



DESIGN IDEALS

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AUTO-CITY THEME PARK, JURU, PENANG

Syazleen Razali, Jasasikin Ab Sani and Mazlina Mansor
Department of Landscape Architecture, KAED, IIUM

ABSTRACT

The project presents the design proposal for Auto-City Theme Park, which focuses on planning and designing a unique interchange spot. Auto-City is located in Juru, Penang. The design proposal is focusing on Phase 3. It is strategically located as it is next to North-South Highway. Since the site is located at commercial area and surrounded by automobile trade centre, it will offer great opportunities for a motor-centric event that can serve the car enthusiasts. However, some issues arise at the area of Auto-City that need to be addressed by the proposal, such as high in carbon emission, less green space and loss of natural heritage. Thus, this study articulates the strategies for a proposal on Auto-City Theme Park derived from several methods, which are observation and interview on special persons and the public.

As a result, the concept of “Hybrid” has been implemented in the design proposal to achieve the objectives. There are three key points that basically reflected in Auto-City Theme Park: (a) to promote the concept of corridor development with integrated and centralised development nucleus (b) Restore mangrove habitats and improve regional water quality (c) Rehabilitate Auto-City to reduce the carbon emission through ecological approaches. In short, this design thesis is aimed to create a unique interchange spot Auto-City that is centered around the auto-mobile culture while preserving the ecological balance. Therefore, there are solutions formulated through landscape design to cater all the issue arise.

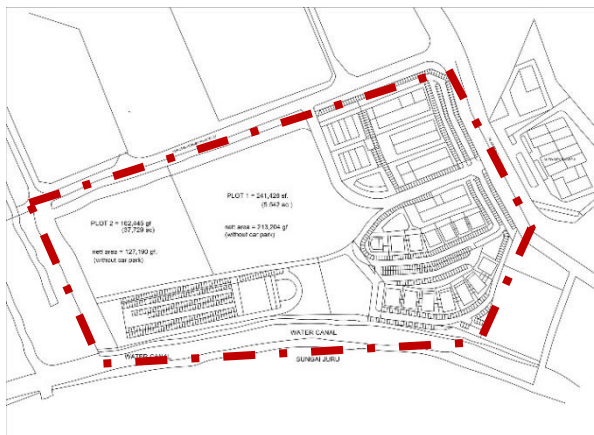


Figure 1: Site Plan of the proposed site in Juru, Penang

INTRODUCTION

The project has been proposed to be set up on a land, which is located at Auto-City Juru in Penang mainland. Penang is located in the north of Malaysia, approximately 350 km from Kuala Lumpur. Its land area of 1048km² and population of 1.746 million (Dept. of Statistic, 2018). Auto-City is designed as a tourist spot by the Penang State Government. Auto-City conceived and started to implement its Modern Nature concept, which integrates modern facilities and amenities with the natural habitat along the adjoining riverbank and green practices in striving to achieve a sustainable healthy environment (Jim & Chen, 2003). Auto-City is the first Auto-City in Malaysia and is a landmark as a 1-stop centre for auto, food entertainment, banking, shopping and outdoor events. This 25 acres site is located next to North-South highway, commercial area, residential area and industrial area. It is surrounded by the existing mangrove forest and Sungai Juru (www.autocity.com.my).

PROJECT DESCRIPTION

Auto City is a city that facilitates, and encourages the movement of people via private transportation, through ‘physical planning’ and built environment innovations. The physical criteria of Auto-City are focus and vehicle display where the stores are concentrated and located to provide an interesting and continuous shopping experience. Next, emphasize on the Auto Center identity and exposure, which is to provide an entry statements, monuments, or signs that let visitors know that they have arrived. A good display spaces are the next criteria of a good Auto-City where indoor and outdoor displays have a good appeal and attractiveness of new centres. New techniques using attractive paving or landscaping must be often used in Auto-City. Moreover, it provides a One Stop Centre as a marketing tool where it can be useful to refer the place as a “one stop” centre selling all makes of automobiles marketed in the area.



