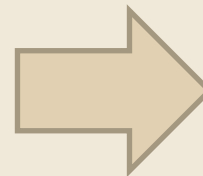
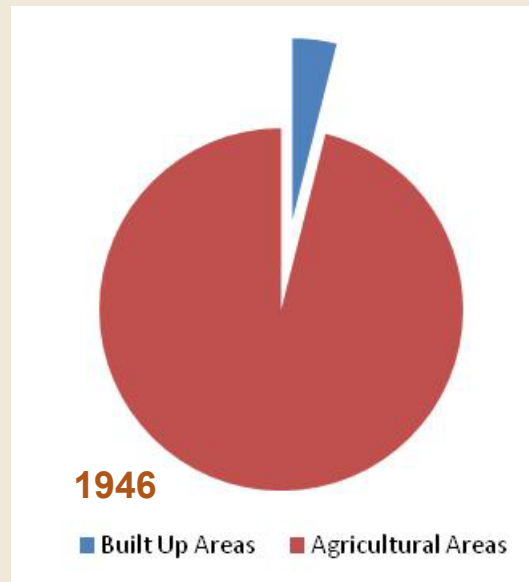
# GEOGRAPHICAL PROFILE

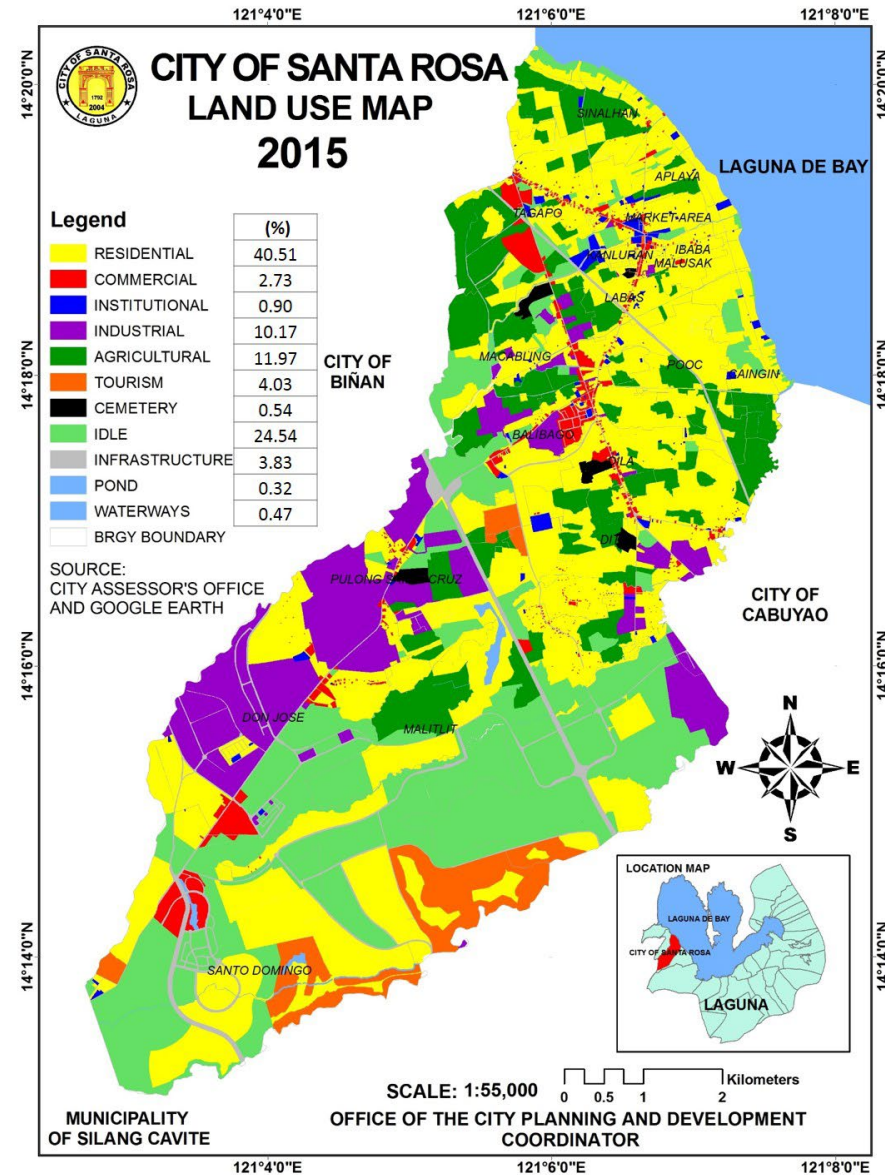
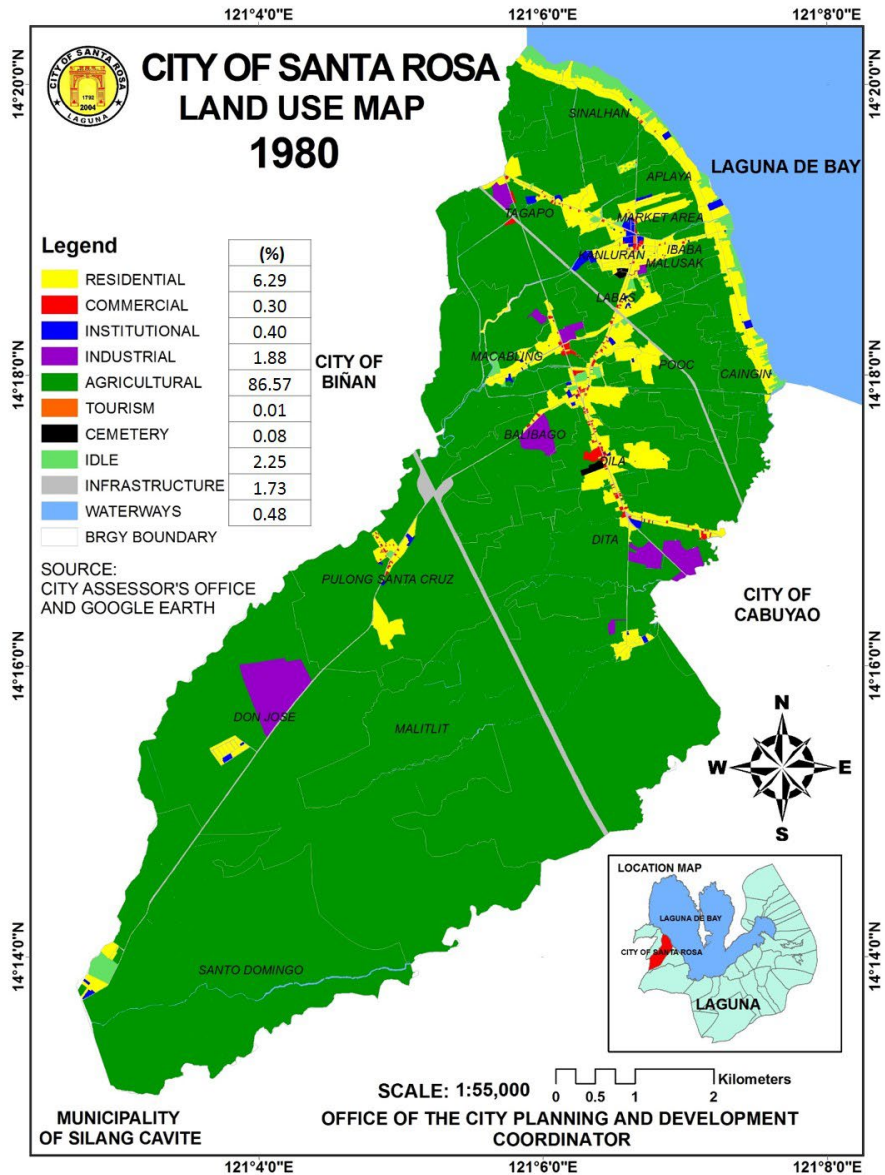


