Approach of Urban Design Elements in Preservation Area Kampung Bandar Senapelan Towards Pekanbaru Metropolitan City

Yose Rizal 1), Rika Cheris2), Repi3)
1,2,3 Universitas Lancang Kuning, Pekanbaru, 28265, Indonesia
Telp:+6275152324, Fax: +:6275152324
email: yose@unilak.ac.id

Abstract: The development of Pekanbaru City is very rapid, consequently is constantly experiencing changes in buildings, areas or cultural objects that need to be preserved to be disrupted, replaced by economic-oriented development - commercial. The contradiction between the construction of the metropolis will be the beginning of the problem for urban areas. Kampong Bandar Senapelan is an early town of Pekanbaru town located on the banks of the Siak River. The settlement has a typology of Malay and vernacular Malay architecture. The existence of these villages experienced concern as a contradiction of the city's development toward the metropolis which resulted in degradation of the historical value of urban development in this region. This study was conducted to make an important assessment of preserving Kampung Bandar Senapelan as the oldest area and its great influence on the development of metropolis. Preservation of historical and cultural heritage with conservation and preservation measures is one of the urban design elements to be considered for all city stakeholders to safeguard the civilization of a generation. Considerations that will become a benchmark is the history, conservation and urban development towards the metropolis. The importance of awareness of the conservation of the city through conservation and preservation in this area can lead to new characters and values to the building and its environment and will create an atmosphere different from the rapid development (modern style). In addition, this preservation will be evident in a harmonious life with a high tolerance between multi-ethnicity that co-existed in the past.

Keywords: Preservation, Conservation, Urban Design Element and Metropolis Development

1. Introduction
Pekanbaru City is currently experiencing a rapid growth of physical development. This very significant development spread to all sectors such as economy, politics, religion and culture. All this can not be circumvented because it has become a consequence of the vision of Pekanbaru City as a Metropolitan City Madani. The pace of development The city's development towards the Metropolitan makes all stake holders of the city strive to increase energy in achieving it. Especially from the economic side, that the economic benefits become the symbols of the glory of a city so that the construction of multi-storey buildings began to be present on every side of Pekanbaru City.

The construction of spectacular buildings became a strategic part of City Marketing, a city effort to stand out in the context of global and tight competition (Laksono, 2013, 41). This principle has swept across cities in some countries, not only in Indonesia and even other countries have started in the first place, and as a result most of the city realized the mistake in organizing their metropolitan city. History has proved that the great cities of the world at this time just want to re-arrange their city by creating a humane civilization and more identity. Learning from our neighboring country, Singapore, they have succeeded in creating a smart city by not leaving the local culture and becoming a high-tech city. Singapore is building a fairly balanced city between modernization, and
nature and culture conservation. All get the attention full of involving the citizens of the city so it becomes a fun place for the citizens of the city.

2. Existing Condition of Kampung Bandar

Learning from several metropolitan cities in the world, the Government of Pekanbaru really need to pay attention to the urban aspects if you want to achieve the vision of the city mentioned above. According Shirvani (1985) there are eight aspects in the planning of a city, one of which is the conservation aspect. Conservation of the city is one of the things that play a role in determining the identity of the city, as well as the identity of the community also as a distinction between one city with another city in the world. This is due to differences in climate, geography and local culture that will create a local culture of its own. Identity is a disorder that belongs to a place, so as to distinguish it from other places. The things that shape the image of a place need to be known for sure to be driven maintenance efforts against the place. Component in question consists of physical elements of the city such as buildings that often attract public attention because of the uniqueness and properties of excellence, the atmosphere of the place that shows the lifestyle of the local population, the characteristics of landscape and plants that exist, the daily activities of human show local lifestyle.

Pekanbaru City seems to have to find an identity for their city to be easy to know and has its own characteristics. This identity search is easier through the local culture aspect because as mentioned above, local culture is something different from other regions. Seeing from the formation of Pekanbaru City that this city comes from a village that is on the edge of the river built by the King of Young Muhammad Ali in 1784 and was named Pekan Baharoe. Kampong Senapelan is growing rapidly due to the presence of ports with large ships to sail down to the Melaka Strait. So that the port of Senapelan become a means of society to conduct trade and sailing to neighboring country. Thus indirectly the development of this area becomes a magnet for the entire community, especially the Malay, Kampar and Minangkabau.