Figure 2: Vision of an Auto-City at its current surrounding

METHODS

SITE ANALYSIS STUDY

Table 1: Site Analysis and synthesis

Site factors	Analysis	Synthesis (proposed design criteria)
Site Context and Location	It is located in the heart of the Penang State, which makes it overwhelmingly friendly and culturally significant. Most of travelers rush into this way.	<ul style="list-style-type: none"> Auto-City is an interchange gateway of tourism in northern Malaysia as well as Penang
Hydrology	<p>Sungai Juru is one of the significance features as source of water for mangrove habitat.</p> <p>Great opportunity to have a scenic view and interesting activity.</p>	<ul style="list-style-type: none"> It is the main water body for mangrove habitat Minimizing the flood problems through ecological approach. Proposed space that give opportunity to people in appreciating the nature through the borrowed landscape.
Vegetation	This area portrays the cultural landscape through mangrove habitat remaining and different types of plantation on the site.	<ul style="list-style-type: none"> Restoring mangrove habitats along Sungai Juru. Create a proper design to engage users with mangrove habitats.
Existing building and features	Strategically located near North-South Highway and serve various types of land use especially auto where can attract not only local people but also tourists.	<ul style="list-style-type: none"> Enhance the image and services surround the commercial area by creating a landmark and nodes to increase permeability. Provide information center for tourism, signage and public references.
Culture	Auto-City have a unique natural heritage value to the site, which is from the mangrove habitats and auto mobile culture.	<ul style="list-style-type: none"> Design should be influence by the cultural value that belongs to the area.

