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# THE EFFECTS OF SUPERBLOCK DEVELOPMENT IN JAKARTA

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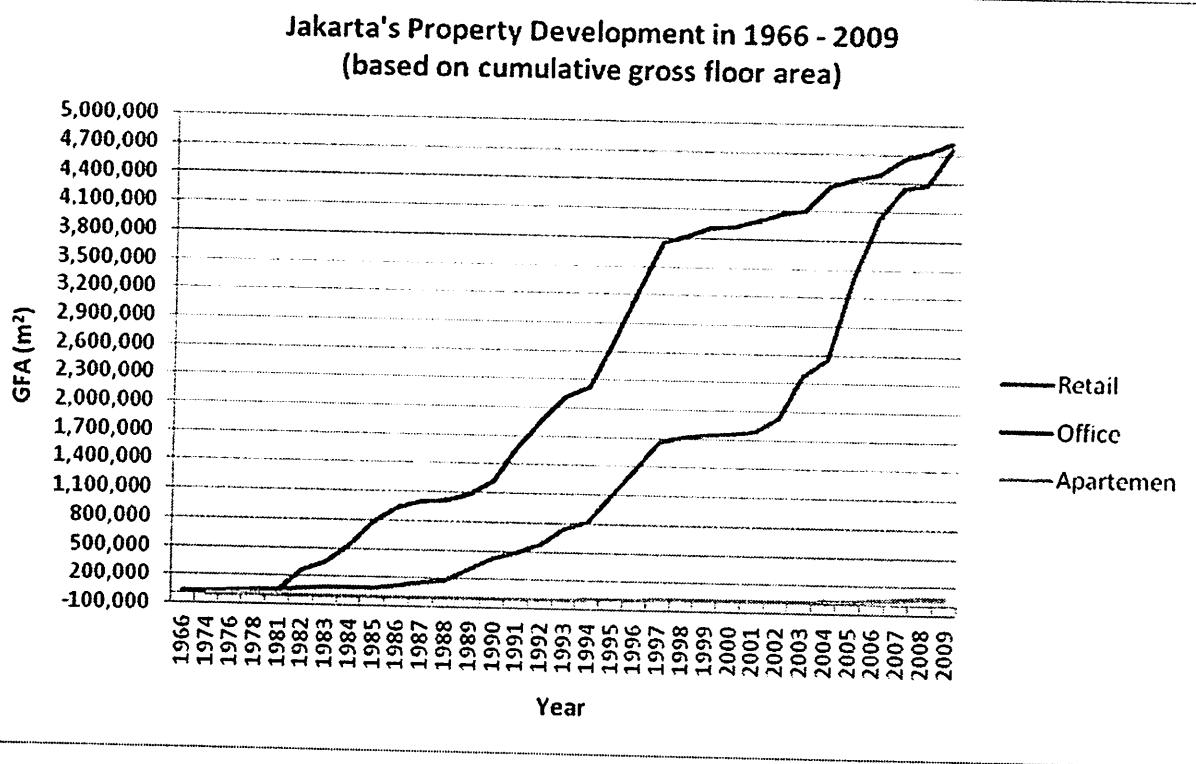
## ABSTRACT

*Jakarta as the capital city of Indonesia, has many activities, especially in the economic aspect. In order to fulfill people's needs, many developers and government tried to create and maintain the living of urban economic. For the past 10 years, Jakarta has been growth rapidly (both physically and economically) that can be seen from the property development that has been built in Jakarta for a decade. The new phenomenon in property development that has been shown up in the last 6 years until now is superblocks development. The Superblock development emerged due to the increasing of price of the land, especially within prime area. The Superblock development, theoretically, has more than three functions within the same area, that serve almost the whole city needs by integrating functions (or planned to be integrated) and usually have a massive density. The goal of superblock development is to create integrations between all these different buildings' functions that create urban life efficiencies. However, since the first superblock developed in Jakarta in 2005, new phenomena have occurred, as they triggered and stimulated another superblock development in different area by different or the same developer. In 2011, more or less, there are 12 superblocks that will enter the property market. These huge number of mega developments, surely, will influence Jakarta in many ways and create a new face of Jakarta. By looking at all the facts, this paper is trying to identify the effects of Jakarta's superblock development to the city from different points of view (physical, economic, and social).*

