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A Proposal for the Development of Telok Kemang Outlet (TeKO)

Isham Shah Hassan^a, Hamisah Hafni^a, Siti Amirah Mohtaram^a & Norzalina Yusop^a

^a Center of Architecture Technology, Politeknik Port Dickson
* E-mail: ishammurul1@hotmail.com

Abstract

This is a proposal for the development of Pantai Batu 8, Telok Kemang. This project is prepared in order to achieve a few objectives such as upgrading tourism destination of Teluk Kemang, Port Dickson. Furthermore this proposal will try to enhance the beach to increase the attraction. The proposal also will ensure the traffics are under control or systematic and solve the issue of crowded road during weekdays, weekends and school holiday. This research and proposal also will identify the activities and facilities that available in Teluk Kemang, Port Dickson. Telok Kemang Outlet or TeKO is the name given for this proposal. Telok Kemang Outlet being proposed to increase tourist coming to Pantai Batu 8, Telok Kemang. Lack of landscape and tourist facilities are the main problem for tourist attraction to Pantai Batu 8 Telok Kemang. Parking spaces are also the main concern for local authority to arrange any major event in this area. Studied has been in this area from August 2018 to November 2018 before Telok Kemang Outlet proposed. The targets for this Telok Kemang Outlet are to produce high quality outlet to user, to act as landmark in Telok Kemang area and to become tourist outlet that can be utilized by the local community. Green building Index is the main strategy in developing this outlet. This Telok Kemang Outlet will consist of brand new commercial area, secured parking lot and attractive tropical garden.

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Keywords: TeKO, GBI, Tourism, Commercialization

1. INTRODUCTION

Teluk Kemang is the largest and most popular beach of Port Dickson, located between 7th and 8th mile from PD town. Consequently, this beach stretch has the most number of hotels, resorts and apartments providing family accommodation. On weekends and public holidays, the beach gets unbelievably crowded with visitors, while the sea becomes frenzied from motorised water sports. Visitor facilities and amenities are abundant, including car parks, walkways, gazebos, bathrooms and zones for souvenir shops, hawker stalls and restaurants. A large square at the back hosts the annual Port Dickson Festival, but is used for recreational activities other times.