These three tribes inhabit Kampung Bandar Senapelan by bringing their own culture and building their housing. But with the limitations of artisans, materials then the construction of residential homes in doing improvis without using the intricate details like their original home. So the building is more of a function than the beauty and splendor as in their area of origin. House of stilts became their main alternative to wake up because this area is very close to the edge of the river. In the Dutch colonial period then one by one Ethnic Chinese also come to this area and abide by taking the profession as a trader. And they also build their housing with all the limitations.

2.1 Decline in Environmental Quality

Along with the passage of time and the development of Pekanbaru City forces Kampung Bandar Senapelan have to adjust to the condition of society that has been very diverse. The economic and regulatory pressure of the region's function has made Kampung Bandar Senapelan has changed considerably. Buildings with Traditional Architecture have been replaced with modern buildings deliberately. According to observations in the field turnover of this building is caused by several things such as, 1). Stilt house with wood material is not able to survive for the present function, 2). Difficulty to find wood that can be used to repair the building, 3) Ignorance of the community about the importance of maintaining their buildings which can actually be the identity of the city and culture, 4). The absence of government awareness of the importance of maintaining buildings that have cultural values. The reasons are so basic to the community that they unwittingly replace the structure and construction of their buildings. But in reality this village has decreased urban visual quality especially towards the community buildings with traditional architectural typology. One by one this building disappeared and replaced with a store house building with regulations that have not been established. If the building is no longer in the village then it is feared Pekanbaru City will lose the urban identity. Though the identity of a city reflects the civilization of its people.

3. Research Method

In this study, the authors use a qualitative research methodology comparative. Comparative qualitative research is an objective research because it interacts with the facts studied and provides a description of a precedent study as a comparison of research objects. In this study, the authors attach some precedent studies that are considered successful in the application of the concept of conservation. In addition, this study uses an inductive approach that is an approach that collects data in advance to create a hypothesis. In other words, the inductive approach is as a process of concluding (or hypothesis formation) based on one or more facts (evidence) obtained. And in this
study the authors use qualitative historical research methods and descriptive because it takes some data historically and data information analyzed and the results of its analysis is a picture of a phenomenon that occurs.

4. Conservation Theory
In Urban Design, several elements of urban design are land use, building arrangement, circulation and parking, open space, pedestrian path, supporting activities, information governance, preservation and conservation (Hamid Shirvani, 1985). In this theory conservation becomes an important thing to note. Indications of a region of value as a historical area of urban heritage include:

1) Urban Heritage is an area once a city centers that have the complexity of functions and economic, social and cultural activities that accumulate historical significance. The richness of urban heritage typology and morphology such as the historic site, traditional district and colonial district is generally a Locus solus that once served as economic, social and cultural "in various environmental scales (distric, sub distric, neighborhood, area and sub area).

2) Urban Heritage accumulates the values of cultural significance (cultural significance). The cultural meaning of a place manifests itself in its physical fabric, its place and its contents, the contents accumulated in urban heritage have significant values such as: aesthetics / Architectonic, / typical, scarcity, history, influence on the environment and Privileges (Attoe in Catanese and Snyder, ed., 1984).

Typology of Cultural Heritage City (Urban Heritage) Typology of cultural heritage areas (urban Heritage) in Indonesia are generally grouped into three models (BWSB, 2002, 12), namely:

1) Traditional area; a) It is a locus solus area that accumulates the cultural meaning of the region with its traditional character. b) Typology and cultural significance of traditional areas are defined again in several regional scales, ranging from neighborhoods (traditional villages, kauman villages, ethnicity villages, Chinatowns, etc.) to the kadipaten. c) Generally some typology, cultural meaning and living culture of traditional areas in Indonesia are still conserved fairly well.

2) Colonial area, a) It is a locus solus area that accumulates the cultural meaning of the region with the colonial character. Generally located in large cities or areas that are considered important to be the center of office activities, industry, settlements and trade VOC in the colonial period. b) Typology and cultural significance of the colonial region is defined again in several regional scales of the region and the district. c) Generally, existing living culture has gone along with the occurrence of decolonization.

3) Historical Site, While the historical footprint is meant for areas with very high historical value in the form of palaces and religious monuments

Some of the conservation principles that need attention are:

1) Conservation is based on appreciation of the original state of a place and as little as possible to physical intervention of the building, so as not to change the historical evidence it has.

2) The purpose of conservation is to recapture the cultural significance of a place and should be able to secure its security and preservation in the future.

3) Conservation of a place should be considered in all aspects related to its cultural meaning, without emphasizing one aspect only and sacrificing other aspects.

