

“Creative and Participative” Remaking of Place Strategy for Jalan Pangung, Surabaya

Gunawan TANUWIDJAJA

Lecturer

Petra Christian University, Surabaya

gunte@peter.petra.ac.id, gunteitb@yahoo.com

Hermawan DASMANTO

Principal Architect

ARA Studio

INDONESIA

Goya Tamara KOLON DAM

Principal Architect

ARA Studio

INDONESIA

Erel HADIMULJONO

Architect

ARA Studio

INDONESIA

ABSTRACT

Surabaya, the second - largest city of Indonesia possessed great historical treasures. Jalan Pangung was located in the Surabaya Old City and had potential as tourism and commercial areas because of its architectural quality and existing thriving activities. The area also connected historical areas such as Red Bridge (Jembatan Merah), Chinatown (Kembang Jepun) and the Arabic Quarter (Kampung Ampel).

There was a need for “Creative and Participative” Remaking of Place Strategy for Jalan Pangung, Surabaya. The strategy consisted of building the information sharing and stakeholders’ discussion for historical areas redevelopment. Therefore, an alternative information sharing methods were utilised such as: SWOT analysis and Visual Research Methods, especially Video Documentary, (Sanoff, H.,1991), were employed to build the information sharing network.

Afterwards, Focus Group Discussions and Stakeholders Meetings were conducted to share the information to the public. Lastly, Final Group Discussions were held to discuss the possibility of allowing some creative economy with architectural redesign and artistic educational activities.

Keywords: *Sustainable Architectural Redesign Strategy, Video Documentary, Participatory and Creative Architectural Remaking Places*

INTRODUCTION

Surabaya was the second - largest city of Indonesia and populated with over of 2.8 million residents. The City possessed rich historical value from the Islamic period, colonial period to the Indonesian Independence period. The Surabaya name was derived by legend of battle of the Shark (the Sura) and the Crocodile (the Baya). The story symbolised the fight between Raden Widjaja, the King of Majapahit, and Tartar soldier in 31st May of 1293. The legend was also interpreted symbolising the great fight between the Indonesian and the Dutch and English troops in 1945

causing death of thousands Indonesian. The later fight was commemorated as the National Heroes Day [Hari Pahlawan] and Surabaya status of Hero City [Kota Pahlawan] (<http://en.wikipedia.org/wiki/Surabaya>).

The City was recorded as a thriving Port City of the Eastern Part of Indonesian since 1612 AD. The Kalimas as well as the Sea access created a strategic position of the city. The Port city was found strategic for the regional trading as well as international trading. Because of the 700-years-historical background, the Surabaya historical areas were found essential for preservation (Handinoto, 1996).

The redevelopment potential of Surabaya's historical areas such as Jalan Panggung was identified in Surabaya Vision Plan of 2005-2025 and Surabaya Spatial Plan Regulation of 2010-2030. Unfortunately, the top-down plan to develop the area as tourism and commercial areas was failed (Surabaya Municipality, 2005 and Surabaya Municipality, 2010). On the other hand, real businesses diminished and the historical buildings destroyed. Therefore, a Creative and Participative Remaking Strategy were needed.

LITERATURE STUDY

Jane Jacobs (1961) approached cities as living beings and ecosystems that developed over time. The element of the city especially commercials, parks and neighbourhoods needed to function in synergy. She promoted the "mixed-use" urban development (the integration of different building types and uses) and the diversity of functions, as well as residents using areas at different times of day, producing community vitality. The cities would be vital because of their "organic, spontaneous, and untidy" situation and it could be achieved with Bottom-Up Community Planning. Therefore, community planning and design were needed to achieve more sustainable urban development especially the historical areas.

Henry Sanoff (1991) offered Visual Research Methods in Design. The methods were developed to identify architectural patterns and behavioural patterns observed by the users for post occupancy evaluations. Later on, the methods, such as: videography, and photography were proposed to support design charrette in the street-level scale such as Jalan Panggung.

