Design Guidelines for Urban Aesthetic to Strengthen Visual Quality at Town Corridor in Pontianak City Center

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Abstract: Pontianak, as the capital city of West Kalimantan Province, has a very rapid development at this time. Construction of buildings and commercial buildings has greatly improved, especially in arterial road and collector road corridors in the city center. Along with the development, it should be balanced with the quality of the road space. However, in reality, it only shows the beauty of the building and has not provided the beauty of the corridor space, so it needs to be identified, evaluated and analyzed to achieve visual images that provide aesthetic corridor space. The purpose of this study was to identify the physical characteristics of the road corridor space, especially the building facade at Diponegoro Street, Agus Salim Street, and Gajahmada Street, in order to design the direction of the city's aesthetic design and to strengthen the visual quality of the road corridor based on spatial quality elements. This research is included in the type of qualitative-descriptive research, which is carried out using an analytical approach by identifying physical characteristics of corridor space based on unity design, assessing visual quality based on identification of spatial quality elements of space, and directing the design. The expected results are the direction of urban aesthetic that strengthens visual quality in the corridor in Pontianak City Center.

1 INTRODUCTION

As part of the urban environment, the road corridor needs to have visual qualities that can shape the observer's experience and perception in understanding the picture, structure, and meaning of the city. So far, the development in Pontianak City has only paid attention to buildings and their functions, thus ignoring the quality of urban design. One of the qualities is the visual quality of the road space. Visual quality of the street space should be considered to be part of the city development because the quality of the city also starts from the road space.

In a city, the visual impression of an observer in an area can determine the character of an urban area. The community's impression of the visual environment can strengthen the meaning of space and indicate the character of the appropriate environment. The visual system is a unit of urban visual elements that can provide comfort and visual enjoyment as a result of the formation of the physical elements of the region/city. Pontianak, as the capital city of West Kalimantan Province, has a very rapid development at this time. Construction of commercial buildings and other buildings has greatly improved, especially in arterial road and collector road corridors in the city center.

Along with the development, it should be balanced with the quality of the road space as an aesthetic supporter of urban space and a link between existing buildings. This connection will greatly influence the comfort and security of the users of the existing road space. The current condition of the road corridors in Pontianak visually still does not show an urban aesthetic aspect that can provide an increase in visual quality of space. The buildings on Gajahmada Street, Ahmad Yani Street, Tanjungpura Street, Sutan Syahrir Street, Diponegoro Street, Teuku Umar Street, and other streets with various forms of buildings, only show the beauty of the building and

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have not provided the beauty of the corridor space, so it needs to be identified, evaluated, and analyzed to achieve visual images that provide aesthetic corridor space.

The importance of this research is to identify the physical characteristics of the road corridor space, especially the building facade on Diponegoro Street, Agus Salim Street, and Gajahmada Street, in order to strengthen the corridor's visual character and to design the design direction of the city to strengthen the visual quality of the road corridor based on spatial quality elements of an outdoor space.

From some results of previous studies, Ayu (2017) has stated that the most influential visual quality is cohesiveness and conformity, continuity, and sequences, whereas according to Pawitro (2015), aspects that are important to be considered in efforts to restructure and improve City areas related to 'the urban Esthetic' include: (1) City Open Space Scale, (2) Role and Function of City Open Space, (3) Attraction to City Open Space, (4) Landscape and Green System Conditions in the Area, (5) Vista Condition (Landscape), (6) Viewing Direction (View) to the surroundings, (7) Diversity of Architectural Potential in the Region, (8) Aesthetic Elements in the Region, (9) Clarity of Regional Characteristics (10) Condition-based Maintenance of Old Building, (11) Condition of Shelters, Zebra Crossing and Pedestrian Bridges, (12) Sidewalk Conditions and Pedestrian Lines, (13) Signage in Regions, and (14) Arrangement of Ads or Advertisement.

