

The Concept of Retrofitting Suburban in Commercial Corridor

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Abstract. Pasar Ikan Lama, located on the Commercial Road, is a well-known commercial area in Medan. The location is close to the city center so that local and foreign tourists easily find it. The place dominates by cloth sales such as kebaya wholesaler center, headscarves, *Mukenah*, prayer mats, carpets, batik, traditional clothing, and their items are originating from *Makah* such as dates and zam-zam water. The phenomenon that is now occurring in the Pasar Ikan Lama is an untidy arrangement. Another phenomenon is the strategic position that is adjacent to the historical area. Even so, the Pasar Ikan Lama is still visited. Visitors come not only from Medan but from various regions to foreign countries. The Pasar Ikan Lama can use as a destination or icon for the City of Medan. Therefore, it is necessary to revitalize it to increase vitality in the area of the Pasar Ikan Lama. Revitalization model for the Medan commercial corridor with the concept of suburban retrofitting carried out using the theory of Suburban Retrofitting as a basis, accordingly the idea of Hamid Shirvani as a determinant of needs from a commercial corridor, Lynch theory is beneficial as a determinant of something interesting, potentially to be developed or abolished. The results of the study obtained from this study are the revitalization model of the Medan City commercial corridor with the concept of suburban retrofitting

Keywords: commercial, corridor, retrofitting, revitalization, suburban

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1 Introduction

The phenomenon that now occurs in the Pasar Ikan Lama has an irregular order to seem careless. Pedestrian dominates by street vendors with odd placement, used as a motorized parking area, and some traders make it a place to place merchandise which can cause inconvenience for road users. Narrow and dense circulation paths also cause Congestion for road users, not to mention the lack of attention to cleaning problems make the area seem slum [1].

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Not to mention the Pajak Ikan Lama Tax area carries out its revitalization, not something that is only oriented to solving physical beauty but must also equip with an increase in the economy of its people and the introduction of existing cultures.

Another phenomenon is the location of Pasar Ikan Lama in a strategic position, adjacent to the Railway Station, the Old City Hall, Merdeka Esplanade Field, Titi Gantung, and the Post Office. These places can use as an attraction for Pasar Ikan Lama. However, the circumstances that occur are things that are considered potential, just not utilized.

2 Literature Review

Revitalization (Hadinugroho & S, 2018) attempts to revitalize an area or part of the city that was once vital but has undergone degradation. The revitalization approach must recognize and take advantage of the environmental potential, namely history, meaning, uniqueness, and image of the location (Hadinugroho & S, 2018) [2].

The revitalization strategy carried out is through contextual architecture principal infill design to create harmony with the environment around the development object. One of the efforts needed is to provide elements that can unite the various façades from different eras, old ones, and new additions into one harmonious whole [3].

Revitalization is a continuous program starting from short-term to long-term stages, starting from a small space to expand. Regeneration is related to efforts to build and mobilize the strength of local communities to form a healthy pulse that can provide sociocultural and economic benefits to the community [4].

Corridors as space for movement (circulation) and parking have a direct influence on environmental quality, namely the continuity of commercial activities and vital visual attributes of the city's physical structure and form [5].

A corridor, not just a circulation space, but also an area for community activities. The city space referred to here is the space formed between the two sides of a row of buildings (streetscape) that includes a city corridor [6].

In formulating the physical elements of the city, it is necessary first to develop the domain or scope of the urban design field. In this case, urban design recognizes as part of the urban planning process related to the physical quality of the city environment [7].

Shirvani explained that the circulation element is one of the most useful tools for building a city environment. Circulation can shape, direct and control patterns of activity and urban development when public road transport systems, pedestrian ways and transit systems connect and centralize movement [8].

Several urban design elements must develop so that the design is close to perfection in the application of Hamid Sirvani's urban design theory [9].

The city image element is the Soeprapto area or zone, which has landmarks in the form of the structure, essence, and purpose; has a prominent path measured from a hierarchy, identity, and meaning; has the most central district in terms of design, meaning, and goal [10].