CITY IMAGE & ELEMENT STUDY

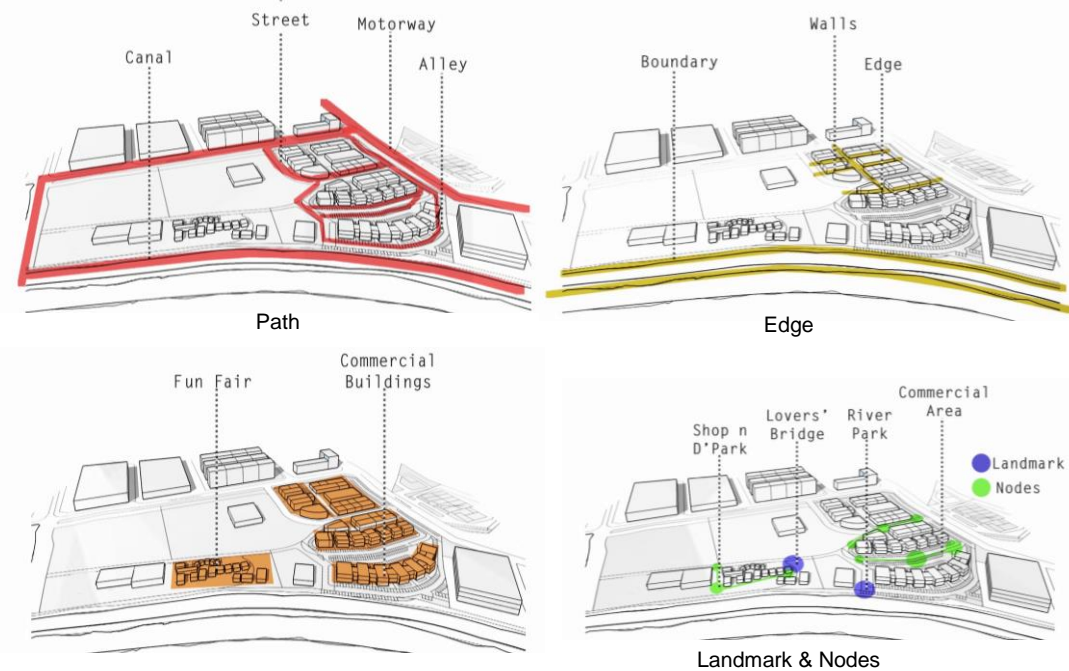


Figure 3: The City Image and Its elements' study

MODEL STUDY



Figure 4: Model mock-up study



Figure 5: Design strategies for Auto-City Theme Park

CONCEPTUAL PROCESS

CONCEPT: HYBRID

The design concept chosen in this project is “Hybrid” (Jang & Kim, 2006). This concept is inspired by an expression of wider radical changes between (order and spacing) and (complexity, connectivity, permeability) (Gordeev, 2013). Hybrid in landscapes are mainly focuses in community landscapes. They are generated by combining two place-making processes that lead to the diversity and richness. Hybrid can also be divided into two, which is “conscious” and “unconscious”. Conscious is a collisions of different points of view where it “fuse the unfuseable” to create strangeness. While, “unconscious” is constraints that can be turn into ability for potential. It is by discovering new approaches into design.

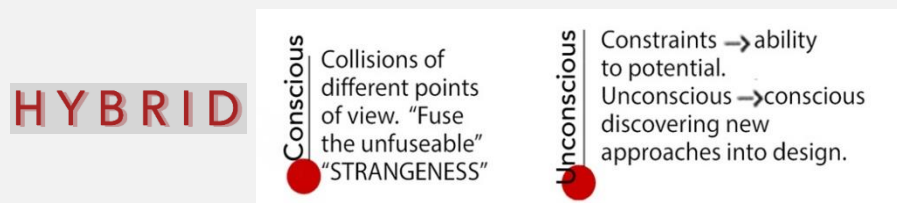
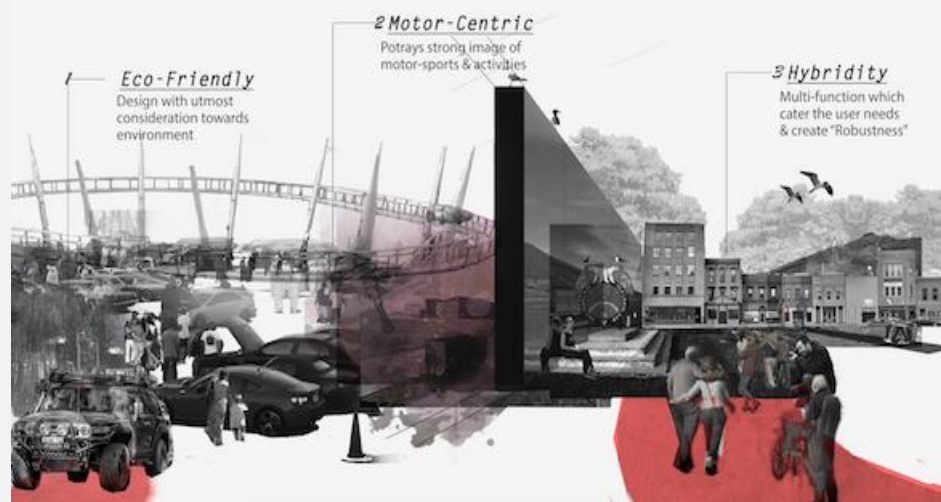


Figure 6: Concept for Auto-City Theme Park

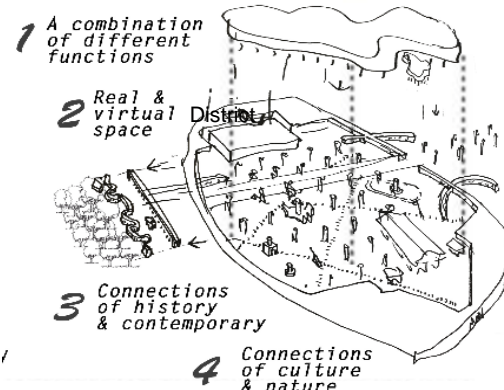
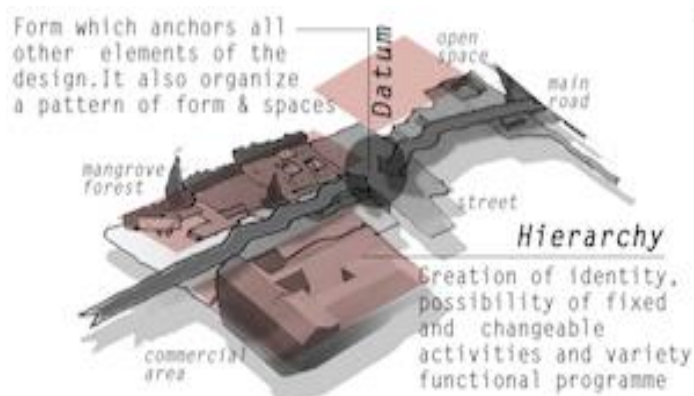