By allocating objects forming corridor space along with visual characteristics possessed by the principles of visual aesthetic preparation, it is expected that the road corridor space can provide positive visual quality to the observer so that this part of the city can contribute to the overall image of the environment and city. The roads that need to be considered are Jalan Diponegoro - Jalan Agus Salim -Jalan Gajahmada, which are primary collector road that connects trade centers in the city of Pontianak.

The development of these roads is also included very quick with the construction of hotels and centers of culinary activities along these roads. Jalan Diponegoro, Jalan Agus Salim, and Jalan Gajahmada have a main generator that functions as regional generator nodes, namely the Flamboyan Market and coffee shops spreading evenly along this road. This area is dominated by shops, supermarkets, services, mixed-use buildings, car showrooms, workshops, banks, hotels, shophouses, and shops.

These three roads are now in the stage of improving the quality of the pedestrian space, but it must be also balanced by the aesthetic quality of the road corridor, especially the quality of building facade which should follow aesthetic uniformity with consideration of design unity. Several public realms (public facilities), such as the streetscape (road space processing), pedestrian interaction between the road and the building (frontage), the shape and type of building, building height, street furniture, parking spaces, open spaces, are not well facilitated, especially on Diponegoro Street, Agus Salim Street, and part of Gajahmada Street, so that the visual quality of the road corridor becomes uncontrolled and less directed. This will affect the spatial aspect of the city, especially in the visual quality of the city.

According to these facts, there are problems that need to be addressed using the form of research questions as follows: How can the design unity be used to identify the physical characteristics of the corridor space of Jalan Diponegoro, – Jalan Agus Salim, and Jalan Gajahmada in order to strengthen visual aesthetic character of the corridor?

The purpose of this study was to identify the physical characteristics of the road corridor space, especially the building facade at Jalan Diponegoro, Jalan Agus Salim, and Jalan Gajahmada to strengthen the visual character of the corridor and to design the direction of the city's aesthetic design to strengthen the visual quality of the corridor based on the spatial quality elements of an outdoor space, namely shape, size, continuity, height of frame, floor configuration, architectural characteristics of surround buildings, and sculpture. The research objectives were achieved through an analytical approach by identifying the physical characteristics of the corridor space based on unity design, assessing visual quality based on identification of spatial quality elements of space, and directing using design guidelines.

2. RESEARCH METHOD

This research is included in the type of qualitative-descriptive research, which is a research that seeks to describe the current problem solving based on data. This approach also presents data, analyzes, and interprets an existing phenomenon. In this study, there were research objectives achieved through an analytical approach by identifying the physical characteristics of corridor space based on unity design, assessing visual quality based on identification of spatial quality elements of space, and directing design.

From the target, the data will be analyzed based on: 1). Analysis of physical identification of the facade corridor space based on unity of the design on

location of observation. 2). Visual quality analysis of observed road corridors 3). Designing directives that strengthen the visual aesthetic quality of the corridor space.

The analysis technique used in processing data is explained as follows:

1). Identification analysis of the physical condition of the area will use evaluation analysis techniques. Evaluation method, according to Hedman (1984), includes the selection criteria. This analysis method is divided into three steps:

- Exploring or discovering the identity of the area along the corridor of Diponegoro Street, Agus Salim Street, and Gajahmada Street based on the identity study aspect.
- Determining identity elements that strengthen the visual character of the street corridor based on unity in design aspects (11 elements of linkage design) and principles of visual aesthetic arrangement (rhythm, sequence, proportion, unity, symmetry, axis)
- Summarizing problems related to visual aesthetic aspects of identity elements as facts for further analysis.

