THE ARRANGEMENT GUIDANCE FOR MASTRIP ROAD CORRIDOR AS CITY ENTRANCE OF SURABAYA WITH VISUAL QUALITY APPROACH

ABSTRACT

There is a need to pay attention to the idea of attractive visual processing to design the open spaces of the city, such as main roads, which is required to provide aesthetic value and pleasure in the society. Dissatisfaction with the visual environment, especially in urban space, is increasing such as in the corridor spaces of city entrance roads. Mastrip Road as one of the city entrance of Surabaya gives the first impression to that city. As the city entrance, the spaces should be designed to uphold the main visual elements of the city by improving the aesthetic quality, reference for point of view of the city, and it’s contribution to the awareness and prestige of the citizen. But the real condition is very contrast. Thus the visual aesthetic value that can represent the content of urban space becomes an indispensable factor in effort to designing and structuring road corridors especially as a town’s entrance.

To support this research analysis process uses evaluation method that is begun by identifying and assessing the elements that forming the physical identity of the study object and the visual character of forming elements of Mastrip road corridor space with operational techniques Character Appraisal & Walkability analysis. Then proceed by evaluating the existing condition based on predefined criteria by using selection criteria techniques to construct the arrangement guidance of the city entrance corridor.

The results show that the Mastrip corridor formed only by the micro physical identity elements (neighborhood scale) and most of the characteristics of three-dimensional elements forming the corridor space has not met aesthetic value of visual quality, so it is necessary arrangements guidance which are based on visual quality.

Guidance that are generated referring to the arrangement principle of road corridor space that meets the aesthetic value of visual quality with criteria of aesthetic composition between the elements forming the road corridor space, the sequence (serial vision) formed by buildings and vegetation, the visual continuity established by the structuring vegetation, street furniture and pedestrian way as well as the visual uniqueness & diversity generated by the identity objects in the Mastrip road corridor.

Key words: visual, corridor, aesthetic.