4) A building or a historic work must remain in its historical location. The removal of all or part of a building or work is not permitted, unless it is the only way to ensure its sustainability.

5) Conservation maintains a suitable visual background such as shape, scale, color, texture and development. Any new changes will have a negative impact on the visual background should be prevented.

6) Appropriate conservation policies for a place should be based on an understanding of the cultural significance and physical condition of the building.

Successful Adaptive Re-Use Strategies in Conservation Areas
This success cannot be separated from the strategy applied in it. These strategies include: The availability of strong political will from the government in promoting the acceleration of the revitalization process. The existence of political will of the government that became the main key to the success of the concept of revitalization. The city government as the holder of political authority should see revitalization as an opportunity. The Urban Redevelopment Authority (URA) in Singapore and Hong Kong is the most active government agency in developing revitalization concepts to revive old economically dead areas (Kamil, 2008). Having a mixed-use concept of integrated and integrated development. The success of revitalized areas in Asian and European countries is, among others, reinforced by an integrated Master Plan concept. This Master Plan document contains
a comprehensive range of regional planning strategies. In the Clarke Quay and Boat Quay areas, the concept of land use uses a high & best use and dynamic tenant mix approach, complemented by regional spatial design guidance and attractive streetscape device design (Kamil, 2008).

Having a unique and competitive district economic identity strategy to compete with other urban areas One of the reasons for the demise of economic activity in urban areas is the inability of the region to adapt to new economic challenges. Therefore, one of the most important revitalization strategy concepts is to reposition economic identity or economic re-positioning. Examples include the Far East Square area in Chinatown and the Mohamed Sultan region, both in Singapore, successfully revitalized from the area of general trade and abandoned shelter into an active and successful dining and entertainment resort. (Kamil, 2008)

5. Results and Discussion
After reading some of these theories and in pairs with the current state of the building and environmental groups in the village of senapelan, there can be several strong approaches to support the efforts to preserve this kampong, namely;

- From typology and morphology Kampong Senapel classified to traditional area or traditional district because its position is still in an area,
- Has historical value with the original typology of the river basin is the stage house as the most appropriate alternative to living around the river edge,
- Some typology presents Living Culture because of ethnic heterogeneity such as Minangkabau ethnic, Malay enik, ethnic Chinese, ethnic Ocu Kampar and others which their number still sangt slightly like Batak ethnic,
- With still not much change of heritage building so it can still to restore cultural meaning of this area,
- Maintenance of the visual background of the city that will bring the city to cultural identity, especially Malay culture.

Figure 1. Port is still active. Private doc

These five reasons will be able to place Kampung Bandar Senapel in the first rank position as an area that must be preserved. So much historical significance and cultural significance inherent in this village that will be able to grow the identity of local communities in the midst of metropolitan development.

Comparative Studies
**Figure. 2.** Building and environmental maintenance in Clare Quay Singapore as one of the comforts of the current Singapore community. (Source: Kompasiana)

The Clarke Quay and Boat Quay areas of Singapore Clarke Quay and Boat Quay are areas along the Singapore River that adopt the concept of conservation that is well known and considered successful. This area was originally a slum area and has no eyesight or reuse. This situation forced the Singapore government to tear down old buildings along the river and replace them with new, more modern and useful buildings. However, on the various inputs and insistence of the planners, it was taken a policy to preserve the old buildings into a new function.

After the Singapore government committed to clean up the river for 10 years and completed in 1987, this river basin area can eventually be fully utilized. Utilization of the maximum one of them juggle old buildings with a little reshuffle on the façade and the inside. The old functions of this building were transformed into a new function in order to better benefit the Singapore government in the field of tourism. In addition, by closing the path for motor vehicles so that open space in front of the building becomes like a pedestrian expanse for pedestrians and can be used for open dining for some cafes.

**Figure. 3.** The atmosphere of conservation areas in Clarke Quay Singapore (source: Kompasiana)

Urban Revitalization Strategy:
From the experience of several areas in major cities in Asia that succeeded in revitalization, at least there are 5 development strategies that can be used as a case study in the success of revitalizing an urban area. These strategies include:

5.1. **Political initiative of the city government.**
Many cities in developing countries in Asia are not aware that the urban areas have an economic age or economic life cycle that in a certain period must be recycled. It is the government's political will that is the key to the success of the concept of revitalization. The city government as the holder of political authority should see revitalization as an opportunity. The Urban Redevelopment Authority (URA) in Singapore and Hong Kong is the most active government agency in developing revitalization concepts to revive the economically dead old areas. URA in Hong Kong even conceptualized its vision and mission with four pillars of city planning strategy: Redevelopment for newly developed areas of dead or vacant land. Revitalization to restore the economic pulse in the old urban areas and die economically. Rehabilitation for buildings that have deteriorated their physical quality. Preservation for areas and buildings that have historical significance or architectural quality that must be preserved.