2). Character valuation analysis techniques are used as a form of urban design analysis (Urban Design Toolkit MFE, 2006). This method is divided into three steps:

- Making observations in the field of the following character features:

Table 1. Character Feature Assessment

Elements	Feature character
Elements of Facade	Upper facade and building cornice
	Entrance (door, access ramps)
	Windows (material, size, displays, lighting)
	Signage
	Awning
	Security grilles
	Color of Building
	Landscaping/planting
Spatial Quality Factors	Shape
	Size
	Continuity
	Height of frame
	Floor Configuration
	Architectural characteristics of the surrounding buildings
	Sculpture

Source: Hedman (1984) and Urban Design Toolkit (2006)

- Linking observations with existing conditions to support observations
- Evaluating the visual conditions and assessing to find out the problem or physical potential and the visual aesthetic character of space.

3). Triangulation analysis technique was used as a technique to check the validity of data. In this data triangulation technique, an analytical approach to three data sources is used:

- Empirical facts as data from the results of the analysis of objectives 1 and 2 in the form of problems related to aspects of research studies
- References in the form of related theories, policies, and case studies.
- Experts are respondents who have an understanding of structuring efforts related to the problems under study.

Danisworo (Kompas article, 24 April 2018) based his assessment on the capital city of Indonesia, Jakarta, on three main principles, which are functional quality, visual quality, and environmental quality. Functional quality is the quality of a city that guarantees the safety, security, comfort, effectiveness, and efficiency of its citizens in their activities. Visual quality is about the clarity, aesthetics, character, and identity of the city. Residents are easy to move because they are guided by directions orderly, not chaotically. Meanwhile, the quality of the environment is how Jakarta can adapt to the environment concerning climate, ecology, society, and culture.

Pawitro (2015), in his study on improving important aspects in the aesthetic of the city in the downtown area, has concluded that the aspects that are considered to be important in the efforts to restructure and improve the area are: (1) Scale of City Open Space, (2) Roles and Functions of City Open Space, (3) Attractiveness to the City Open Space, (4) Landscape and Green System Conditions in the Area, (5) Vista Condition (Landscape), (6) Viewpoint (View) around the Area, (7) Architectural Diversity in Regions, (8) Esthetic Elements in the Area, (9) Clarity of Regional Characteristics (10) Condition-based Maintenance of Old Building, (11) Condition of Shelters, Zebra Crossing, and Pedestrian Bridges, (12) Condition of Sidewalks and Pedestrian Trails, (13) Signage to the Area, and (14) Arrangement of Advertising/Advertising. Ayu (2017) concluded from the results of the study that the visual quality on Letjen. S. Parman Street was classified as medium. The most influential form-based code variable on Letjen. S. Parman street is

vehicular lanes and parking. Moreover, visual qualities, namely integration, suitability, continuity, and sequence, are the most influential. This shows that visual quality is formed from the suitability of city elements as well as form-based codes with standards, the surrounding environment, and the consistency of form-based codes that result from continuity and sequence.

According to some experts, describing the visual quality of space in the road corridor can be explained as in table 2:

Table 2. Indicators and Criteria of Visual Quality for Corridor Space

Source	Indicator	Criteria
Cullen (1971)	Visual quality of space that can influence the feeling / psychological condition of the observer / user	1.There are sequences of interesting changes in object view (serial vision) / sequences) 2.The special characteristics of a place that distinguishes it from other places through the quality of the enclosure. 3.There is a harmonious composition between the objects forming the space.
Zahn (1999)	Visual connection	1.There are two places that are connected in a neutral or hierarchical way. 2.There are elements that visually connect the two places.
Jane Jacobs (1995)	Corridor with clear space structure	1.The form of a clear space which is an enclosed unit 2.The facade of the building reflects the function. 3.The existence of a unified composition of the elements of the corridor wall
Bacon (1978)	Corridor with space quality that inspires the observer's feelings	1.The proportion of space and mass forming gives observer aesthetic satisfaction 2.Objects in the corridor form sequences/continuity of visual experience

Source: Synthesis from various sources, 2018

The scope of the study of City Architecture or Urban Design (Paul D Spreiregen, 1969) in Pawitro (2015) reveals that there are fields of study that surround it. The scope of City Architecture or Urban Design includes: (a) perspective and insight into the 'state territory' and 'urban area', (b) urban design at the metropolitan city scale, (c) urban design and urban scales , (d) elements of residency or residential areas, (e) elements of entertainment and recreation places, (f) elements of malls and plazas (open spaces), (g) urban design on a single building scale, and (h) handling the detailed (more detailed) scale of city design activities. City aesthetics or the urban aesthetics are the main goals of professional activities of city architecture. Particular city or city area is proposed in a proposal to the city government to increase the aesthetic value of a particular city area.