Figure 7: Initial idea development

HYBRID IN LANDSCAPE

Hybrid landscape are community landscapes (Quayle & van der Lieck, 1997). They are generated by combining two place-making processes: the ways that traditional public parks and streets are designed and maintained, and the acts of small-scale appropriation and embellishment that lead to the diversity and richness (Karvonen & Yocom, 2011; Pinto de Freitas, 2011; Vicenzotti, 2017).

I. Buffering and Remediation Replanting

The landscape design of masterplan alters the natural heritage value of the site by using native species to recover vacant land next to Sungai Juru to connect people with nature

II. Water Purification

A mature ecological is formed with aquatic plants and extending the mangrove species to filter and increase sedimentation. Aquatic plants and mangrove can help in habitat restoration around the natural heritage area.

III. Street Planting

use of dense and large canopy trees and shrubs to soften the hard edges and to provide shade for user's comfort.

MASTERPLAN DEVELOPMENT

The Auto-City Theme Park is derived from the idea of creating a unique interchange spot in Auto-City that is centered around the auto-mobile culture while preserving the Ecological balance. The Auto-City Theme Park also display the adventurous image of auto-mobile to the park which is to appreciate of auto-mobile events (Newman & Kenworthy, 2011).



Figure 8: Proposed Masterplan of Auto-city Theme Park

THE DETAIL PROPOSAL

SHOW ARENA

The Development Area Plan selected from this project covers the area of Show Arena. The design for this area is intended to provide a distinctive and conducive arena for automobile. Events to promote a pleasant and Unique surrounding environment.

