

Real-Estat dalam konteks Urban

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Philosophy of Urban Development




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Suburban growth

- Increased wages & reduced the length of the working day
- Single family dwellings on their own plot of land.
- Washing machines, refrigerator, Dvd
- Welfarism
- Strong expansion of private detached housing in peripheral suburbs , private car



The Growth of the Industrial Modern City

- Contrast theories
- Urban ecologists
- Urban Managerialism
- Urban Political Economy

Contrast theories



- Comte (1876) Durkheim (1960), Toennies (1956), Weber (1921)
- From Community : cooperation, integration, kinship relations (Gemeinschaft)
- The newly emerging urban industrial world
- Competition, conflict, contractual relation , Utility (Gesellschaft)

Urban ecologists



- The Natural areas of Darwin theory
- Sequence of invasion, succession & domination from plant ecology
- Particular plant species became the dominant one in a landscape, like the Chinatown+

Urban Managerialism



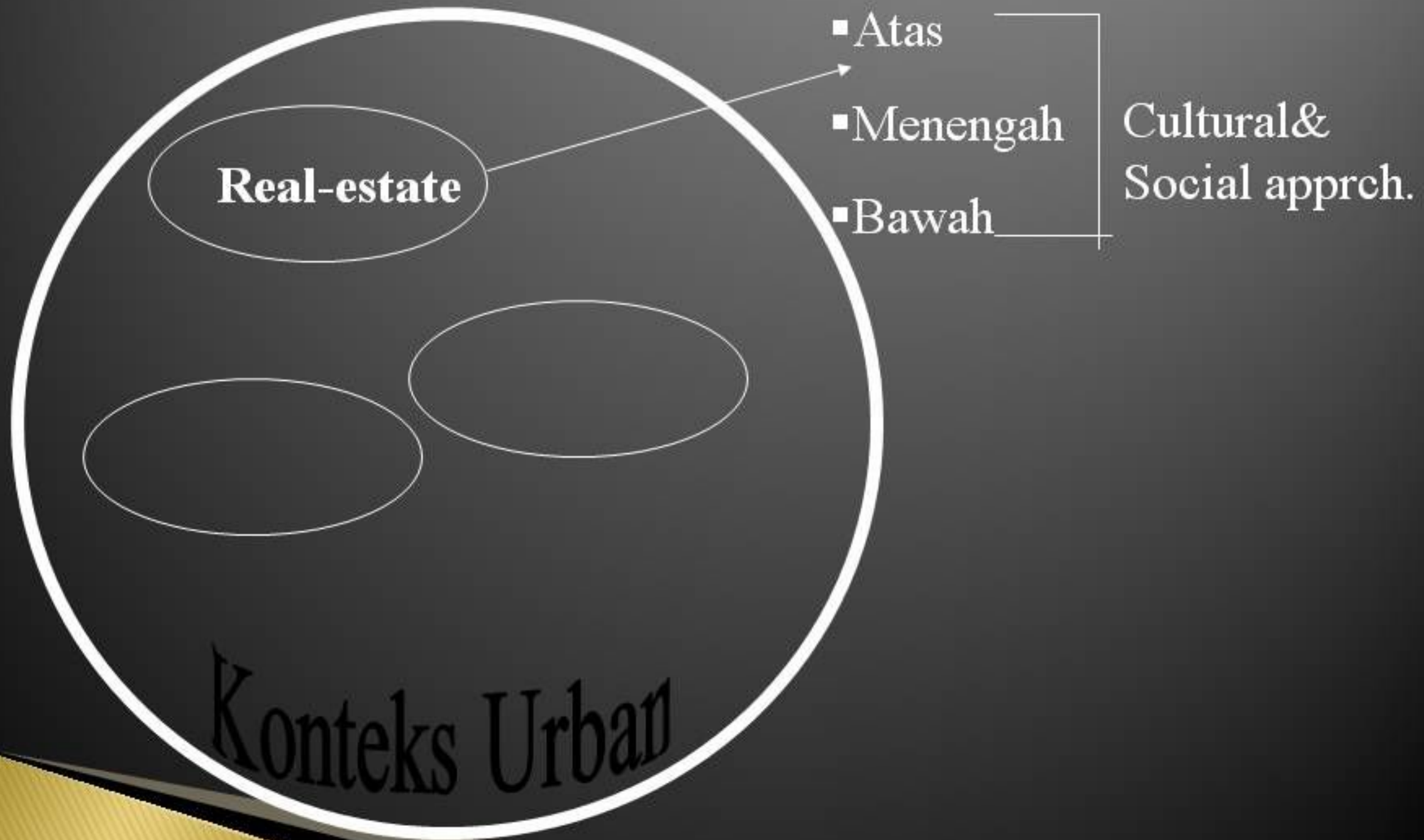
- Max Weber theory on power & bureaucracy
- Power to enforce their will against the wishes of another
- Traditional, charismatic, rational -legal