The main focus of the efforts to improve the city's aesthetic value is to seek, explore, and utilize the potential of regional architecture in order to realize the architectural physical appearance. The above efforts are carried out in line with city planning activities and urban design. Meanwhile, the approach taken in the city architecture activity is a comprehensive approach involving multi related disciplines.

In large cities, especially in developing countries, including the major cities in Indonesia, efforts to create and realize the physical-ecological environment and visual-aesthetic environment in urban areas are in fact still lagging behind. Only in the big cities of the metropolitan level, such as Jakarta and Surabaya, the city government feels the need for the references/guidelines/regulations relating to the process of three-dimensional (3D) form of urban areas. Architectural values of an urban area in several major cities in Indonesia since the last three decades have begun to be promoted towards the development of a more intensive area with high socio-economic value (Udjianto Pawitro, 2012).

2.1 Building Facade Components

Facade is a representation or expression of various aspects that appear and can be observed visually. In the context of urban architecture, building facades are not only two-dimensional but also three-dimensional in nature so that they can represent each building in the public (city) or vice versa. For this reason, the building facade component observed includes: A). Gate and Entrance. When entering a building from the direction of the road, one passes through various gradations of something called "public". The position of the entrance and architectonic meaning of the entrance show the role and function of the building. The entrance is a sign of the transition from the public part (exterior) to the private part (interior). The

entrance is an element of self-statement from the occupants of the building. Sometimes the entrance position gives the role and demonstrative function of the building. The path from the gate to the building forms a virtual line that becomes the datum of the composition. Here it can be observed whether the balance that occurs is absolute symmetry or only geometrically balanced.

B). Ground Floor Zone. The ground floor zone is the most important urban element of facade. The base of a building, which is the base floor, is the most important urban element of a facade. Because it relates to the transition to the soil, the use of material for this zone must be more durable than that for other zones. The ground floor has a certain meaning in urban life. Because this area is the most directly accepted by humans, often the ground floor becomes a shopping mall and other commercial companies.

C). Windows and entrances to buildings. Windows and doors are seen as free spatial units. This element allows a better view of urban life, namely the presence of openings from inside the building to the outside of the building. Window functions as a light source for interior space, namely the effect of light penetration on interior spaces. The window is also a building opening that allows views from and out of the building. In addition, to meet its functional needs, windows can also be a decorative element in the wall area. The door plays a decisive role in the context of the building, because the door prepares guests before entering the room, therefore the meaning of the door must be considered from various points of view. The activity of entering space in a building is basically a vertical wall penetration. It can be made with a variety of designs from the simplest, such as making a hole in the plane of the wall, to the form of a strict and complicated gate. The position of the door on a building is very important to further emphasize the function of the door as a field between the outside space and the space in the building. It is because the location or position of a door is closely related to the shape of the space entered, which will determine the path configuration and activity patterns in the room.

D). Guardrail (railing). It is needed when there is a danger in a room. The guardrail is also a physical barrier that is used if there are social agreements regarding space use. E). Roofs and Building Endings. There are 2 types of roof, namely flat roof and alpine-style roof, which is more common. The roof is the top part of the building. The roof fixed in the context of facade here is seen as a building boundary with the sky. The skyline formed by the facade rows and the building figures cannot only be seen as a barrier, but also as an object that holds the secret and collective memory of its citizens.