- **Land Area:** 5,543 Has. (Yr. 2020)
- ✓ It covers **2.9%** of the total land area of the Province of Laguna (192,823 hectares).
- ✓ Santa Rosa has a population of **414,812** or **12.26%** of the total population of the Province of Laguna (Source: 2020 Actual Census of Population)
- **Accessed via South Luzon Expressway (SLEX):**
  - Mamplasan Exit (Biñan-Santa Rosa Access Road)
  - Santa Rosa Exit
  - Eton-Greenfield Exit
- **Accessibility:**
  - South Luzon Expressway
  - Manila South Road
  - Philippine National Railway
- **Political Subdivision:**
  - 18 Barangays
  - 1<sup>st</sup> District of Laguna

# COMPARATIVE LAND USE

LAND USE	1946	1980	1990	2000	2010	Comparative Land Use % Share	
						1946	2010
Built-Up Areas	213	507	3,495	4,131	4,425	3.93%	79.76%
Agricultural Areas	5,202	4,908	1,923	1,407	1,123	96.07%	20.24%
TOTAL	5,415	5,415	5,415	5,538	5,548	100%	100%





Until the late 1980s, Santa Rosa maintained its role as a food producing municipality actively producing and trading rice, corn, vegetables, livestock, and fishes.

## LAND USE CHANGE IN SANTA ROSA CITY, 1980-2020

LAND USES	1980		2000		2010		2015		2020		Increase (+)/ Decrease (-)
	Has.	%	Has.	%	Has.	%	Has.	%	Has.	%	
Residential	341	6.30	1,197	21.61	1,768	31.87	2,247	40.51	1,909	33.78	-
Commercial	16	0.30	85	1.53	126	2.27	151	2.72	200	3.53	+
Institutional	22	0.41	40	0.72	44	0.79	50	0.90	59	1.04	+
Industrial	102	1.88	542	9.79	562	10.13	564	10.17	565	10.00	+
Agricultural	4,688	86.56	1,461	26.38	796	14.35	664	11.97	251	4.45	-
Tourism	1	0.02	240	4.33	241	4.34	224	4.04	227	4.01	+
Cemetery	4	0.07	22	0.40	30	0.54	30	0.54	34	0.60	+
Idle	122	2.25	1,751	31.62	1,727	31.13	1,361	24.54	1,722	30.48	+
Infrastructure	94	1.74	172	3.11	210	3.79	212	3.82	637	11.28	+
Waterways	26	0.48	25	0.45	26	0.47	26	0.47	28	0.50	+
Pond	0	0	3	0.05	18	0.32	18	0.32	18	0.32	
<b>TOTAL</b>	<b>5416</b>	<b>100</b>	<b>5538</b>	<b>100</b>	<b>5548</b>	<b>100</b>	<b>5547</b>	<b>100</b>	<b>5649</b>	<b>100</b>	

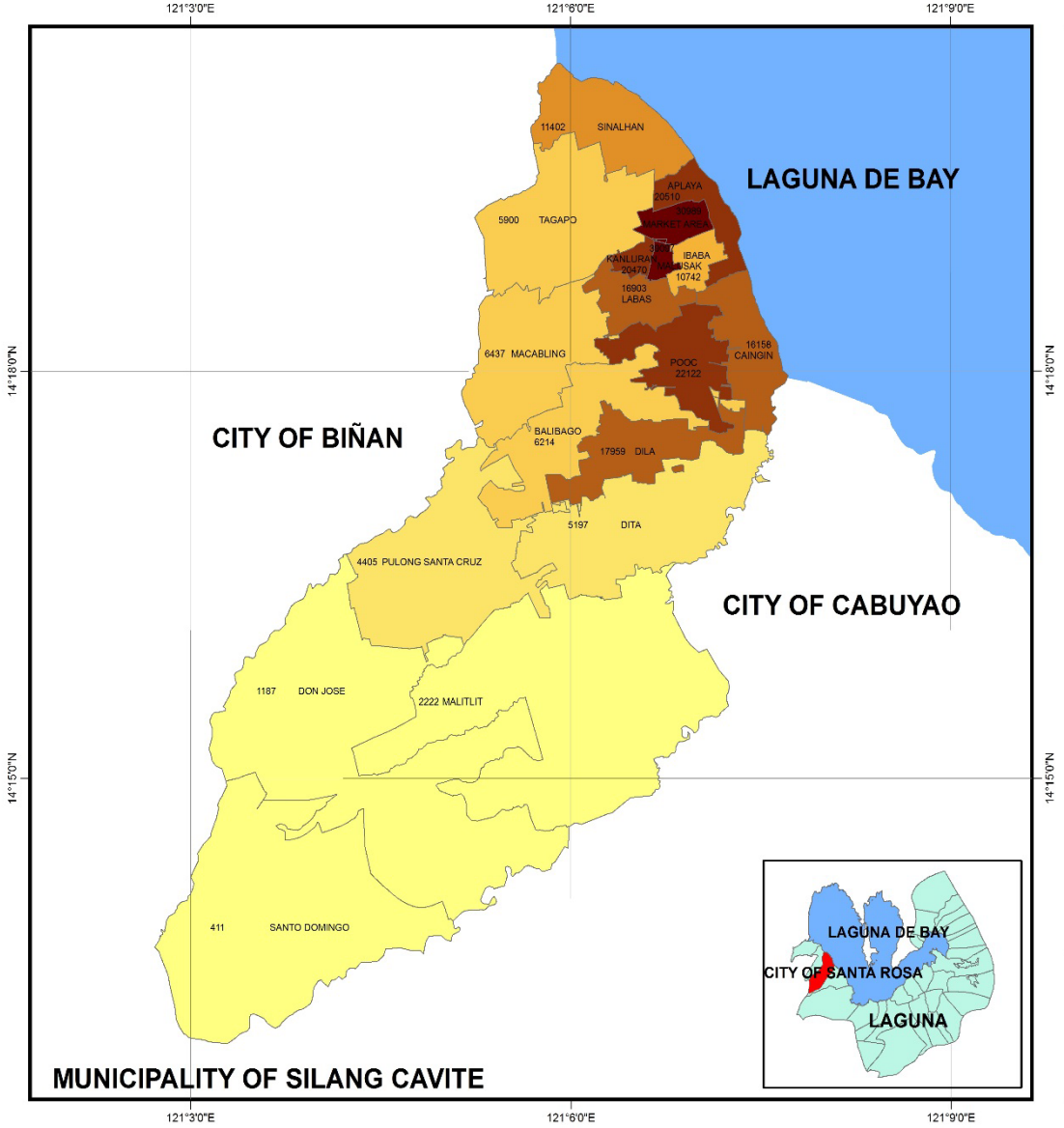
*NOTE: Details may not add up to total due to rounding.*