The reciprocal relationship between humans and the urban environment is a constructive two-way process, supported both by traits that can provide an image (image) of the environment and by the characteristics of human activities and psychology [11].

The importance of a mental image because a clear picture will provide many things that are very important to society, such as the ability to orientate easily and quickly accompanied by a feeling of comfort from feeling lost, a strong identity towards one place and harmonious relationships with other areas [12].

Retrofitting is a revitalized approach based on sustainable development. This model utilizes the potential of the environment (history, meaning, location, uniqueness, and image of the place) with an emphasis on exploring the possible of local wisdom. Urban retrofitting has the concept of metropolitan suburbs starting to age and abandon by the community, outdated buildings located along the suburban area (Dunhamjones, 2009 [13]).

Linkage theory is the basis for its arrangement so that an area can create where each building is related to one another [14].

3 Methodology

This study used a qualitative descriptive method. An informant and their environment must accept researchers to reveal confidential data through spoken language, body language, behavior, and expressions that develop in the world and atmosphere of the informant [15].

The variable used as the object of related research in this study is based on theory from Kevin Lynch, divided into five elements. These elements can see a picture of the research area by improving things that occur in the study area.

The path is a circulation route that many people use to do the movement, known as roads, main aisles, channels, etc. The type of way and the current form or condition will record and analyzed for its use, whether it meets the criteria and user standards. Apart from that, analyzing the pedestrian activities needed to arrange according to the comfort of the place's activities.

Perimeter is at the limitation between two specific regions and functions as linear breakers, for example, walls. The advantage is the termination from a district or a district boundary with another. In the area, the type of boundary data will use to analyze the standard of the edge.

Evaluate the middle of the perimeter would be better to make the beneficial perimeter function for the region. The same goes for districts, nodes, and landmarks will be analyzed according to standards so that the image of an area is achieved (Table 1).

Table 1 Observation Data List Table

NO	Variabel	Indicator
1.	Path	<ul style="list-style-type: none"> • Type • Shape • Activities That Are Formed • Element
2.	Edge	<ul style="list-style-type: none"> • Type • Function • Activities That Are Formed
3.	District	<ul style="list-style-type: none"> • Characteristics • Activities that are formed
4.	Node	<ul style="list-style-type: none"> • Orientation • Type • Activities that are formed
5.	Landmark	<ul style="list-style-type: none"> • Orientation • History and meaning

4 Result and Discussion

Economic Review

The figure shows an economic overview of the types/trade groups in the Pasar Ikan Lama area. The site dominates by fabric sales. There is also a series of shops shown that Muslim equipment sales are on Stasiun Street can be used as a concept to improve the regional economy because not only buying cloth but also the sale of Muslim equipment in this region and will be an attraction for the area (Figure 1).

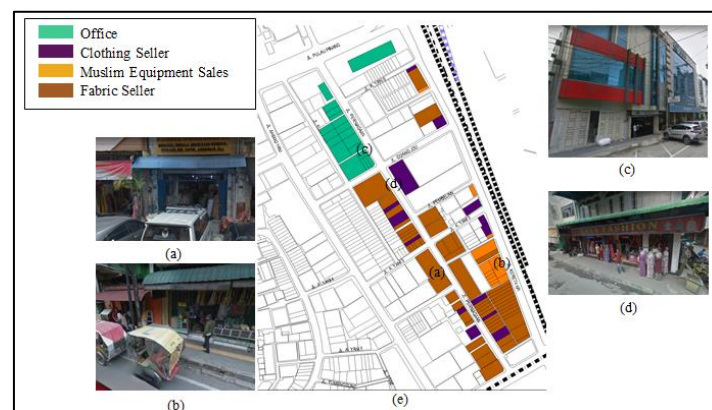


Figure 1 a) Sales of clothing, (b) rows of shops selling Muslim equipment, (c) rows of shops with office functions