F). Signs and Ornaments on Facade. Signs are all things that are installed by shop owners, companies, offices, banks, restouts, and others in front of the building. They can be in the form of information boards, advertisements, and billboards. These signs can be made together with the building, but they can also be made separately from the building. Signs in buildings, such as information boards, advertisements, or billboards, are important for all types of commercial buildings because these signs are a form of corporate visual communication to the public that informs the intentions of the commercial company while ornaments are visual completeness which has a role as an aesthetic element in the building facade. Ornamentation on the facade of commercial building, other than as a decorative element of the building, is also as an attraction or advertisement intended to attract people's attention.

2.2 Composition on Building Facade

Building facade itself depends heavily on changes in sociocultural society. The diversity of the building facade display is a modification of various design elements that from time to time transforms. According to Ching (2007), the visual form of equipment that is the object of transformation and modification of the shape of elements in the building facade includes the figure, size, color, texture, position, orientation, and visual inertia. It is strongly against the selection of visual shape equipment so that the appearance of the figure, color, size, texture, etc., often illustrates conditions and trends that are emerging when the facade design is made.

To evaluate or study facade architecture, according to DK Ching (2007), the visual components that become objects of transformation and modification of the building facade can be observed by classifying the principles of formative ideas that emphasize geometry, symmetry, contrast, rhythm, proportion and scale.

- Facades Geometry is a formative idea in architecture that embodies geometrical principles in a field or object in a built

environment, triangle, circle, rectangle, and its variants.

- Symmetry is a formative idea that directs building design to a balance that occurs in the built environment. It is divided into symmetry with absolute balance, symmetry with geometric balance, and symmetry with diagonal balance. To build a balanced composition, symmetry must be far more dominant than asymmetry. The facade must have 'faces' which reflect different planned solutions but remain symmetrical within themselves (by analogy with the human body). Side view can play a minor role in balancing the front and back appearances.
- Depth Contrast is a formative idea that takes into account the color and dark and light differences that occurs in the facade element. The level of difference is categorized into 3 levels: very dark, dark, bright.
- Rhythm is an illustrative typology that shows building components in the form of repetitions on both large and small scale. The components can be in the form of columns, doors, windows, or ornaments. The small repeated scale is categorized as monotonous rhythm while the bigger one is categorized as dynamic rhythm.
- Proportion is the comparison between one part and the other part in one of the facade elements. In determining the proportion of buildings, the considerations are usually the limits applied to the form, the nature of the material, the function of the structure or the production process. Because there is a basis in determining the proportion, the determination of the proportion of the shape and space of the building is entirely the decision of the designer, that has the ability to process architectural forms, develop basic geometry forms and so on.
- Scale, in architecture, shows a comparison between building elements or space with a particular element and its size for humans. In the context of the building facade, the scale is the proportion used to determine the size and dimensions of the facade element

Facade configuration elements that can shape the image of a building are:

1. Elements of space openings that can be in the form of doors, windows, BV, and aesthetic opening elements.
2. Field of building facade. If the façade is in solid form, it will give closed impression, but if its dominant material is transparent (void), it will give the impression of being open and friendly.
3. Application of dominant facade material. For example, dominance of glass or wood will give warm and familiar impression.
4. Types and methods in finishing façade. The facade that is finished with concrete exposures, natural stone or paint will give a different impression. Paint finishing will give warmer impression than exposed concrete will.
5. Color processing techniques. Color is one element that is very important to create an impression and perception on the observer (the person who sees it).

3. RESULTS AND DISCUSSION

3.1. Contents of The Discussion

This study was conducted at trade area on Jalan Diponegoro, Jalan Agus Salim, and Jalan Gajahmada in Administrative Village of Benua Melayu Darat, West Pontianak sub-district, Pontianak, West Kalimantan (see Fig.1).

