

# **Cityhub Plaza Design at SCBD With Modern Urban Oasis Approach**

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## **ABSTRACT**

Jakarta as an economic center makes it one of the busiest cities in Indonesia. The rapid economic activity is reinforced by the term “Golden Triangle”, where this imaginary triangle stretches through three main business districts, and SCBD is one of the district. The design will be carried out at SCBD which is dominated by the productive generations (Generation Z). In addition, the status of SCBD as a world class business district needs to support its business activities through MICE (Meeting, Incentive, Convention, and Exhibition) and one thing that could support this is the existence of a business hotel. However, SCBD also has disadvantage, which is a limited open space due to the massive buildings. A mixed-used design is proposed in the form of Cityhub Plaza at SCBD that carry the concept of a Modern Urban Oasis.

Keywords: SCBD, High Rise Building, Mixed-use, Urban Oasis, Modern Architecture

## **INTRODUCTION**

Jakarta became one of the busiest cities in Indonesia because of the economic sectors. The high demand of economic and business activity in Jakarta is evidenced by the term “Golden Triangle”. This is an imaginary triangle that stretches through three main business districts, namely Mega Kuningan, Kuningan Persada, and SCBD. The background of Jakarta as an economic center requires something that further strengthens the economy as well as enlarging job fields. One of them is by planning an office. However, Jakarta has another issue with the high population of Z Generation who often resign from jobs and mostly have a negative image from the recruiter. One of the reasons is the difference in work culture with previous generations. With this kind of issues, planning a conventional office can't be a solution. A new office type is needed that specifically accommodates the needs of Z Generation and adapts to the new work culture. Besides the office, Business sector needs other support. One of the examples is developing MICE with a business hotel which combines business and tourism.

Apart from the economy, Jakarta is not only inhabited by workers, but also ordinary people, children, even elderly people. This type of users need an area besides commercial use, which is an open space. At SCBD, the presence of open space is very limited, especially open space that can be accessed by the community. Through these issues, mall and open communal space are proposed. These functions can be easily integrated, have a variety of users, and at the same time help to provide a comfortable open area for the community. So, the design proposed is a mixed used high-rise building that is office, hotel, mall, and open communal space. These four functions will be integrated to attract more users from various segments.

## **LITERATURE REVIEW**

### **1. Office**

According to (Halimah, 2014), office is a place for information handling activities where the process starts from receiving, collecting, processing, storing, to distributing information. The types of office space according to (Rahmadani, 2022) consist of:

1. Cubicle Type: layout that separated by partitions.
2. Open Plan Office: a large space to be used by multiple users.
3. Landscape Office: work space with a plant ornaments.
4. Mixed Office: the combination of the three forms above

Based on the literature, the layout that will be applied in the design is a mixed type office. It because mixed office is more flexible and functional. Therefore, based on the office type and Z Generation characters, an “agile workspace” concept is proposed. According to (Hogarty, 2021) agile workspace is a work environment designed with a full flexibility. This concept promotes flexibility and provides freedom for workers to work. According to (Keeling, Clements, & Roesch, 2015), the characters of agile workspace design include:

1. Open plan offices  
Facilitates a better communication and can be configured easily.
2. Quiet spaces  
Space for workers that require high concentration.
3. Breakout areas  
Provide space for collaboration in work with a relaxed ambiance.
4. Flexible furniture  
Furniture that can be easily arranged as needed.
5. Resource station  
Places the charging port in the accessible place.

### **2. Business Hotel**

According to the Minister of Communications No. 16 of 1977 in (Pradaana, 2022), a business hotel is a hotel where business interests are the main value. Generally, this type of hotel provides facilities related to business activities such as convention hall and meeting room. According to the class segment, quoting from the regulation of the Minister of Tourism No. 53 of 2013 in (Pradaana, 2022), hotels are divided into five classes, from 1 until 5 stars. In accordance with the site context

and social-economic level, the hotel design is a 5-star hotel. As a 5-star hotel, there are more facilities that have to be fulfilled besides a guest rooms (sport facilities, convention room, grand ballroom, etc.). This hotel will be a destination not only for the business person, but also a tourist.

### 3. Shopping Mall

According to (ICSC, 2023), shopping centers have several classifications based on the area and facilities. Based on the site area, the type of shopping center that will be designed is sub-regional type. This shopping mall will target a variety of segments from the middle class until elite. Although located at SCBD, this mall still can be visited by the middle class community by providing the easy access for pedestrians and public transportation users. This mall will also provide a courtyard, so that this mall can be visited not only for shopping but also walking and recreation. The circulation types of shopping mall are also diverse. According to Nadine Beddington in (Wiratno, Trisno, Priyomarsono, & Lianto, 2019), there are three types of circulation in designing shopping malls. The circulation type that will be used in this mall is the plaza system. Quoting from the same literature, this plaza system is characterized by a large-scale space that is the center of activity. Plaza System was chosen with the aim that the courtyard is designed to be the focus of user attention.