RESEARCH-ACTION METHODOLOGY

The need for "Creative and Participative" Remaking of Place Strategy for Jalan Panggung, Surabaya existed. The strategy consisted of building the information sharing and stakeholders' discussion for historical areas redevelopment. Therefore, an alternative information sharing methods were utilised such as: SWOT analysis and Visual Research Methods, especially video documentary, (Sanoff, H.,1991), were employed.

Afterwards, Focus Group Discussions and Stakeholders Meetings were conducted to share the information to the public. The discussions were empowered by the creative media uses such as: videography, time-lapse film, photography, and other arts forms. Lastly, Final Group Discussions were held to discuss the possibility of allowing some creative local economy with temporary architectural redesign and artistic educational activities. The plan would later be executed in collaboration with Government, Private Sectors, Civil Society, etc.

SWOT ANALYSIS

Historical Analysis of Jalan Panggung and Adjacent Areas

Jalan Panggung was a heritage area and gazetted in Surabaya Vision Plan and Surabaya Spatial Plan Regulation as tourism and commercial areas (Surabaya Municipality, 2005 and Surabaya Municipality, 2010). The architectural of Jalan Panggung's shop houses was found charming by the foreign tourists. Furthermore, the existing houses were still utilised for retails and services etc. And lastly, the area was surrounded several historical landmarks and buildings such as: Red Bridge Area (Kawasan Jembatan Merah), Surabaya Arabic Quarter (Kampung Ampel), Surabaya Chinatown (Kembang Jepun). Therefore, the area was found as promising to be revitalised (Handinoto, 1996).

The Red Bridge Area [Jembatan Merah Area], Surabaya Arabic Quarter [Kampung Ampel], and Surabaya Chinatown [Kembang Jepun Area] were originally designated in 1843 by the Dutch under the Wijkenstelsel Regulation. The Red Bridge Area was nominated for the European quarters while the Surabaya Arabic Quarter and Chinatown were designated for Arab and Chinese communities. And Jalan Panggung was found as the pathway connecting the three historical conservation areas (Poerbantanoë, B., 2001).

The Red Bridge Area was designated as the Government Offices Centre since 1811. The Resident Office, Custom Clearance and Police Office were facilitated in the building. Later in 1905, Jalan Jembatan Merah and Jalan Rajawali were developed for economic trading catering the European exclusive traders. (Handinoto, 1996 and Kompas, 06th of Januari 2003)

The Red Bridge area was characterised with European Classical Architecture and De Stijl facing Kalimas River. The historical landmarks of the area were the Ex Internationale Credit en Handelvereeniging Rotterdam, Bank Jatim Building (Ex Javasche Bank), Bank International Indonesia (Ex Nutsparbank), PT. Asuransi Jiwa Sraya Building (Ex Fa Frozer Eaton & Co), PTP XXI & XII (Ex Koloniale Bank), PTP (Ex Handeslvereeniging Amsterdam). Some of the buildings were designed by FJL Ghijsels, Nedam and CPW Schoemaker. And this highlighted the conservation value of the area (Poerbantanoë, B., 2001).

The Sunan Ampel Mosque and Resting Place were found as the centre of the Arabic Quarter (Kampung Ampel). Historically, the Mosque was built by Sunan Ampel or Raden Rahmat from Cambodia in 1400 AD. He was one of the Wali Songo (9 Sunan / 9 Saints) that introduced the Islam religion in Java. And Sunan Ampel introduced it with acculturation between Islam and the local Javanese culture. So the rituals were still accommodated in every activity in Kampung Ampel. The cultural activities mostly took place one week before the Ied Celebration Day. The Hadrah Procession, Shalawat Singing, Gamis Tunic and Zapin Dance were performed in the Ampel Market. This created unique Islamic culture of Ampel (Notes of SAWOONG, 2011).

