PALAFOX
Master Plan of San Vicente, Palawan as a Flagship Tourism Enterprise Zone
“Immersing and communing with nature while experiencing the comfort of a modern lifestyle and participative interaction with the rich culture.”
8th Best Planned Project in 2016 by The Royal Town Planning Institute

International Award for Planning Excellence

FINALIST

Master Planning of San Vicente, Palawan as a Flagship Tourism Enterprise Zone

Palafox
PROVINCIAL SETTING

Palawan

- The 2nd largest province in the Philippines
- Land area: 1,489,655 hectares
- Coastline: 1,959 kilometers
- 1,768 small islands
- 5 airports and 7 seaports

UNESCO 7 Wonders of the World:

- Puerto-Princesa Subterranean River National Park
- Tubbataha Reefs Natural Park
OBJECTIVES

- Develop a Conceptual Tourism Master Plan (CTMP) for the whole San Vicente that focuses on four (4) Tourism Clusters

- Develop an Integrated Tourism Master Plan (ITMP) for Long Beach as a Tourism Enterprise Zone (TEZ)
Municipality of San Vicente

Founded: January 2, 1972
Barangays: 10
Land area: 146,300 hectares
Municipal waters: 140,805.50 hectares
Total coastline: 284.25 kilometers
   188 kilometers (mainland)
   96.25 (islands)
1st class municipality
22 identified islands
Tourism Framework Strategy

- Tourism Triangles are based on **product themes** of the National Tourism Development Plan
- Various proposed entry points to San Vicente
- **Better interconnectivity** for land, sea, and air travel
- **Benefits** of tourism will be dispersed
- The plan for development has **considerations for indigenous people and local residents**
CLUSTER 1

Attractions and Activities

Diapuos Cove, Bucayan Island
A place good for snorkeling and other underwater activities. 

Indigenous Peoples' Villages
Visitors can come for homestays, discussions with families to learn about the way of life, language, food, and other customs of the indigenous groups, and other indigenous peoples of San Vicente. 

BOAYAN ISLAND
Napary Island (Similar Image)
A stop at the island’s hopping is a treat to witness the natural beauty in person. 

Kemdeng Dairy Farm
An existing farm will put onto the spotlight the locals and their way of caring for their herd and the production of dairy. 

Capari Cove
Established by the outside farmers, it will become an amazing site to see in the area of San Vicente. 

LEGEND
NATIONAL ROAD
EXISTING ROAD
PROPOSED ROAD
EXISTING RIVERS
CREES
MUNICIPAL BOUNDARIES
BARANGAY BOUNDARIES

Beach Activities
Agriculture
Cultural and Educational
Learning Activities
Animal Feeding
Fishing
Reef Activities
Sightseeing

ITALIAN ISLAND
IMURIAN BAY
LONG BEACH
IMURIAN BAY
SAN ISIDRO
Napary Island
Dolphin Area
Dive Spot
Dive Spot
Dive Spot
New Asutaya
Luma Bago Falls
Forest/Timberland
POBLACION
CLUSTER 2
CLUSTER 3
CLUSTER 4
CLUSTER 5
Fishing Village
Hilltop Farming
Farmers
Dairy Farm
Dairy Farm
Dairy Farm
Dairy Farm

Tourists can observe the daily activities of the farmers and live signs of fishing every fishbowl metho.
CLUSTER 3

Attractions and Activities

**LEGEND**
- NATIONAL ROAD
- EXISTING ROAD
- PROPOSED ROAD
- EXISTING RIVERS/ CREEKS
- MUNICIPAL BOUNDARIES
- BARANGAY BOUNDARIES

**Scuba Diving (Similar Image)**
- Visits to the diverse and rich marine life
- Popular among scuba divers

**Bird Watching (Similar Image)**
- Viewing different bird species
- Ideal for bird enthusiasts

**Indigenous Peoples Villages**
- Cultural experience
- Traditional dances and crafts

**Bohawan Island**
- Scuba diving and snorkeling

**Attraction: Wildlife Ecopark**
- Home to diverse wildlife
- Educational tours available

**Attraction: Mangroves (Similar Image)**
- Home to various marine life
- Ideal for nature enthusiasts

**Attraction: Fish Sanctuary**
- A prime diving spot
- Home to various fish species

**Attraction: Corn Maze (Similar Image)**
- Fun for families
- A maze made of corn

**Attraction: Island Hopping**
- Explore different islands
- Beautiful landscapes and marine life

**Attraction: Farm Resort (Similar Image)**
- Agritourism experience
- Learn about farming practices

*This drawing is for indicative purposes only. The ideas represented are subject to further study and change. All areas are computer generated and are subject to change upon the verification from the project engineers.*
CLUSTER 4

Attractions and Activities

Map of attractions and activities in Cluster 4.

