

# **Urban Design Context in The Facade Composition Change Pattern of Ir. H. Djuanda (Jalan Dago) Corridor Bandung.**

*The Descriptive Study of Change of Building Function*  
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## **Abstract**

*The main characters in urban life there is the fact of 'change'. There're all change when time, level of ambition, economic condition, functions and life is added. City is the places which the change takes place continuously as put end phenomena....., Sijmon Dirk. in Zahnd (1999: 181)*

*Such as change in Bandung, functional change process in speed. The physical environment changes from housing area to be a commercial area forced by commercial activity expansion and urban culture.*

*Functional change in building scale influenced the change of form. The building functions as container of dwell activities at first, became a building with commercial activity includes change in interior design and space organization and their exterior which is represented by the facade.*

*The result of this research study indicates there are facades composition pattern changes in hierarchy; accompany with commercial activities movement pattern, among down town and Merdeka CBD. This change pattern indicated there are visual corridor changes in Jalan Ir. H. Juanda caused by heterogeneous of commercial building facades and in their own characters.*

## **A. Introduction**

The phenomena of change of building function from dwell to be commercial function in Jalan Ir. H. Juanda corridor indicate there is change pattern in building facade composition. It caused by the different of needs and building character that contains dwell function and commercial function.

In other hand, building facade in urban design context; specifically can be identified as an individual building character, but there had have part generally united in urban context.

By the first observation, the building facade change trends un-continuous between one and another. Many of changes made ambitiously individual. Commercial and individual needs fulfillment with a little pay attention in urban context make its physical environment felt into poor of coordination.

Another problem is the penetration of commercial buildings in urban space is creates the private-public borderless in urban space as a consequence. Many of change in

facade especially ‘building entrance’ spread in width and united yard and side walk of the road became ambiguously in function between private and public areas.

The paper, is the result of research that observe the function change of houses located in jalan Ir. H. Juanda Bandung. Those houses modern designed as a Garden City by the Dutch Government. Development and cultural change, social and economic makes changes: environmental/area in scale, function and building form. The study focus on change pattern which take place on facade composition along corridor Jalan Ir. H. Juanda relation with commercial activities development in Bandung.

The building facade composition analysed in three dimensional<sup>1</sup>, which covered: ground floor, gate and entrance, sign system and ornament, relation between building space territory and urban public space.

## **B. Historical Studi of Jl, Ir. H. Juanda (jalan Dago) Bandung.**

Jalan Ir. H. Juanda is one of the main and important street in Bandung. Established building along the corridor first designed and function to Europe community who live in Bandung during The Dutch Government. The Dutch Government capital city removal plan from Batavia to Bandung followed by infrastructure planning and development, and housing fill up urban space. Dago area is included in The Dutch Government Strategic plan called *Uitbreidingsplan Bandoeng-noord*<sup>2</sup> or North Bandung Planning and Development.

*Uitbreidingsplan Bandoeng-noord* apply the Garden City Concept in housing zone as a modern city. Ordered building along corridor with an attractive panorama and nature view attract the Dutchman to live in Bandung. Within acculturation and various local architecture transformation, Dutch House typology generally functional and simply enrich architecture in Bandung an place district as a monumentally in fact.

On development district has changes. In 70<sup>th</sup> until 80<sup>th</sup> decades some houses change to commercial buildings. Change significantly appears in 90<sup>th</sup> decades, reach in peak post monetary crisis in 1998.

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<sup>1</sup> Krier, Rob, *Competition in Architecture*, 1988

<sup>2</sup> *Uitbreidingsplan Bandoeng-noord*, planned by AIA Bureau Batavia incorporate with Bandung Public Work. The area consist two part: North-East sector focused on ‘Gedung Sate’, and North West sector which have no dominant elements except Air Port. See Sandi A. Siregar, *The Architecture of A City in Development*, 1990.

### **C. Building Facade in Urban Design Context.**

Facade<sup>3</sup> is main element affordable to announce function and meaning in building architecture (Krier, 1988: 122). Facade not only defined by organization and space to fulfill nature requirement. Facade communication culture; pronounce ordered and order criteria, and rendered a service to create an ornament and decorate.