During Ramadhan Month, The Mosque and The Resting Place were visited by lots of tourists from Indonesia, Malaysia, Brunei even Middle East. The area came to life because of these activities. These tourists were looking for new religious experience from Kampung Ampel. Beside of the visit, culinary activities with

Arabic delicacies and shopping were popular. The Arabic-related shopping commodities were available in the area such as: Islamic clothing, textiles, dates, perfumes (Notes of SAWOONG, 2011).

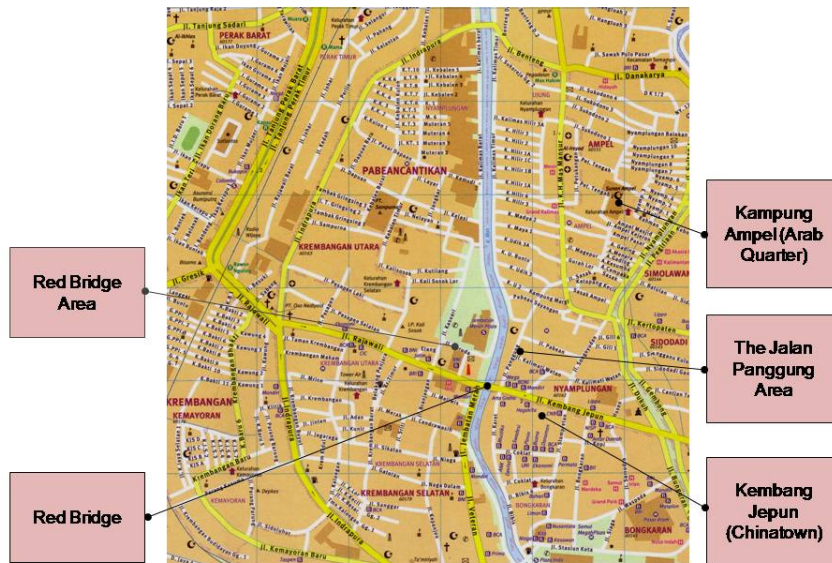


Figure 1. The Map of Jalan Panggung and Adjacent Area
 Source: (Periplus, 2005, Surabaya Street Atlas).



Figure 2 and Figure 3. The Red Bridge Area
 Source: (www.sawoong.com and <http://en.wikipedia.org/wiki/Surabaya>)



Figure 4 and Figure 5. Surabaya Arabic Quarter
 Source: (www.sawoong.com and <http://en.wikipedia.org/wiki/Surabaya>)

Kembang Jepun or Surabaya Chinatown was dominated with shophouses activities. Widodo mentioned that the Chinesevorstraat (Jalan Karet) and Handelstraat (Kembang Jepun) was already developed since 1411. The Kembang Jepun further was developed as wholesaler shops and settlements (Widodo, D., I., 2002 and Kompas, 06th of Januari 2003)

Beside the negative image, the Kembang Jepun area was still found to be strategic because of hotel and motel development facilitating the businessmen. The businessmen were normally had to appear before the Resident of Surabaya to get business permit. In 1910 the area was abandoned because of the development of Tanjung Perak Port (Handinoto, 1996 and Kompas, 06th of Januari 2003).

In the current years, the Kembang Jepun was not in a good condition because of daily operation of machinery shops, groceries or offices abandoning the architectural quality of the area. The revitalisation plan was executed by the Surabaya Municipality introducing 140 street food hawkers. The food hawkers were facilitated to open until late night. These informal traders were originally living nearby the Kembang Jepun such as Sombo Apartment and Kampung nearby. Theoretically, the activity could generate local economic activity. Unfortunately, the idea was not sustainable because of lack of infrastructure and promotion (Kompas, 06th of Januari 2003). The case study emphasised the re-evaluation need of the Jalan Panggung strategy.