- **Mountain Resort**: A resort with scenic views and activities like hiking and nature walks.
- **Island Hopping**: Trips to nearby islands for snorkeling and sightseeing.
- **Beach Resort (Similar)**: A beach resort with swimming and beach activities.
- **Heron Sanctuary**: A sanctuary for herons with observation areas.
- **Indigenous Peoples’ Villages**: A village showcasing traditional lifestyles and cultures.
- **Dive Spot**: A spot for scuba diving and snorkeling.
- **Forest/Timberland**: A forest area for hiking and nature studies.
- **Mangroves (Similar Image)**: An area with mangrove forests ideal for bird-watching.
- **Fish Sanctuary**: A sanctuary for fish species.
- **Zipline Adventure**: Zipline experiences through the forest.
- **Butterfly Sanctuary**: A sanctuary for butterflies with observation areas.

This map is for illustrative purposes only. Actual locations and activities may vary.
Proposed Transport Links for San Vicente

- Improved access within San Vicente and to other towns
- Improved trade through easier exchange of goods (e.g., farm-to-market roads)
- Other barangays can be more accessible through public transport
Proposed Road Networks for San Vicente

- Direct access to each cluster from outside San Vicente
- Proposed coastal roads will avoid the mangrove and forest areas
- Improved links to Northern Palawan/El Nido beneficial for the development of the San Vicente Airport
Physical Framework Plan
Integrated Tourism Master Plan –
San Vicente Tourism Enterprise Zone
- Increased to **50 meters** from the high water mark
- Protects the beach and properties from sea level rise, shoreline retreat, and flooding
- Increases **public open spaces** on the beach

Note: Based on recommendations from the 2004 Indian Ocean Tsunami, 2013 Typhoon Yolanda storm surges, and TriCore pre-engineering studies
Some areas of the beach are flood-prone
No habitable spaces on the ground floor
Buildings in flood-prone areas must be raised
BUILDING HEIGHT LIMIT

Development Guidelines

Distance from HWM
50 - 200 meters 6 - 15 meters
200 - 500 meters 15 meters
500 - 1,000 meters 15 - 20 meters
1,000 meters and beyond 20 meters

* Within TEZ only
* 1 storey = 3 meters
Dominant tree line height, Municipal Tourism Code
1 storey or 4 meters; Agricultural and Tourism Development Zones, Zoning Ordinance 2009-2020
BUILDING-TO-OPEN SPACE RATIO 50:50

The remaining 50% of the site will be for

Green open spaces (25%)

Pedestrian walkways, utilities, and infrastructure (25%)

* Within the TEZ
* The taller the building, the smaller the building footprint should be to accommodate in the open spaces the total number of building users
LAND USE PLAN
San Vicente Tourism Enterprise Zone

LEGEND
- Resort Development
- Business Hotels
- Mixed-Use Residential
- Tourist Info Center with Existing Barangay Hall
- Mixed-Use Commercial
- Community Center
- Retirement Village
- Poblacion Town Proper
- Mountain Resort Development
- Existing Fisherman’s Village / Proposed Cultural Heritage
- Agri-Tourism
- Wetland
- Mangrove Area (Core Zone)
- Green and Open Space
- Boat Dock
- Tourism Enterprise Zone Office
Aerial view of Long Beach looking toward Capari Beach
PROPOSED LAND USE PLAN | Area 1
Proposed site for the Municipal Tourism Information Center
Sunset at Area 1
Agricultural lands near Long Beach
Proposed site for the TEZ Office
Bokbok Point: proposed site for the floating boat dock
Proposed floating boat dock
Fishing activities in Alimanguan
Fishing village along Alimanguan River
Mountain and Resort Development

Villas with viewing decks and infinity pool

Hilltop villas

Wedding pavilion and chapel

Tree houses

Viewing decks
Tourist information and community centers

Tourist information center

Linear parks

Al fresco dining

Commercial strip

Community center every 800 meters
Fishermen’s village and riverfront development

Interactive fishing pond

Alimanguan Fishermen’s Village

Riverside Entertainment District

Fisherman’s Village

Al fresco dining
Ecotourism zones

Mangroves with boardwalk

Zip line amenities

River walks

Arboretum

Kayak tours
Agritourism zones

Green roof buildings

Tree nursery

Agritourism

Rice paddy tours

Countryside villas
Second homes

Gazebos

Retirement village villas

Picnic and recreation areas

Outdoor activities

Vacation homes
Business hotels and transport terminals

Transport terminals
Tropical-themed buildings
Golf carts
Pedestrian-friendly centers
Boutique hotels
Business hotels
Order of prioritization of transportation