5.2. **Have a regional management agency**
In some cases, the urbanized areas are revitalized, the complexity of the problems and the scale of the area often requires a special area management strategy. For the first model we can see in China. In China where the land is wholly state-owned, the management of Xin Tian Di area in Shanghai and the historical area of Shamian Island in Guangzhou is given entirely to developers who are given business concessions to revitalize and develop these areas. Xin Tian Di is managed by developer Shui On Properties. Shamian Island by Swire Properties. The second model is like in Singapore and Hongkong, where the governing body of the revitalized area remains from the government. This happens because this government body has enough solid experience and a vision of a competitive global economy. Clarke Quay revitalization project in the revitalized area of Singapore River 2 times is the result of urban tourism-based revitalization concept that is directly conducted and driven by URA. For cases in Indonesia where generally government agencies are not as active as URA Singapore or Hong Kong,
the establishment of a regional management body as a government partner consisting of local stakeholders becomes crucial. If the role is not as a technical decision-making body like the example in China, at least this body has a strong role in determining the strategies and concepts that are appropriate for the area to be revitalized.

5.3. Has a new competitive economic identity

One reason for the demise of economic activity in urban areas is the inability of the region to adapt to new economic challenges. Therefore, one of the most important revitalization strategy concepts is to reposition economic identity or economic re-positioning. Examples include the Far East Square area in Chinatown and the Mohamed Sultan region, both in Singapore, successfully revitalized from the area of general trade and abandoned shelter into an active and successful dining and entertainment resort. Bukit Bintang Street in Kuala Lumpur, formerly known only as a moderate trading area, is now the icon of urban tourism in Malaysia known globally.

5.4. Have a concept of integrated regional development

The success of the revitalized areas in Singapore, Kuala Lumpur and Shanghai is, among others, reinforced by the integrated Master Plan concept. This Master Plan document contains comprehensive regional planning strategies. Examples include the Master Plan for revitalizing the Singapore River in an effort to reposition this region in capturing the global economic opportunities of potential urban tourism. In the area of Boat Quay and Clarke Quay along the Singapore River, the concept of land use is based on the concept of high & best use and dynamic tenant mix which is complemented by spatial design guidance of the area and the design of an attractive streetscape device. Usually for areas where land ownership is quite complex and owned by many parties, the Urban Design Guidelines (UDGL) document as a control device for the design of the area or building becomes important. When investment begins to enter and physical construction begins to be done then UDGL serves as a guide in aligning the physical concept with the overall economic theme of the region.

5.5. Have a pragmatic phasing strategy

In general, urban areas are revitalized is a large area, so it is impossible to develop the entire region at the same time. Therefore, the phasing strategy becomes crucial. The initial phase or pilot project is generally selected in the area that invites the most investment and areas that are able to represent strongly the new image of the revitalized area.

6. Conclusions

History is the best bridge between current events and events in the past, therefore every region or historic building is fitting for us to preserve. Preservation application of a region or building that is currently often used is conservation, because this way is considered quite successful in maintaining a historic heritage in Indonesia. Learning on urban pilot areas in the above discussion shows that the concept and strategy of revitalization must be done innovatively and comprehensively. Innovative means the revitalization area planning approach that the main issues vary should be solved with creative concept innovations and not solely based on general theories of urban planning / design. Comprehensive means all aspects of the problems and involvement of all parties must be completed and involved from the concept process until the implementation process. The success of revitalizing these troubled urban areas proves indirectly to be one of the solutions in responding to urban issues in a larger context as a result of urbanization and rapidly changing urban culture in urban areas in major Asian cities. Conservation efforts An area or a building can be successful if done with a mature and directed strategy. Therefore, the right strategy in conservation efforts is to transform a region or building into a place with a new function that is more profitable than the old function, without changing the character and historical value contained in it. Changes in the function of a region or building should use the concept of mix-used development, so that each element is mutually filling and integrated so as to produce many benefits in all fields. In the economic field, the results obtained can be used for maintenance and maintenance costs so that the building can be maintained and its historical value. While in the field of tourism, social and culture is able to invite young people to better appreciate the historical heritage and able to attract local and foreign tourists while maintaining the identity of a city.

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