Figure 1 Proposed Site

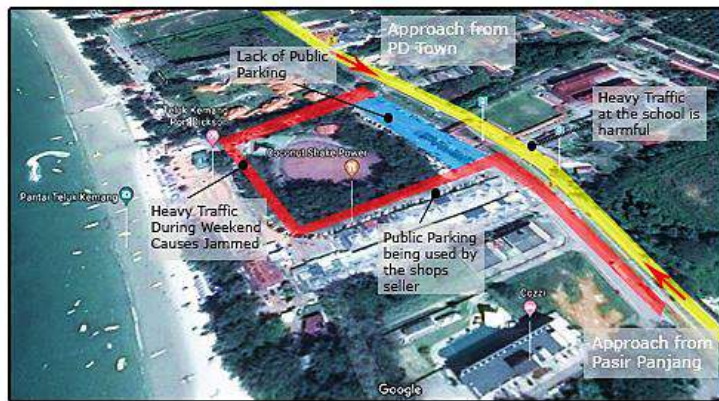


Figure 2 Site Circulation

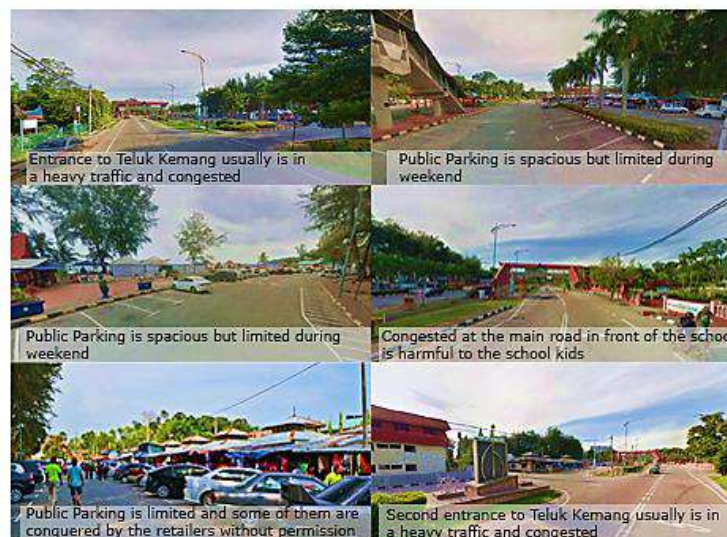


Figure 3 Existing Site Condition

2. PROJECT OBJECTIVES

Upgrading tourism destination of Teluk Kemang, Port Dickson and enhance the beach to increase the attraction. Ensure the traffic of road are under control or systematic and solve the issue of crowded road during weekdays, weekends and school holiday. Enhance more experience to Port Dicksons’ tourist. Identify the activities and facilities that available in Teluk Kemang, Port Dickson. Green Building Index (GBI) is the main strategies for the development of this outlet which are rain water harvesting, recycling center, active aircond system, green area and GBI compliance construction method. Development of the project based on the program below.

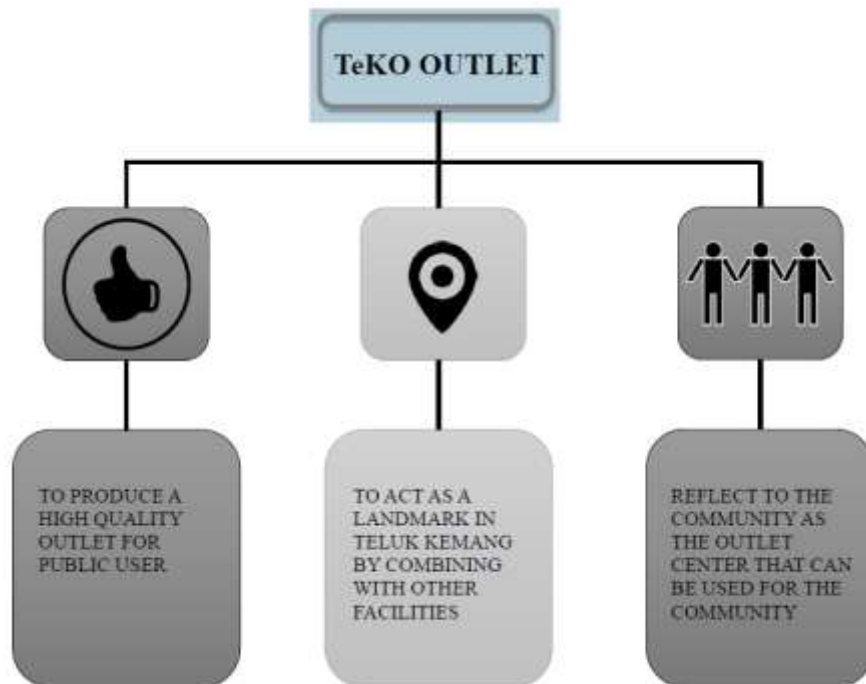


Figure 4 Development Programming

3.0 METHODOLOGY

Three methods used in the development of the proposal which are site analysis, literature review and digital designing process. All the design approaches on the development of proposal is based on the digital architecture. Digital architecture also used in the analysis stage, synthesis stage and final product development.

3.1 Site Analysis

Site analysis is one of method to collects data and information from site that is Teluk Kemang. The practically methods by using tools such as meter tape are being used in this phase and full observation on surrounding site such as sun path, wind direction and circulation are being observe. Field study is one of the methods used during the collection of data and information in certain locations. The field study on shooting and interviewing locals and tourists are one of method in order to gain more information regarding to the site.

3.2 Literature Review

Literature studies require many researches, readings through books, documentaries, journals, articles or pamphlets. The method was conducted before, during and after the process on proposed the development of Teluk Kemang beach.