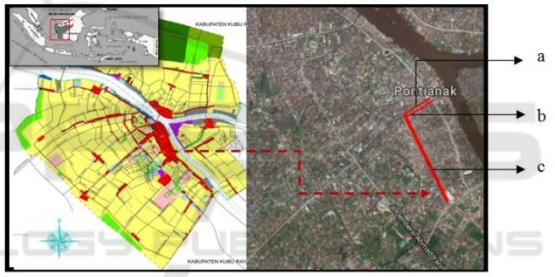

Figure 1. Observation Location a). Diponegoro Street, b) H. Agus Salim Street and c) Gajahmada Street Pontianak City, West Kalimantan (*Source: Google Earth, 2018)*

The location of observation is one of the areas that became trade center in the city of Pontianak. Commercial functions dominate so that various economic activities in the form of goods and services provision offered in this region. Each road corridor in this area has dominance over the types of trade and services offered in the morning, afternoon, and evening. So, it clarifies the character of the trading function on each path. During the day, this trade center offers goods and services, such as household needs, office supplies, vehicles, telecommunications, banking, and culinary. Meanwhile at night, the area is known as cafe street area with coffee shops located along both sides of the lane or in other corridors within the area.

3.2. Building Regulation

In general, land use in the Gajahmada street area,

specifically in the main corridor of Gajahmada Street, and the connecting corridor to Tanjungpura Street are dominated by trade functions and service buildings. Diponegoro and H. Agus Salim Street are also connecting street and corridors to the Tanjungpura Street. These trade functions include shops, shopping centers, stalls, and street vendors while service functions include banking, hospitality, workshops, offices and health services. Besides the above functions, there are other functions in the main corridors in this region, namely educational and religious facilities as well as fire fighting facilities. For residential functions in this area, there are zones/blocks in the main corridor. The intensity of land use in the area of the main corridor and connecting corridors almost have KBD of 90-100% with a building height of at least 2 floors and a maximum of 16 floors with the basic building coefficient level of 90-100% in average (Pontianak City RTBL 2014). The density and distance between buildings throughout the area are very dense and tight.

3.3. Physical Identification Analysis of Facade Corridor Space Based on Facade Elements

3.3.1. Facade Elements on Diponegoro Street and Agus Salim Street

These streets are two opposite street segments separated by the Trench and each has one direction and is directly interconnected with Gajahmada Street.

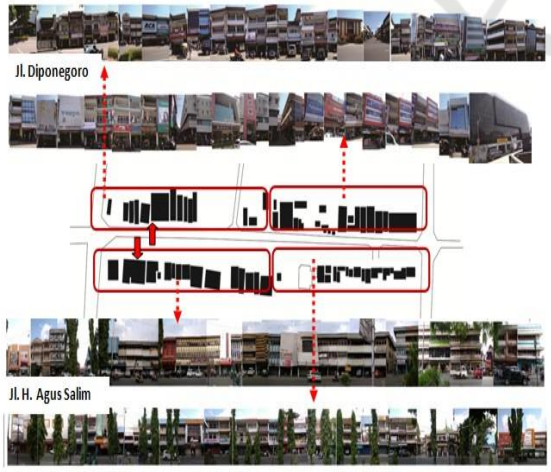

Figure 2. Serial Vision Mapping of Elements Facade on Diponegoro Street and H. Agus Salim Street
(Source: Mapping and Documentation, 2018)

This street corridor is a trade area located in the center of Pontianak. The function of commercial buildings dominates this region so that trading activities occur in the morning, afternoon, and night. The building facade varies according to its function (see table 3).

Table 3. Facade Elements of Buildings on Diponegoro Street and H. Agus Salim Street