*SOURCE: City Assessor's Office (2020); CLUP 2018-2026*

# POPULATION DENSITY

Population Density (2015): **6,376 persons** per square kilometer

Population Density (2020): **7,483 persons** per square kilometer



# MIGRATION LEVEL OF THE CITY

Year	Birth	Total Birth	Total Death	Natural Residents	Migrants	Population	Rate of Natural growth per annum	Growth per annum of migrants	Population growth rate (natural and with migration)
1970	1,140	27,583	292	27,291	14,044	41,335			
1975	2,438	30,021	326	29,695	17,944	47,639			
1980	2,309	32,330	416	31,914	32,411	64,325	3.12	17.16	6.19
1990	5,810	38,140	962	37,178	57,541	94,719	5.39	13.66	8.05
1995	3,395	41,535	529	41,006	97,251	138,257	9.08	5.66	7.86
2000	5,520	47,055	845	46,210	139,423	185,633	7.78	2.32	6.07
2007	13,536	60,591	2,286	58,305	208,638	266,943	3.88	8.57	5.33
2010	7,793	68,384	1,438	66,946	217,724	284,670			2.17

Population growth due to migration was dramatically high from period 1980 (17.16 percent) to period 1990 (13.66 percent) but slowdown thereafter. However, the rate of growth is still very high despite the decline.

The rate of natural growth in 1995 at 9.08 percent is higher than in the latter years because of the law of selectivity in migration wherein the younger than older people migrate to find their fortune to be employed in the companies and establishments located in Santa Rosa



# EDUCATION

## “ University Belt of the South”

•# of Public Elementary Schools: **18**

•# of Public Secondary Schools: **9**



•# of Private Elementary: **72**

•# of Private Secondary Schools: **49**

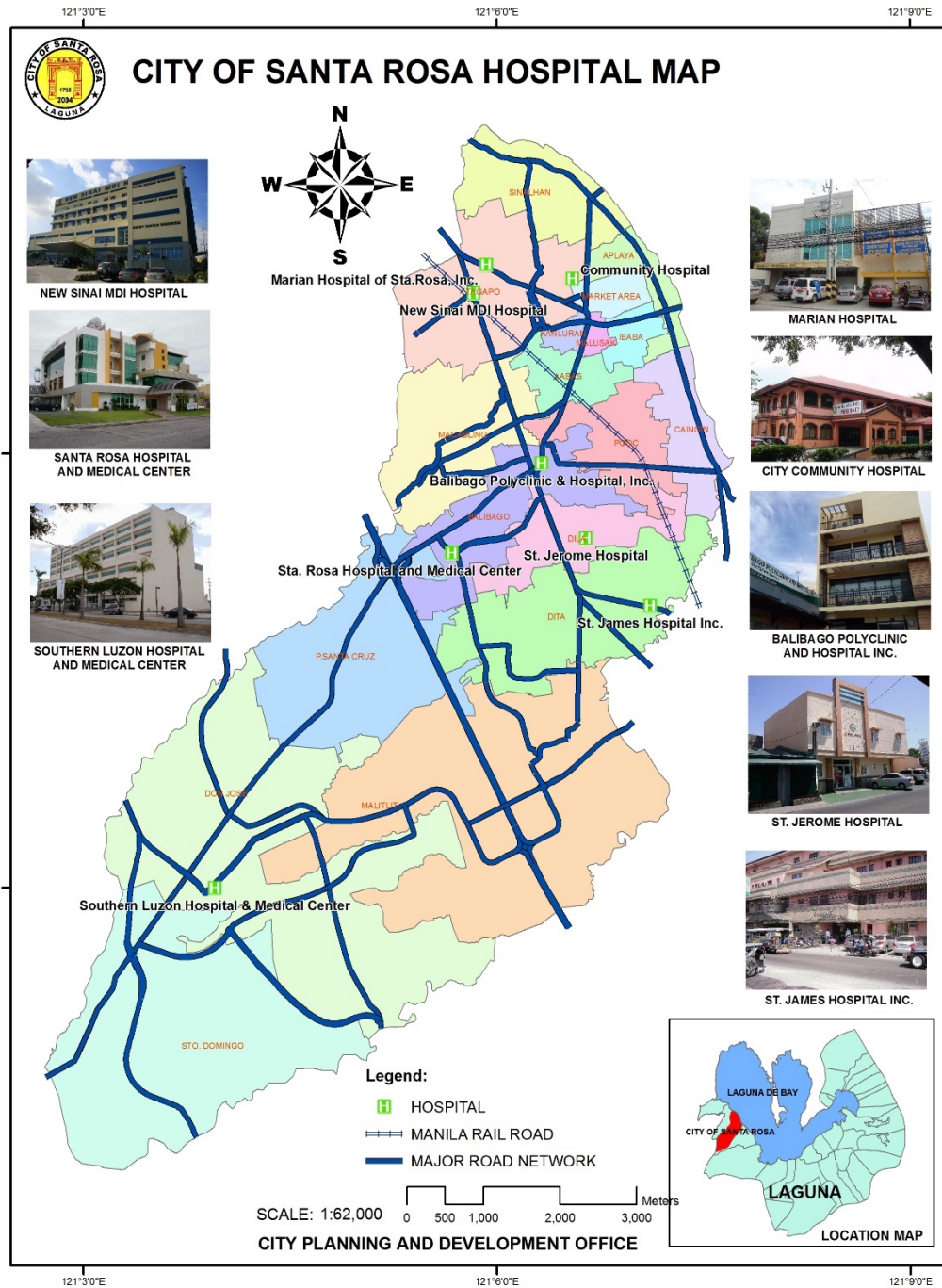
•# of Tertiary Schools: **9**

•Tertiary Institutions in the nearby municipalities/cities:

**(De La Salle Canlubang, University of Perpetual Help System, Caritas Don Bosco, Pamantasan ng Lungsod ng Cabuyao, Malayan College, Letran College, San Sebastian College and University of the Philippines Los Baños, Dominican College, University of Santo Tomas, Ateneo Graduate School of Business )**

