



PERAN SWASTA DALAM PENGEMBANGAN KAWASAN PERKOTAAN

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Board of Directors Member, International Real Estate Federation (FIABCI)

FAKTA

1. Penduduk Indonesia bertambah 1,05 % per Tahun (3 juta/tahun) dan di Tahun 2045 diperkirakan mencapai 345 juta jiwa
2. Semakin tingginya tekanan kepadatan di perkotaan akibat urbanisasi yang semakin meningkat

PERAN SWASTA
dalam penyediaan hunian
beserta fasilitasnya



INDUSTRI PROPERTI/
REAL ESTATE

Pemerintah menerbitkan REGULASI untuk mengatur peran swasta dalam pengembangan hunian dan fasilitasnya di perkotaan:

1. Permendagri No 3, Tahun 1987, Pemberian Hak Atas Tanah Untuk Keperluan Perusahaan Pembangunan Perumahan
2. Permendagri No 1 Tahun 1987 yang diperbaharui dengan Permdagri No 9 Tahun 2009, Penyerahan Prasarana dan Utilitas Umum, Serta Fasilitas Sosial Kepada Pemerintah Daerah

TANTANGAN

1. Keterbatasan lahan perkotaan membutuhkan ekspansi lahan kota untuk permukiman masyarakat
2. Semakin meningkatnya tuntutan kualitas hidup masyarakat terutama hunian yang lebih layak
3. Terbatasnya kemampuan pemerintah dalam mengatur dan menyediakan hunian, beserta fasilitasnya, termasuk penyediaan infrastruktur

PERAN STRATEGIS INDUSTRI PROPERTI SEBAGAI AKSELERATOR PERTUMBUHAN



**Peningkatan Gizi,
Fasilitas
Pendidikan,
Kesehatan**

**Lingkungan
Sehat &
Infrastruktur**

**Perumahan
Layak Huni**

**Peningkatan
Income**

**Tahun 2023:
Populasi 278 Juta
PDB/Kapita USD 4.919,7**

**Tahun 2045:
Populasi 324 Juta
PDB/Kapita USD 30.300**

**PERENCANAAN & PROGRAM
PENGEMBANGAN EKONOMI
WILAYAH & PERKOTAAN**

TUJUAN PENGEMBANGAN BERKELANJUTAN SECARA EKONOMI, SOSIAL, LINGKUNGAN

1 TANPA KEMISKINAN	2 TANPA KELAPARAN	3 KEHIDUPAN SEHAT DAN SEJAHTERA	4 PENDIDIKAN BERKUALITAS	5 KESETARAAN GENDER	6 AIR BERSIH DAN SANITASI LAYAK
7 ENERGI BERSIH DAN TERJANGKAU	8 PEKERJAAN LAYAK DAN PERTUMBUHAN EKONOMI	9 INDUSTRI, INOVASI DAN INFRASTRUKTUR	10 BERKURANGNYA KESEJANGKAPAN	11 KOTA DAN PEMUKJIMAN YANG BERKELANJUTAN	12 KONSUMSI DAN PRODUKSI YANG BERTANGGUNG JAWAB
13 PENANGANAN PERUBAHAN IKLIM	14 EKOSISTEM LAUTAN	15 EKOSISTEM DARATAN	16 PERDAMAIAN, KEADILAN DAN KELEMBAGAAN YANG TANGGUH	17 KEMITRAAN UNTUK MENCAPAI TUJUAN	SUSTAINABLE DEVELOPMENT GOALS

**Perlunya Menggerakkan
Mesin Ekonomi**

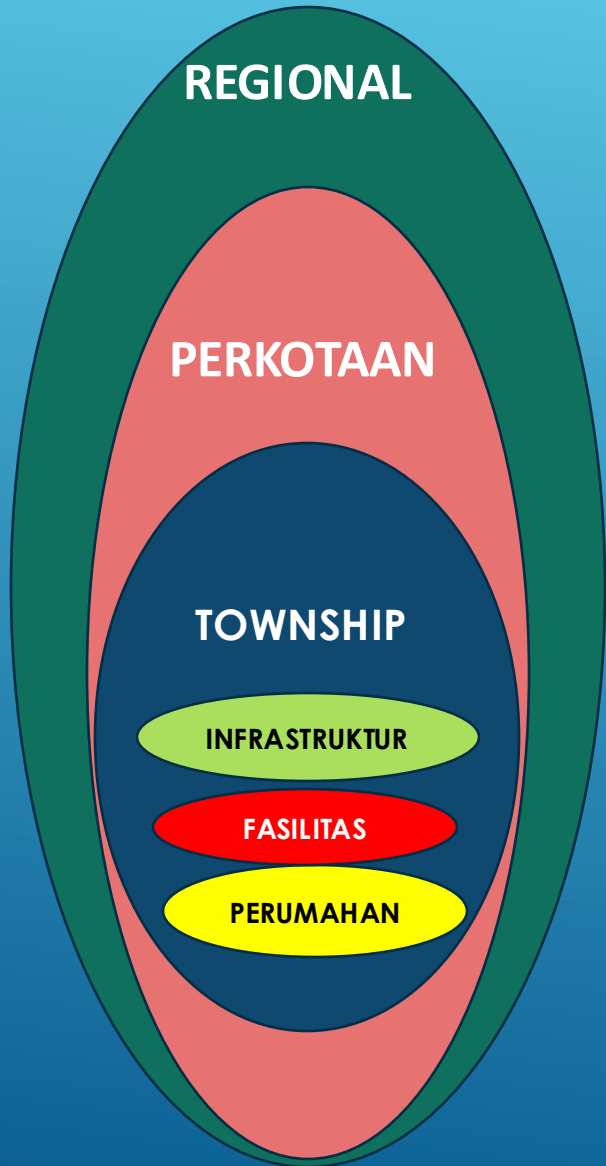
**ENGINE 1 (PRIME MOVER):
Hilirisasi Industri,
Manufacturing Industry**

**ENGINE 2
(ACCELERATOR):
Industri Properti dan
Infrastruktur**

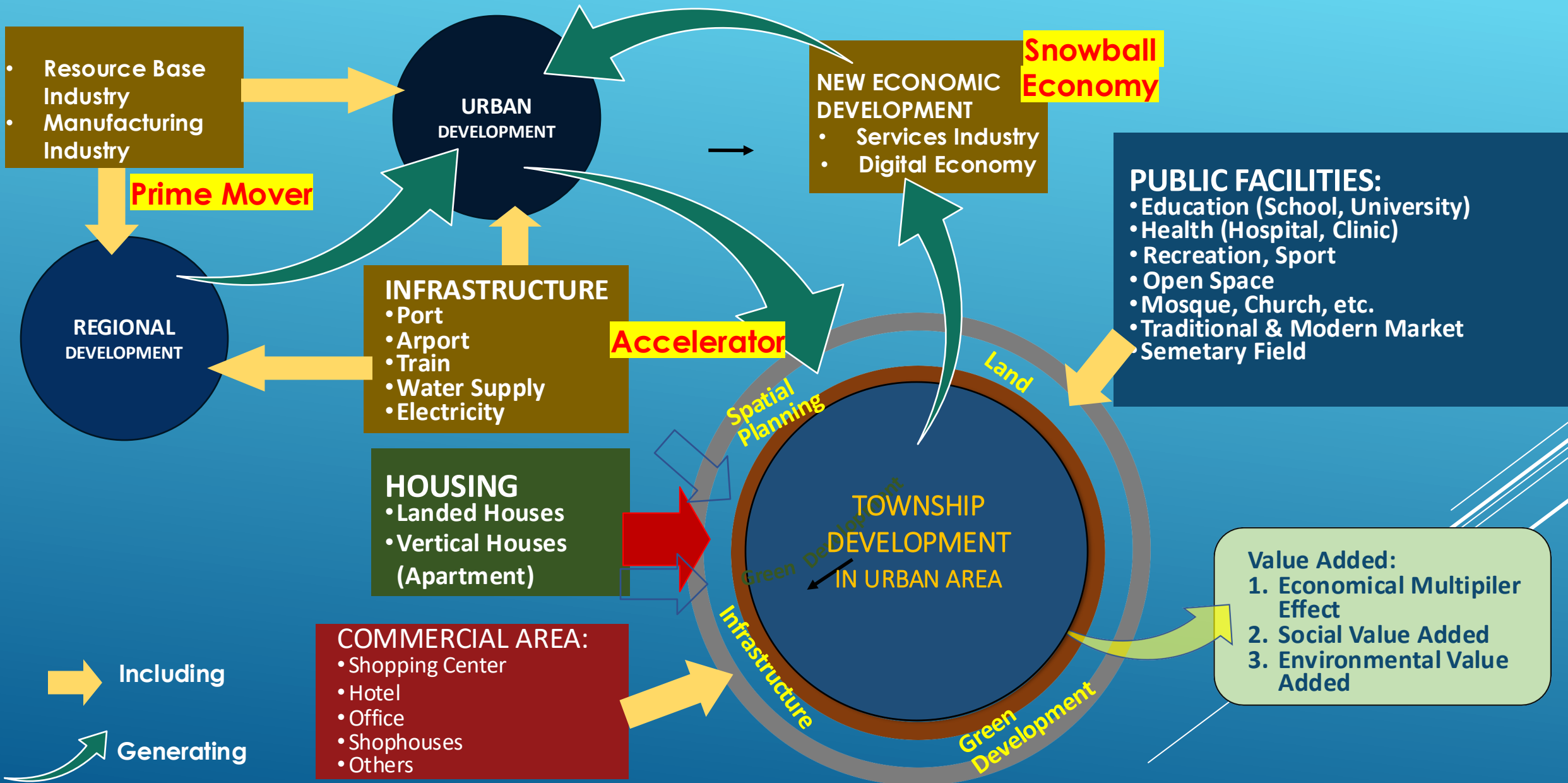
**ENGINE 3
(SNOWBALL ECONOMY):**

- Services Industry: Pariwisata, Perdagangan,
- Ekonomi digital

PERAN STRATEGIS INDUSTRI PROPERTI



INTERAKSI RUANG KEGIATAN EKONOMI WILAYAH, PERKOTAAN, KAWASAN



LINGKUP KEGIATAN INDUSTRI PROPERTY DAN FAKTOR YANG MEMPENGARUHINYA



PRIME MOVER (Property Demand)

Pertumbuhan Penduduk

Economic Base Activities

PILAR KEBIJAKAN PEMERINTAH PENDUKUNG INDUSTRI PROPERTI

1. Tata Ruang

2. Pertanahan

3. Infrastruktur

PROPERTY CORE ACTIVITIES

KAWASAN SKALA BESAR

- Kota Baru
- Kawasan Industri
- Kawasan Pariwisata
- Kawasan Logistik
- Kawasan Ekonomi Khusus
- Super Block & Area Komersial

PROPERTY MANAGEMENT

- Township & Building Management
- Marketing & Valuasi
- Properti Digital

AREAL HUNIAN

- Rumah Sederhana Bersubsidi
- Rumah Susun Milik Bersubsidi
- Rumah Komersial (sedang, Besar)
- Apartemen Komersial

FASILITAS KOMERSIAL

- Perhotelan
- Perkantoran
- Rumah Sakit
- Pendidikan
- Senior Living & Semetary

PILAR KEBIJAKAN PEMERINTAH PENDUKUNG INDUSTRI PROPERTI

4. Regulasi Properti

5. Perijinan

6. PEMBIAYAAN

- Pasar Modal, Obligasi, REIT
- Kerjasama Investasi
- Sistem Pembiayaan Syari'ah

7. Perpajakan

An aerial photograph of a city, likely a university campus, with a blue semi-transparent overlay. The text "REGIONAL AND URBAN DEVELOPMENT PRINCIPLE" is centered in white. A white line outlines a specific area in the upper right. The background shows buildings, roads, and green spaces.