Facade Elements	Observation Result
Storefront Elements	
Doors	• The use of rolling door doors with an average width of 3 m for one door and doors with wood materials • The door on the building employs a garage model, with a approximately 3m wide and a ± 2m height.
Awnings	• Canopies in several buildings have a height of 3 meters with aluminum material, 7 meters, • Canopy length ± 1.5 m, canopy height ± 4 m, using concrete materials • Canopy length ± 2 m, canopy height ± 4 m, using concrete materials. • dominant color follows the color of the wall • Concrete, plastic, wood materials
Guard & Security Grills	• There is no guardrail on the building. • fence on 2nd, 3rd, and 4th floor
Lighting	• Lighting on buildings is on the ground floor only. • Lighting is on each floor of the building • No lighting (buildings without activity) • Lighting focuses on signage or building markers.
Main Gate	In this building, there is no gate and entrance because it is directly connected to the road.
Exterior Display	There is no exterior display element in this building.
Landscape/ Planting	• In front of the building, there are no plants, but there are several plants beside the building. • There is pavement that directly connects to the road, but there is no garden. • Some buildings have plants on 2nd and 3rd floors
Signage Elements	
Building Signage	• There is no building signage in front of the building. • Some buildings have signage placed above the entrance. • A marker board placed above the building canopy.
Window Display Signage	• There is no window display signage. • Some buildings have window display
Mural Signage	There is no Mural signage
Upper Level Elements	
Cornice	There is no cornice. Cornice is at 2nd and 3rd floor
Windows	The window in this building is made of glass, with a simple design. Square shape
Materials	Wall materials in this building are concrete, ceramics, glass, aluminum, and some walls of buildings use steel material

Some buildings still retain their original shape, but there are also buildings that have been renovated.

Facade elements will visually affect the visual quality of the corridor so that this area needs to be identified to find out its potential and weakness

3.3.2. Facade Elements on Gajahmada Street

Observations were made by making serial vision to identify and analyze facade elements on the visual quality of road corridors

Figure 3. Serial Vision Mapping of Facade Elements on Gajahmada Street **(***Source: Mapping and Documentation, 2018)*

The process of identifying facade elements was carried out on both sides of the corridor to support observation of the visual facade of the area (table 4).

Table 4. Building Facade Elements on Gajahmada Street

Facade Elements	Observation Result
Storefront Elements	
Awnings	• Canopies in several buildings have a height of 3 meters with concrete material • Canopy height ± 4 m, canopy is made from concrete materials. • Canopy length ± 2 m, canopy height ± 4 m, concrete material. • dominant color follows the color of the wall • Concrete, plastic, wood materials
Doors	• Use of a rolling door with a width of 3 meters and a height of 3 meters • Doors of wood material with a width of 3 meters and a height of 3 meters • The door on the building employs garage model, ± 3m width and ± 2m height.
Guard & Security Grills	• There is no fencing in the building. • fence is on the 2nd, 3rd and 3rd floor balcony, 1 meter high • Railing from iron material is on the balcony from 2nd and 3rd floor as a safety requirement.
Lighting	• Lighting is on the ground floor only. • Lighting is on each floor of the building • No lighting (buildings without activity) • Lighting focuses on signage or building markers. • Lighting is found in building signage as a source of lighting
Main Gate (Accessibility)	• In this building, there is no gate and entrance because it is directly connected to the road. • There are two columns as canopy support and circulation guide
Exterior Display Elements	• There is no exterior display element. • Exterior display is according to the product sold • There is secondary skin building with 2nd floor and 3rd floor, made from metal material, ACP, concrete and wood..
Landscape /Planting	• There are no plants, but beside the building, there are several plants. • There is pavement that directly connects to the road, but there is no garden. • Some buildings have plants on 2nd and 3rd floor.
Signage Elements	
Building Signage	• There is no building signage in front of the building. • Some buildings have signage placed above the entrance. • A marker board placed above the building canopy. • In the form of billboards vertically on the ground floor of the building's facade • In the form of signage installed on the secondary skin with an area covering the 2nd floor facade
Window Display Signage	• Some buildings do not have window display signage. • Building has a windows display
Mural Signage	There is no mural signage
Upper Level Elements	
Cornice	• There are no cornices • Cornice on 2nd and 3rd floors is clearly visible on the building facade
Windows	• Windows on buildings made of glass, with a simple design. • Square shape • Classic form
Materials	Wall material in this building uses concrete, ceramics, glass, aluminum as materials and several walls of buildings use steel material

Source: Analysis, 2018

3.4. Visual Quality Analysis of Corridors

Positive visual quality is explained in the criteria of the principles of visual aesthetic structuring, namely the existence of aesthetic composition (unity, balance, rhythm), the sequence, the uniqueness and diversity, and the continuity or visual continuity. Based on the analysis of building facade elements located on Diponegoro Street, H. Agus Salim Street, and Gajahmada Street, there were several influences of facade elements on visual quality.