Development and change in facade depend on occupant socio-culture. Besides tradition, foreign information has become a great influence in visual choice of form; shapes, colors, dimensions, textures and another elements always drawn design conditions and trend.

In urban design context, development and facade composition change is part of urban change pattern as an expression of social development however, development and change in urban faced to many problems. Trancik (1998) said that three principle problem in urban development:

- Buildings treated as separate object than as part as master pattern.
- Decisions faced with urban development basically made by two dimensional plans with consider the relation between buildings and space creatures among buildings which it three dimensional.
- Lack in understanding of human behavior.

### **D. Research Location**

Physically jalan Ir. H.Juanda stretch along Northern jalan Merdeka to the North with the end of street at Juanda National Park. In the research location limited by jalan Siliwangi and Jalan LLRE Martadinata (Map 1). Limitation base on Dago historical background obtained in The North Bandung Plan propose by The Dutch Goverment.

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<sup>3</sup> Facade is a main important element of architecture that communicate building function and mean. Word facade taken from Greek '*facies*' as synonym from '*face*' and '*appareance*'. Thus discussion about building face, mean facade is a frontage of building which face to the street. Rob Krier, *Composition in Architecture*, 1988: 122

## E. Result and Analysis

### 1. Facade Composition on Commercial Buildings

Number of building that has had a functional change into commercial identified 60 numbers of buildings, and categories by type differences on their facade composition to facilitate analysis.

First type of composition is commercial buildings (Picture 1) which clear identified as *Dutch Colonial Indies* Building characterized by simplicity<sup>4</sup>. The change of function to the commercial un accompany with change in building facade as general. Modification take a place in part of sign and information boards located either on building facade nor separately form building.

Second type of composition (Picture 2) can be identified by stuck facade component on the existing building covered as a new building performance. Ornament, sign board and other commercial information peripheral freely placed rather dominant than principle of symmetry and proportion.

Third type of composition (Picture 3) identified as a new commercial buildings. Some buildings adopt any kind of *Dutch Colonial Indies* elements in context; such roof shape, apply and arrange symmetry on facade. Another building designed in contemporary architecture applying international style dominated with geometric element, squares and flat roof.

**Table 1. Facade Composition Type Defferences.**

Fasade Composition	Type 1	Type 2	Type 3
Ground Floor and Gateway Configuration and Building Entrance	<ul style="list-style-type: none"> <li>➤ Raised groun floor from pedestrian zone</li> <li>➤ Gateway less than 30% lot/site width.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Unrised ground floor</li> <li>➤ Open spread along lot/site width</li> </ul>	<ul style="list-style-type: none"> <li>➤ Unrised ground floor</li> <li>➤ Open spread along lot/site width</li> </ul>
Sign System and Facade Ornaments	<ul style="list-style-type: none"> <li>➤ Functional Designe, un dominant as commercial building identifiers</li> <li>➤ Separately from building or located on fascia with proportion less than 10 % from the whole fascia plan.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Expressive designed as commercial function identifier</li> <li>➤ Stucked and removable</li> <li>➤ Take place as facade elements</li> </ul>	<ul style="list-style-type: none"> <li>➤ Design as a part of building</li> <li>➤ Finnished design ornaments</li> </ul>

<sup>4</sup> See Indah Widiastuti, Study *Dutch Colonial Indies* Building Facade Typology; Case Study on District Settlemnt *Uitbredingsplan Bandoeng Noord.*, Instute Technology Bandung, 2001 page 43-46.