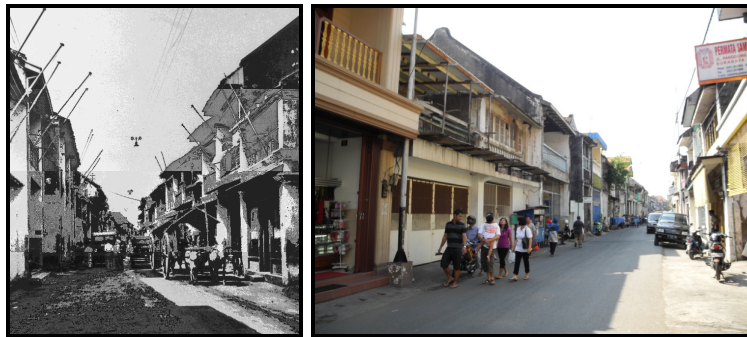


Figure 6 and Figure 7. Jalan Panggung Shophouses

Source: (http://dewey.petra.ac.id/jiunkpe_dg_94.html and private collection).

The Jalan Panggung was dominated with Chinese Shop houses and facing away the Kalimas River. But because of the social acculturation between Arab and Chinese, the area were used together by the Chinese and Arabic Community for Al'Quran, gift shops, book stores, offices, perfumes and traditional food. The activities as well as the pristine condition of the shop houses actually attracted the European Tourists to visit and enjoy the atmosphere. Hotel Kemadjoean, built in 1928, was found as a potential landmark for promoting sustainable tourist activity.

Jalan Panggung's Conservation Strategy in Surabaya Vision Plan 2025

The community workshops of the Surabaya Vision Plan 2005-2025 had produced several feedback and inputs as well as implementation strategies. The Workshop was conducted discussing Culture and Tourism (Surabaya Municipality, 2005).

The rich culture and history of the City was identified but not well facilitated and developed sustainably. Many potential tourism concepts and locations were later discussed including religious, business and waterfront tourism. The hindrance of developing Sustainable Tourism was the lack of promotion and infrastructure provisions. Further, the Kalimas waterfronts were identified as potential area for Historical and Religious Tourism, including Jalan Panggung. The development of

the area was to be supported with pedestrian infrastructure. Additionally, promotion strategy needed to attract International Tourists as well as Local Tourists (Surabaya Municipality, 2005).

Kalimas River Redevelopment was found important in the longer term. The redevelopment would suggest the tourism activity nodes, as well as green parks with pedestrian friendly bridges, promenades and pathways. The Historic and Civic District in Red Bridge Area would be developed for restaurants, retail outlets, cultural facilities and hotels. This would create a vibrant and safe environment (Surabaya Municipality, 2005).

Red Bridge (Jembatan Merah) Heritage Riverfront would be improved with revitalisation of historical areas; introduction of cultural facilities and activities (Museum, Galleries as well as Historical Tour); and promotion of historical value of Red Bridge (Surabaya Municipality, 2005).

The North Kalimas was suggested for rezoning as Small Office Home Office for Creative Industry (Design, Music, Art and Creative Industry) and Service Industry. The area were proposed to be oriented facing the waterfront. The Kalisosok Prison was proposed to be converted as Cultural Facilities and the Kembang Jepun area revitalization. The Vision Plan 2025 also suggested to improve accessibility of the area especially for pedestrian, to reroute traffic from the riverfront, to improve the infrastructure, to reuse historical building for entertainment purposes, to improve landscape of the area (Surabaya Municipality, 2005).

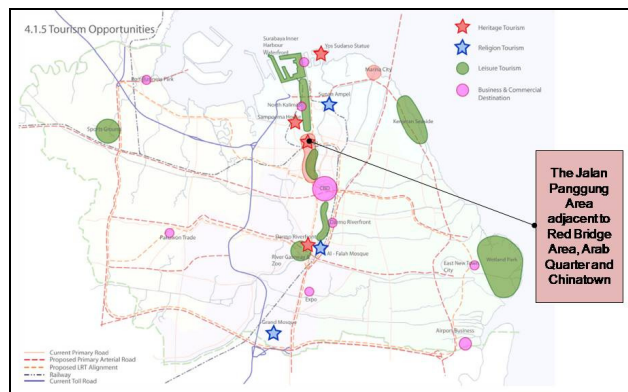


Figure 8. Jalan Panggung in Tourism Strategy in Surabaya
Source: (Surabaya Municipality, 2005, Surabaya Vision Plan).