Urban Political Economy

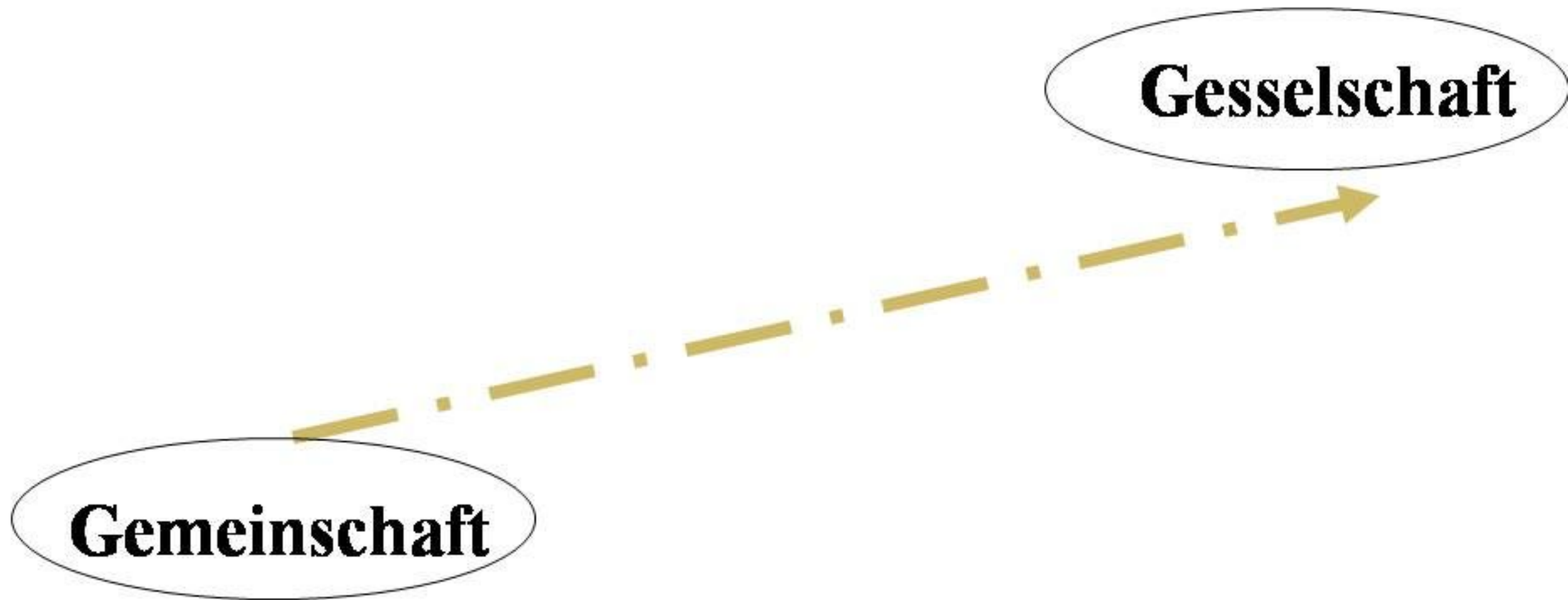


- Marxian theory
- City as the site of production of material goods & the reproduction of labour power
- The individual consumer need the suburbia