3.3 Digital Architecture

Design approaches are being developed through ideas by using software such as AutoCAD and SketchUp. These softwares are used to help in developing the design on development of Teluk Kemang beach area. The ideas have been implementing from imagination to reality through the softwares. The ideas being evaluated and finalize using these softwares.

4.0 CONCEPTUAL DESIGN APPROACH

The concept use for the design of this outlet is pluralistic society concept. Pluralistic society consists of various races that have their own culture, religion, average of age and custom. Malaysia is well-known for being harmonious as this country consists of multiple racial living together peacefully. One of the project objectives is that the architectural design should reflect the TeKO OUTLET community, as the public user and in line with aspirations of values of the tourism place. The conceptual idea for this outlet is shown in diagram below. Pluralism is not at odds with Functionalism, but extends the concept of Function beyond its physical aspects. The architecture of pluralism is new, it takes account of the old, it looks towards the future, but is rooted in the past and its presence makes clearer man's position in space and time. The basic aim of pluralism was a new synthesis of freedom and order (Wagih 2018). Freedom means that the solution is free to shape itself as a product of inner and outer forces, but the conditioned freedom of organic growth is to become alive (Wagih 2018). The pluralistic concepts for this outlet concentrate on the aesthetic values, food services, nature preservation, leisure and social activities.

The sustainable design brings green in purposely reduce the harmful effect to human health and environment. The “green” architect or designer attempts to safeguard air, water, and earth by choosing eco-friendly building materials and construction practices (Roy, 2008). Tropical garden acts as cooling devices to the proposed outlet. Hot air passing through the vegetation and changes to cool air as the trees release more oxygen to the building. Existing trees provides natural shading devices to the building to prevent direct sunlight and reduce heat in the ‘TeKO’ Outlet. The passive design shows how trees play important role in sustainable design building.



Figure 5 Sustainable Design being used in one of the commercial area



Figure 6 Proposed Images how green garden being utilized in TeKO

Development components based on the activities that have been important for this outlet. Activity analysis is used for this project. Based on the activity analysis data designer proposed and develop important for this outlet. The important components for this outlet are shopping area, multipurpose area, leisure area, office area, musolla, CCTV room, maintenance room and parking area. The components develop help the designer to create architecture space for this project. The size of the spaces provided in this outlet depends upon the data collected from the activity analysis. Bubble diagram helps to see spatial relationship for this project. The products for the ideas proposed shown below in form of master plan to architectural drawing.