Social Review

The gathering place, located around the Pasar Ikan Lama area, is the intersection between Commercial Street with Ahmad Yani 3 Street, Ahmad Yani 3 Street, and Commercial Street. Activities with high intensity centered at the venue. Many street vendors sell equipment and home appliances, food, and beverages that bring in many buyers and make the place crowded. It is considered a place marked as a gathering point or gathering place in the Pasar Ikan Lama area



Figure 2 (a) Map of distribution points, (b) Pembelian Street, (c) Ahmad Yani 3 Street, (d) Komersial Street

Environmental Review

The environmental review explains the completeness of the directions, the ease of finding entrances to the Pasar Ikan Lama, the congestion that often occurs in certain areas (Figure 3).

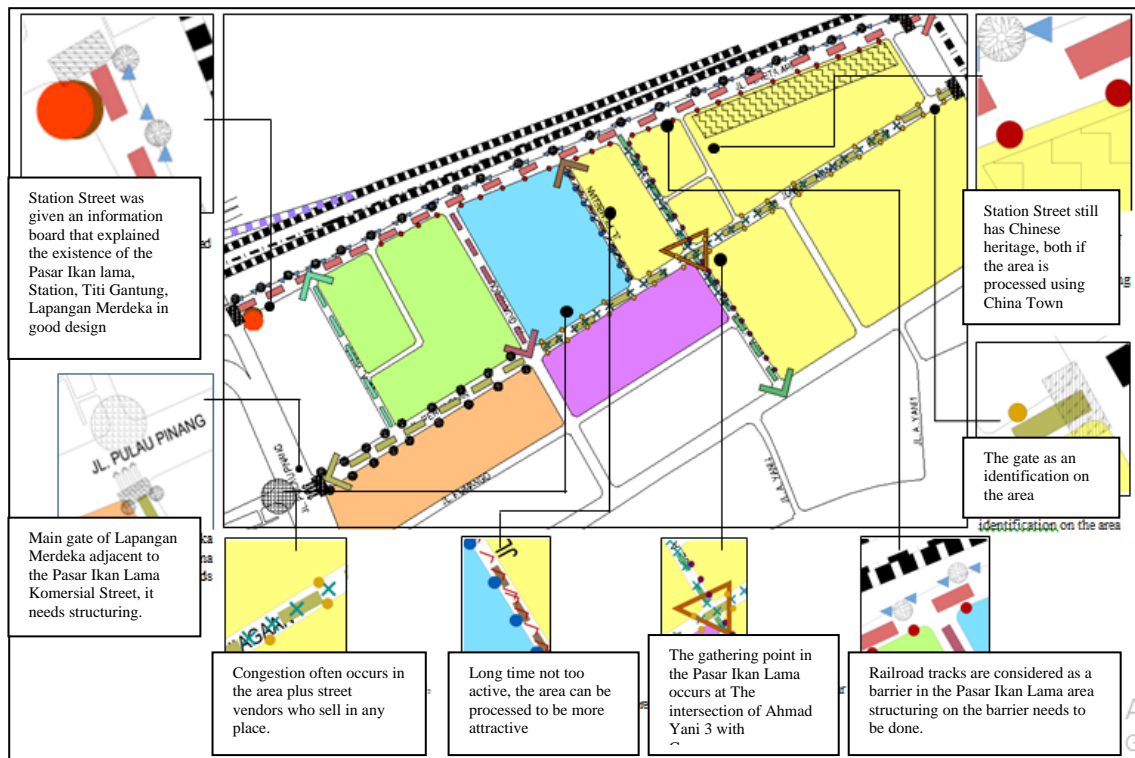


Figure 3 Diagram of the concept of landscape graphs

Stasiun Street to the Pasar Ikan Lama will be given a gate/gate as a sign that it has entered the market area. With the gate, the Old Titi Gantung, the New Titi Gantung, the Crossing Bridge, and the Train Station will know the whereabouts of the Pasar Ikan Lama. The gate formation is taken from a fabric roll because the market dominates by the sale of cloth. The color of the gate adjusts to the color of the building that dominates. The area is close to historic buildings, and the use of color in historic buildings that dominate is white (Figure 4).