Cultural&Social basis of real-estate



Societal Development, the Growing Societal Systemness Ferdinand Tönnies



* Irreversible

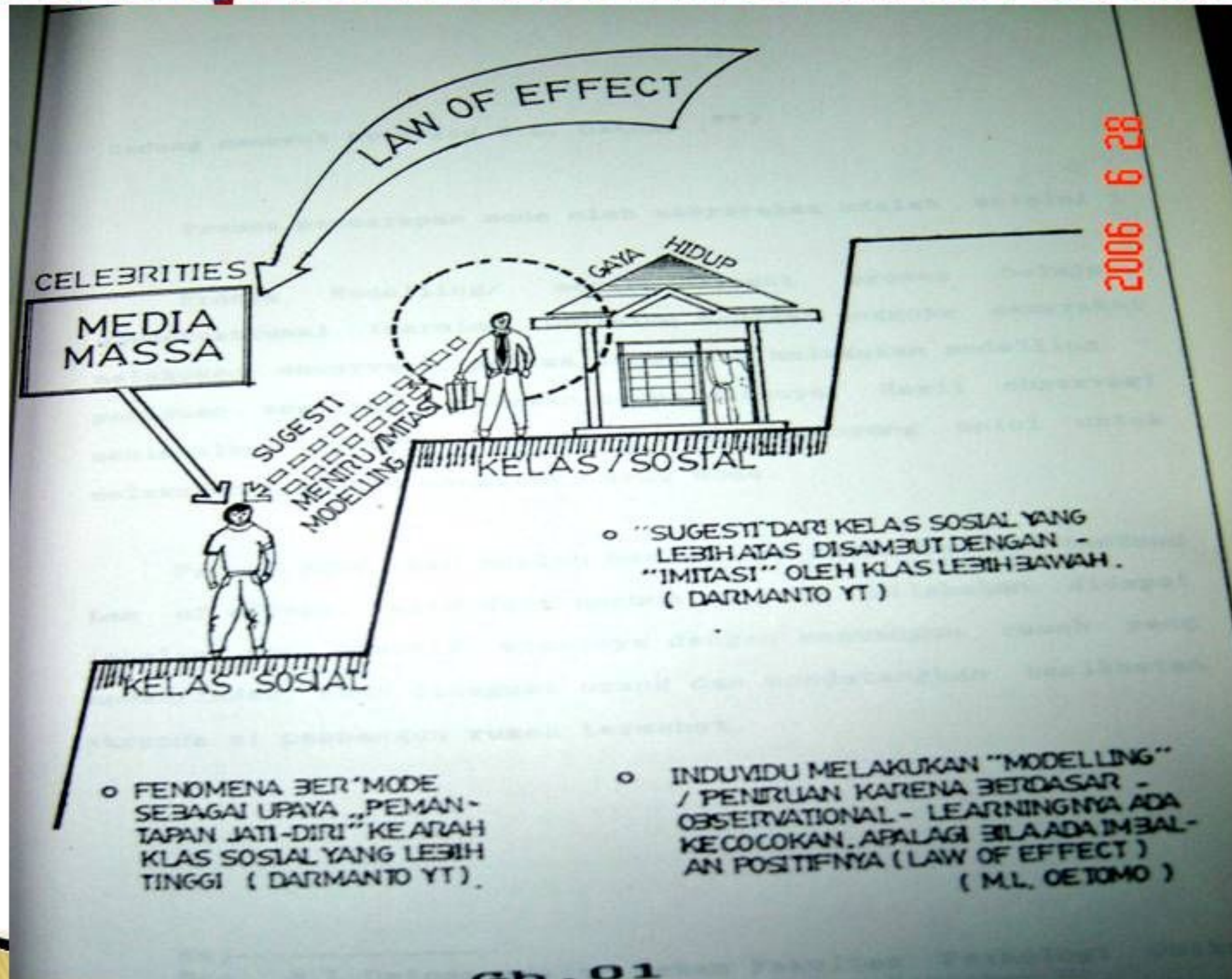
Konsep Enclave :

- ▶ **Realita struktur masyarakat negara Sedang Berkembang(DevelopingCountry)**
- ▶ **Realita adanya The Rich & the Poor**
- ▶ **Masing-masing mempunyai domain wilayahnya sendiri-sendiri.**
- ▶ **Konsep Enclave merupakan salah satu solusi (sementara)**

Konsep Enclave

- ▶ Digunakan untuk mewujudkan Eksklusifitas dalam pengembangan suatu Real-estat.
- ▶ Diwujudkan dalam bentuk-bentuk Cluster, One-gate only, High-security
- ▶ Salah satu strategi marketing
- ▶ Design-determinant dlm Perancangan

Konsep Identitas dlm Struktur Sosial




ADOPSI MODE

Perkembangan selera masyarakat


1850's - 1860's

HIGHBROW




a "Messiah" from the Boston Club

1870's-1890's




Whistler's "Arrangement in Gray and Black No. 1"

1910's-1920's



Van Gogh's "L'Artiste"

1940's-1950's



"The Cornfield at SUN" by early Dutch

MIDDLEBROW




Durand's "Wooded Spring"



Goussier's "Prometheus and Galatea"





Whistler's "Portrait of the Artist's Mother"



Van Gogh's "L'Artiste"

LOWBROW



Contoh perkembangan selera ke 3 kelas di Amerika 1850 - 1950


2006 6 28

Behavioral approach

- ▶ **Possibilism**
- ▶ **Probabilism**
- ▶ **Determinism**
- ▶ **We shaped our buildings and afterwards our buildings shape us.
(Winston Churchill)**