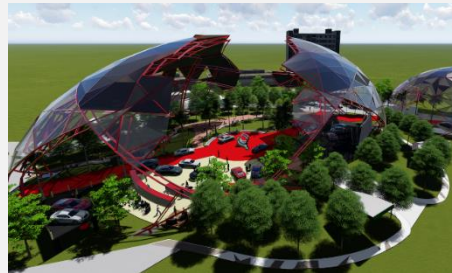


Figure 9: View towards Outdoor Showroom & Auto Stage Arena

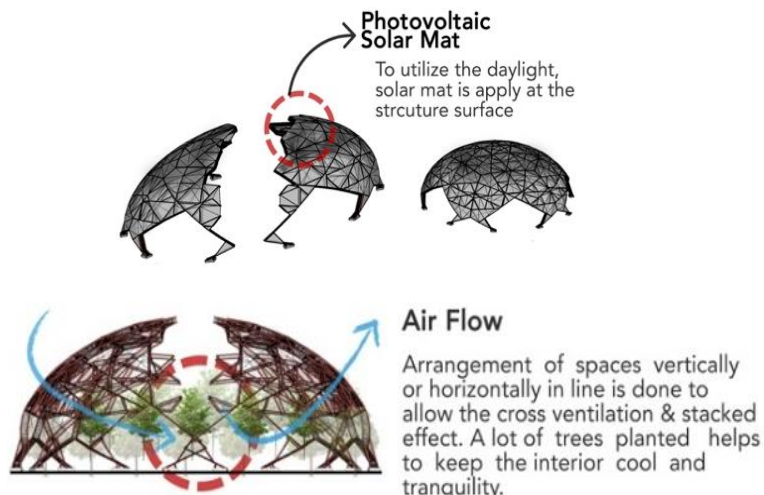


Figure 10: Green approach of the Show Arena structure

Connect people with nature

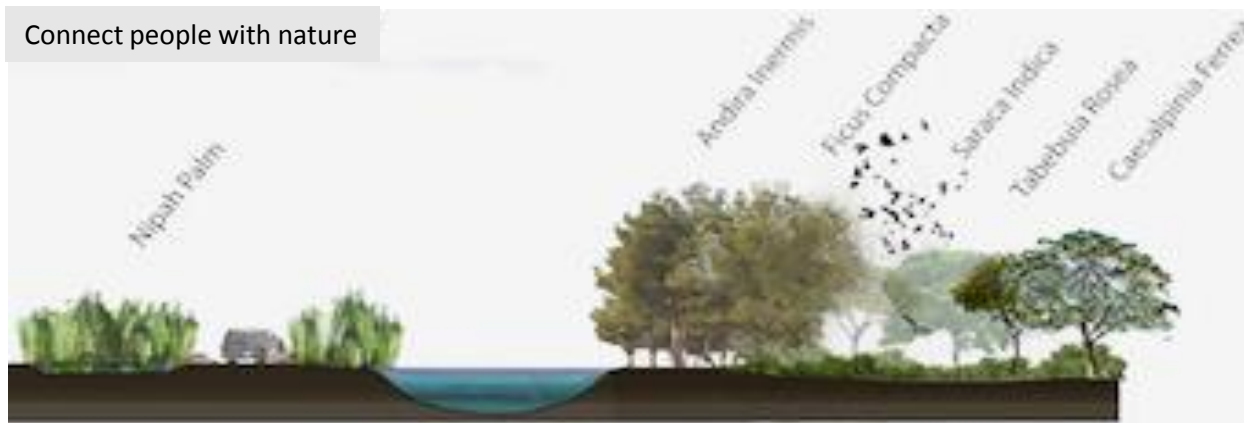


Figure 13: Buffer and Remediation Re-planting

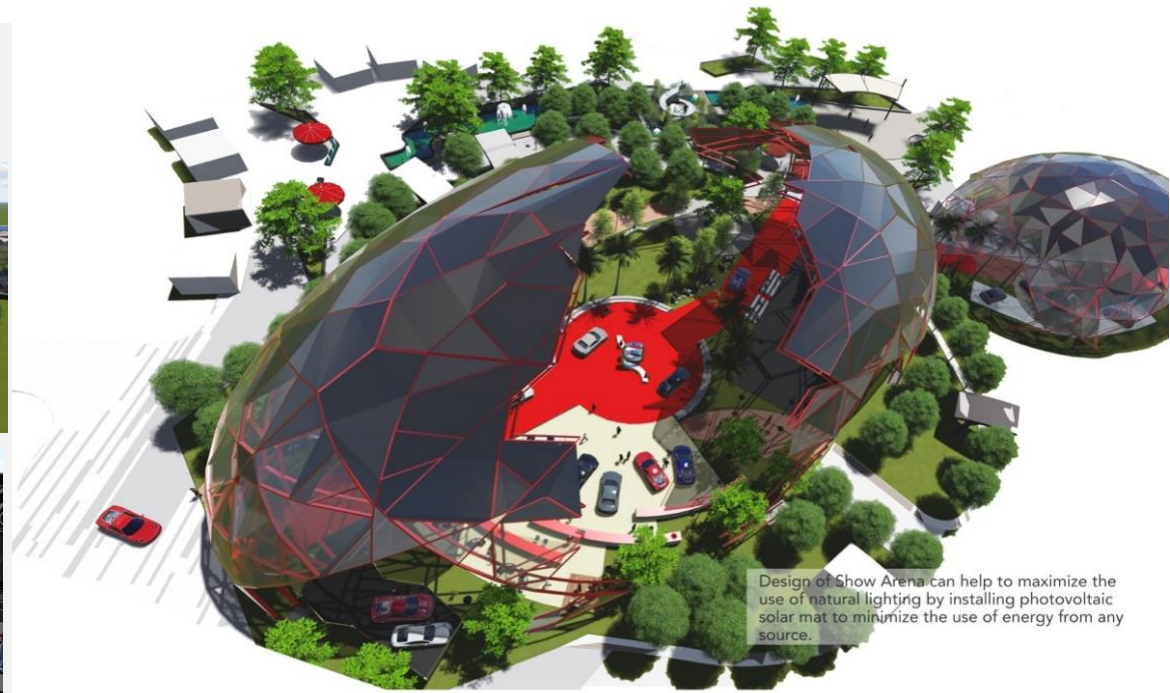


Figure 11: Aerial view towards the Show Arena