<b>Fasade Composition</b>	<b>Type 1</b>	<b>Type 2</b>	<b>Type 3</b>
Relationship between Building Private Space and Urban Public Space	<ul style="list-style-type: none"> <li>➤ Enclosure</li> <li>➤ Territority marked by vegetation planting sistem pattern</li> </ul>	<ul style="list-style-type: none"> <li>➤ Borderless (transparent or moveable fences)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Borderless (transparent or moveable fences)</li> </ul>

## 2. The Spreads Pattern of Each Composition Type on Street Segment

The building spread studies base on this facade composition type in order to refer the commercial building facade phenomena on research area and also on spread pattern of each street segment (Map 2-4)

Those mention figures: composition, number of group/facade type of each segment as shown below:

Table 2. Building Facade Type Compositions on Each Segment

	Type 1	%	Type 2	%	Type 3	%	Total
Segment A	10	50%	7	35%	3	15 %	<b>20</b>
Segment B	2	12,5%	6	37,5%	8	50%	<b>16</b>
Segment C	3	12,5%	7	29,2%	14	58,3%	<b>24</b>
<b>Total</b>	<b>15</b>		<b>20</b>		<b>25</b>		<b>60</b>

Table shown some trends:

**First.** Segment A, commercial building dominated by building facade type 1 and type 2. Otherwise building function on this segment still dominated by house and the *Dutch Colonial Indies* typology at general. It means functions change and transform on this segment is insignificant.

Facade type 1 appears on commercial function an offices, hotels and restaurant building such: Kedai Timbel Dago Restaurant, Allianz Insurance Office, PT. Caturpilar Investama Office, Bank BTN Hostel, Esia Link Office and Royal Dago Hotel.

**Second.** Segment B, vertical oriented appears on street segment such as BNP Bank, LIKMI Campus, BCA Bank, La Belle Cake & Bakery and Danamon Bank.

Facade type 1 still have been identify on Manulife Finance Office and Justine Shoe Store. Facade type 2 identified on Rogers Spa, Up Town and Magnet factory outlet, Mobile 8, Celebrate Book Store, and Cellular outlet.

**Third.** Segment C, urbanity and commercial activity various and more complex on this segment and dominated by commercials rather than office. Dominant elements on this segment are Super Indo Supermarket, Istana Dago Hotel, Planet Dago Plaza and Holiday Inn Hotel and Restaurant.

Configuration Pattern of building facade type of each segments are shown below:

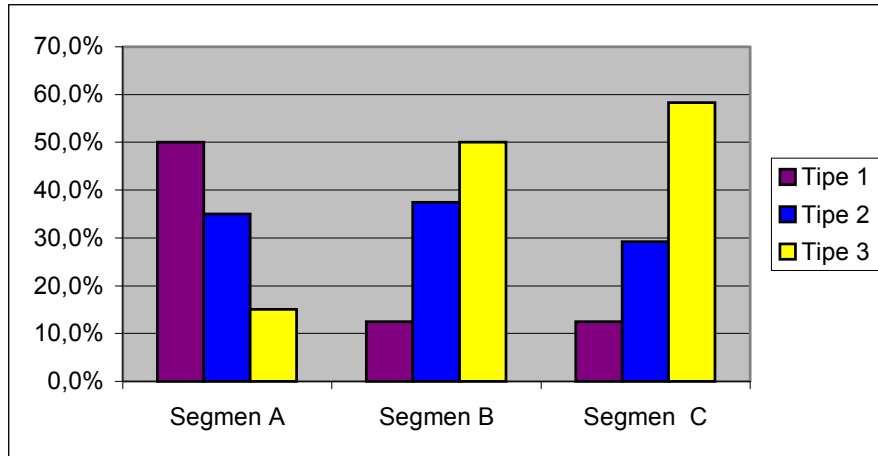


Chart 1. Configuration Pattern of Building Facade Type of Each Segments

Chart 1 shown how the different pattern on each street segment. Bars indicate of functional changes and color indicates of facade types. Commercial within facade type 1 appear dominant on segment A rather than other. In contrast new building within facade type 3 dominated segment B and segment C, meanwhile facade type 2 constantly on segments.

The differences trend of change pattern of each segment indicates commercial activity pattern move linear<sup>5</sup> from South as urban generation to North.

## F. Relation Pattern in Urban Design Context.

### a. Location as Power of attraction to Commercial Activity

Density of Commercial activities and limited capacity in down town and Merdeka CBD affected commercial growth to spread up into another district. Especially district street segment were influenced by this growth and expansion. Straight position of the

<sup>5</sup> Linier Development as Character in Indonesia Architecture: Building order and environment in Bandung City, Sandi A. Siregar, Paper

street segment in linier with Merdeka CBD and Down Town hence location potentially in growth and develop.