**Keywords:** superblock development, mixed-use, urban efficiency and sustainability

## A. INTRODUCTION

Jakarta, as a capital city has numerous attractiveness that other big cities have. That attractiveness has increase densities, not only the people, but also the building. The Property in Jakarta began in 1960's, starting with two buildings at that time which were Graha Purna Yudha (in 1965) and Sarinah (in 1966). But since then, the property development in Jakarta was slowing down. in the beginning 1980's, property development in Jakarta started to accelerate and keep on arising until now, with many different types and forms, just like we know as now.



**Figure 1. Jakarta's Cumulative Property Growth Area in 1966 - 2009**

Source: *Panangian property market survey and author's compilation, 2009*

From the figure above, we can see that retail and office space are growing significantly compare to growth in apartment space. In the end of 2009, cumulative office gross floor area growth in Jakarta is  $4.825.103 \text{ m}^2$  and cumulative retail gross floor area growth in Jakarta is  $4.753.295 \text{ m}^2$ . these significant growth volume shows that there is  $26.607 \text{ m}^2$  office and retail space growth every day or around  $1.108,61 \text{ m}^2$  office and retail space growth every hour. Jakarta's land scarcity nowadays become much more problematic in order to create new office or retail space in Jakarta, which is reflected in increasing of land price that become higher and higher every year, especially in Jakarta's CBD. Since the land price become higher and land scarcity become a city's problem, developer tried to mix some building/property use in the same building/land, that recently become a new type of development that boom in Jakarta, called mixed use development or superblock.

Nowadays, there are fifteen mixed-use developments in Jakarta (both existing and on-plan). The first mixed-use development in Jakarta was pioneered by Senayan City in 2006, which consist of four different uses, such as: apartment, office, shopping center, and hotel (future-plan). In table below, we can see total location, land area, total gross floor area (GFA), year of operation (YOO) and mixed use for each project.

Table 1. Mixed-Use Development in Jakarta

No.	Project Name	YOO	Location	Land Area (m <sup>2</sup> )	GFA (m <sup>2</sup> )	Mixed-use
1.	Senayan City	2006	CJ	48,000	288,000	Apartment, office, hotel, shopping center
2.	Grand Indonesia Shopping Town	2007	CJ	70,000	324,000	Apartment, office, hotel, shopping center
3.	Pacific Place	2007	SJ	57,900	72,000	Office, hotel, shopping center
4.	Kelapa Gading	2007	NJ	20,000	156,000	Apartment, office, hotel, shopping center
5.	Podomoro City	2009	WJ	167,332	655,000	Apartment, office, hotel, shopping center, shopping arcade, shop houses, convention center
6.	Seasons City	2009	WJ	55,000	400,000	Apartment, shopping center, shop houses
7.	Kelapa Gading Square	2009	NJ	156,500	1,081,086	Apartment, office, hotel, shopping center
8.	CBD Pluit	2009	NJ	-	93,100	Apartment, shopping center, shop houses
9.	Kemang Village	2010	SJ	120,000	650,000	Apartment, office, hotel, shopping center
10.	Gandaria City	2010	SJ	75,000	490,845	Apartment, office, hotel, shopping center, museum, gallery
11.	Rasuna Epicentrum	2010	SJ	535,000	1,415,313	Apartment, office, hotel, shopping center, recreation center
12.	Kuningan City	FS	SJ	29,000	387,000	Apartment, office, hotel, shopping center