I am selling space
and
renting space
and
it has to be
in a package
that is
attractive enough
to be
financially successful

Kevin Lynch, 1979 the Image of the City

- ▶ **Nodes**
 - ▶ **Paths**
 - ▶ **Edges**
 - ▶ **Landmarks**
 - ▶ **Districts**
- 

Kevin Lynch:

THE
IMAGE
OF
THE
CITY



Paths

- Paths: familiar routes followed- (1st Kordon) "are the channels along which the observer customarily, occasionally, or potentially moves. They may be streets, walkways, transit lines, canals, railroads .."These are the major and minor routes of circulation that people use to move out. A city has a network of major routes and a neighborhood network of minor routes.
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Districts

- Districts- areas with perceived internal homogeneity(Kemeralti District) "are medium-to-large sections of the city, conceived of as having two-dimensional extent, which the observer mentally enters 'inside of,' and which are recognizable as having some common identifying character" A city is composed of component neighborhoods or districts; (its center, midtown, its in-town residential areas, organized industrial areas, trainyards, suburbs, college campuses etc.) Sometime they are districts in form and extent- like Kemeralti District.

Edges

- Edges- dividing lines between districts- (Izmir Bay) "are the linear elements not used or considered as paths by the observer. They are boundaries between two phases, linear breaks in continuity: shores, railroad cuts, edges of development, walls ... " The termination of a district is its edge. Some districts have no edges at all but gradually taper off (gittikçe incelen) and blend into (karismak) another district. When two districts are joined at one edge they form a seam. (dikis yeri)
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Landmarks

- Landmarks- point of reference- (Clock Tower, Hilton) "are another type of point-reference, but in this case the observer does not enter within them, they are external. They are usually a rather simply defined physical object: building, sign, store, or mountain". The prominent visual features of the city are its landmarks. Some landmarks are very large and seen at great distances, like Hilton Hotel in Alsancak. Some landmarks are very small (e.g. a tree within an urban square) and can only be seen close up, like a street clock at Konak Plaza, or Atatürk Statue on Cumhuriyet Square. Landmarks are an important element of urban form because they help people to orient themselves in the city and help identify an area.
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Nodes

- Nodes- centres of attraction that you can enter<- (Konak Square) "are points, the strategic spots in a city into which an observer can enter, and which are intensive foci to and from which he is traveling. They may be primary junctions, places of a break in transportation, a crossing or convergence of paths, moments of shift from one structure to another. Or the nodes may be simply concentrations, which gain their importance from being the condensation of some use or physical character, as a street-corner hangout or an enclosed square ... " A node is a center of activity. Actually it is a type of landmark but is distinguished from a landmark by virtue of its active function. Where a landmark is a distinct visual object, a node is a distinct hub (göbek) of activity.
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Semiotic approach


- ▶ Sign – signifier – signified
- ▶ Socially constructed (not individual)
- ▶ Socio semiotic approach

Semiotic approach

- ▶ **The way environments are understood:**
 - Mental mapping
 - Socio semiotic analysis
- ▶ **The patterns of behavior in public spaces**
- ▶ **The sense of community**

5 categories of Real Property :

- ▶ Residential
 - ▶ Commercial
 - ▶ Industrial
 - ▶ Agricultural
 - ▶ Special Purpose
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- ▶ **Residential :**
 - Single / Multi-family housing
 - Apartment Condominium
 - ▶ **Commercial :**
 - Business Property, Office, Shopping, Hotel, parking etc
 - ▶ **Industrial :**
 - Warehouses, factories, industrial-districts
 - ▶ **Special purpose :**
 - Cemeteries, Schools
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Decision making process on Real-estate design.

- ▶ Perencanaan dan perancangan pada kawasan baru
- ▶ Top-down planning
- ▶ Participatory planning
- ▶ Context & setting research

The context of real-estate design

- ▶ **Visual or spatial management**
- ▶ **Nice images & aesthetics of urban environment**
- ▶ **Social or spatial management**
- ▶ **Objective-rational or subjective-irrational**
- ▶ **Technical – social – creative process**

Real-estate development process

Supply-demand **process** model

- ▶ To satisfy the consumers' demands, the property enter the market
- ▶ Within a free market framework
- ▶ Consumers are free to choose according to heir taste, the price & the quality

Event–sequence models

- ▶ **Evaluation – preparation – implementation & disposal**
- ▶ **Maturing of circumstances**
- ▶ **Purchase of the land, prepared to develop it**
- ▶ **Preparation: physical & abstract : legal etc**
- ▶ **Development scheme**
- ▶ **Arrangement of finance**
- ▶ **Construction**
- ▶ **occupation**