ABSTRACT

As one of the commercial facility, the Mall has the main objective to meet the lifestyle needs of the community in order to gain maximum advantage and can compete in the commercial business industry. In order to achieve these objectives, a Mall should not be mistaken in analyzing and interpreting the needs of people who want to be facilitated. This is also true in Surabaya, Indonesia's second largest city with community needs will life style that is also very large and diverse. A Mall in Surabaya should be able to facilitate the needs of the target market, namely the Surabaya. A Mall visitors not only have to satisfy the terms of completeness and convenience but also in terms of aesthetics. Development of the Mall in Surabaya East today can be said is still less when viewed from residential developments and community needs. Therefore Mall planned development in the region, especially in the eastern Surabaya Kedung Baruk.

Responding to community needs and understanding Mall shopping center as an open space that facilitates a variety of social activities including economic activities, then in the planning area Kedung Baruk Mall in Surabaya uses the design theme park shopping with the concept of the park as an activity center that is surrounded by shops / kiosks merchants.

Using the method of writing that begins with case studies, site analysis, program design concepts of space, resulting in the transformation of the concept of pre-design drawings, plans and detail drawings and RKS and RAB.

Key word : Mall, open space, park