No.	Project Name	YOO	Location	Land Area (m <sup>2</sup> )	GFA (m <sup>2</sup> )	Mixed-use
13.	St Moritz Penthouses and Residences	FS	WJ	120,000	1,000,000	Apartment, office, hotel, shopping center, hospital, school, sea world, exhibition center, clubhouse, exotic spa, wedding chapel
14.	Ciputra World	FS	SJ	50,000	300,000	Apartment, office, hotel, shopping center
15.	Kota Kasablanka	FS	SJ	95,000	491,000	Apartment, office, hotel, shopping center
<b>TOTAL</b>				<b>1,598,732</b>	<b>6,434,831</b>	

*Legend:*

FS = Future Supply  
CJ = Central Jakarta  
NJ = North Jakarta  
WJ = West Jakarta

*Source: compiled from many sources, 2011*

From table above, we can see that major uses are apartment and commercial (can be hotel, shopping center, office, shop houses, and shopping arcade). The aim of mixed-use development is integrating all functions so people can work, live and play in the same place, while decrease the mobility of vehicle at the same time. By doing so, it may potentially reduce the pollution, traffics and give good impacts to the city. A small action, may contribute a lot to the city. With this size of development, surely have impacts to the city, which can be seen physically, economically, and ecologically.

## B. LITERATURE

The literature will describe about mixed-use development and give some description to impact of a mixed-use development to an area.

### 1. Mixed-Use Development

According to, Urban Land Institute, 2005, Mixed-use developments are characterized by:

- a. Three or more significant revenue-producing projects (such as retail/ entertainment, office, residential, hotel, and/ or civic/ cultural/ recreation) on the same land and are mutually supporting.

- b. Significant physical and functional integration of project components (and thus a relatively close-knit and intensive use of land), including uninterrupted pedestrian connections.
- c. Development in conformance with a coherent plan (that frequently stipulates the type and scale of uses, permitted densities, and related items).

According to Mixed-Use Development Handbook (Urban Land Institute, 2005), mixed-use development can be divided into three groups of types of building, there are: mixed-use tower (a single structure, typically of considerable mass and height, whose uses principally are layered vertically), integrated multi-tower structures (individual buildings and towers architecturally connected by a common atrium, concourse, shopping complex, and/ or underground parking structure that integrates all or most of the project components at the lower levels in a common base), and mixed-use town centers, urban villages, and district (are organized around streets, parks, plazas, and/ or squares and function more like an urban district than a single project).

## **2. Sustainable Development**

Sustainable development according to report of the Brundtland Commission (1987) is meeting today's needs of development without compromising future generations' ability to develop. The linkage between environment and development was globally recognized in 1980, when the International Union for the Conservation of Nature published the World Conservation Strategy and used the term "sustainable development".

## **3. Impact of Mixed-Use Development to an Area**

According to Mixed-Use Development Handbook (Urban Land Institute, 2005), mixed-use development has and will benefit from these trends, and the field holds promising opportunities. But before mixed-use development can achieve its high potential for financial success and make a positive contribution to the urban environment, numerous problems and pitfalls must be recognized and overcome:

- a. From a business point of view, mixed-use development calls for extraordinary planning, management, political patience, and capital resources.
- b. From the viewpoint of the urban environment, because of their typical size, diversity, and density; good mixed-use design requires not just talented architects but also talented urban designers.

By overcome these problems, mixed-use projects do offer opportunities for greater financial returns and better urban environments that are more satisfying and relevant to human needs. Mixed-use projects offer many advantages over single-use real estate projects in terms of place making, synergy, and economies of scale, critical mass, operational efficiencies, and impact on the community.

## C. SUPERBLOCK DEVELOPMENT IN JAKARTA

Superblock or mixed-use development in Jakarta was started in 2006 and since then, other superblocks are being built until now. We can see the mapping of superblock in Jakarta and how they affect Jakarta and its inhabitants.