Growth and commercial activity movement pattern depend on economic generation and driven by attractive characterize location<sup>6</sup>. Economic growth need to fulfill with space affected an area growth, on the other hands, location with strategic position and potential resources hence triggering to grow and built commercial buildings in this location.

Jalan Ir. H.Juanda, physically connecting down town to the Northern city of Bandung, has a opportunity and potencies to commercial activity; as a road networks its location and accessibilities from all other district<sup>7</sup> in urban form, interested investors to take a part.

Architecture phenomenon consequences of urban economic growth scene in space and function changes. Jalan Ir. H.Juanda change indicated by functional building change from houses to commercials and affected by urban economic needs and forced. Almost all functions change affect to building typology which can be observe among building development orientation and facade change, indeed construct new buildings to fulfill those commercial activity needs.

Beside location, culture of citizen and tourism program whose promote as Bandung shopping trip tourism destination<sup>8</sup>, specific and ordered built environment endorse commercial activity to be facilitate, comfortable and safety, and create an image different than other commercial area with dense and crowded.

## **b. Commercial Activity Movement Pattern in Jalan Ir. H. Juanda.**

Trend of commercial activity movement initially in southern street segment that close to Jalan Merdeka. Between Jalan Sulanjana and Jalan Martasdinata segment,

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<sup>6</sup> Location characters with many eases and accessible from various location attract to commercial growth. Kuliensyah Y. Karyadi. Rationality Content and Container Urban Commercial Land Use: Case Study in Bandung, 1997, page 88. a Magisterial Thesis

<sup>7</sup> Commercial Function demand location criteria which its can serve commercial business activity process. This feasibilities guarantee growth of commercial function. Ibid. page 88.

<sup>8</sup> Bandung Shopping Trip Tourism Destinations Concept is one of Bandung City Government Program to become Bandung as tourism destination by promoting trade sector, fenomena hence by commercial buildings and outlets growth especially to become tourism destination. See Bandung Master Plan 2001-2010.

activity has more in intensity than North segments. The intensity gradually in segment and direction, which can be observed by commercial buildings with various, complex and service scale.

