A comparison of retail public space ratio inside apartment building at Sudirman street area Jakarta

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Abstract. This study is aimed to investigate the required ratio for integrating public space, in terms of retail area, inside an apartment for upper middle class in Sudirman, Jakarta. It is necessary since the present of a public space can support the needs of people around the site, which is aligned with the idea of supporting sustainable cities. The results showed retail area needed to be integrated into apartment building so that support the life of people working around the area and the user of the apartment itself. The steps of this study are as follow: (1) study the target market from unit type provide by some apartments around Sudirman, (2) comparing each unit type and retail type ratio, (3) choosing the optimal ratio and integration type to be adopted into the design.

Keywords: apartment, public space, retails, market research

1. Introduction
Jakarta, as the center of Indonesia economy, is known for its dense population resulting in high demand for housing facilities while land supply is not adequate. The high land value has becoming one of city’s problem that can affect the way of people living, resulting community to choose apartment as their dwelling. Vertical housing has become a problem solving for big cities with abundant population because its practical to solve the urbanization waves and high land value [1].

As we know, the price of apartment unit is quite high especially inside business district, Sudirman, because of adequate infrastructure and integrated with public transportation. The higher the price of apartment means the better facilities it gave, but since it is located in a business district which has high value, some apartment seems to reduce the public area that can access by outsider.

Public area or as we known as public space has special role. It is an important place to unite the surrounding community and encourage the creation of social relations that are starting to disappear due to urban development and development towards urbanization, by providing a gathering place [2]. Public space is not limited to parks, plaza, open space, and pedestrian [3].

Some public space, in fact, can give more benefits than just providing place to socialize for community around them. Public space can come in many ways, one of them are retails or commercial area. Retails
will attract people to come and have activities inside which means it will provide benefits in form of profits income to building user.

In apartment buildings, public space can be applied by maximizing the use of supporting facilities. Some supporting facilities like groceries and small retail inside apartment can be changed which were initially exclusive only to apartment owners, becoming more inclusive so that they can earn more profits by being able to be accessed by outsiders. In addition, integrating public space in the form of commercial areas that are open to the public into apartment can increase the value of the building so that it encourages more diverse economic activities (Coupland, 1996: 4), and helps solve the problem of high residential values in prime area by maximizing the function of the land.

Apartment which support commercial area inside it will be more desirable in market. Therefore, it is necessary to integrate commercial area into the apartment building. By knowing the optimal area between commercial and living that can be applied to the apartment, an integration strategy can be defined so that it not only provides profits but also does not interfere with the privacy of the residents of the apartment itself.

Basically, this paper presents a comparative study between apartment buildings that has public commercial areas to study the ratio between retails and living areas to be implemented in an apartment designed which will be located in a business district so it will maximized the potential of the site.

2. The methodology
2.1. The method of study
The methodology of this study is combining market research and literature review of optimum ratio for retail area and living area inside some apartments around Jakarta. The data used consist of primary data which acquired from interview with one of person in charge of building management and secondary data which acquired through websites and publication. Some additional data related to size and area of retails are based on estimation from calculation of boundary rules. The method uses in presenting the data analysis is descriptive with the result of this study is ratio for each facilities, retails and living, in order to maximizing land use.

2.2. Market Research
The market research selected Cityloft Sudirman (Fig 2 a), Casa Domaine (Fig 2 b), The Bellagio Residence (Fig 2 c), and Oakwood Premiere Cozmo (Fig 2 d). All of those apartments targeted upper-middle income market and located in business area. All of the living area sized is above fifty square meters which can be categorize as high-class apartment, but in terms of price, they have different specification. The apartments are integrating retails into their facilities which is quite crowded by workers around the business district that may caused the differentiation of unit price.

![Cityloft Sudirman](Image)

**Figure 1** Cityloft Sudirman

![Casa Domaine](Image)

**Figure 2** Casa Domaine
3. Result and Discussion

3.1. General Description Of Sudirman Area

Sudirman is one of business district which is quite known inside DKI Jakarta Province in Java island, Indonesia. This area is mainly located at Tanah Abang district in Center Jakarta, passed by the main street of Jendral Sudirman.