### 1. Superblock Development Mapping in Jakarta

Jakarta consists of five municipalities, which are: North Jakarta, South Jakarta, Central Jakarta, West Jakarta, and East Jakarta. Each has characteristic that differs from one another physically, economically and emotionally. There are 11 existing superblock that spread in Central Jakarta, South Jakarta, and West Jakarta and there will be another four superblocks that will enter the property market in Jakarta. Three from four future superblocks will be developed around South Jakarta and are located close to each other. Mixed-use project started to enter the property market in Jakarta in 2006, with the first mixed-use project is Senayan City, located in Central Jakarta, consists of four types of use (shopping center, apartment, office, and hotel). After that, the Senayan City success was soon followed by another three mixed-use projects that was spread in Jakarta in 2007. In 2008, there were no mixed-use projects that enter property market in Jakarta. Meanwhile, in 2009, there was an increasing number of mixed-use project that enter Jakarta's property market compare to 2007. These four mixed-use projects were built in West Jakarta and North Jakarta. And last, in the previous year (2010), there were three mixed-use projects that entered Jakarta's property market, and all of them are located in South Jakarta. The spread of mixed-use projects in Jakarta can be seen from figure below.

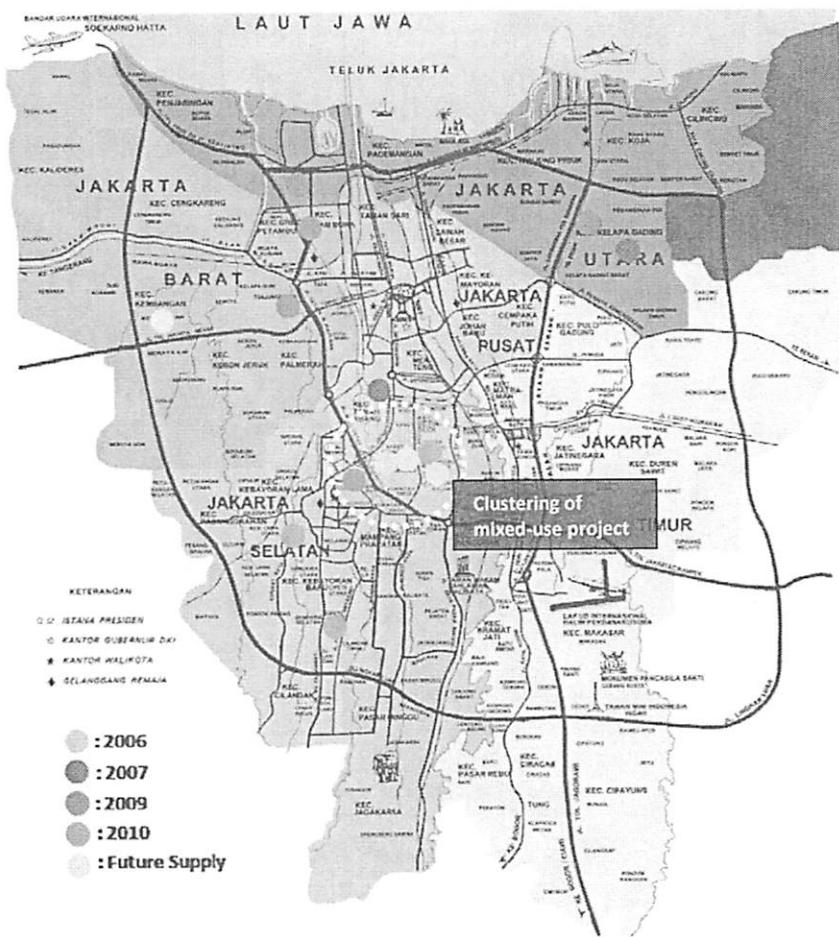


Figure 2. Superblock Development Mapping in Jakarta

Source: author's compilation, 2011

From the theory, a mixed-use project should be supported by high intensity of building and integrated uses, so that it has to be placed/ located in a high density area too in order to create a highest and best use of property/ use in a high value land. From figure above, we can also see that there is a clustering of superblock development in Jakarta's CBD which are a high value land and high