REGIONAL AND URBAN DEVELOPMENT PRINCIPLE

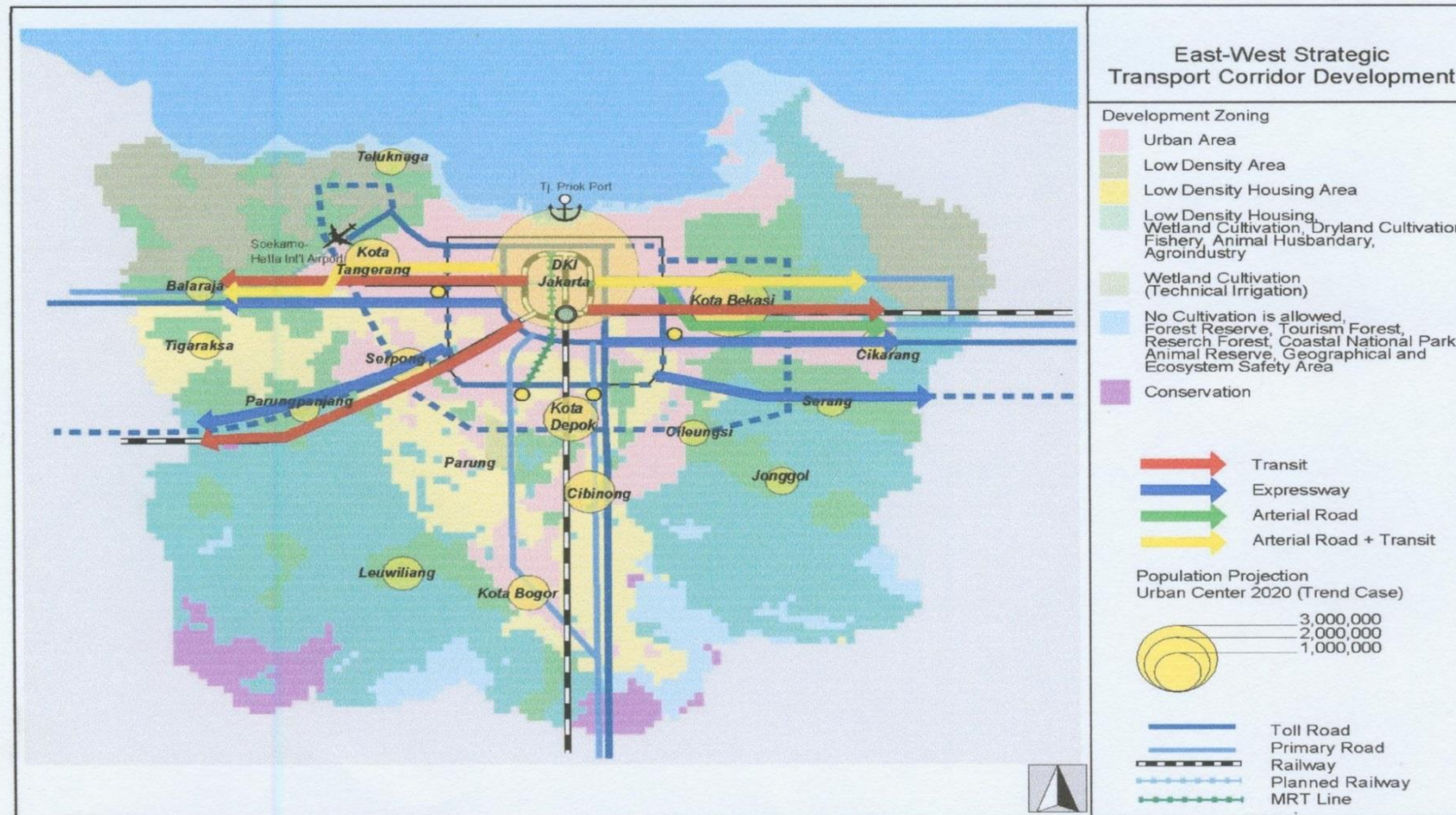
Development Principle



Property Development Structure & Goals

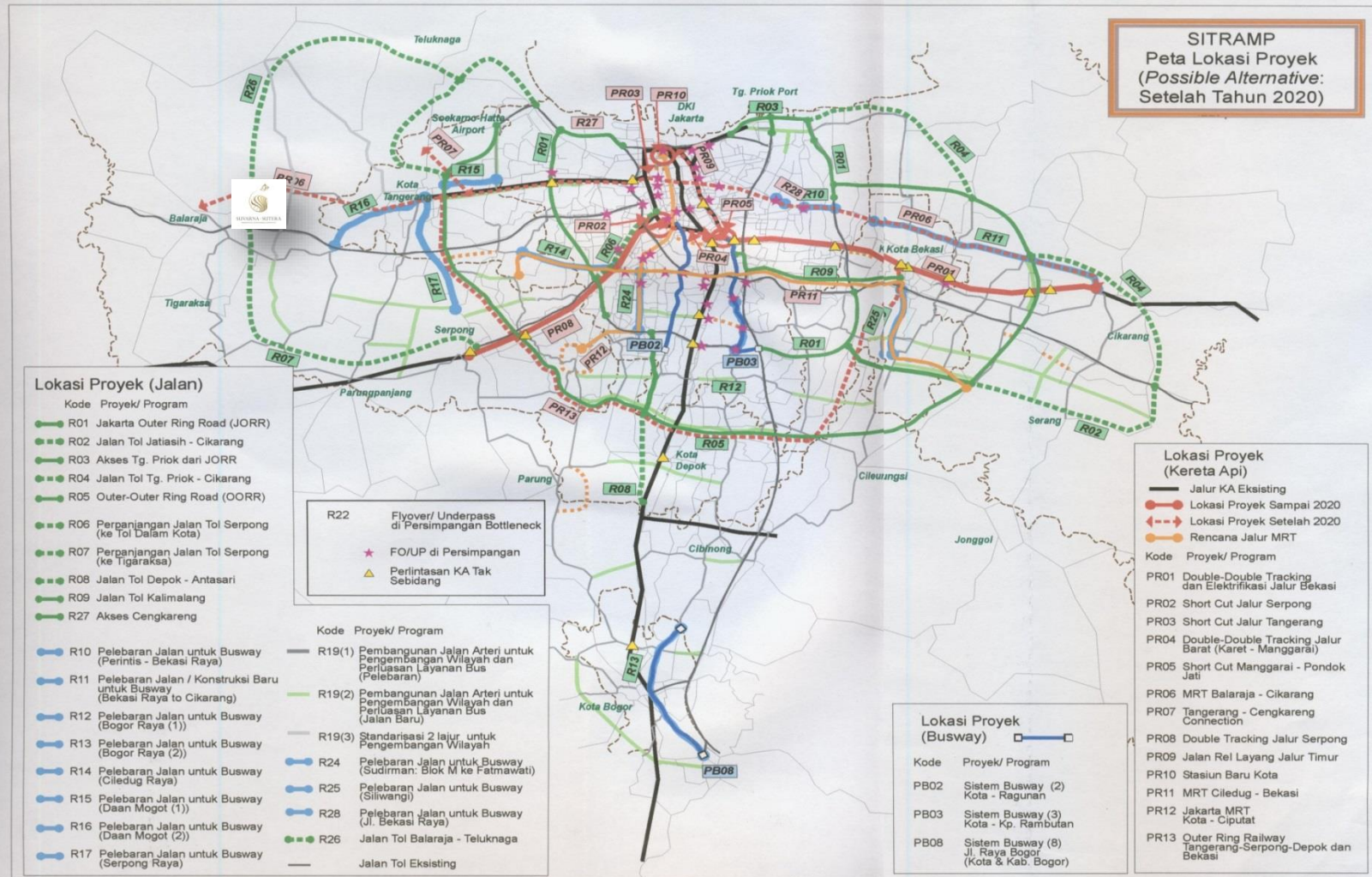
Jabodetabek Regional Plan

Studi Rencana Induk Transportasi Terpadu Jabodetabek (Tahap II) Draft Laporan Akhir Vol. 1: Studi Rencana Induk