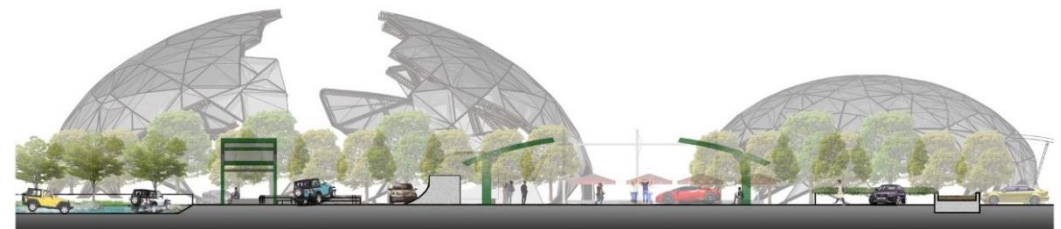


Figure 12: Section showing the articulation challenge of the proposed development

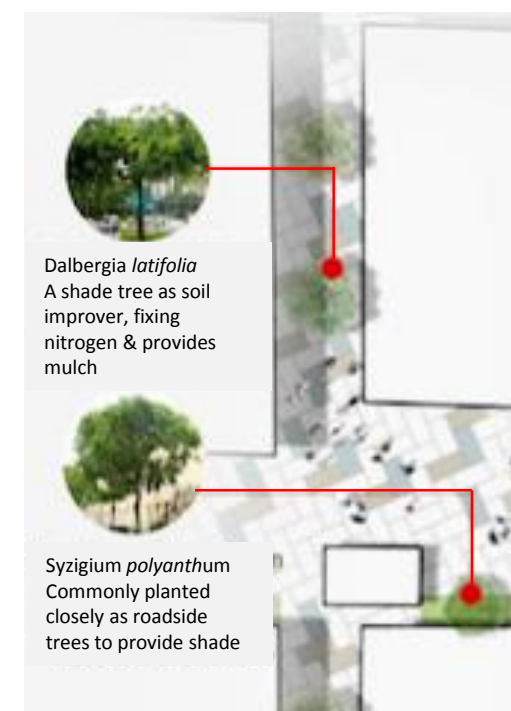


Figure 14: Street Planting

THE DETAIL PROPOSAL

THE LANDSCAPE ELEMENTS

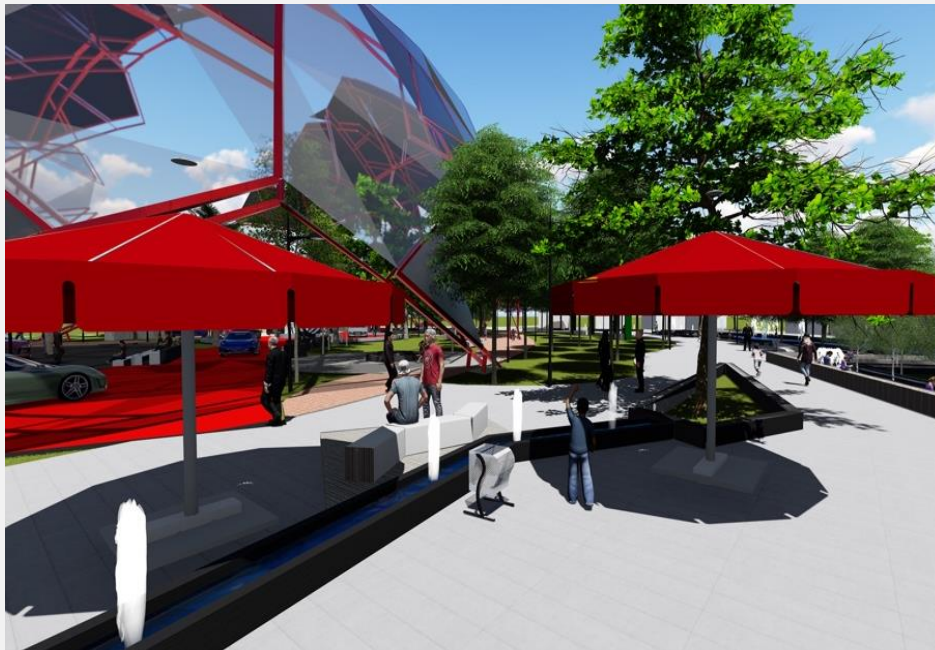


Figure 15

Figure 15-17: Images showing landscape elements and activities of the proposed site