![Figure 3 The Bellagio Residence](image3.png)  ![Figure 4 Oakwood Premiere Cozmo](image4.png)

Historically, Sudirman is known as golden triangle business area in Jakarta with very high land value where companies built their office in here, making this area dense and crowded by office workers. This area is well designed with decent public infrastructure and connected with public transportation such as MRT and busway, making this area more expensive.

In term of land use, most of the area is intended for commercial use such as office, hotels, commercial place or mall. But as time goes by, developers started to built residential buildings such as apartment in this area to provide dwelling place.

The market seems very interested in, especially from upper-middle class people. It comes from Sudirman and Kuningan area, from local to expatriate. Because the distance to be traveled from Sudirman to Mega Kuningan is not to far which is around 6 km, this area is still in high demand by professional workers who work in Kuningan too. It delivers huge advantages to both the developers and the apartment user because of it strategic location.

3.2 Comparison Between Apartment Which Has Retails

After analyzing competitors that are located at a distance of up to 1.5 kilometers, the analysis is narrowed by selecting competitors who also have a public area of retail in the area that locates inside Jakarta Business District, resulting 4 apartment to be analyze; Cityloft Sudirman, The Bellagio Residence, Casa Domaine, and Oakwood Premiere Cozmo.
Figure 6: Radius of 2 km with Apartment buildings with Retail space.

Table 1: Ratio Between Living Unit and Retail in Apartments Around 1.5 km

| Apartment Name         | Rent Price/Month/SQM | Retail Space Area | Living Space Area | Retail Percentage | Living Unit Percentage |
|------------------------|----------------------|-------------------|-------------------|-------------------|------------------------|
| Cityloft Sudirman       | Rp300,000.00 – Rp400,000.00 | 28000 sqm         | 47300 sqm         | 25.5%             | 43%                    |
| Casa Domaine           | Rp250,000.00 – Rp300,000.00 | 10480 sqm         | 75520 sqm         | 12.2%             | 87.8%                  |
| The Bellagio Residence | Rp300,000.00 – Rp400,000.00 | 26400 sqm         | 132250 sqm        | 16.6%             | 83.4%                  |
| Oakwood Premiere Cozmo  | Rp400,000.00          | 5456 sqm          | 63580 sqm         | 7.9%              | 92.1%                  |

The retail area of Cityloft Sudirman is 25.5% of the total size of the building. Retail that there is more dominant tenant food & Beverage and shopping center daily needs. The public space in the form of retail brings together the activities and needs of residents and people outside especially office workers who need a place for lunch breaks. Seen during lunch period, after observation, quite a lot of office workers arriving. In addition, in the afternoon until the night, it is also still visited by non-resident visitors. On the 6th floor there are function rooms that can be rented publicly. CityWalk and Cityloft are horizontally integrated where residents can access retail through a side door, and on the Citywalk rooftop there are facilities like a pool that is built by the area.

Citywalk has a shape resembling a shopping center just like The Bellagio Residence which provides retail called The Bellagio Boutique Mall. Both of these retailers became the podium with a total of 6 floors in the apartment with parking mixed between residential with retail. The types of retail available at Citywalk and The Bellagio Boutique Mall are quite diverse, both from food and drink, pharmacy, to daily necessities.

In The Bellagio commercial area, the space that is rented for the office is located behind the retail so it is closed and does not overlook the void. The leased area is approximately 110 m² of 5 floors. According to TR Manager The Bellagio Residence, there are 240 tenants that fill commercial areas with rental prices that vary based on floor location.