Gambar 4.5 Pengembangan Koridor Transportasi Strategis Timur-Barat

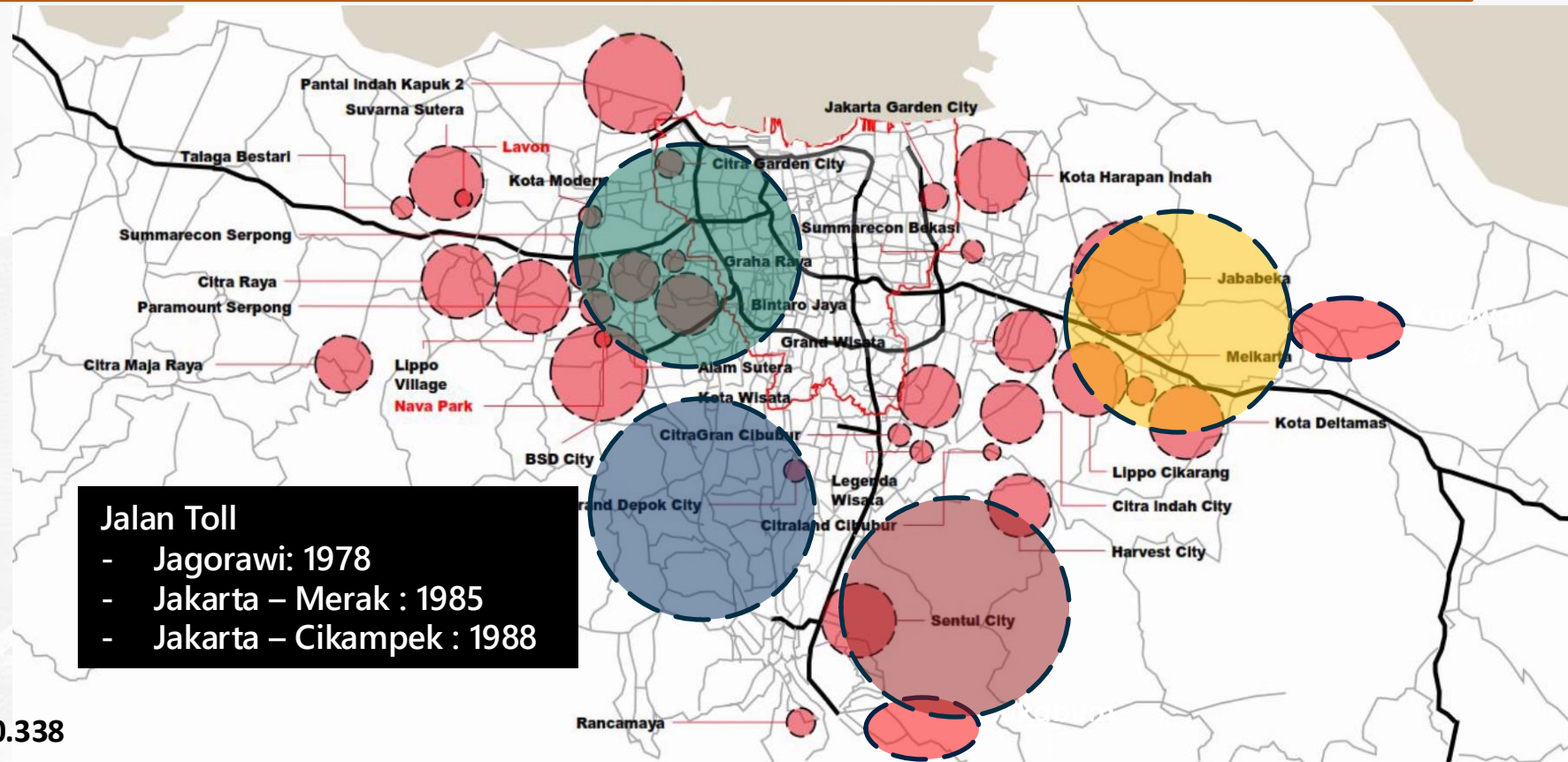
Jabodetabek Regional Plan



Gambar 10.4
Peta Lokasi Proyek (Possible Alternative):
Setelah Tahun 2020

JABODETABEK TOWNSHIP DEVELOPMENT AREA

Sumber: JLL, modifikasi oleh DPP REI

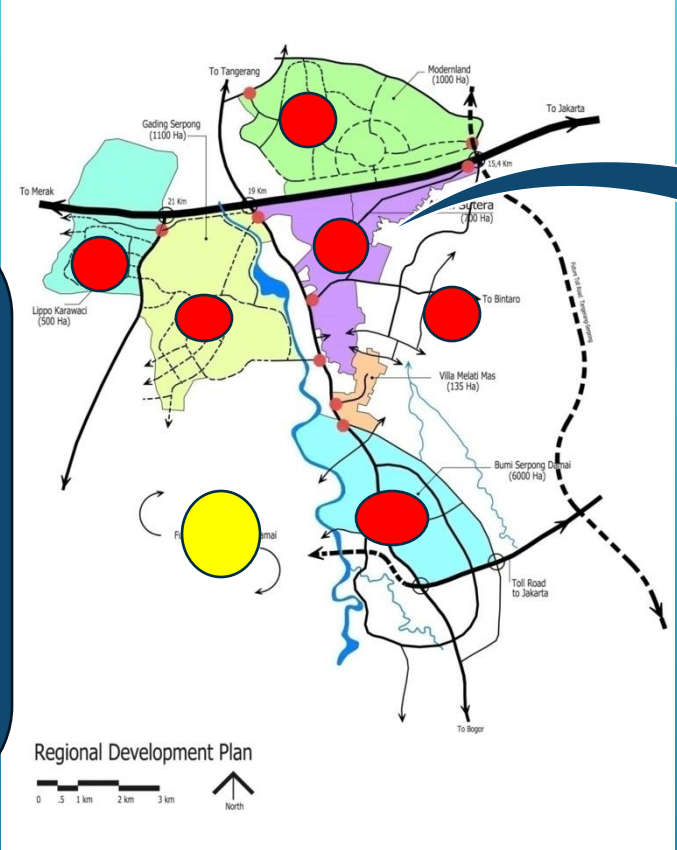


GRAND TOTAL (Ha): 50.338

TOWNSHIP	AREA	TOWNSHIP	AREA	TOWNSHIP	AREA	TOWNSHIP	AREA	TOWNSHIP	AREA	LUAR NEGERI
Alam Sutera	1.000	Citra Raya	2.760	Jakarta Garden City	270	Lippo Cikarang	5.500	Sentul City	3.100	
Bintaro Jaya	2.321	Citraland Cibubur	200	Kota Deltamas	3.000	Lippo Village	1.500	Summarecon Bekasi	240	Ciputra Hanoi 305
BSD City	6.000	Graha Raya	350	Kota Harapan Indah	2.200	Meikarta	500	Summarecon Serpong	375	Ciputra Phnom Penh 259
Citra Garden City	451	Grand Depok City	300	Kota Modern	400	Nava Park	68	Suvarna Sutera	2.600	Ciputra Shenyang 313
Citra Grand Cibubur	220	Grand Wisata	1.100	Kota Wisata	750	Pantai Indah Kapuk 2	1.000	Talaga Bestari	308	
Citra Indah City	825	Harvest City	1.050	Lavon Swan City	2.600	Paramount Serpong	550			
Citra Maja Raya	2.600	Jababeka	5.600	Legenda Wisata	500	Rancamaya Estate	400			
GRAND TOTAL (Ha):									50.338	

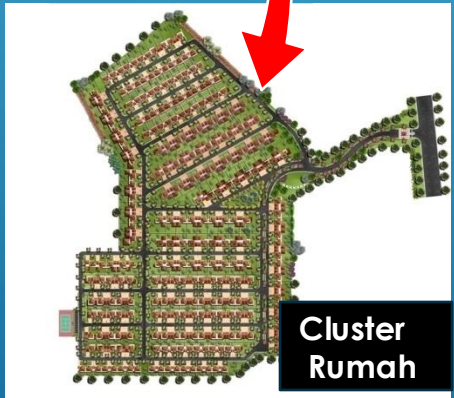
SERPONG TOWNSHIP DEVELOPMENT AREA

- SERPONG TOWNSHIP DEVELOPMENT**
- 1. Bintaro Jaya. : 2.300 Ha
 - 2. Vila Melati Mas : 200 Ha
 - 3. Bumi Serpong Damai : 6.000 Ha
 - 4. Summarecon Serpong: 375 Ha
 - 5. Paramount : 550 Ha
 - 6. Lippo Karawaci : 1.500 Ha
 - 7. Modernland : 400 Ha
 - 8. Alam Sutera : 1.000 Ha
- TOTAL: 12.325 Ha**



KAWASAN DISTRIK SERPONG + 10.000 Ha

- Pusat Distrik
- Sub Pusat Distrik

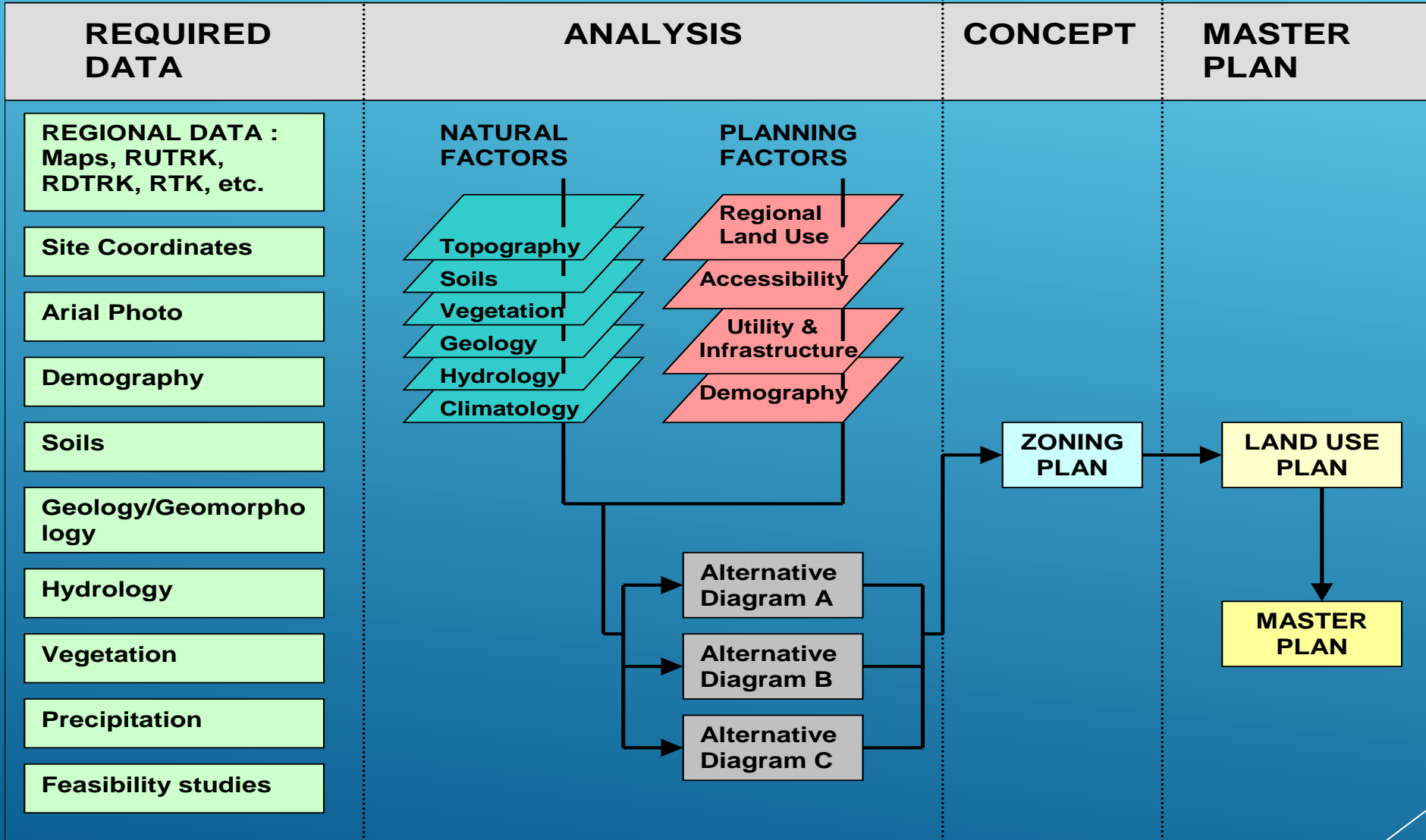


An aerial photograph of a city, likely Alam Sutera, is shown with a semi-transparent blue overlay. The text is white and positioned on the left side of the image. The background shows a dense urban area with buildings, roads, and green spaces.