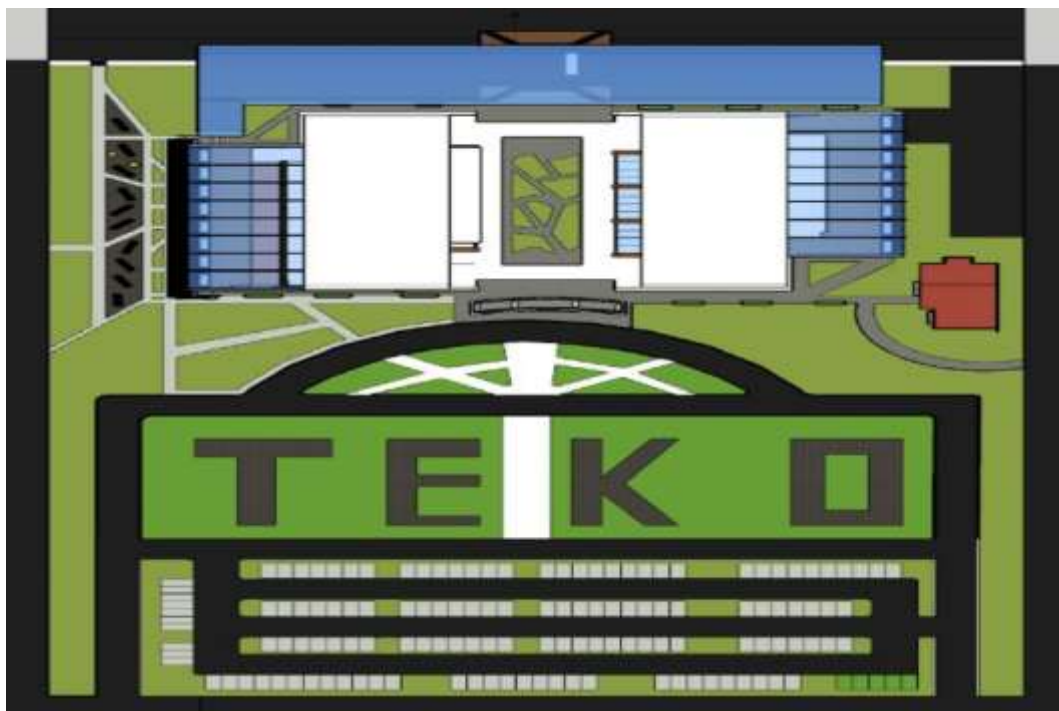


Figure 7 Proposed masterplan for TeKO



Figure 8 Proposed TeKO entrance in perspective view

The entrance with the large signboard of TeKO gives the sense of welcoming apart one of focal point at Telok Kemang beach. The design comes from the idea of cross ventilation that allows good air direction through the outlet and helps to reduce the usage of mechanical energy by increasing the natural energy in the building.

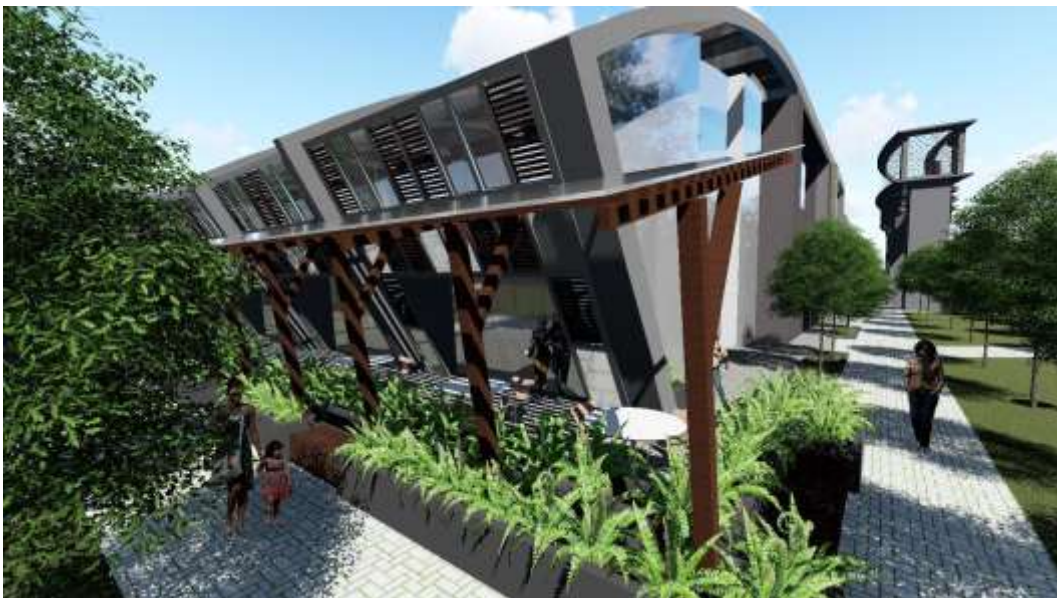


Figure 9 Proposed TeKO Garden Café

Garden Café is one local and tourist attraction area at Telok Kemang Outlet because of the ideas on sustainability and the blend of nature on the café. The design creates calm and harmony around the café gives comfortable and relaxation to the visitor. This type of design approach will make visitors feel comfortable while enjoying food and drinks in the café. The sustainable design brings green in purposely reduce the harmful effect to human health and environment. The green approach attempts to safeguard air, water and earth by choosing eco friendly building materials and construction practices (Roy 2008). The tropical garden introduce act as cooling device for the outlet. Hot air passing through the vegetation and changes to cool air as the trees release more oxygen to the building.