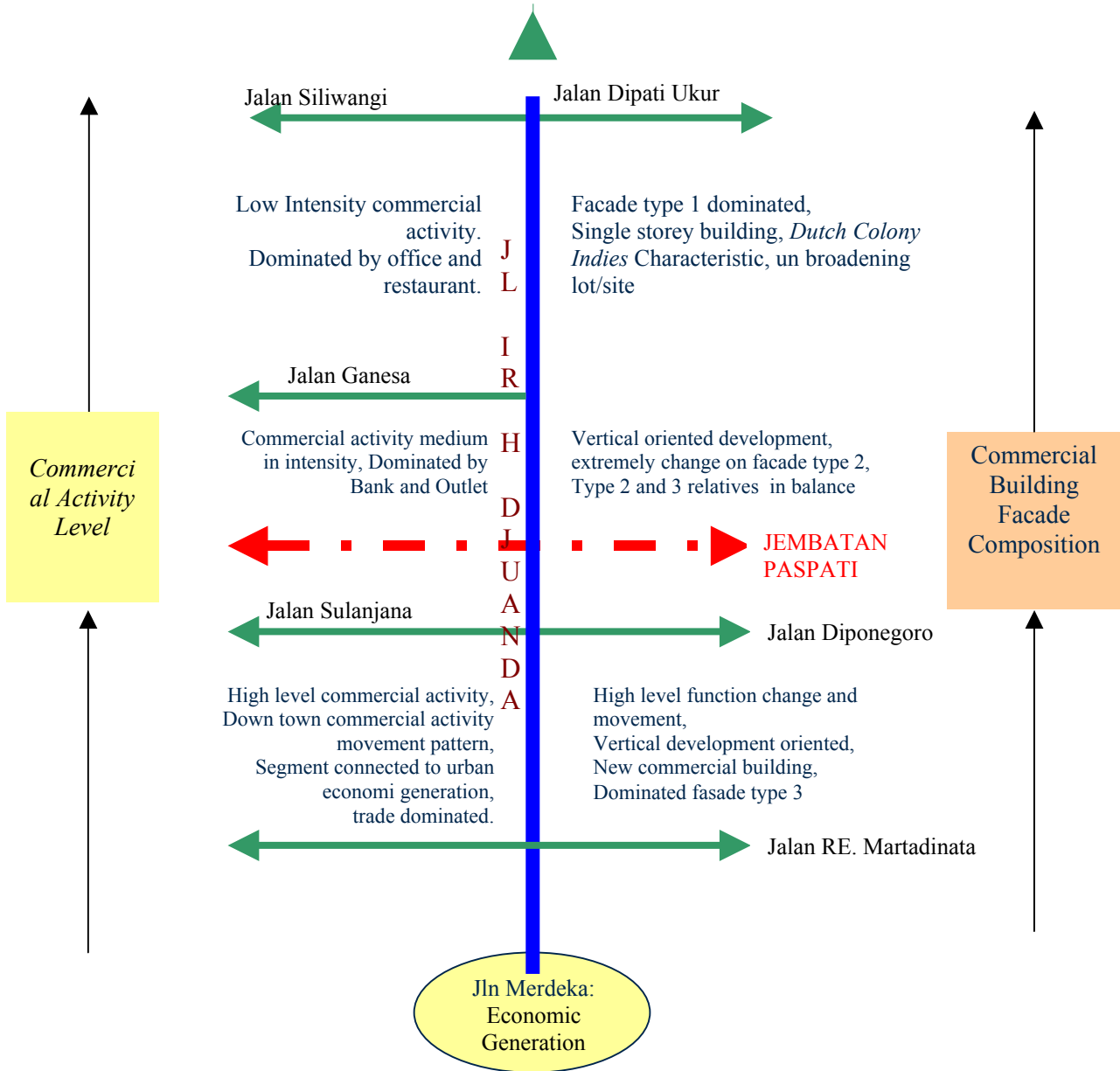
Vertical growth and broadening lot/site such as Planet Dago, Holiday Inn, Shopping Center has had change in significant physical and visual performance. Contemporary tall building shape, basic orthogonal form, mass, and rigid with flat roofing become a general typology of those buildings.

Movement pattern continued on segment Jalan Sulanjana and Jalan Ganesa. New buildings and modified buildings relative in balance. Those are still more commercial buildings horizontally oriented. Significant change on facade of Danamon Bank, La Belle Cake and Bakery, BCA Bank and BNP Bank those are a new design in contemporary style.

Meanwhile the Northern street segment (Jalan Ganesa – Jalan Siliwangi), commercial buildings in conformity with segment Jalan Ganesa – Jalan Sulanjana in number. But the change is made in directed to maintain existing building facade composition.



Diagram 1. Relation Movement Pattern Commercial Activity With Building Facade Composition in Jalan Ir. H. Juanda.



## **G Resume**

### **1. Considering Historical View of District.**

Historical back ground can be detached from an existence of city district. However, district development produced by citizen at past, present time and more important is how its future development. It is impossible to maintain things in stable without change. But to make things sustained by considering and behave with historical treasure is a necessity to prepare all things meaning full to urbanity.

Building, environment or district historical views meaning less when it is kept as memory<sup>9</sup>. In other hand, the reality of urban growth forced physical change on district can not be denied. But it does not mean to ruin and remove existing characters with design and development which put aside of meanings.

Economic power often under control on individual interest regarded that building design on private property as an individual right and can be made and construct appropriate with their interest<sup>10</sup>, whereas in urbanity physically and un-physically urban elements are linked and depended.

An actual problem is, not all of manager or developer in case of private sectors, having understanding on sustainable architecture which represented by facade as character and quality identifier. Building characters have to support environment characters, at least maintain main pattern in integrated. Of course is impossible totally maintain those *Dutch Colonial Indies*, but there are possibilities to rise historical point of view in effort to create urbanity and environment with buildings linked with history.