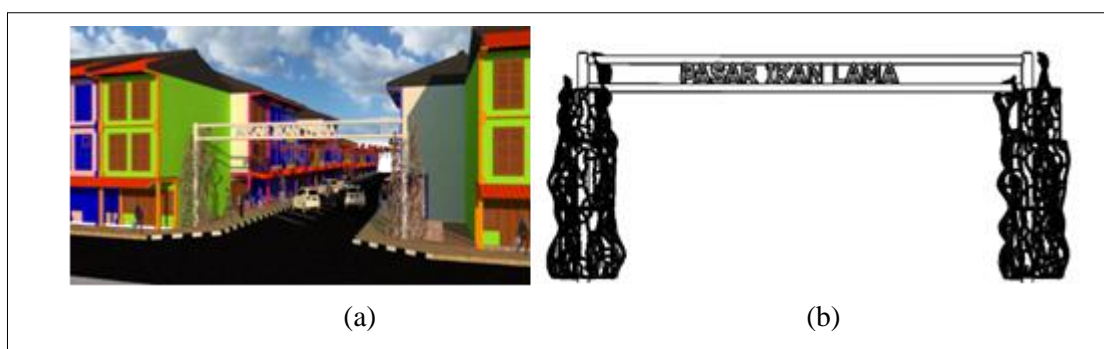


Figure 4 (a) Design of gate / entrance gate and exit of the Pasar Ikan Lama, (b) detail of the gate

A series of shophouses arranged by improving the buildings' appearance without losing the impression of its history. Views such as in China Town Singapore can be used as an example, to apply on Stasiun Street, the Pasar Ikan Lama area itself, such as providing lanterns and coloring buildings with a nuance of China Town like in China Town Singapore (Figure 5).



Figure 5 Commercial area in Singapore (Source: google street view Chinese Town Singapore)

The application of Chinese ethnic nuances along the road in the Pasar Ikan Lama area with additional facilities such as vegetation, lights, and seating needed along the corridor, so visitors feel comfortable (Figure 6).



Figure 6 The concept of lantern design in the commercial corridor of the Pasar Ikan Lama

Inappropriate parking placement is the main reason for Congestion. This problem can be overcome by providing a loading dock area. Explains that in the loading dock that will create, no vehicles are allowed to park at any time so that circulation on the path can run smoothly (Figure 7).

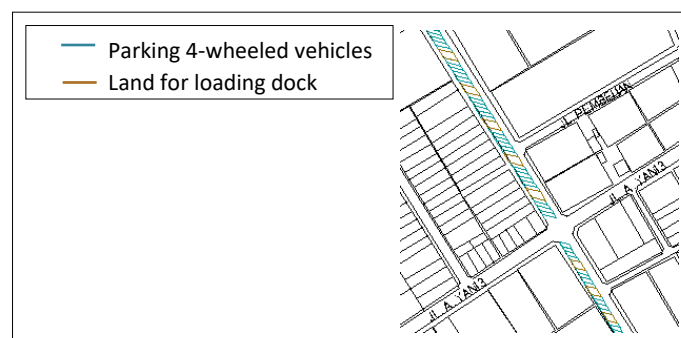


Figure 7 Map of parking and land arrangement for loading dock

Pedestrian in the Pasar Ikan Lama area on Perniagaan Street close to Ahmad Yani 3 has many street vendors. The traders carry out buying and selling activities above pedestrian circulation, namely pedestrian. While on the Purchase Road itself, there are no street vendors. Structuring street vendors on Commercial Street is done by giving new land to street vendors and applying Pembelian Street to be more evenly distributed. The concept of structuring is to provide a more organized trading space. The arrangement of transitional traders must place correctly. So when the area becomes alive, overload does not occur (Figure 8).