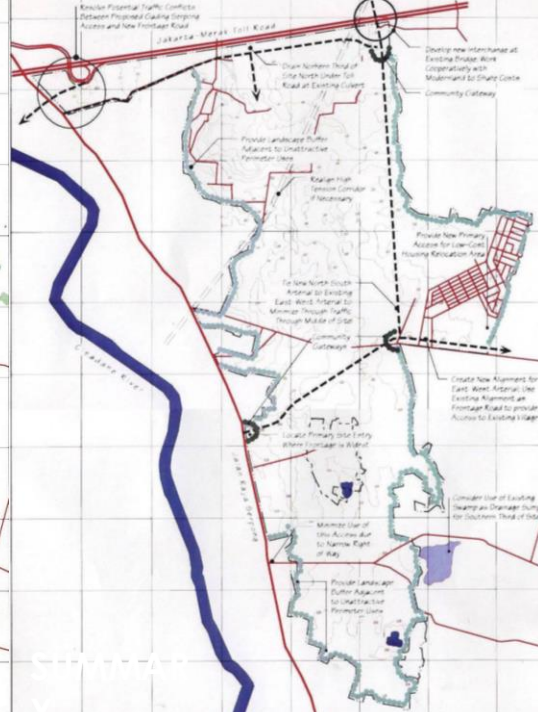
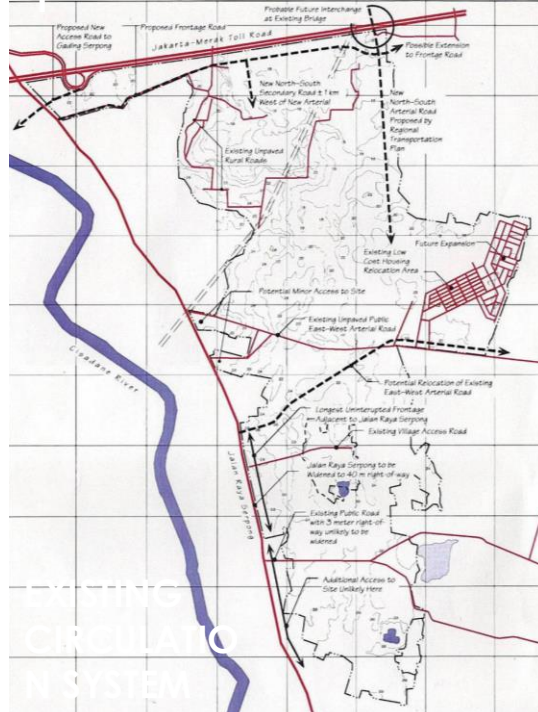
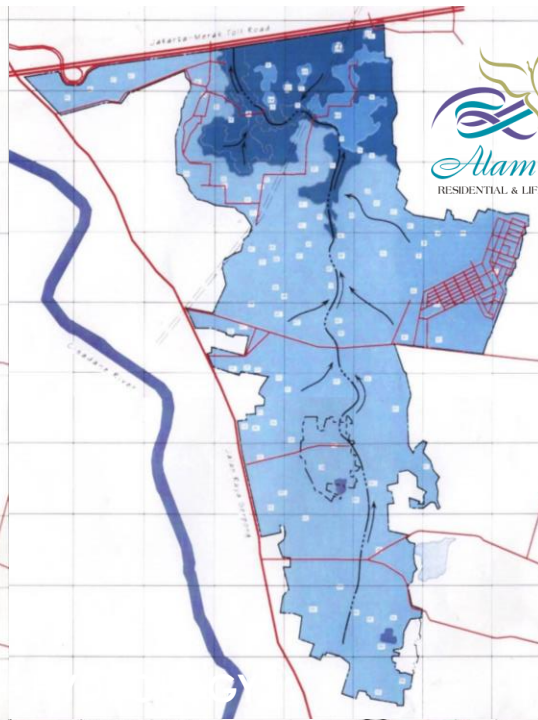
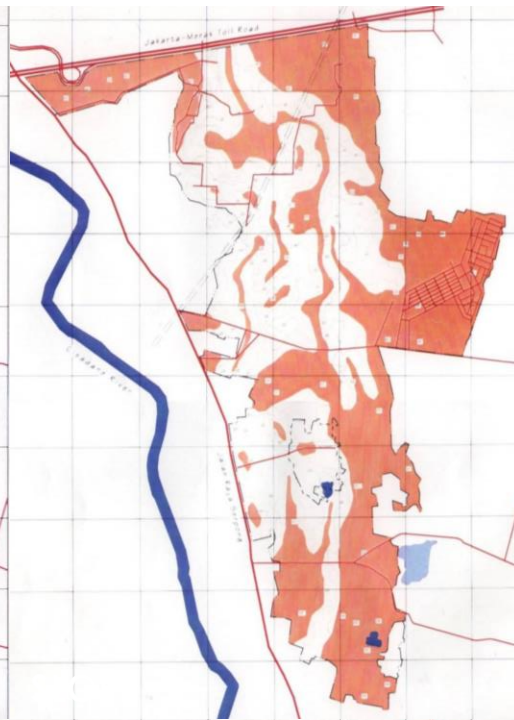
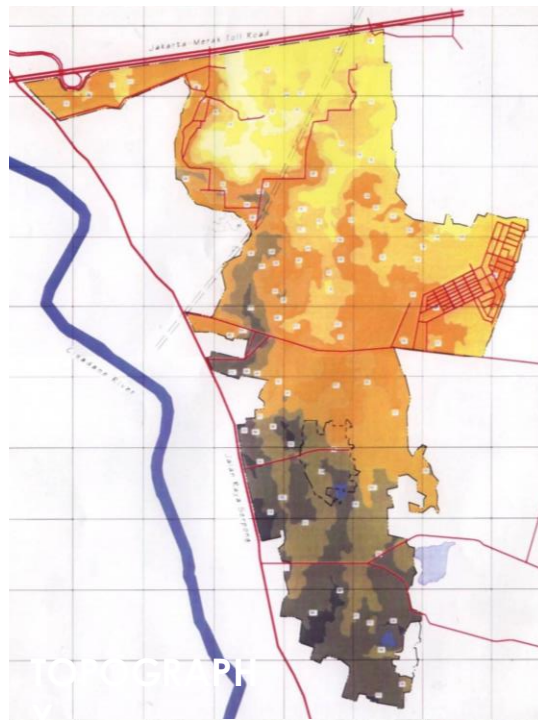
TOWNSHIP PLANNING PRINCIPLE