Figure 10 Proposed Green Plaza

The green area develops the idea of sustainability of Telok Kemang Outlet. Open area bring harmony and peace with the blend of nature around the site. This helps to allow the right path on the concept of pluralistic society which are connects the community and society of Port Dickson especially Telok Kemang beach. The green plaza provides pedestration walkways that allows visitor to connect Telok Kemang beach easily with facilities of bench for users at the middle of Green Plaza. The trees give the natural shading device toward TeKO and helps to cooling the air.

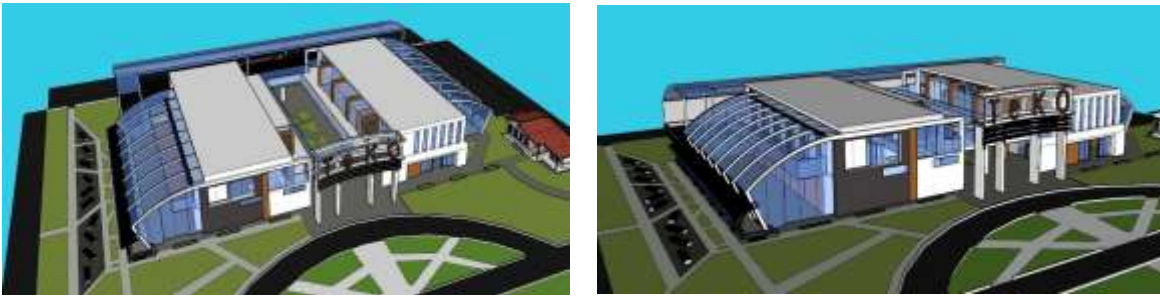


Figure 10 Proposed Commercial Area

The existing commercial area is in unorganized and unsystematic organization of shop and stall. The new proposed commercial area is specially design for sellers and customers to have safe and comfortable environment. The area also gives proper shading devices from bad climate such heavy rains. The design also considers safety of the customers from theft to operate easily.



FRONT ELEVATION



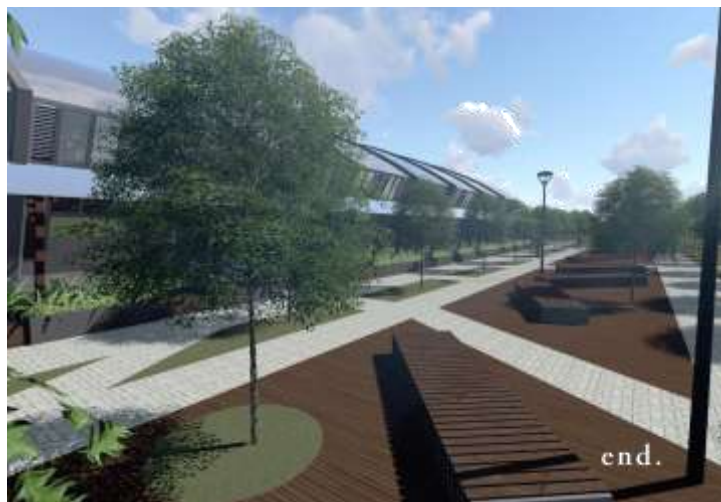
REAR ELEVATION



RIGHT ELEVATION



RIGHT ELEVATION



5.0 CONCLUSION

Teluk Kemang beach is the most famous or well-known tourism attraction in Port Dickson as well as in Malaysia. The beach always full with local and foreigners' tourist from around the world but the issues should be solved. People should be creative and have critical thinking to have a better way of life for all community. Malaysia is one of country that have high opportunity and potential by having great development to ensure that our country develop in good condition. Each part of this process of developing Teluk Kemang beach shows that Teluk Kemang have a very high potential and there are many more development that can increase the economy and sociality surrounding with good sustainability of nature without harming any nature features. The studies and research helps to give the opportunity to city council in order to think and solving the problems in site.

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