•Upcoming School:

**(Miriam College, University of Asia and the Pacific (UA&P) and University of the East (UE)**



# HEALTH

- # of Government Hospital: **1**  
(Santa Rosa Community Hospital)

- # of Private Hospitals: **8**  
(Balibago Polyclinic and Hospital, Citymedic Emergency Hospital, Marian Hospital of Santa Rosa, New Sinai MDI Hospital, Healthway Qualimed Hospital Santa Rosa, Unihealth Santa Rosa Hospital and Medical Center, St. James Hospital, The Medical City South Luzon)

- # of Barangay Health Centers: **26**

- # of Lying In Clinics: **7**

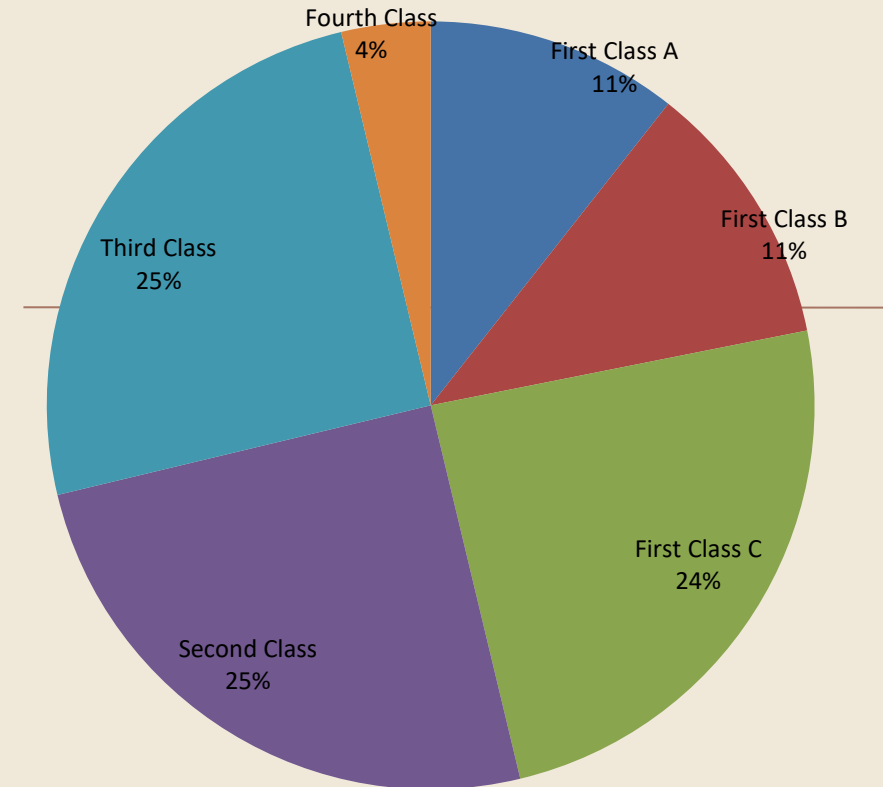
- Active BHW: **521**

- Total Personnel of City Health Office: **119**

(Includes Doctors, Nurses, Midwives, etc.)

# HOUSING

N o.	Barangay	Total # of Subdivisions
1	Aplaya	6
2	Balibago	17
3	Caingin	5
4	Dila	7
5	Dita	22
6	Don Jose	17
7	Ibaba	6
8	Kanluran	1
9	Labas	13
10	Macabling	13
11	Malitlit	15
12	Malusak	1
13	Market Area	8
14	Pooc	16
15	Pulong Sta.Cruz	8
16	Santo Domingo	14
17	Sinalhan	14
18	Tagapo	39
<b>TOTAL</b>		<b>222 SUBDIVISIONS</b>



- Housing Projects of the Government in Santa Rosa: **13**
- Santa Rosa Village 1 & 2: **321 Housing units** (Pag-Ibig)
- Southville Project (Phase 1-9) : **7,045 Housing units** (NHA)
- \* Toyota Santa Rosa -Gawad Kalinga (GK) Project: **158 Housing units**

# LEADERS AND MOVERS

“Automotive Capital of the South”



- Toyota Motor Philippine Corporation (TMP)
- Honda Cars Philippine Inc. (HCPI)
- Nissan Motor Philippines Inc. (NMPI)
- Columbian Motors Corporation (CMC)
- Star Motor Manufacturing Industries (Nissan-UMC)
- Geirwess Motor Corporation (Imprtr/Exprtr Electronic Vehicles)
- \*Mitsubishi Motors
- Santa Rosa Motor Works

# LEADERS AND MOVERS

“Home of the Biggest Food & Beverages Company”



- Coca-Cola Bottlers Philippines Inc. • Asia Brewery Corporation • San Miguel Brewery Inc. • Magnolia Ice Cream Plant • Emperador Distillers Inc. • Monde Nissin Corporation

# LEADERS AND MOVERS

“# 2 Next Wave Cities on ICT in the Philippines by ICTO and  
#86 Top ICT Destination in the World by Tholons”



SOON



One of the MOST COMPETITIVE LGU in the Philippines in the area of Information  
Communication Technology -Business Process Outsourcing (ICT-BPO)  
(Awarded by the National Competitiveness Council during the LGU Conference for  
sustained Phil.Competitiveness on October 8-9, 2008)

# LEADERS AND MOVERS

“Premiere Electronics and Semi-Conductor Companies”



Panasonic®



FUJITSU



EMERSON™

Inside Laguna Technopark Inc. (LTI):



IMI



SUNPOWER®



TOSHIBA

# LEADERS AND MOVERS

## “Banks and Financial Institutions”

No. of Banks: 79



No. of Financial Institutions: 106



# LEADERS AND MOVERS

## “OTHERS”

- # of Wholesaler: 206
- # of Retailer: 1,630
- # of Transportation Companies: **101**
- # of Communication Companies: **27**
- # of Security Services: **8**
- # of Manpower Services: **50**
- # of Realty Construction Companies: **54**
- # of Construction Suppliers: **32**
- # of Electrical Suppliers: **25**
- # of Gas Stations : **7**
- # of Water Station: **76**

# ECONOMIC INFRASTRUCTURE AND DEVELOPMENT

## “MASTER-PLANNED COMMUNITIES”



Ayala Land Inc. - NUVALI



Eton City



Greenfield Development Corp.