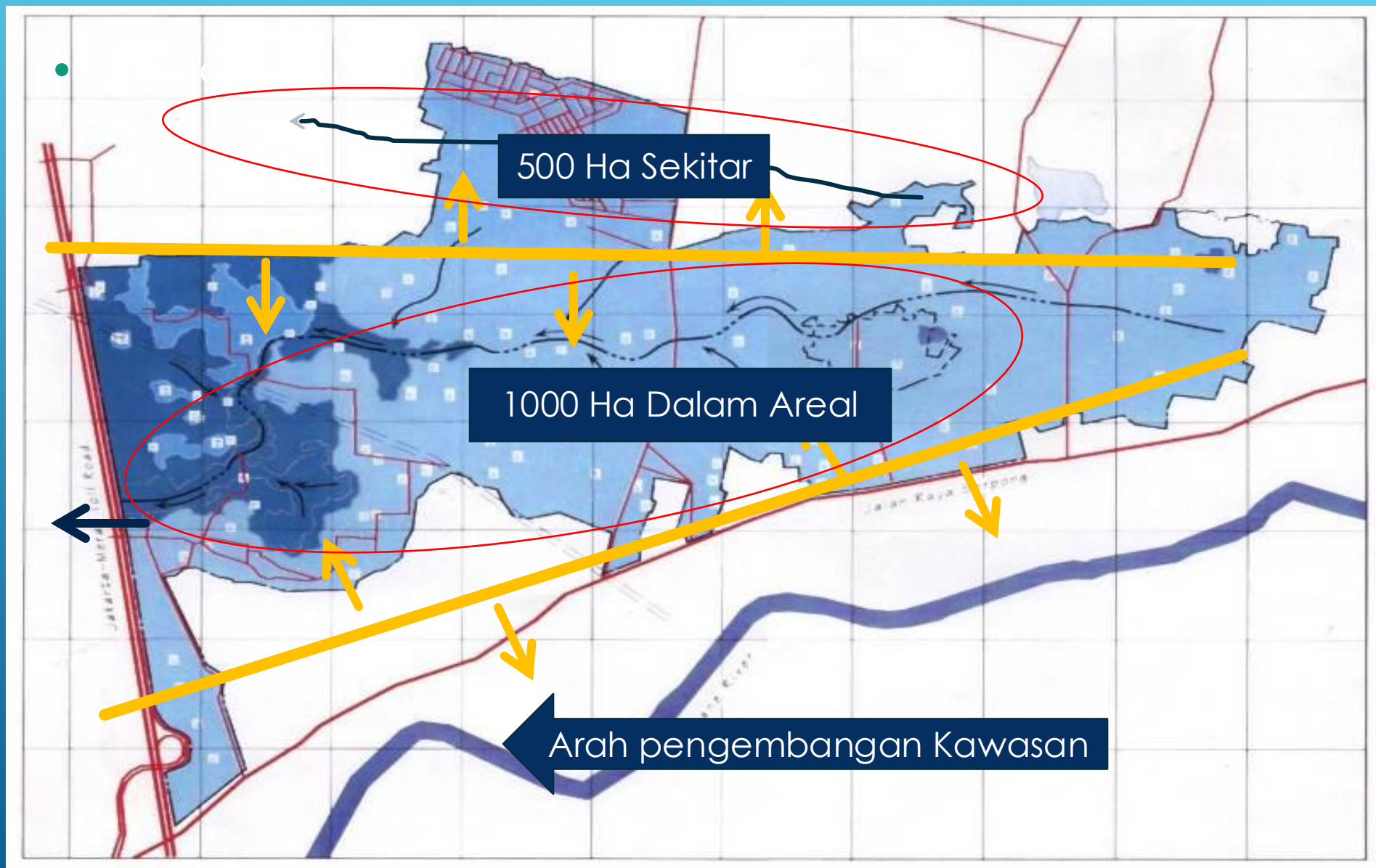
CASE STUDY *Alam Sutera*

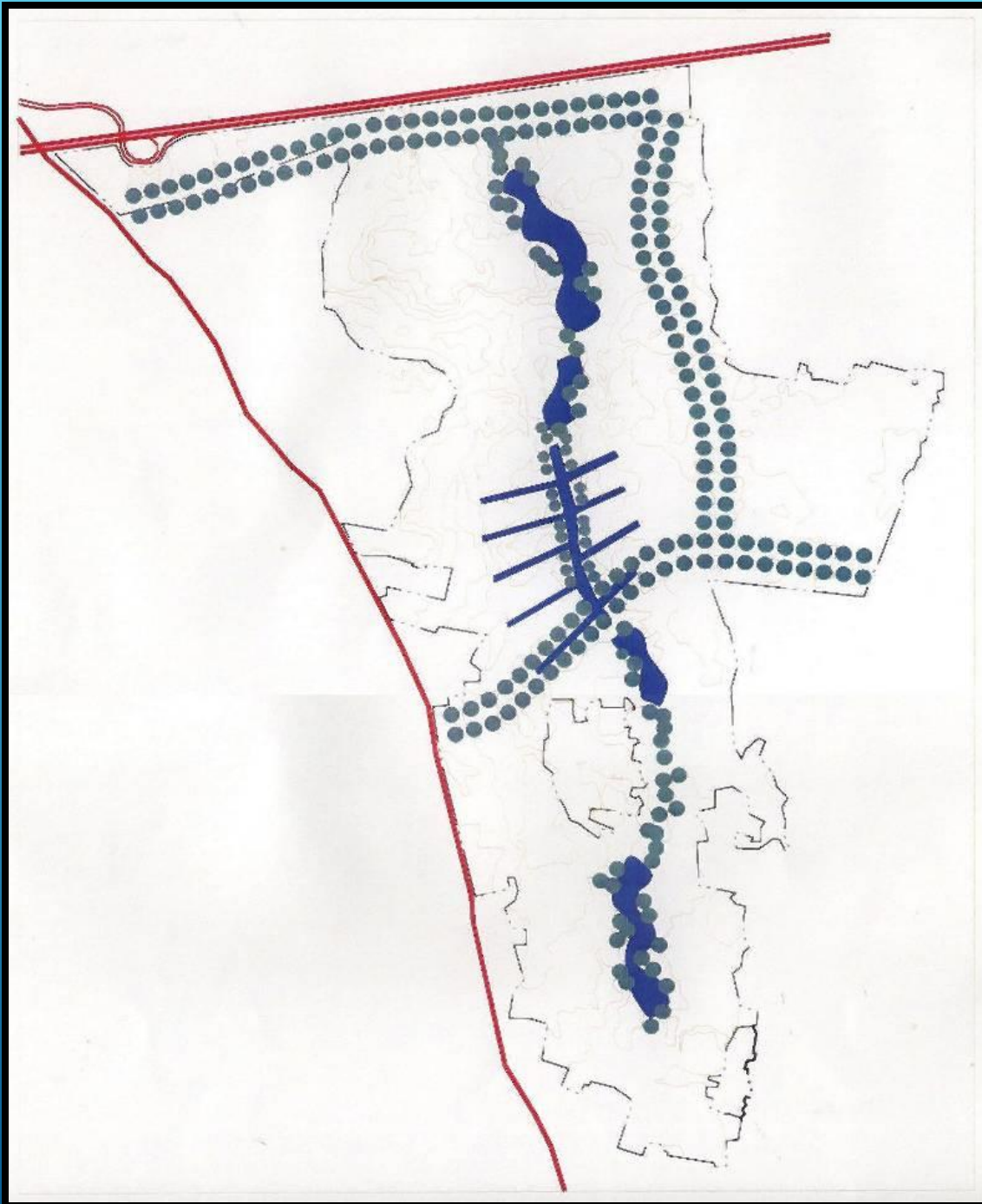
- Environmental Approach
- Social Approach
- Technical Approach



PLANNING STAGE







Environmental Approach

LANDSCAPE STRUCTURE PLAN

Landscape reinforces the Community Structure

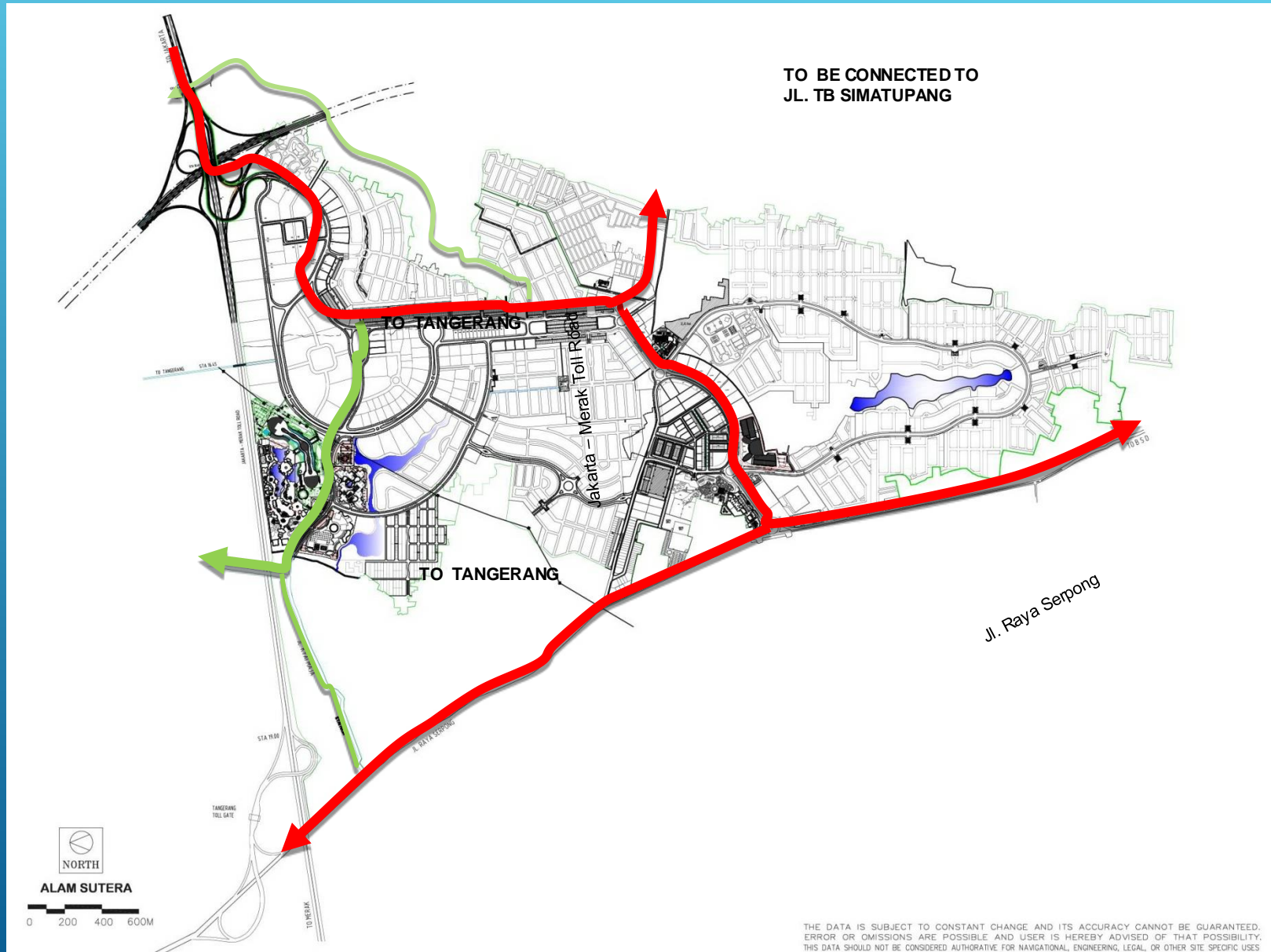
Reinforce the structure and identity of the community with extensive landscaping on major streets and open spaces, and create a unifying urban design treatment in the Town Center.

The two major landscape elements will be water and trees and landscape treatments should be simple, bold and low in maintenance requirements.

PLANING PRINCIPLE

- Focus Inward,
- Create Special Gateway
- Town Center in the Heart, Residential Areas Surround the Center
- Direct Traffic to the Perimeter





STRUKTUR JARINGAN JALAN:

1. Menganut sistem hirarki jalan dalam mengatur akses ke setiap penggunaan lahan
2. Menghindari akses langsung dari jalan kolektor ke perumahan
3. Meminimalkan akses langsung ke area non perumahan
4. Meminimalkan cross sebidang dengan loop system
5. Membangun system bundaran jalan untuk meminimalkan kemacetan akibat cross sebidang
6. Mengurangi geometric jalan lurus untuk mengurangi kecepatan dan kebosanan dalam berkendara