Figure 16

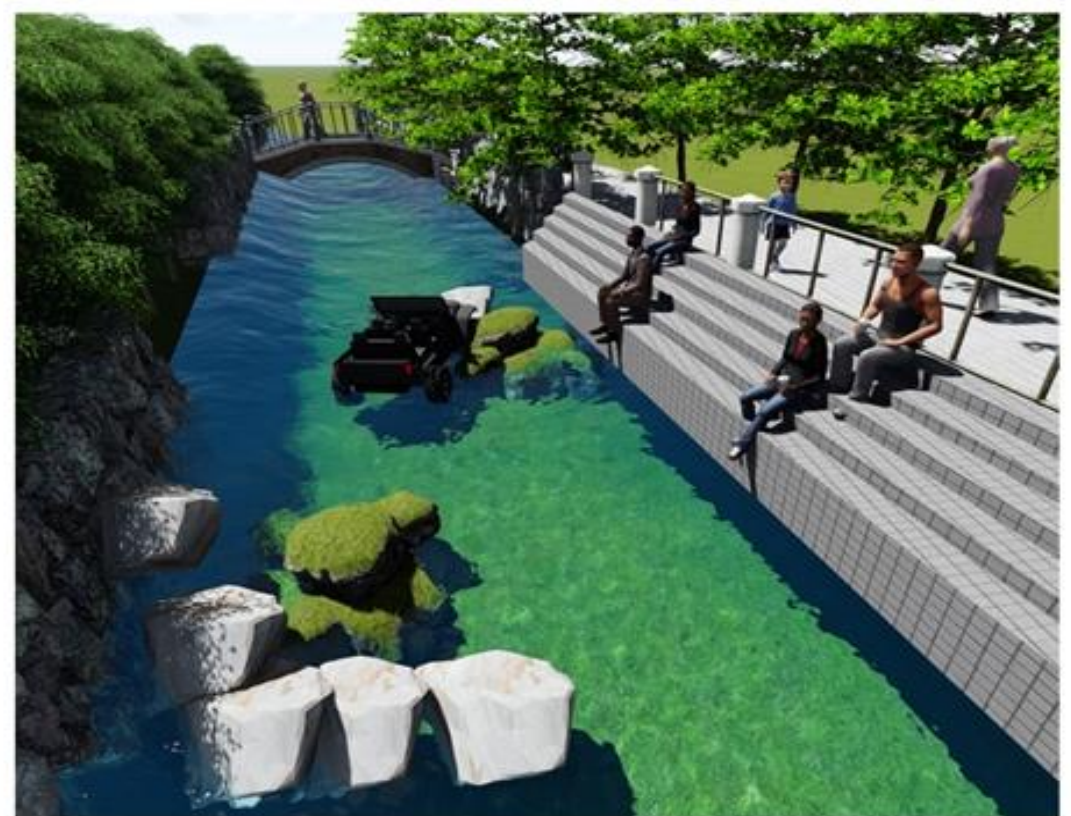


Figure 17

CONCLUSION

The proposed Auto-City Theme Park has shown various characteristics of a place as an auto city, which is by designing the 20 acres of open space into a sustainable theme park. It has achieved the aim of the project, which is to create sustainable theme park through landscape design that reflect the hybridity of plants with nature, plants and place and plants and people benefit to the community and environment.

In addition, this project is also highly concern on the relationship environment and community towards preparing sustainable environment of the site and the area surrounding. Therefore, there are solutions formulated through landscape design to cater all the issue arise.

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