# ECONOMIC INFRASTRUCTURE AND DEVELOPMENT

## “HOST TO SEVERAL INDUSTRIAL ZONES”



Laguna Technopark Inc. (SEZ)  
(387 hectares)



Greenfield Auto Park (SEZ)  
(260 hectares)



Toyota Santa Rosa (SEZ)  
(25 hectares)



Santa Rosa IT Park. (SEZ)

- + Meridian Industrial Complex (20 hectares)
- + Daystar Industrial Park
- + San Miguel and Magnolia Ice Cream Plant

# ECONOMIC INFRASTRUCTURE AND DEVELOPMENT

## “Utilities”



Supplied by National Power Corporation and by Independent Power Producers and distributed by Manila Electric Company assuring 24/7 power supply

**Reliability of Electric Power:**  
No extended power failures other than shutdowns due to weather disturbance and regular maintenance

Power



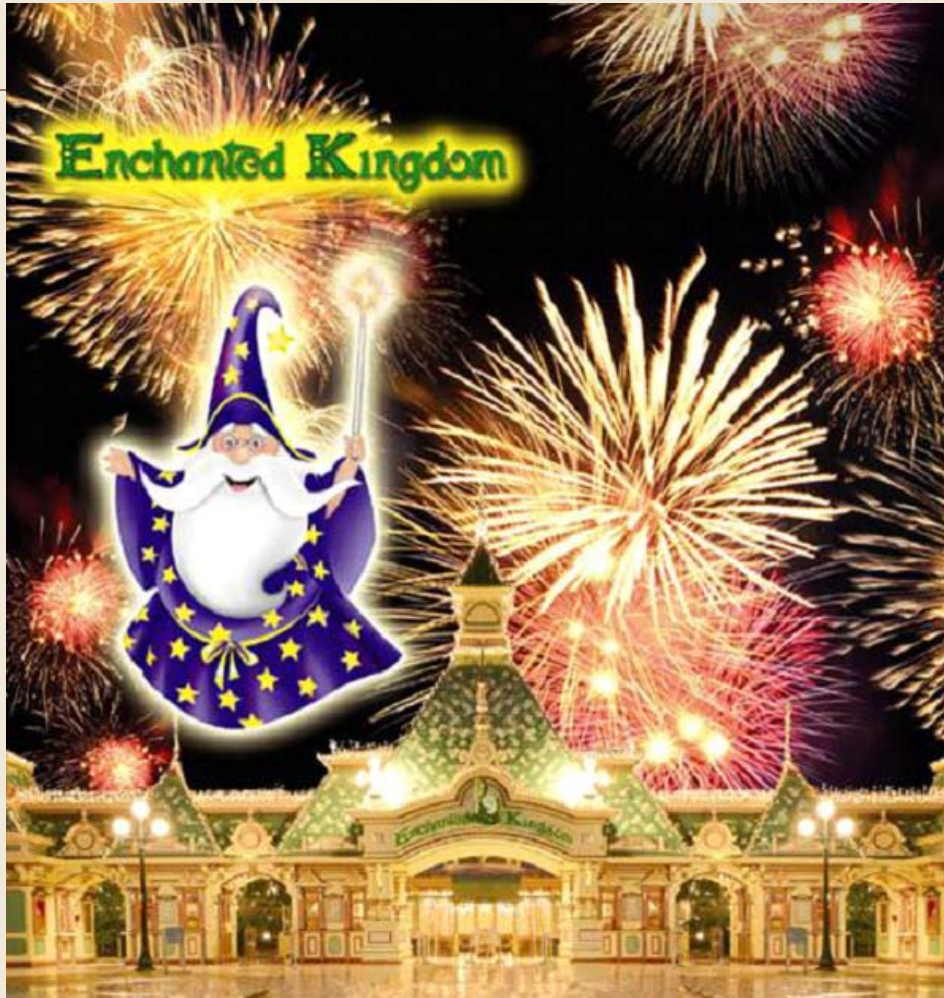
will be serviced by Laguna Water, a subsidiary of Ayala owned Manila Water whose source is the Matangtubig Springs and deep wells. Some subdivisions and industries operate and source their own water supply system through deep wells. Still some residents rely on shallow wells.

Water



Communication

BALANCED LIFESTYLE, ENTERTAINMENT, AND RECREATION  
“ONLY WORLD CLASS THEME PARK IN THE  
COUNTRY”



The 15.5 hectares kingdom of seven meticulously themed zones opened its gates to the public on October 19, 1995

# BALANCED LIFESTYLE, ENTERTAINMENT, AND RECREATION

## “WORLD CLASS GOLF COURSE”



# BALANCED LIFESTYLE, ENTERTAINMENT, AND RECREATION “HOSPITALS”



The Medical City South Luzon



New Sinai MDI Hospital



Santa Rosa Medical Hospital



Marian Hospital



Santa Rosa Community Hospital \*



St. James Hospital



Balibago Polyclinic Hospital



City Medic Hospital

# BALANCED LIFESTYLE, ENTERTAINMENT, AND RECREATION

## “HISTORICAL HERITAGE”



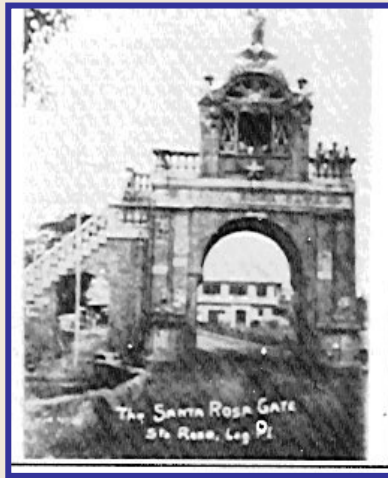
*Cuartel de Sto. Domingo*



*Santa Rosa de Lima Parish*



*Santa Rosa Arch*



*Old Spanish Houses*



*Museum*

# BALANCED LIFESTYLE, ENTERTAINMENT, AND RECREATION

## “SHOPPING CENTERS, MARKET, C.STORE”

•Total Number of Shopping Malls and Market: 12



# BALANCED LIFESTYLE, ENTERTAINMENT, AND RECREATION “OTHERS”



*The Fun Farm*



*Fun Run and Bike Trail*



*Solenad*



*Bird Sanctuary*

03

# Tourism Profile



# Attractions

## History and Culture – 20



# Attractions

## Industrial Tourism - 6



# Attractions

## Sports and Recreation - 18



# Attractions

## Shopping - 22



# Attractions

## Customs and Traditions - 35



 **PansEAT  
Tagapo**

*Your second home for delicious  
Istang Bahay*



📞 0927 854 9118 📍 PansEAT Tagapo Restaurant 📍 180 Brgy. Tagapo, City of Sta. Rosa, Laguna