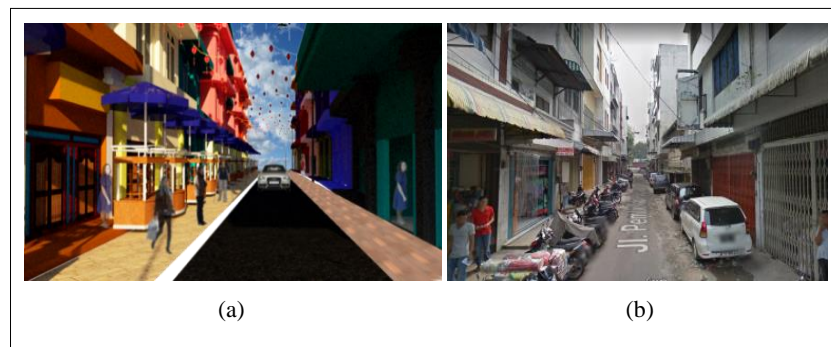


Figure 8 (a) New model on Pembelian Street, (b) the old situation on Pembelian Street

Around the intersection of Commercial Street with Ahmad Yani 3 Street, several snacks consider too many visitors, namely the food handyman, who provides a place for visitors to eat on the spot. The arrangement of the food sales location is a bit disturbing, with that the structure needs to improve the area to be better than the existing nodes (Figure 9).

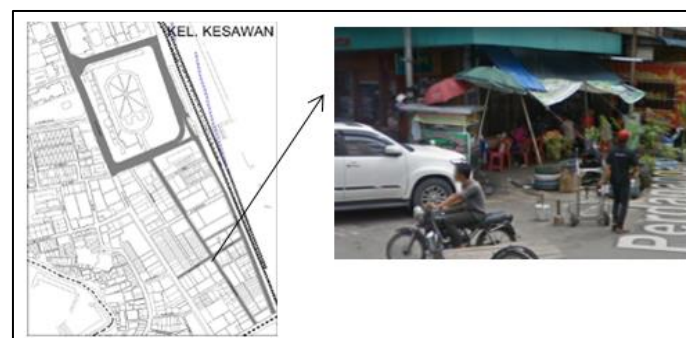


Figure 9 Location of Food Sales

The interpretation of the tent will be made in rearranging the location. Arrangement of pedestrians where visitors can still walk even though there are supporting activities, pedestrians are not challenging to circulate (Figure 10).



Figure 10 Arrangement of Ahmad Yani Street Vendor with trade before and after

5 Conclusion

They were designing the revitalization model of the Medan City commercial corridor with the concept of suburban retrofitting. Retrofitting on must base on economic, social, and environmental aspects. In a financial review, the types of traders are the group in the Pasar Ikan Lama. In a social study that discusses gathering points in the Pasar Ikan Lama. The environmental review that applies to include Congestion that often occurs due to high activity on Commercial Street and Ahmad Yani, 3 Street is re-ordered. The arrangement carries out by providing a loading dock. So that the process of raising and lowering merchandise does not interfere with circulation; street vendors selling at any place in accommodation with neatly arranged and static stands; The gathering point in the Pasar Ikan Lama area occurs at the intersection of Ahmad Yani 3 with Commerce. The gathering point dominates by food and beverage sales. Rearrange the place of purchase by adjusting the size of the pedestrian. So that vehicle circulation is not deterred by high activity, and pedestrians are not loaded because traders cover the lane. Stasiun Street still has some Chinese buildings left over. The facilities must arrange and beautify by adjusting the Chinatown buildings in China Town, Singapore; Pasar Ikan Lama requires a gate as an identifier for the area, the gate place in the entrance/exit area.

Acknowledgment

This research is a study of the arrangement intended to recommend the government a solution to problems that occur because of the malfunctioning of commercial corridors.

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