Pedestrian

Bicycle

Public

Private
ROAD NETWORK ANALYSIS
ACCESS ROADS AND
COMMUNITY CENTERS

LEGEND

- Community Center
- 10 Meter Access Road
- 3 Meter Access Road
Proposed access roads to the beach
Proposed community center
STREETSCAPES

Typical Plan of Proposed 40-Meter-Wide Road

**Shuttle Stops** are located at least 400 meters apart and 30 meters away from an intersection or corner. These will be good places to hold events and fiestas.

**Plazas/Squares** are scattered around to break the linear space made by the continuous sidewalk. These can showcase fountains or art pieces and will be interesting sights to see and also function as landmarks and meeting places.

**Pedestrian Crossings** are located at every 100 meters. Building setbacks are common for all buildings by the street. This space can be used as al fresco dining areas or open areas. This will unify the building facades to create a uniform image of the street.

**Lay-by Areas** should at least accommodate 4 cars and are located 200 meters apart. Bike lanes are protected from vehicular traffic by a planting strip or bollards. These bike lanes should be at least 1.50 meters wide.

**Water Features** are integrated into the sidewalk design. The water will help cool the environment around it and will also be a good sight to see.

**Planting Strips** should only be planted with indigenous species of flora. Deciduous trees or palms should be planted at least 10 meters apart to provide shade along the sidewalk. The wider planting strips can also serve as linear parks.

**Public Benches** are provided for pedestrians to rest.
STREETSCAPES

MAN’S EYE VIEW OF PROPOSED 40-METER-WIDE ROAD
STREETSCAPES

MAN’S EYE VIEW OF PROPOSED ACCESS ROAD

- Alfresco dining areas
- Potted palm trees
- Permeable pavers are to be used on sidewalks
- Swaied planting strip (also found on the other side of this road)
- Lighted bollards (also found on the other side of this road)

Open buildings like these are potential sites for night markets and bazaars. This is an ideal activity for the pedestrianized access roads.
SCENARIO CASE 1
Rainfall (25-50 years return period) no high tide
SCENARIO CASE 2
Rainfall (50-100 years return period) no high tide
SCENARIO CASE
Rainfall (100 - 150 years return period) with high tide
DISASTER RISK REDUCTION AND MANAGEMENT PLAN

LEGEND

- Community Center
- Existing Government Building
- Airport
- Tsunami Inundation Area
- Open Space
- Access Roads
- Inland Road
- 40m Bypass Road
- Access Road Expansion
- Highland Evacuation Site
- Entry/Exit Points
- Telecommunication
Conclusion
CONCLUSION

- The Master Plan presents options for attractions and activities in addition to the 14-kilometer Long Beach.
- Recommendations consider the projected tourist arrivals and population.
- Planning should be a multi-disciplinary approach.
- Local residents and indigenous people must be included in the development.
CONCLUSION

- Preserve, protect, and increase the mangrove areas.
- Use of indigenous plants in landscaping and indigenous materials in buildings are recommended.
- Existing setback must be increased to 50 meters.
- Hierarchy of road uses and users: roads closer to the beach should prioritize people while service roads will be located inland where there are less pedestrians.
CONCLUSION

- Access roads are recommended for access to the beach and as part of rescue and evacuation routes.
- The critical areas for flooding are Barangay Poblacion, New Agutaya along the river, and the agricultural areas near the airport.
- Community centers and highland areas will provide necessary open spaces that can also serve as evacuation areas during emergencies.
- Off-site improvements are necessary such as: affordable housing, flood mitigation, a power plant, and connections to the airport.
Development is not worthy of the name unless it is spread evenly like butter on a piece of bread.
“PRO DEO, PATRIA, ET TERRA”
For God, Country, and Planet Earth
“Make no little plans; they have no magic to stir men’s blood. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever growing insistence. Remember that our sons and daughters are going to do things that would stagger us. Let your watchword be order and beacon beauty.”

- Daniel Hudson Burnham
We like to live in ENVIRONMENT-FRIENDLY, MASTER-PLANNED buildings, communities, and cities.

Connected
Accessible
Walkable
Bikable
SAFER
Better Lit
Convenient
Clean
Mixed Income
Cross-generational
Mixed-use Developments
Places to live, work, shop, dine, learn, worship, healthcare, recreation, and leisure
24-hour cycle activity center

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