# Attractions

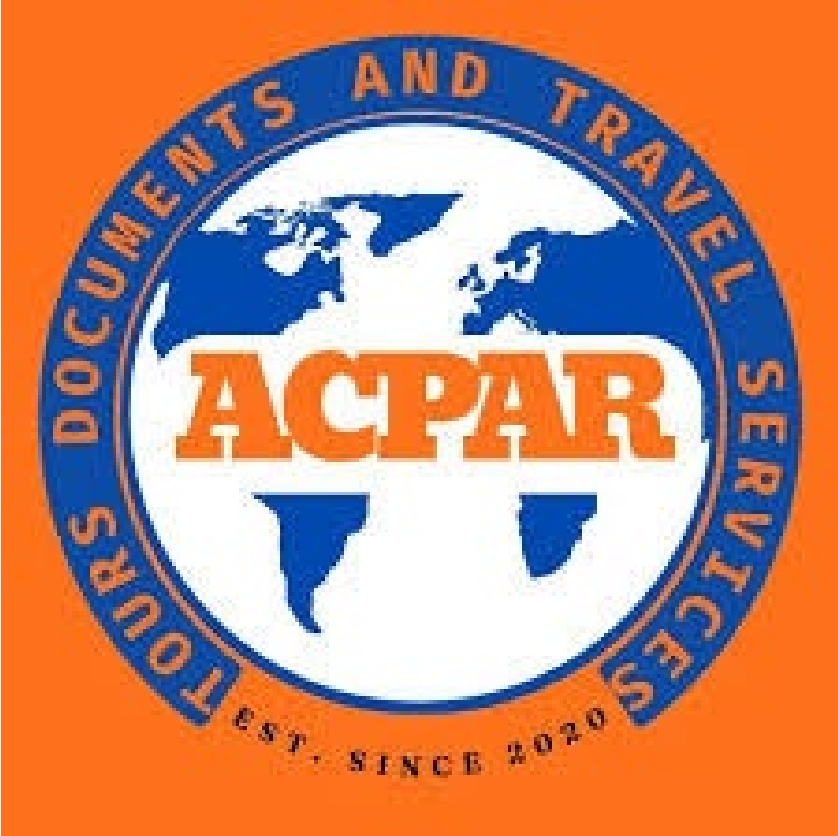
## Health and Wellness - 8



# Accommodation Establishments - 25



# Travel and Tours - 37



## Transport- 8



# Visitor/ Tourist Arrival

<b>Year</b>	<b>Same-day Visitors</b>	<b>Overnight Tourists</b>	<b>Total</b>
2022	877,802	134,250	1,012,052
2023	2,386,899	170,782	2,557,681
2024	2,222,060	149,725	2,371,785

04

## Initiatives towards Inclusive, Smart and Sustainable Tourism



# Cultural Mapping

- ✓ Significant Natural Resources - Land Formation, Bodies of Water, Flora, Fauna
- ✓ Significant Tangible Immovable Heritage – Government / Public Structures, Hospital, Churches, Monuments and Markers, Sites, Heritage Houses
- ✓ Significant Tangible Movable Heritage – Archeological, Ethnographic, Religious Object, Industrial Arts, Archival Holdings
- ✓ Significant Intangible Cultural Heritage – Oral Traditions, Expressions, Performing Arts, Religious Activities, Social Practices, Food, Sports, Festive Events, Knowledge, Subsistence Technology, Traditional Craftsmanship
- ✓ Significant Personalities
- ✓ Significant Cultural Institutions – Public Schools, Private Schools, Non-Government Organizations, Business Sectors



PROFILE OF SIGNIFICANT CULTURAL PROPERTIES  
CITY OF SANTA ROSA  
PROVINCE OF LAGUNA



# CULTURAL MAP Heritage Houses



# CULTURAL MAP

## Church and other Landmark Structures



# CULTURAL MAP

## Monuments



# CULTURAL MAP

## Tangible Movable Heritage





**CULTURAL MAP of MOVABLE TANGIBLE HERITAGE**



**CULTURAL MAP**  
Intangible Heritage  
Traditions, Festivals, Cuisine



# Heritage Square Ordinance

## **ORDINANCE NO. 2122 Series of 2019**

*Authored by Coun. ROY M. GONZALES*

**AN ORDINANCE DECLARING THE OLD POBLACION IN THE CITY OF SANTA ROSA AS "*THE CITY OF SANTA ROSA HERITAGE SQUARE*" PRESCRIBING ITS USE AND CONSERVATION, AND FOR OTHER PURPOSES.**

## Key Provisions of Heritage Square Ordinance

- ✓ Identification of the Heritage Square – boundaries
- ✓ Formation of the City of Santa Rosa Heritage Council
- ✓ Requires property owners within the heritage square (fronting roads) to secure Heritage Council approval on their proposed renovation or construction, specifically the façade, before the processing of their building permit application

# Heritage Square Plan and IRR

## VISION STATEMENT

“Old modern cultural heritage destination in a risk-free environment, supported by eco-friendly technology, with responsibly engaged multi-generational citizenry, globally competitive heirloom economy and smart partnerships-based governance.”