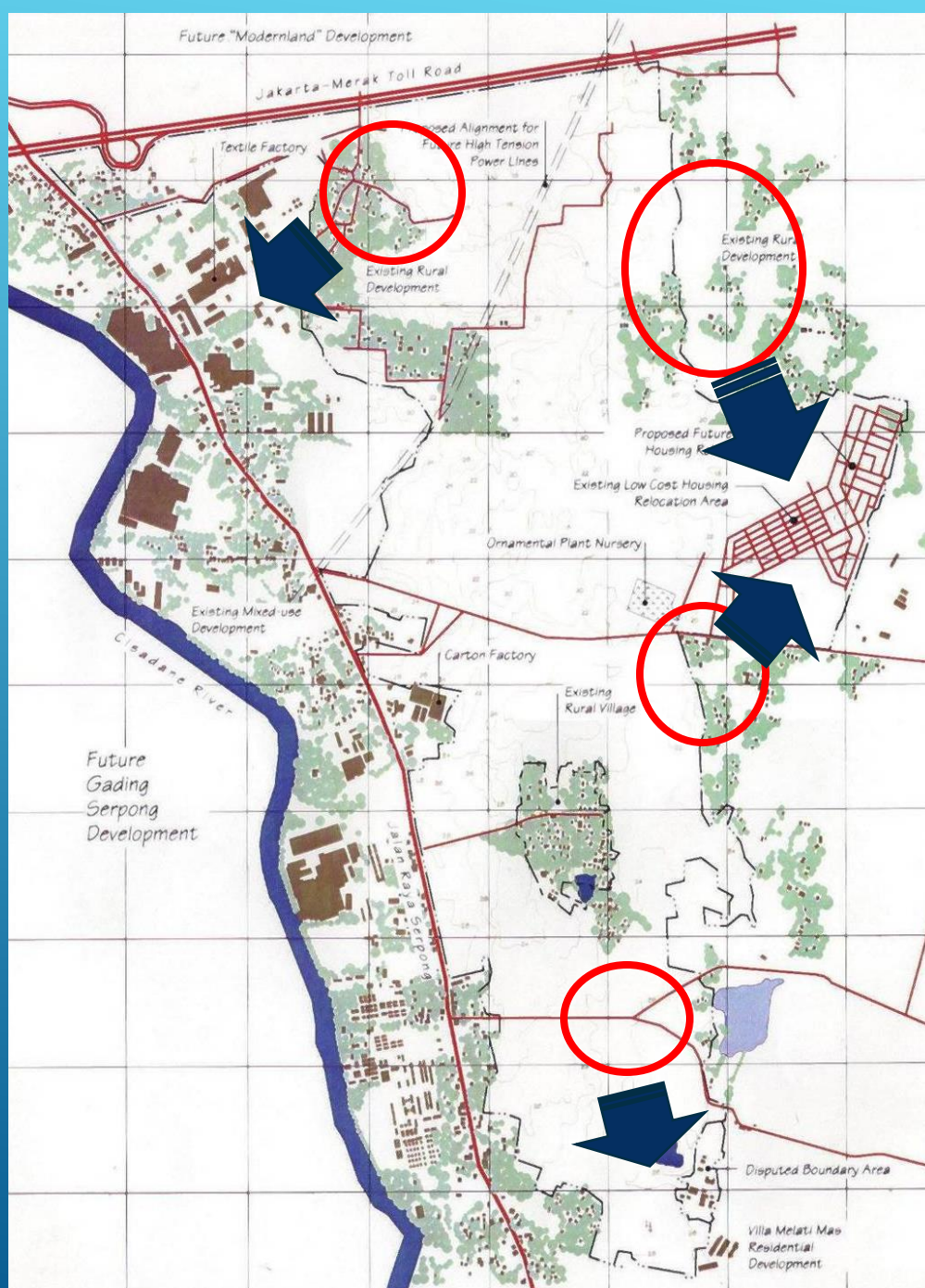
Accessibility (exit toll road)

Alam Sutera is well-known as one of the few development who has a direct access from the Jakarta-Tangerang toll road.

The access is located in Km 15+400

Social Approach

RE-PLANNING LOCAL COMMUNITY



Local Community is part of the planning

Relocate local people from existing village to new housing area

CONCEPT OF RELOCATION

- Exchange properties
- Build the house and infrastructure for local people
- Build social facilities that can be use by local people and new community of real estate
- Provide work adn business opportunity for local people

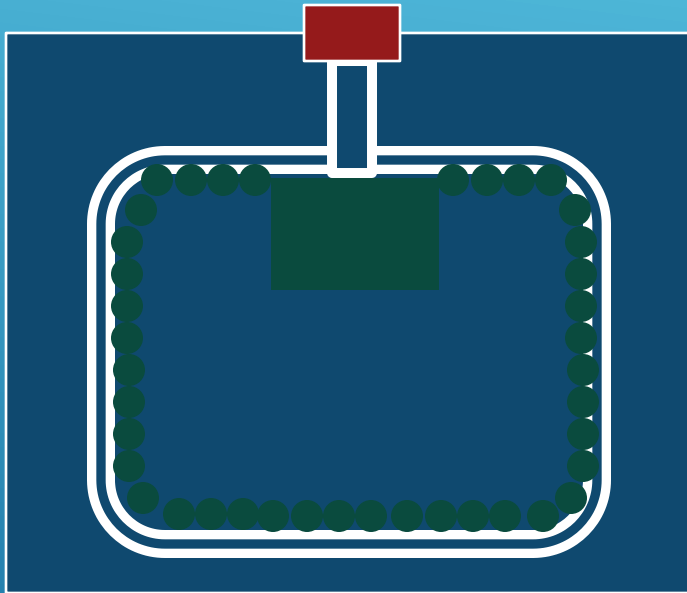
RELOCATION AREA

Alam Suleria
RESIDENTIAL & LIFESTYLE COMMUNITY



SUSTAINABLE SOCIETY CONCEPT OF RESIDENTIAL

Social Approach



Physical Cluster System :

- 5 – 12 Ha per Cluster
- 150 – 350 Household
- 1 Gate Access

Social Cluster System :

- 1- 2 Rukun Warga (RW)
- 3-6 Rukun Tetangga (RT)

Sustainable Community

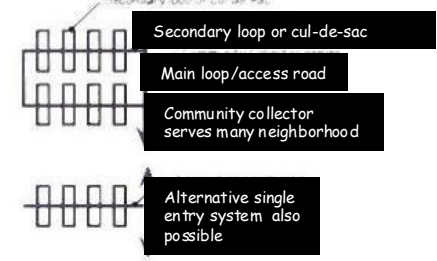
- Security System
- Optimal Community Management

Environmental Planning PRINCIPLES

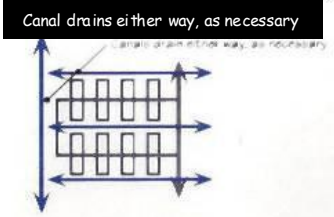
1. Community Collector provides primary access to most residential neighborhoods



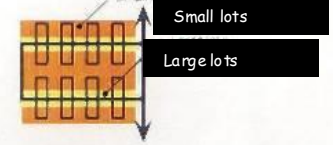
2. Neighborhood Circulation System consists of main loop or entry access road with secondary loops or cul-de-sacs:



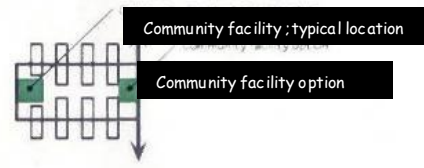
3. Drainage system consists of major elements adjacent to exterior property lines and smaller, perpendicular canals which drain either to center or perimeter depending on local conditions



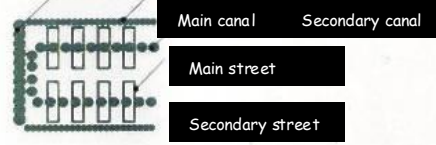
4. Typical neighborhood consists of two or three residential products appealing to different segments of the same socio-economic group: largest lots located on main streets, smallest of small streets:



5. Community facilities such as parks, play areas, public schools, local markets, etc., typically located at rear of neighborhood; may be located in front if circumstances warrant; size of facility to depend on use, size of neighborhood and mix of residential products



6. Landscape planting reflects hierarchy of neighborhood elements:



ONE GATE CLUSTER SYSTEM

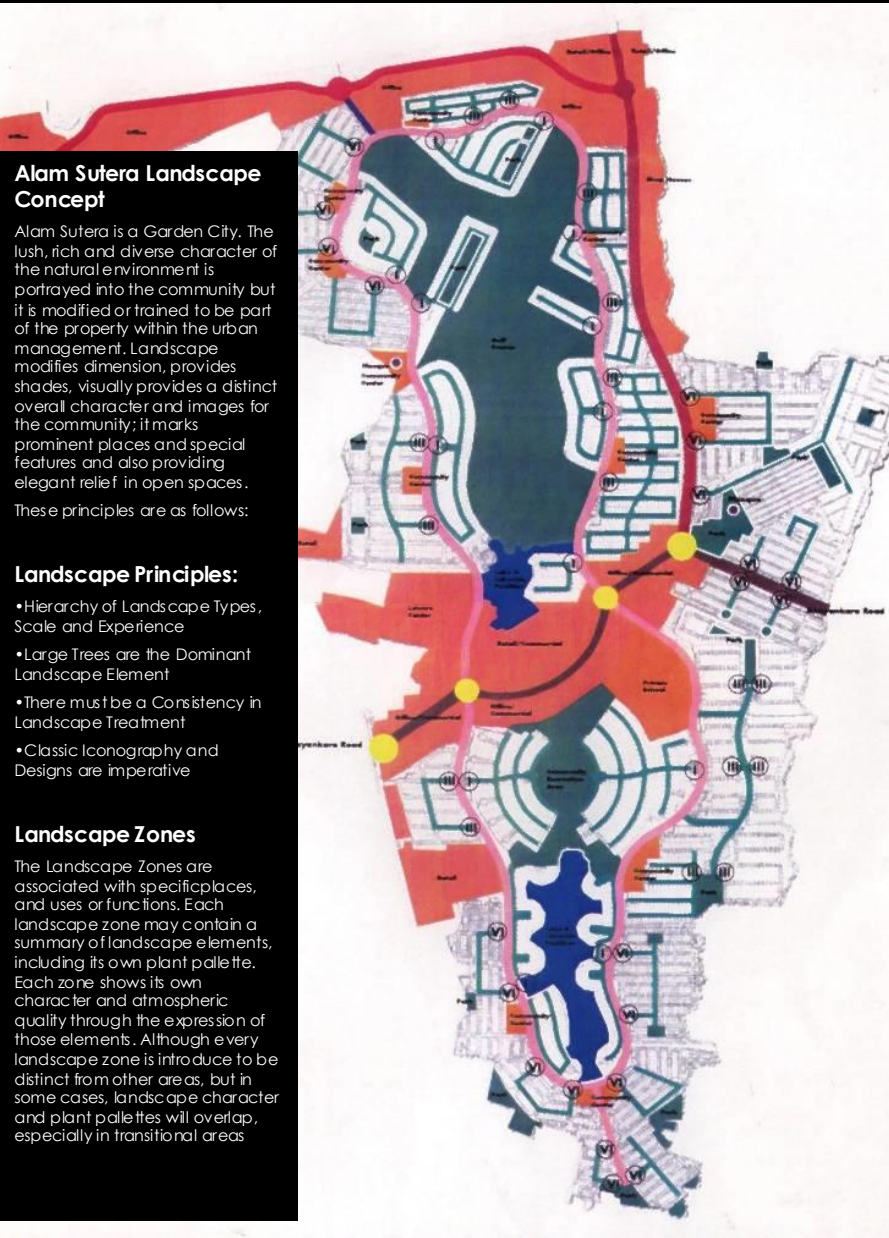
Social Approach



Tipe	LT	Unit	M2
RUMAH			
Neveta	240	58	13,920
Nucifera	280	54	15,120
Nerifolia	350	49	17,150
Noranta	400	42	16,800
Kavling		43	19,186
Total Rumah		246	82,176
FASILITAS			
Jalan + Saluran			42,282
Hijau+Fasum			13,282
Total Fasilitas			55,564
LUAS TOTAL			137,740



LANDSCAPE MASTER PLAN



Alam Sutera Landscape Concept

Alam Sutera is a Garden City. The lush, rich and diverse character of the natural environment is portrayed into the community but it is modified or trained to be part of the property within the urban management. Landscape modifies dimension, provides shades, visually provides a distinct overall character and images for the community; it marks prominent places and special features and also providing elegant relief in open spaces.