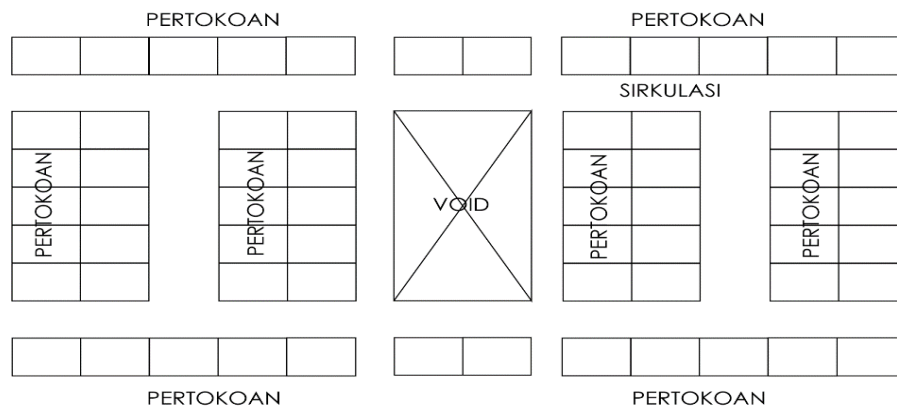


Image 1 System Plaza Circulation. (Source: Karmawan, 2024)

### 4. Communal Space

According to Wellman and Leighton in (Tamariska, Lestari, Septania, & Ulum, 2019), communal space is an area that function as a social use, as one of the basic needs of settlers to develop community life. This communal space responds to the limited open space that can be accessed by the community. According to (Victoria State Government, 2023), there are several aspects of communal space design:

1. Provide a place for children and adults to socialize.
2. Provide chairs and tables.

3. Supporting lighting.
4. A well-landscaped area for plants.
5. Consider circulation to minimize noise and pollution.

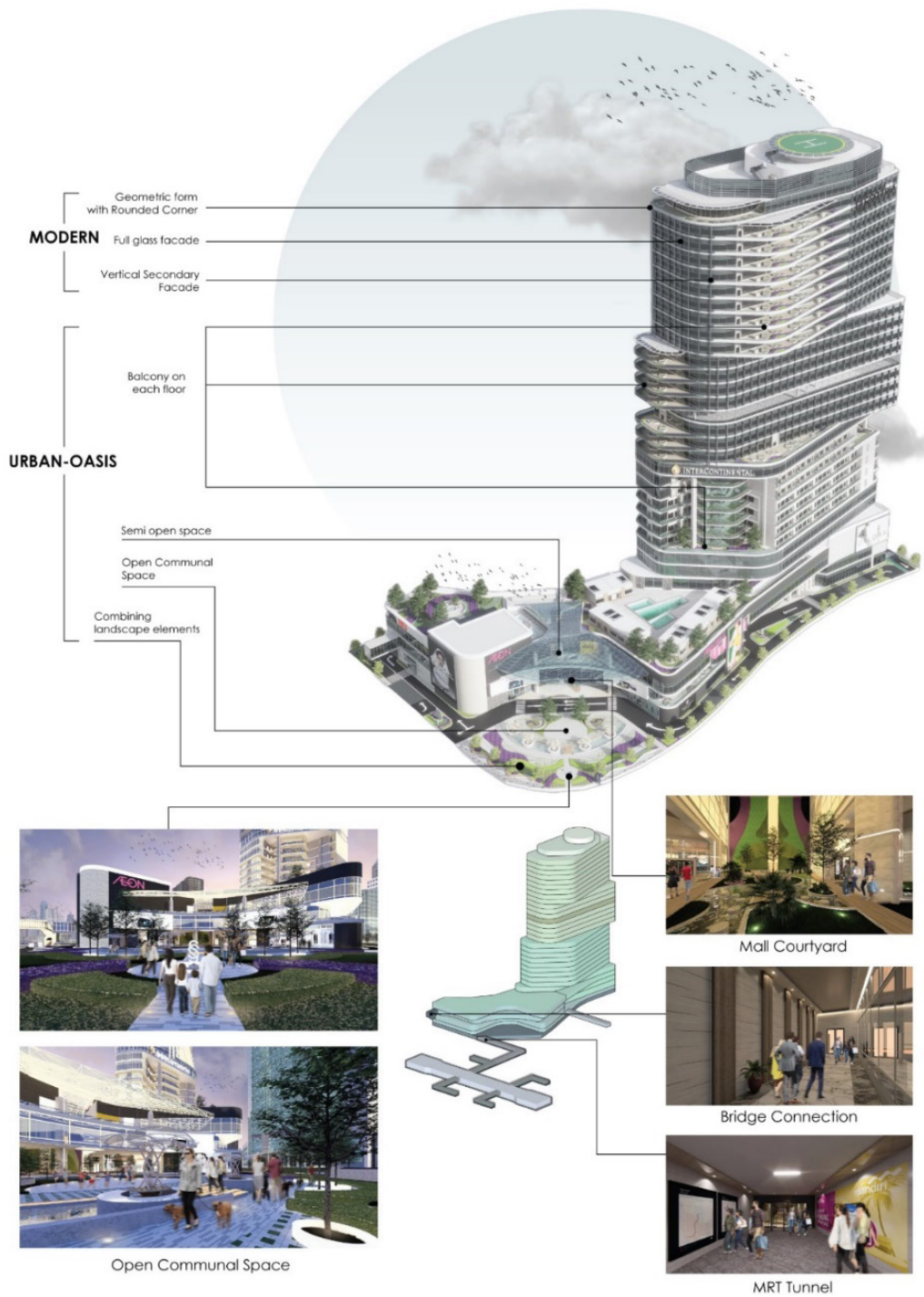
In accordance with the issue and site context, the facilities that must be provide in the communal space are seating area (shelter), smoking area, playing area, online transportation waiting, etc. With a various of activities, this space will be an inclusive space that is able to unite and integrating various users from each building function to interact and meet in the same location.