According to the table above, the Casa Domaine provides 13.9% area for retail named Public Domaine from the total area of the entire building. The area for every tenant is diverse, and the biggest tenant is owned by Hero Supermarket which is located on the ground floor. In addition to Hero Supermarket and Scandinavian Coffee, several tenants are planned to be open on the ground floor are Watson, 5asec, and...
Vines. While on the next floor there are tenants like daycare and other so there are a total of 10 tenants and 1 atm area. The lobby for retail and apartment is on different floors, where the retail lobby is located on the ground floor, while the lobby for occupancy is located on the 2nd floor. But there is a lack of a few tenants are only ten and hidden by access to the location is quite closed so not many people know. In The Bellagio Residence, there are commercial areas that are rented as retail and office. The retails are focused on the fulfillment of user's life, although it is also open to the public. Its orientation is also slightly closed causing people around less knowing this retail location.

The Casa Domiane retail concept is similar to the Oakwood Premiere Cozmo, where there are 10 retail units, 4 retail booths, and BCA Bank. But the difference between these two apartments lies in the type of retail provided. Oakwood provides food and beverage retail that is aimed at office workers in the Kuningan area so it is crowded with visitors at lunchtime, while Casa Domiane has more retail and does not focus on food and drinks. Seen in terms of crowds, Oakwood-owned retail is much more crowded than Casa Domiane as it provides a place to rest and assemble the surrounding environment, so Oakwood retail can bring you greater profit. The orientation is also open and easy to recognize and can be access by pedestrian.

The presence of retails also affected the selling price. Because of Cityloft Sudirman and The Bellagio Residence have more retails than Casa Domiane and Oakwood Premiere Cozmo, they can lower the selling price even though not so significant because selling price of an apartments is not only depend on the presence of retail (Table 3). But retails can in Casa Domiane, these retails give more value to the building so its price become higher than others. There are many factors that can affect the price i.e. location, view, access, land price, materials, etc. Reflected by Cityloft Sudirman Cases, which its location is not on the main road and the view of building is facing cemetery (Fig 6).

![Figure 7 View Across Cityloft](image)

All five apartments seem to be having different ratio for their retail space, but most of them are under 20% from their total building area. Retail space under 20% is more likely to be balance, considering the main function of the building is for residential which need privacy for the user. For apartments located in a business district, approximately 16% is quite enough for the retail space and other 4% can be developed as open space to attract more people to come and spend their free time.

Based on each apartment privacy, Cityloft and The Bellagio Residence has the least privacy due to bigger ratio of retails. The buildings seem to be less private even though it has separate lobby for retails and living area. The entrance to the living area is exposed and may cause the owner feel uncomfortable entering the lobby of the apartment area. Meanwhile, Casa Domiane and Oakwood Premiere Cozmo success separating the entrance lobby between retail and apartment, making their owner can feel more comfortable and private when entering the apartment lobby. Casa Domiane lobby separate the lobby by placing the apartment lobby on the higher level with special driving way, while Oakwood Premiere Cozmo placing its apartment lobby at the back side of their building, not facing the main street.
Therefore, these retail space need to be located inside an area which can give separated access between public and apartment owner, in this case is podium area. It is better to set the zone vertically according to privacy level of each function. A total of 18% of public area including retail and open space is set into 3 or 4 layers of podium, and the rest of 82% from total area of the building devoted to apartment units.

![Zoning of Apartment with Retail Space](image)

**Figure 8** Zoning of Apartment with Retail Space

4. Conclusion

Here are the conclusion:

- For the ratio of facilities inside apartment in a center of city especially in business district would be approximately 82% of living area and public space by 18% from the total area of the building.
- Looking at the location of sites located in the business center, public spaces that are open to the public are required in the form of retail areas and open space that can function to blend the apartment area with the surrounding, and can also support the value of the building established in high-value land because it provides additional profit so that the middle class can be attracted.
- The presence of retail is not significantly make the selling price of apartment increased, but it can give more value to the apartment and attract more buyer.
- To maintain the privacy, retails and living area should have different entrance. They are vertically integrated, retails located at podium while living area and their supporting facilities will be located inside the tower.
- Retail required in the form of most F&B because around site location there is no area for office worker's lunch rest, supported by small factor of other office cafeteria area so retail area become crowded and can also provide gathering activities

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