These principles are as follows:

Landscape Principles:

- Hierarchy of Landscape Types, Scale and Experience
- Large Trees are the Dominant Landscape Element
- There must be a Consistency in Landscape Treatment
- Classic Iconography and Designs are imperative

Landscape Zones

The Landscape Zones are associated with specific places, and uses or functions. Each landscape zone may contain a summary of landscape elements, including its own plant palette. Each zone shows its own character and atmospheric quality through the expression of those elements. Although every landscape zone is introduced to be distinct from other areas, but in some cases, landscape character and plant palettes will overlap, especially in transitional areas.



PARK & OPEN SPACES

Recreational Facilities, Parks and Open Spaces

A good development is indicated by how the area is well understood by public. To visually communicate with them, Recreational Facilities, Parks and other Open Space Landscapes can be used as worthy tools for it.

Places

- Community Commercial Areas
- Neighborhood Parks
- Leisure Parks

Landscape Elements

- Plazas, Amphitheatres
- Greenbelts
- Tree Crowns
- Water Promenades, Bike trails, etc.

Atmosphere and Quality

Restaurants & Cafes

COMMUNITY FACILITIES LANDSCAPES:

Places

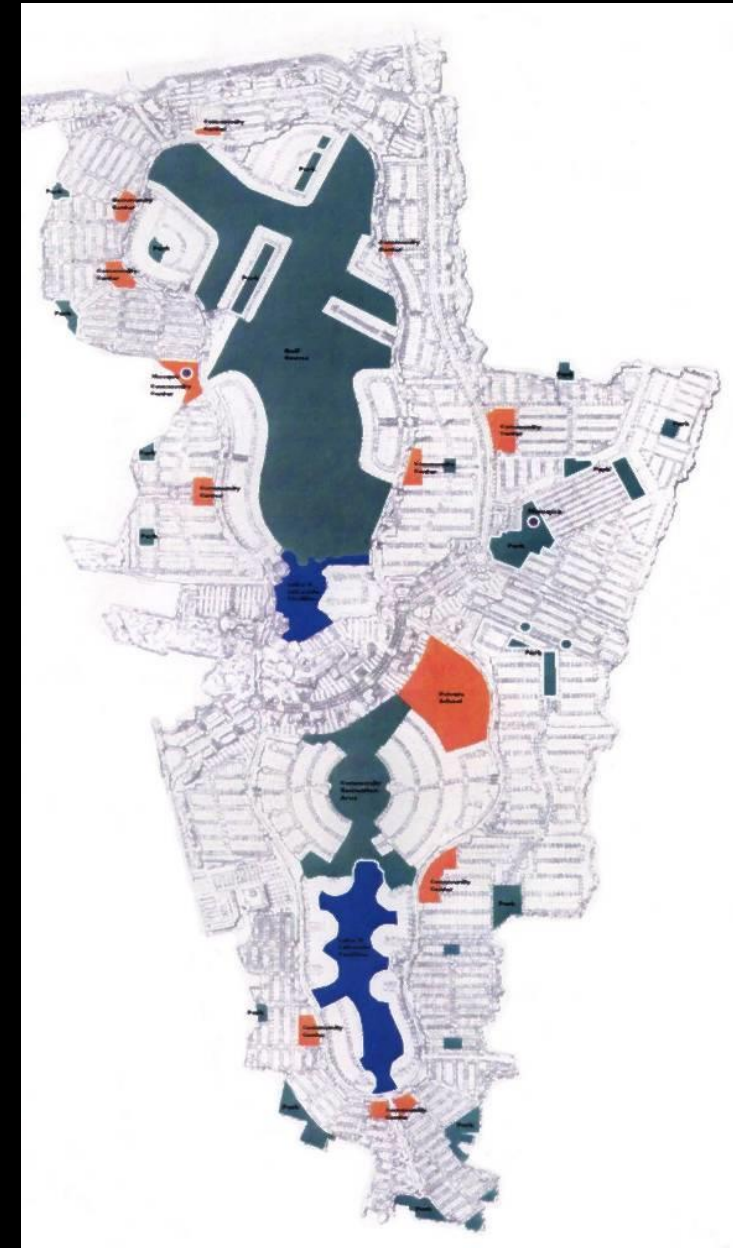
- Community Centers
- Schools, Day-care Facilities
- Parking Areas
- Small Retail, Leisure
- Mosque, Church

Landscape Elements

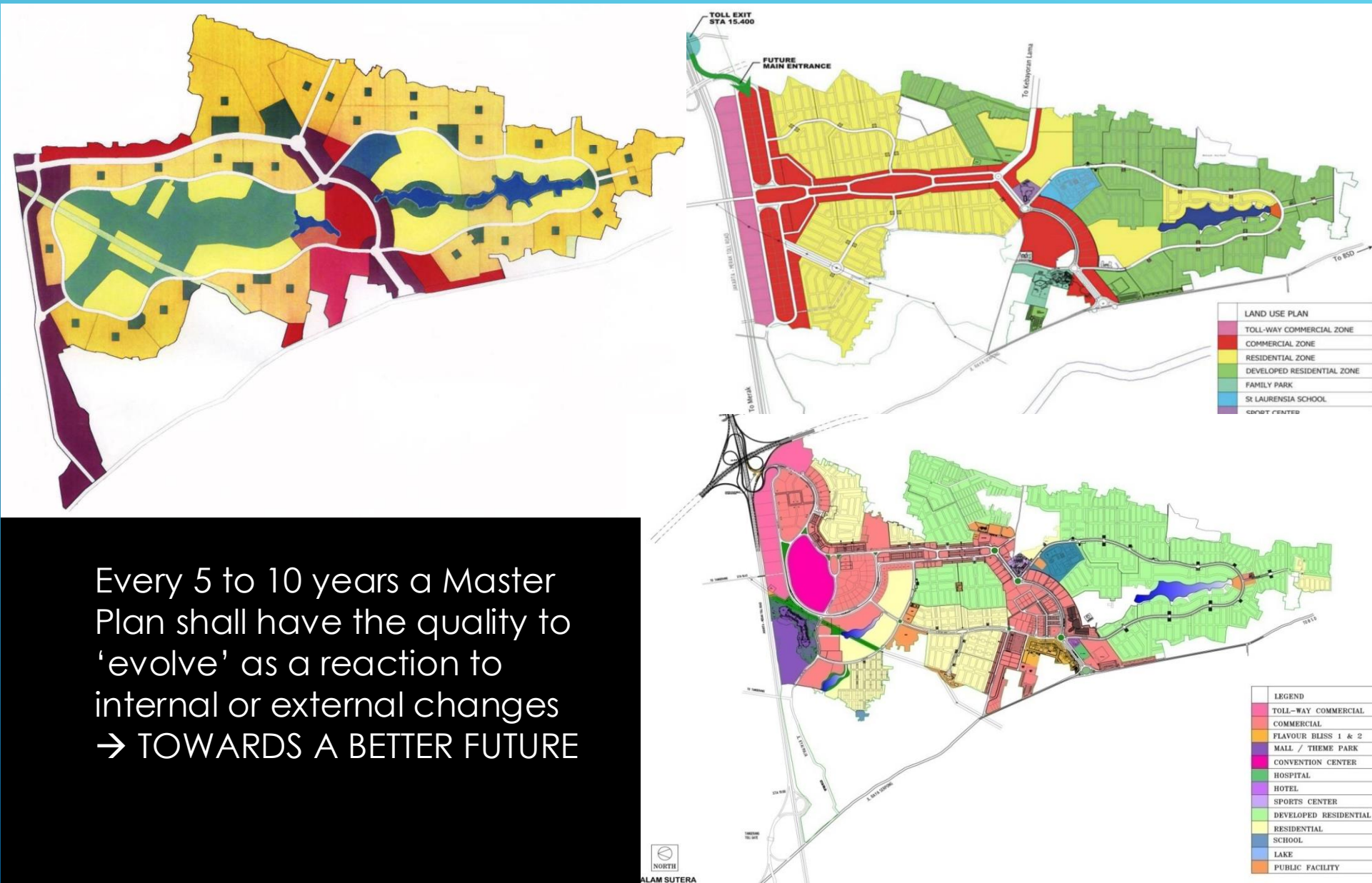
- Trees and other plantings in formal and informal arrangements
- Entry Statements
- Parks and Promenades
- Canopy trees in parking lots
- Sculptural Elements
- Fountains, Benches, Lights and other site furniture

Atmosphere & Quality

Dignified, Reserved, Functional, Elegant, Classic, Directional, Clear, Consistent



THE MASTERPLAN: METAMORPHOSIS



Every 5 to 10 years a Master Plan shall have the quality to 'evolve' as a reaction to internal or external changes
→ TOWARDS A BETTER FUTURE

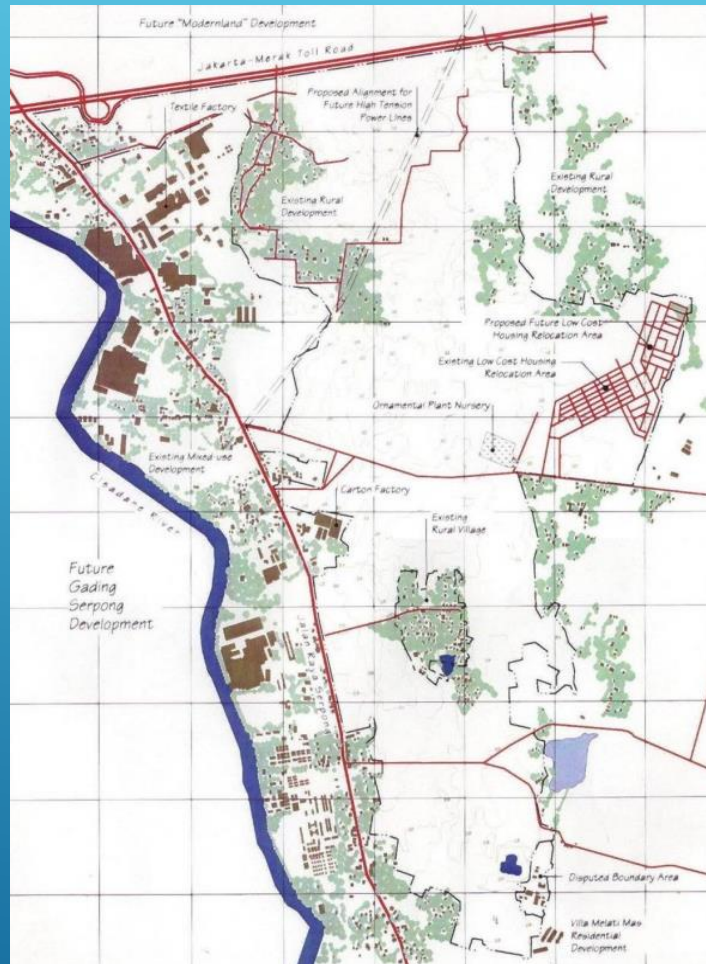
FINAL MASTER PLAN



An aerial photograph of a city, likely Los Angeles, showing a complex network of roads and buildings. A semi-transparent blue overlay covers the center of the image. The word "IMPLEMENTATION" is written in large, white, bold, sans-serif capital letters across the middle of this blue area. A white outline highlights a specific area in the upper right quadrant of the city. The overall image has a modern, professional aesthetic with a teal background on the right side and a white graphic element consisting of several parallel lines.