Conservation Challenges in Surabaya

Since the Vision Plan was gazetted in 2005, the Conservation Strategy seemed difficult to be implemented due to several reasons. Poor perception of the Surabaya people and investors to the Heritage Area, especially Kalisosok Prison, prohibited the implementation of the plan. Secondly, the heavy traffic jam reduced the visitability of the area. Thirdly, the development of new exclusive housing and commercial in the suburban area reduced the competitiveness of the Heritage area. This was clearly in the figures 9 and 10.

The weak law enforcement of the Surabaya Government also hindered the implementation. The Conservation regulation often was not followed by investors.

Many buildings in the conservation areas were built discarding the heritage characteristic of the area. It was stated by Ir. Is Purwono (Kompas, 20th February 2003).

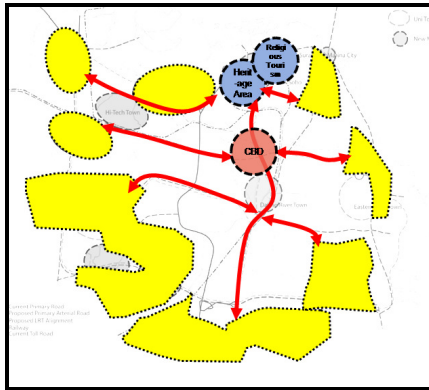


Figure 9. Development of New Housing

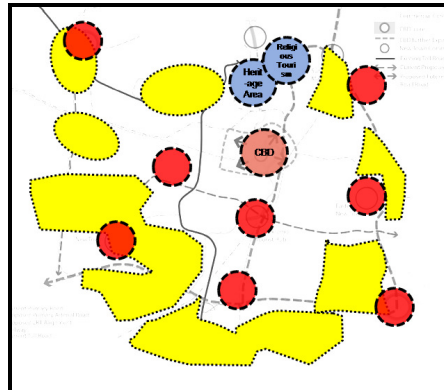


Figure 10. Commercial Competition between Heritage Area and New Commercial Centres

CREATIVE AND PARTICIPATIVE REMAKING OF PLACE STRATEGY

Visual Research Methods, especially Video Documentary (Sanoff, H.,1991) were employed for gathering information. The video shooting was conducted by Surabaya local indie videographers. The purpose was to get the local statement on the place and to inform the people on the architectural perspectives of the areas as well as outsiders perspectives of Jalan Pangung.

The professional video shooting comprised 4 urban elements of the areas such as:

- The Context of Jalan Pangung
- The Residents and Users of Jalan Pangung such as: Local Leaders, Businessmen, Governmental Agents, Land Owners, Local Peoples, and Migrants.
- Background and activities of each stakeholders and policy making processes that were conducted
- Implication of policy making processes of each stakeholders

After consolidating the analysis and the video, Focus Group Discussions and Stakeholders Meetings were conducted to share the information to the public. Hopefully, the public would be able to understand the issues, On the other hand, the Government could embrace the people and local business aspiration. The shooting as well as the discussions was finished in March – April 2012.

Lastly, Final Group Discussions were held to discuss the possibility of allowing some creative uses and generating local economy with temporary architectural redesign and artistic educational activities. The plan would later be executed in collaboration with Government, Private Sectors, and Civil Society.

During the Focus Group Discussions, the Communities understood the potential of the area and agreed to develop existing businesses especially tourism-related businesses. The Government agreed to help promoting the tourism activities in the area. Meanwhile, Private Sectors and Civil Society were interested to assist further

design and development of the areas. The plan would further be developed in 2012 for further implementation.

Lastly, other strategy were found important such as improving the infrastructure and safety, changing perception of historical areas in the public seminar, promoting public transportation to Jalan Panggung from other residential area and tax incentives for Conservation Building proper reuse.