density of building. The mixed of uses from the five mixed-use project in CBD (existing and future) mostly have shopping center, office, and apartment. The hope of this mixed of uses are people can live, work, and play in the same area/ place so that will effectively lessen the car and motorcycle mobility around the area. The mixed of these uses are being used in order to decrease the number of commuter, so that, a mixed-use development maybe could be an answer for some problems in Jakarta.

## 2. Sustainability of Superblock Development

As mentioned before, that the mixed of these uses are used in order to decrease the number of commuter, and a mixed-use development maybe could be an answer for some problems in Jakarta. But during the process, there are likely problems that may occur if the developer didn't see the three of sustainability area (physical, economic and social) as an

important part that should be considered in a development to create a sustainable mixed-use development that support urban sustainability as well.

**Table 2. Number and Type of Uses in Each Mixed-Use Project in Jakarta**

No	Project Name	Number of uses	Apt	Off	Shop ctr	Htl	Shp houses	Shop arc	Fclt	Type
1.	Senayan City	4	✓	✓	✓	✓				MT
2.	Grand Indonesia Shopping Town	4	✓	✓	✓	✓				MT
3.	Pacific Place	3		✓	✓	✓				MT
4.	Kelapa Gading	4	✓	✓	✓	✓				MT
5.	Podomoro City	7	✓	✓	✓	✓	✓	✓	✓	MTC
6.	Seasons City	3	✓		✓		✓			MT
7.	Kelapa Gading Square	4	✓	✓	✓	✓				MT
8.	CBD Pluit	3	✓		✓		✓			MTS
9.	Kemang Village	4	✓	✓	✓	✓	✓			MTS
10.	Gandaria City	5	✓	✓	✓	✓	✓		✓	MTS
11.	Rasuna Epicentrum	5	✓	✓	✓	✓	✓		✓	MTC
12.	Kuningan City	4	✓	✓	✓	✓	✓			MT
13.	St Moritz Penthouses and Residences	11	✓	✓	✓	✓	✓		✓	MTS
14.	Ciputra World	4	✓	✓	✓	✓	✓			MTS
15.	Kota Kasablanka	4	✓	✓	✓	✓	✓			MT

Legend: MT = Mixed-Use Tower

MTS = Integrated Multi-Tower Structures

MTC = Mixed-Use Town Centers, Urban Villages, and District

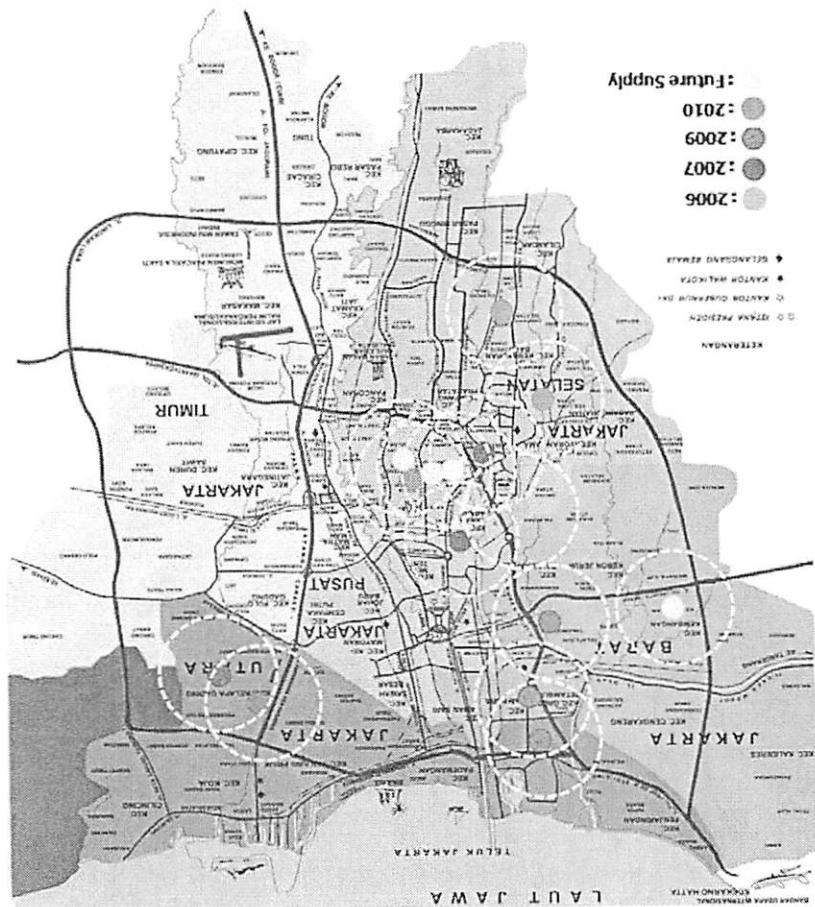
Source: many sources, author's compilation, 2011