# Site Analysis: ENTRY POINTS

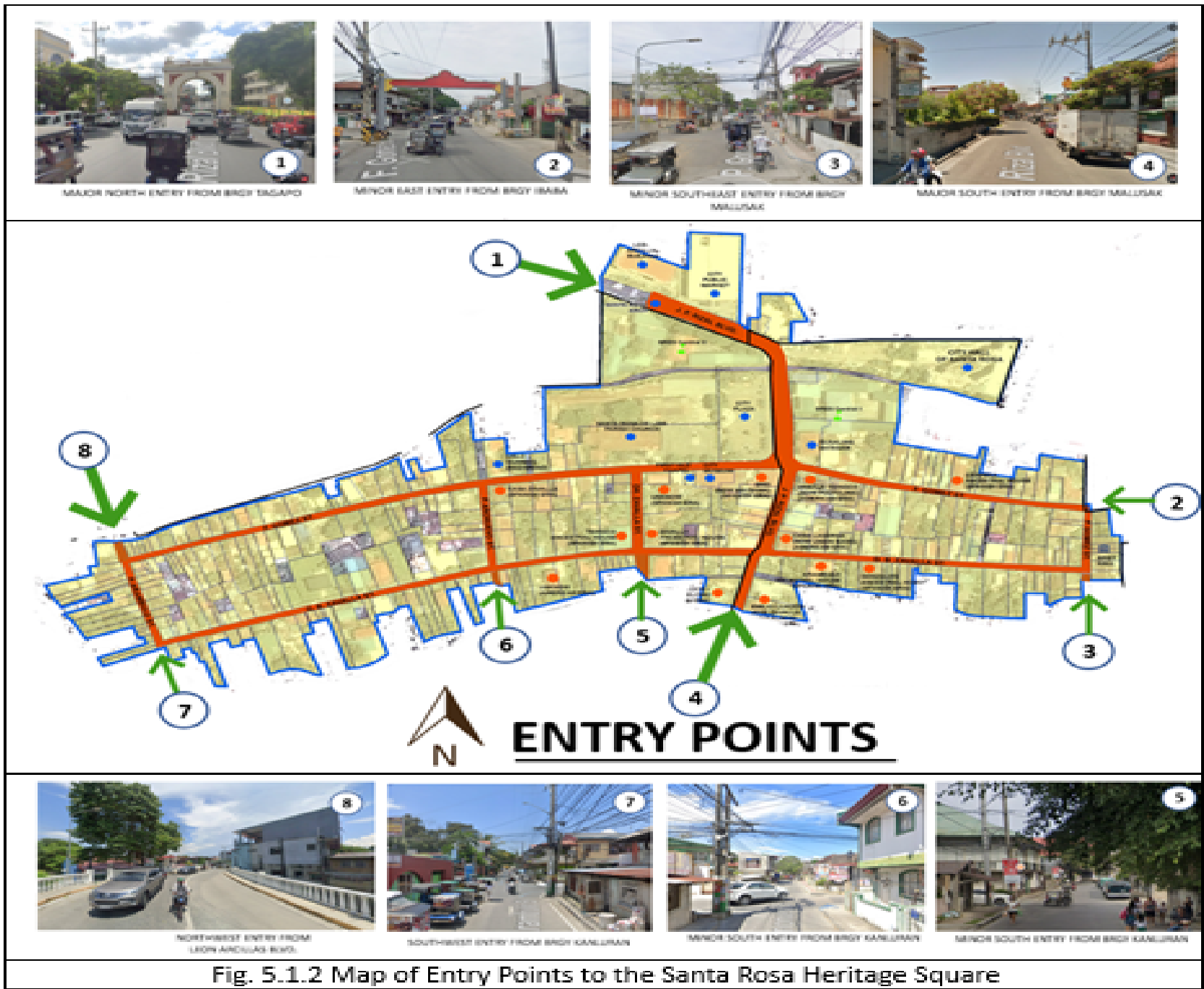
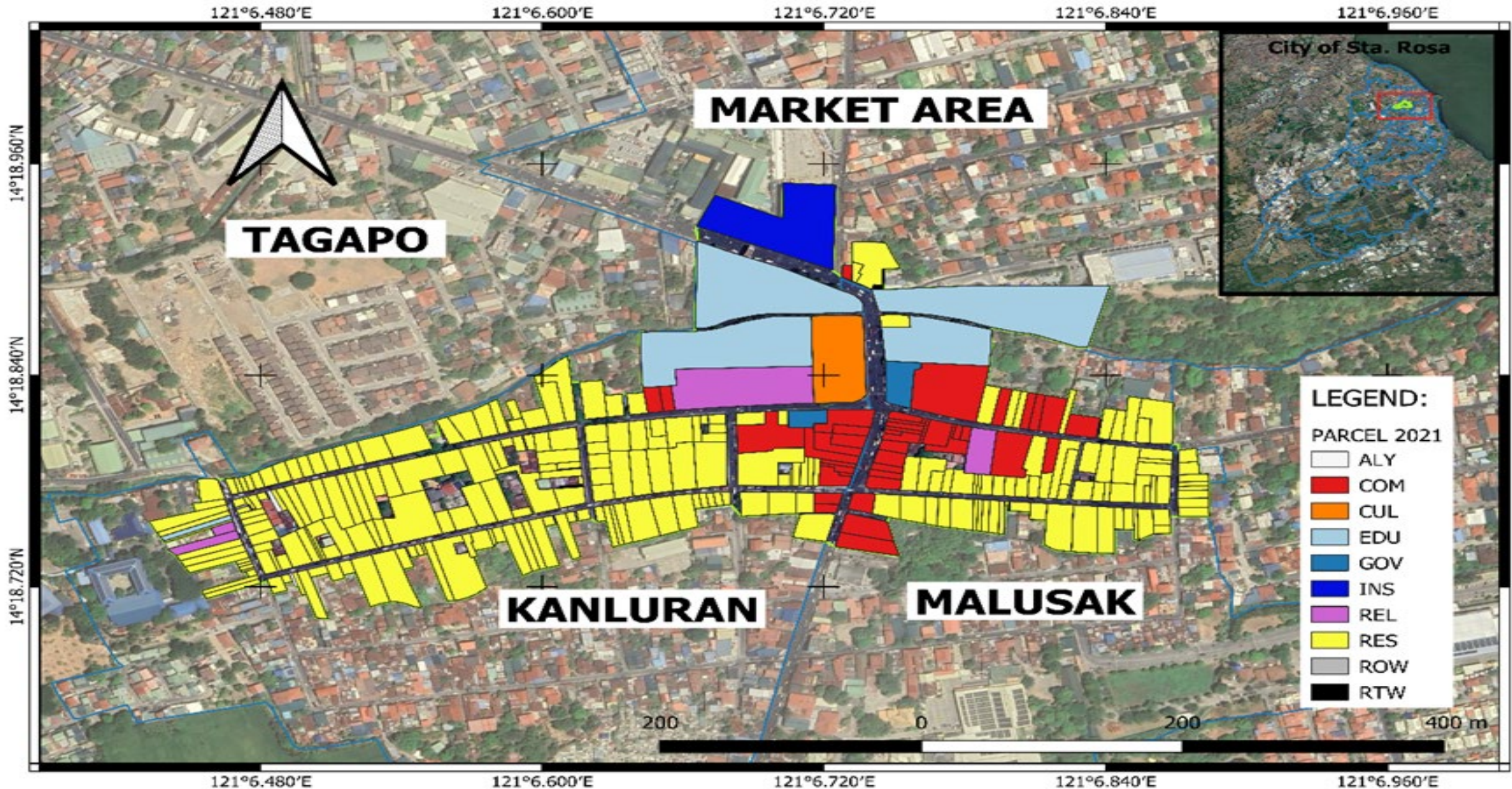


Fig. 5.1.2 Map of Entry Points to the Santa Rosa Heritage Square

# Site Analysis: DOMINANT LAND USES



# Preservation and Conservation for Existing Heritage Buildings

## PROHIBIT

- Removal or transfer of heritage building to another location
- Facadism or retaining only the exterior walls of the building in order to adapt it for a new purpose
- Design for interiors overshadowing or erasing the building's historical significance
- Unsightly activities in specific visual corridors and vista points especially in front of heritage buildings and structures, e.g., clothes drying, garbage dumping, repair of vehicles, etc.