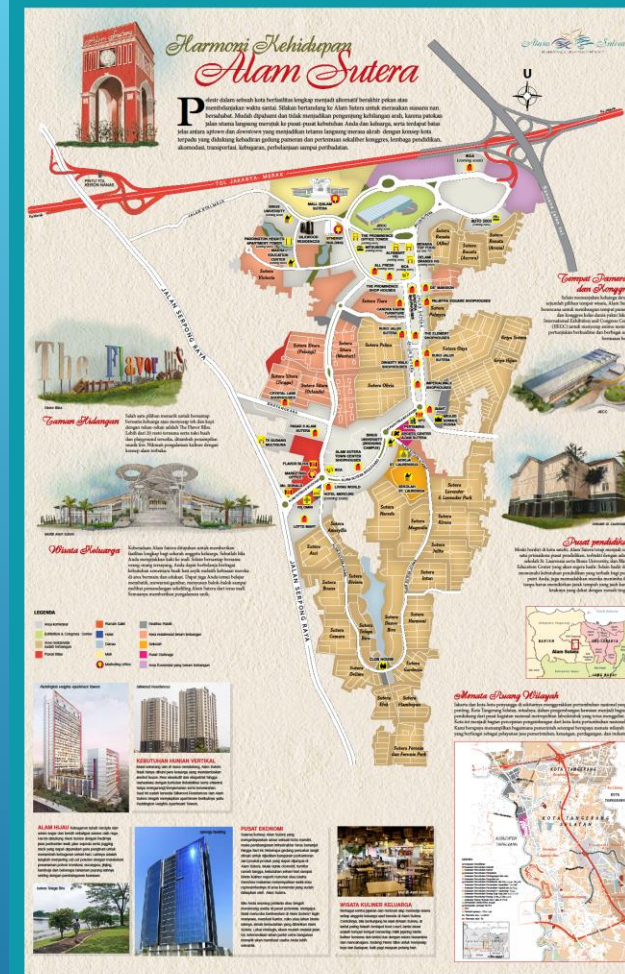
IMPLEMENTATION

Development Acceleration



1994, 1.000 Ha

Natural Growth

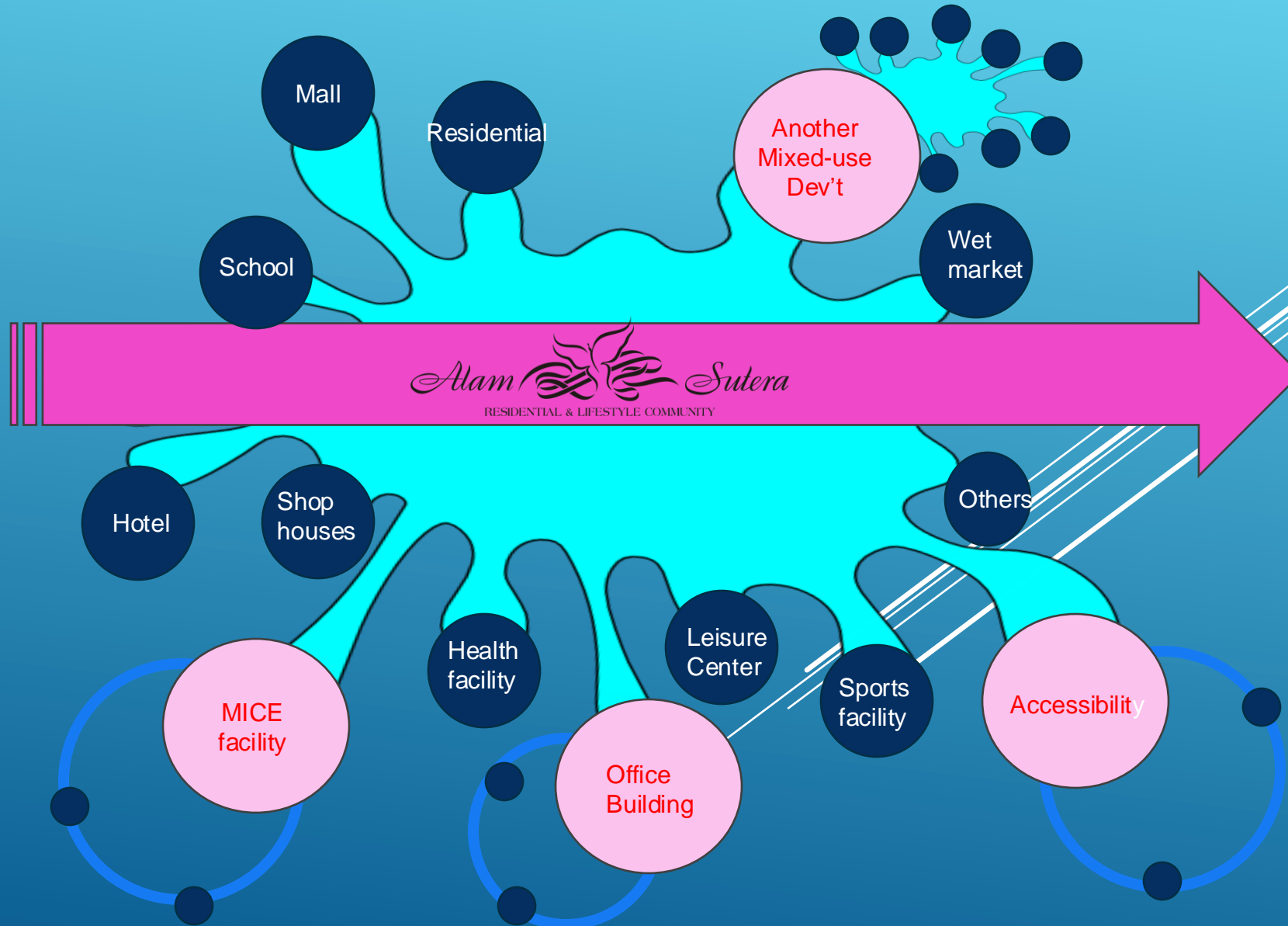


2019, 1.000 Ha

Created Growth

vs

DYNAMIC GROWTH



The Development



FASILITAS UMUM YANG DIDUKUNG SISTEM ELEKTRONIK DAN DIGITAL

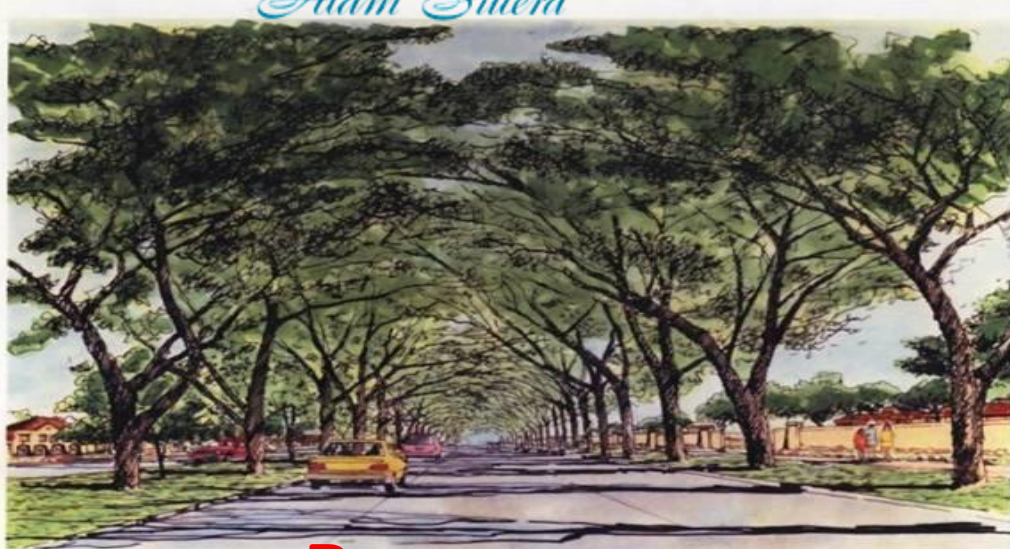


PUBLIC FACILITIES

1. Public transport berbasis aplikasi
2. Panic Button di jalan umum untuk mempercepat informasi bantuan emergency
3. Master Control Kawasan yang dilengkapi dengan 360 kamera CCTV

RUMAH/APARTEMEN

1. Sistem remote control rumah berbasis aplikasi untuk: Listrik, security lock,
2. Sistem Kontrol air bersih di unit berbasis electronic



Rencana



Realisasi



Second Layer Run Off



Green Development



Green Development



PUBLIC FACILITIES



MASJID NUR ASMAA UL HUSNA

Catholic Church



GEREJA ST. LAURENSIUS

Office Building Development



University

Commercial Building



AWARDS



2009



FIABCI Prix d'Excellence Award untuk kategori Master Plan terbaik

2011



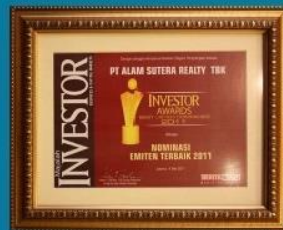
Top Performing Listed Company by Investor Magazine



2010



Best Listed Company in the Property and Building Construction by Investor Magazine



2012



Capital Market Award 2012 by IDX the best Listed Company Market Capitalization of up to Rp. 10 triliun



FIABCI Indonesia - BNI PRIX D'Excellent Award 2012 Outstanding Achievement Masterplan Category



FORBES Best of The Best Awards The Top 50 Companies for 2012



Investor Awards Top Performing Listed Companies in 2012 market Capitalization > Rp. 10 Triliun



BCI ASIA 2012 Top 10 Developers - Indonesia

AWARDS



2013



Best of The Best Emiten 2013



Indonesia Brand Champion 2013
Platinum Brand Champion of Most Preferred Development Brand



Investor category 100 Top Emiten 2013



**25 Nov 2013
FORBES INDONESIA
"No 1 (Best of The Best
Listed Company)"**





TERIMA KASIH