From the table above, can be seen the number, type of uses, and type of mixed-use project for each mixed-use project in Jakarta. The result shows that every project has shopping center as one of the main functions. Meanwhile, apartment, office, and hotel can also be found almost in every project. Shopping centers that are built by these developers are each a regional shopping center with average gross floor area almost 80.000 m<sup>2</sup>. With the size of

to function overlapping. The issue/problem that might be (always) occurred around every between. But, according to average space of shopping center, it would be an issue related apartment and office use, maybe they still have no big issue related to overlapping space From the figure above, we can see the overlapping that happened between projects. For

Source: author's compilation, 2011

Figure 3. Overlapping Ecological Impact in Superblock Development



Besides that, we can also see the type of mixed-use project. Most of types of mixed-use projects are Mixed-Use Tower, which is the most applied in a high density urban area and also related to scarcity of urban land area. There are only two projects in Jakarta that has a big size of land whereby mixed-use district can applied, which are Rasuna Epicentrum (53,5 Ha) in South Jakarta and Podomoro City (5 Ha) in West Jakarta.

Planning between projects that located closely one another. number of people that can be served in a single shopping center and to see the overlapping then there will be 2,290 workers for each office use. These counts are for determined the 22,900 m<sup>2</sup> of sellable area office, with assumption every 1 people need 10 m<sup>2</sup> of space, people then, there will be around 2,416 people for each apartment use). With the average itself, has average total unit around 604 units (with assumptions each unit is lived by 4 shopping center, each can served around 5,300 or more people. Meanwhile the apartment shopping center overlapping. The issue/problem that might be (always) occurred around every

shopping center project are heavy traffics. The traffic problems may mount up doubled or even tripled if all shopping centers are located close one another. This is because (shopping centers) have to share the main access and thus will create a snow-ball effect.

#### **D. CONCLUSION AND RECOMMENDATION**

There are some conclusion and recommendation connected to the impact of mixed-use development in Jakarta:

- a. This paper gives a brief overview about the superblock development in Jakarta, but further researches are needed to analyze the sustainability in each superblock project clearly.
- b. The condition of social habit and lifestyle should be researched deeply and need time, because we can't say about a social life based on 5 past years development (as we know, the superblock/ mixed-use development have just started in 2006), therefore we have to wait for another five years to see the real impact to social life from a superblock development.
- c. For the next research, further researches related to the application of sustainability concept in superblock/ mixed-use developments are needed. As we know, that the aim of mixed-use development is to integrate some use of buildings so that can minimize the car mobility (traffics), in order to support the urban sustainability (for long term). But we still have to find out whether superblock developments support the urban sustainability from three pillars of sustainability.

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