### **2. Regulation/Municipal Policy**

As regulator city government conduct urban planning and design and citizen and private sector participation by regulation and legal aspect. City and building needs and importance to be carry on by regulator, nevertheless citizen and private sector participation take a place on behalves.

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<sup>9</sup> If building conservation un courage to take place on orientation of historical and cultural position, its only a romance without effort to discover the truth of building culture. In fact without cultural point of view history has vanish their perspectives as scientific back bound that support future civilization.

Wiryomartono, A Bagoes P., '*Seni Bangunan dan Seni Bina Kota di Indonesia*' Pt. Gramedia Pustaka Utama, 1995. page 185.

<sup>10</sup> Scientific deficiency occurs in Indonesia building culture because monolith and monastery power of economic market. The power domination occurs on building with their sign systems. Ibid. page 189.

By this research, at least a several notes theoretically and establishment to enrich and clarity to political decisions.

1. Buildings as a content of urban space should not be treat as separate object. Buildings should be treat as part of the whole city grand pattern. Thus regulation and development strategy necessity in order to control and conduct development phase.
2. Building facade composition in urban design context achieve by three dimensional urban design guide lines and legal aspect.
3. Building facade policy and regulation should be take in contextual approach to pay attention on existing building facades composition. In other hand, on behalf to needs, trend and identity, system control tool had has to arrange with<sup>11</sup>.
4. Jalan Ir. H. Juanda land use policy should be conduct to restrict changes especially in building reservation and preservation context.

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<sup>11</sup> Contextual approach unfocused on prohibition and restriction but actively influenced the urban development progress. This basically and effective approach focused on needs, quality and specific character to be reach even in building neither environment rather than general standards. Ibid. page 220.

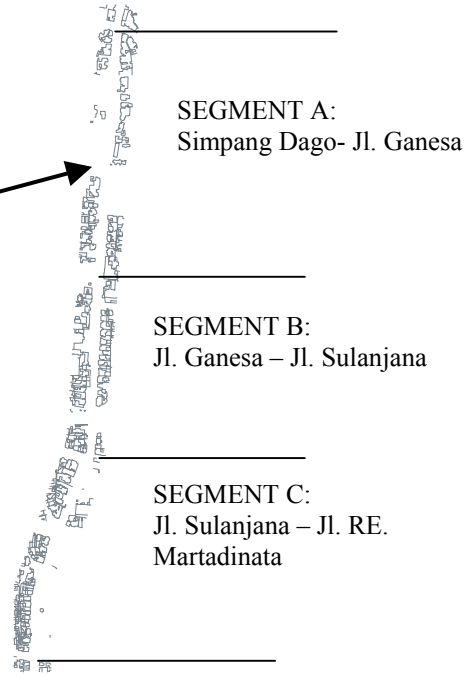
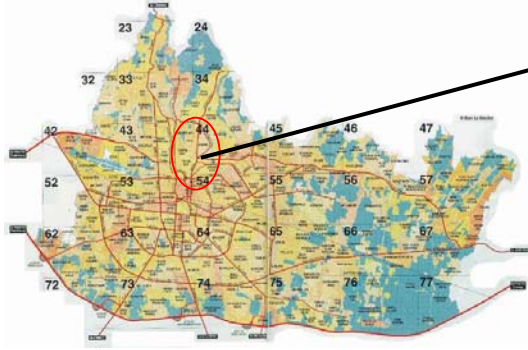
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**Attachments:**