## **METHODOLOGY**

The building is designed with a modern-urban oasis approach. The modern approach was chosen to adapt to the context of SCBD, which most of the surrounding buildings use modern concepts. The urban oasis approach was chosen for a several reasons. By definition, according to Dwianto in (Baehaqi , 2019), the urban oasis approach opens up public space as a restorative means for the surrounding community in the middle of an urban area, so that it becomes a counterweight to the mass pattern of buildings that are solid and monotonous. Referring to the same literature, urban oasis create a “freshness” to the surrounding area so that a building design is needed to be iconic, contrasting, and have the unique impression. Both of these approaches are combined to create new atmosphere and improve the images of SCBD. The Urban Oasis concept will highlight the design, especially the open communal space which like an oasis around a modern building complex.

## **RESULT & DISCUSSION**

The design result is a mixed-use high-rise building consisting of 33 floors, with office areas on the 13th - 29th floors, a hotel on the 3rd - 12th floors, and a mall on the Ground - 2nd floor. In accordance with the modern urban oasis concept, this building provides many areas to move outdoors, either through the balcony, roof garden, courtyard, or communal space. Open space is presented on various sides so that it presents something new compared to the surrounding buildings and also implements the urban oasis concept. To increase user interaction, direct access from public transportation and surrounding buildings is provided. For transportation access, there are two connections direct to the mall which are from the MRT Istora Mandiri and Polda Metro Jaya Pedestrian Bridge. For the connection to the surrounding building, the design has a tunnel that connects to the One Pacific Place Building.



**Image 2 Design Result & Implementation. (Source: Karmawan, 2024)**



Image 3 Perspective Views. (Source: Karmawan, 2024)