## AVOID OR RESTRICT

- Visually disruptive changes, especially in highly visible areas like facades.
- Modern materials that clash with the building's style or aesthetic

# **Guidelines for Non Heritage Buildings**

# Architectural Style

## AVOID OR RESTRICT

- process of consolidation to ensure their longevity as ruins
- full or partial reconstruction thru historical references

## ALLOW

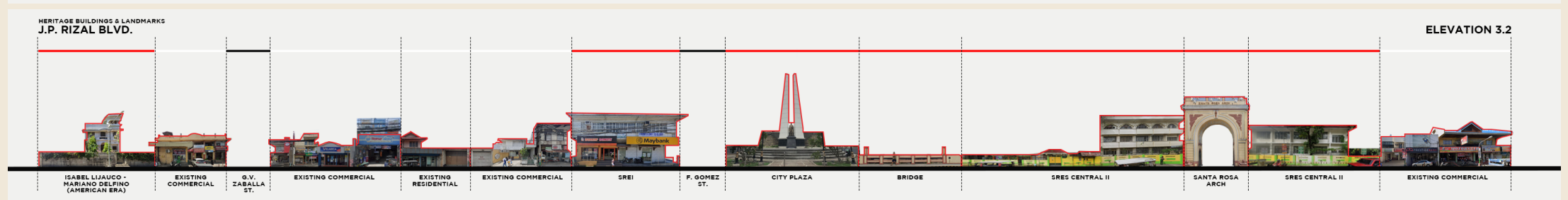
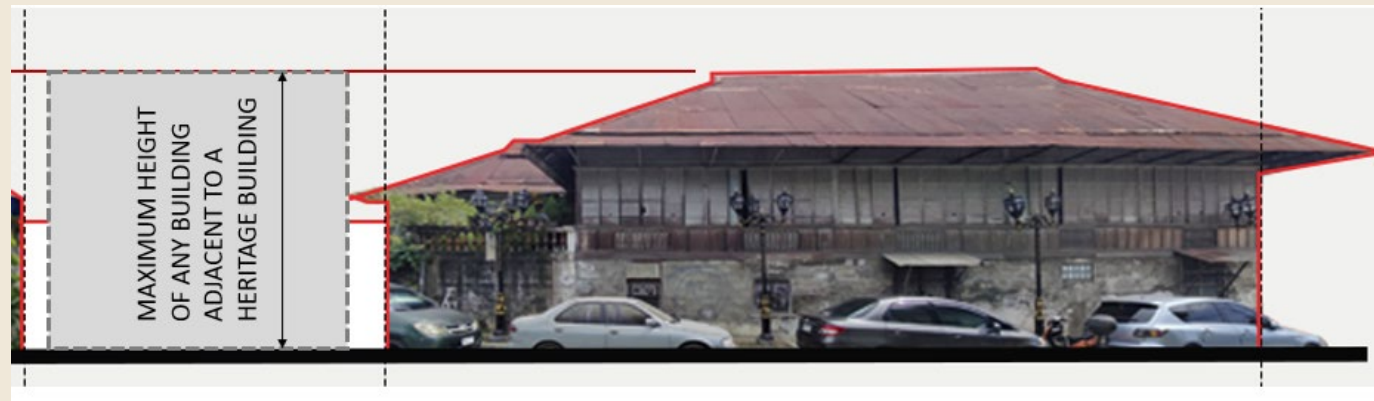
- Contemporary design respecting adjacent heritage building.



# Building Form & Massing: *Height*

## PROHIBIT

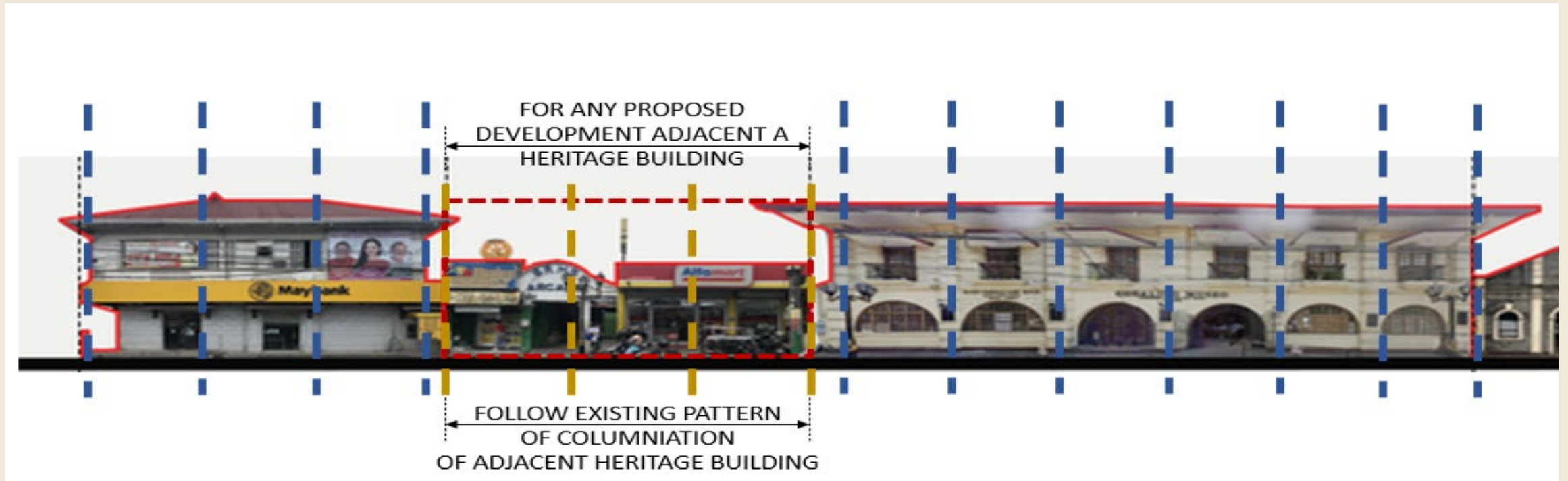
- Buildings higher than Bell tower
- Buildings higher than adjacent heritage building



# Building Form & Massing: *Volume*

## ALLOW

- Articulated volumes or smaller visually cohesive components



- recommended columniation distance for buildings: **4 - 6 meters** to follow the existing pattern of columniation in heritage buildings.

# Façade and Ornamentation

## AVOID OR RESTRICT

- Featureless or monolithic façade



## ALLOW

- Balanced arrangement and symmetry of facade elements
- With design articulations
- Use of traditional materials



# Façade and Ornamentation

## AVOID OR RESTRICT

- Bright, overly saturated colors

## ALLOW

- Earth tones, muted pastels, natural shades of color



# Façade and Ornamentation: Surface Treatments

## AVOID OR RESTRICT

- Slick or polished surfaces and smooth or reflective finishes, shiny metals, highly reflective glass



## ALLOW

- Stonework, roughcast plaster or exposed brick
- Textures that replicate the appearance of heritage buildings



# Façade and Ornamentation: Ornamentation

## AVOID OR RESTRICT

- Excessive ornamentation that competes with heritage buildings



## ALLOW

- Simplified versions of cornice designs
- Subtle decorative elements



# Implementation Output



# Implementation Output



## Other Projects

- ✓ Improvement of Heritage Square Roads and Canals
- ✓ Installation of Antique Street Lamp Post
- ✓ Rehabilitation of Gusaling Museo
- ✓ Rehabilitation of Cuartel De Santo Domingo





**CLASSICAL BALLET**

**MUSICAL THEATER ACTING**

**VISUAL ARTS**

**BRASS BAND**

**RONDALLA**

# Culture and Arts Initiatives



*Malikhainig  
Modista*  
2025

August 15, 2025  
12:00 NN  
Ground Floor Expansion Wing,  
SM City Santa Rosa  
Barangay Tagapo

**CityTourismOffice**



# Thanks



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