Picture 1: Building Facade Compositin Type 1



PT. Caturpillar Investama



Wisma BTN



Allianz



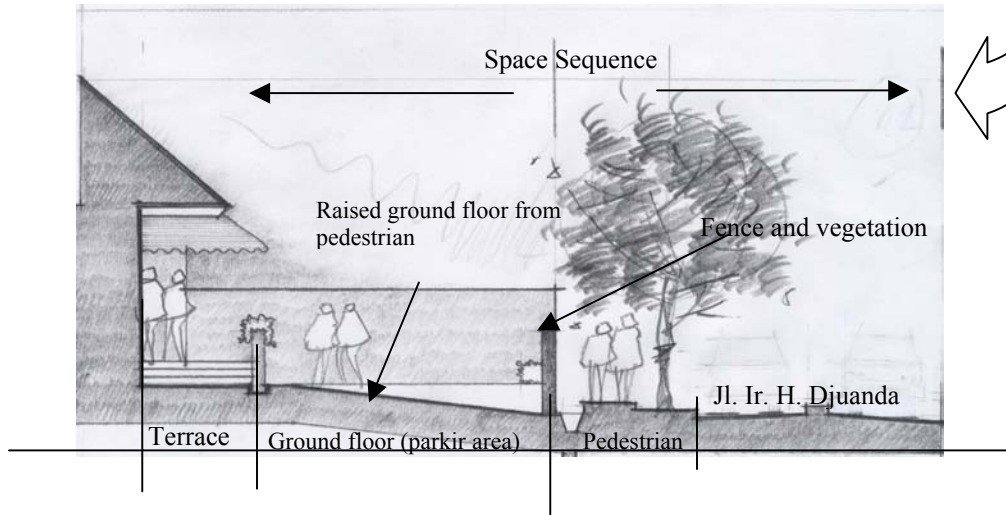
Manulife



Justine



Kedai Timbel Dago



Section RM Kedai Timbel Dago

Picture 2: Building Facade Compositin Type 2



Mobile 8



F O Up Town



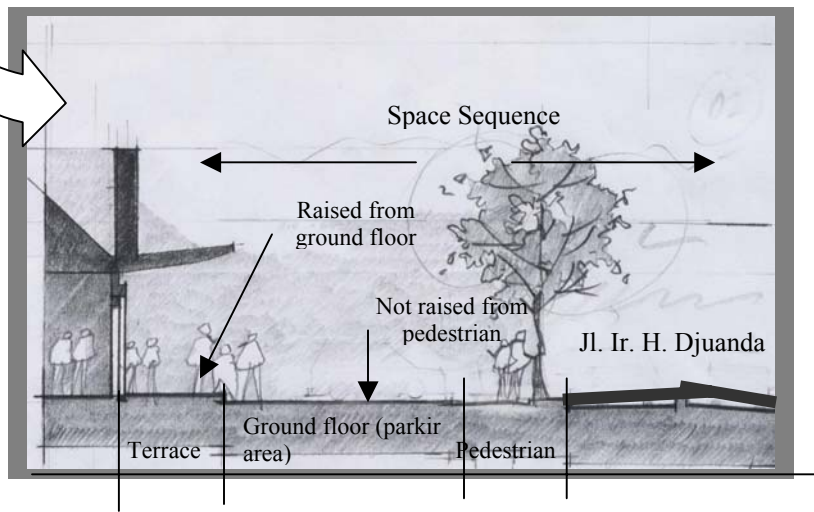
F O Putri Dago



F O Blossom



Factory Outlet Glamour



Section F O Glamour

Picture 2: Building Facade Compositin Type 3



Perguruan Tinggi LIKMI



Asuransi ASTRA



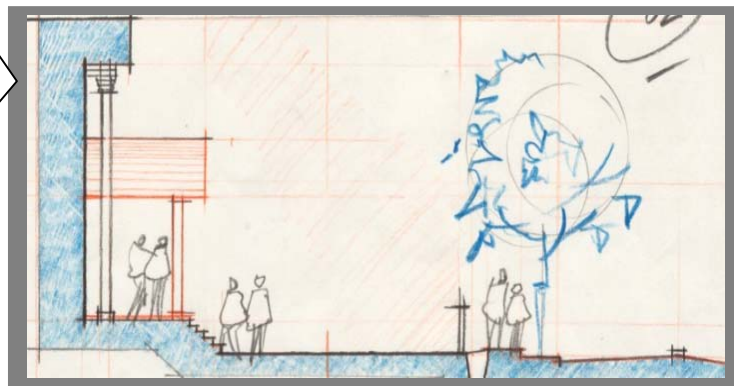
Bank Mandiri



Hotel Karmila



Toko Kue La Belle



Section La Belle Bakery