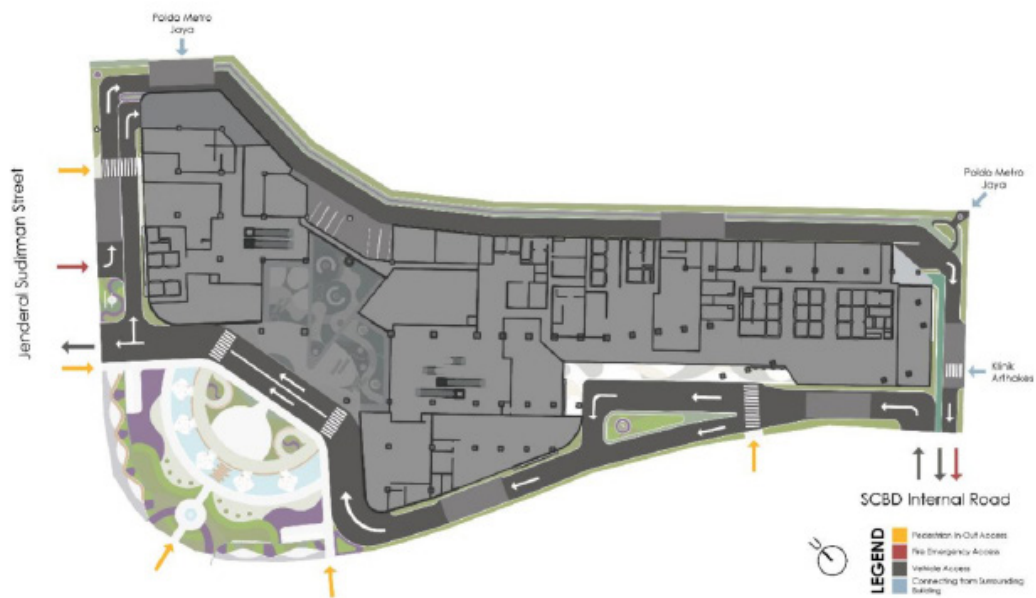
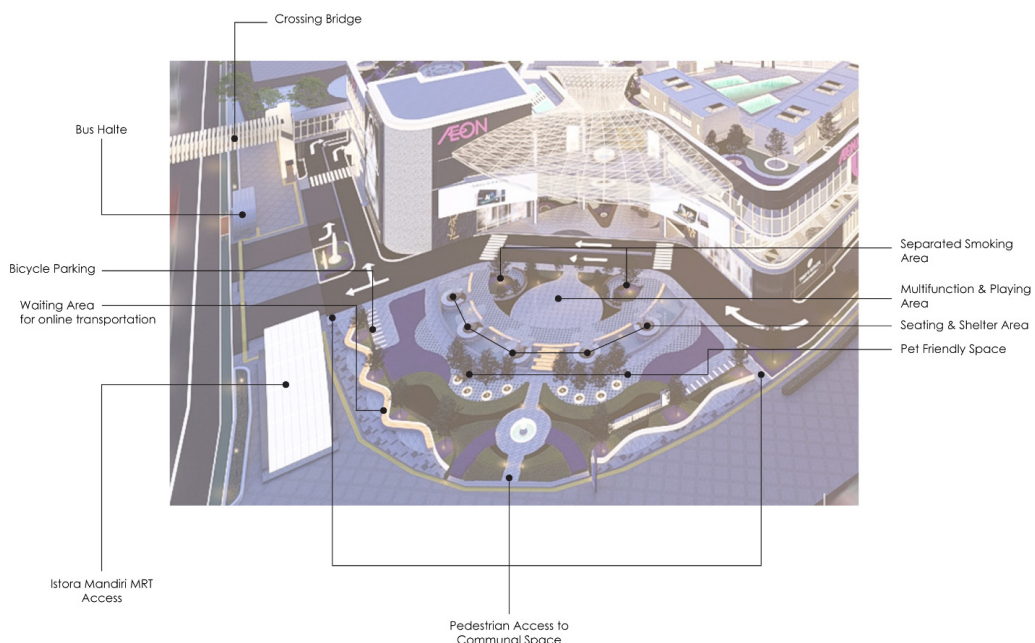


Image 4 Site Circulation & Communal Space Access. (Source: Karmawan, 2024)

The communal space is located in the center of the site so it can be easily accessed by many users. This area provides 3 pedestrian entrances with a rotating and centralized circulation system so it can make the communal space as the center for outdoor activities. This communal space also has straight access to the mall lobby and MRT access in the pedestrian way. Some facilities can be provided in this communal space are:

1. Seating area (shelter).
2. Pet-friendly space.
3. Separated smoking area.
4. Multifunction & playing area.
5. Bicycle parking.
6. Waiting area for online transportation.

The design results prioritize efficiency, connectivity, and also combining many users so it can be an inclusive design even though it's located in the premium business districts.



**Image 5 Open Communal Space Access & Facilities. (Source: Karmawan, 2024)**

## **CONCLUSION**

Through this design, SCBD will be able to reach more user segments. Although in reality, SCBD is a premium business district, it does not mean that it cannot be visited by ordinary users. With the presence of communal space, mall, office, and hotel in the same site, it presents that the design is connected to each other and creates interaction from many users (workers, hotel guests, public visitors, public transportation users, etc.). Integrated and multifunction design is the main concern especially in metropolitan city like Jakarta. It will provide more user needs and at the same time develop the transit hub for the district. Other than that, providing an open space in a building is important because it gives another option for the

users to do any activities. The proper open space also makes the pedestrian feel comfortable and sooner or later this space can develop community interaction in the district area.

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