CONCLUSION

Surabaya was the second - largest city of Indonesia with great historical treasures. Jalan Panggung, in the Surabaya Old City, had potential as tourism and commercial areas. Therefore, "Creative and Participative" Remaking of Place Strategy for the area was essential consisting the information sharing and stakeholders' discussion for historical areas redevelopment.

SWOT analysis and Visual Research Methods, especially Video Documentary, (Sanoff, H.,1991), were executed in this research-action. Creative Focus Group Discussions and Stakeholders Meetings were conducted to share the information to the public. Lastly, Final Group Discussions were held to discuss the possibility of allowing some creative local economy.

ACKNOWLEDGEMENT

We would like to thank:

- Petra Christian University;
 - Ir. Handoko Sugiharto, M.T. Dean of Civil Engineering and Planning Faculty;
 - Agus Dwi Hariyanto, M.Sc., ST., Head of Architecture Department;
 - Ir. Joyce M. Laurens, M.Arch., Lecturer of Architecture Department;
 - Ir. Handinoto MT., Lecturer of Architecture Department;
 - Ir. Benny Poerbantanoë. MSP., Lecturer of Architecture Department;
- Surabaya Heritage Community
- DeMaya (Young Designer of Surabaya)

BIBLIOGRAPHY

- HANDINOTO, (1996), *Development of Urban and Dutch Colonial Architecture in Surabaya from 1870-1940 [Perkembangan Kota dan Arsitektur Kolonial Belanda di Surabaya 1870-1940]*, Andi, Yogyakarta.
- JACOBS, J., (1961), *The Death and Life of Great American Cities*, New York: Random House and Vintage Books.
- KOMPAS, 06th of Januari 2003, Kembang Jepun, Your History Now [Kembang Jepun, Riwayatmu Kini]
- KOMPAS, 20th February 2003, Surabaya Had Lost Its Identity [Surabaya Telah Kehilangan Jari Diri sebagai Kota]
- KOMPAS, 23rd June of 2003, Four Historical Building in Jakarta Heritage Areas Were Renovated [Empat Bangunan Tua di Kawasan Kota Direnovasi]
- NOTES OF SAWOONG, *Surabaya Style [Catatan SAWOONG, Soerabaia Poenja Gaia]*, www.sawoong.com
- PERIPLUS, (2005), *Surabaya Street Atlas*
- POERBANTANOË, B., 2001, *Community Participation in Conserving and Documenting the Architectural Heritage of Surabaya 1796 – 1940*

- (Partisipasi Masyarakat di dalam Pelesterian Dan Pendokumentasian Warisan (Arsitektur) Kota Surabaya Tahun 1706 – 1940), Journal Dimensi Architecture Department (Dimensi Teknik Arsitektur) Vol. 29, No. 1, Juli 2001: 43 – 51
- SANOFF, H., (1991), *Visual Research Methods in Design*, Department of Architecture, School of Design and Environment, North Carolina University, Van Nostrand Reinhold, New York.
- SURABAYA MUNICIPALITY, (2005), *Surabaya Vision Plan 2005 – 2025, Workshop Report Executive Summary*.
- SURABAYA MUNICIPALITY, (2010), *The Surabaya Spatial Plan Regulation of 2010-2030*, http://jdih.surabaya.go.id/pdfdoc/raperda_49.pdf.
- WIDODO, D., I., (2002), *Surabaya in the Old Time [Soerabaia Tempo Doeloe]* published by Tourism Department of Surabaya Municipality [Dinas Pariwisata Kota Surabaya]
<http://en.wikipedia.org/wiki/Surabaya>
<http://www.ura.gov.sg/rediscoverSpore2/pdf/Bras%20Basah%20Bugis.pdf>
<http://arsitekturindis.wordpress.com/2003/02/20/surabaya-telah-kehilangan-jari-diri-sebagai-kota/>
<http://dolansuroboyo.wordpress.com/2007/09/10/mlaku-mlaku-surabaya-lawas/>