Storefront Elements includes the same Awnings with the same dominant height but there are differences in width, material diversity, and color. The entrance of the building is perpendicular to the road without borders, but is emphasized by the increase in the floor level towards the door of the building. Rolling door has the same average height of 3 meters with a wide width depending on the width of the building while the materials are iron, aluminum, and wood. The canopy functions as a reinforced main gate with columns to direct circulation. It does not have a guardrail because the terrace which functions as a connecting corridor between buildings is directly adjacent to the road. Some buildings have security grills located on 2nd, 3rd and 4th floors for security reasons.

Certain buildings have exterior display elements in accordance with the products marketed on the ground floor and on the 2nd floor with various placement models. As a commercial area, trading activities in this area are carried out until night so lighting has a very important role. At night, the activity is seen in buildings that have glass material. Some lightings in the buildings are seen on the ground floor, some are on all floors of the building. Some lightings are from exterior displays or building signage, but some lightings are applied in the entire building along with exterior displays and signage. Landscape and planting elements are found on the 2nd-floor balconies at several buildings that function as residence, but some other functions, such as hotels, also apply the concept of green wall like in the building facade. Irregularities that affect the principle of unity, proportion, rhythm and color of storefront elements have a negative impact on the facade component and on the visual quality of the region in general.

Signage Elements in this area include the diversity of building signage in terms of form, placement, and dimensions. Although the main purpose is as information of building functions, it has a negative influence on the visual quality of the corridor and the area. In this case, the scale element as a comparison between signage and space is not suitable because the signage dimension is large enough that it is placed vertically in front of the building to cover the identity of the next building so that in serial view, it has a negative impact on the visual quality of the area.

Upper Level Elements in the existing buildings on Diponegoro Street, H. Agus Salim Street, and Gajahmada Road which include windows that have various forms in accordance with the function of the building are colonial buildings that still retain their facade and facade elements, but need to be rejuvenated. Some buildings are modern style buildings with the dominance of glass, concrete, ceramics and aluminum as building materials. Material diversity is related to their respective functions. In terms of proportion, there is a couple of buildings where the relationship between the facade elements as a whole has become a unified visual relationship. However, there are also a number of buildings in serial vision of which the proportion is not achieved because of the determination of certain forms of buildings that affects their visual quality.

3.5. Design Guidelines to Strengthen Aesthetic Quality Visual Corridor Space

Facade configuration elements that can form the image of a building that can be the direction of urban aesthetic design to strengthen Visual Quality in Pontianak City Central Corridor are shown in the table 5:

Table5. Design Guidelines of Urban Aesthetic

Facade Elements of Existing Building	Design Guidelines of Urban Aesthetic
	Applying conformity of building openings with building functions without eliminating the building's original identity in the form of uniformed doors and windows, both vertically and horizontally, especially in couple buildings.
	Reducing solid or massive field on the facade so that closed impression can be minimized. The use of the facade constituent field with transparent (void) dominance will give open and friendly impression
	Application of the principle of solid void in the building facade in order to avoid the use of floor sheaths by applying building material in accordance with its function and reducing the dimensions of building signage so it will not dominate the entire building façade

	Applying the facade finishing method according to the original material of the building to create harmony and unity with the surrounding buildings.
	Applying building rejuvenation by applying colors in accordance with the concept and building materials because color is one element that has a role to create the impression and perception in accordance with the function of the area in general and the function of building in particular

4. CONCLUSION

Based on the results and discussions that have been carried out related to the building facade elements on visual quality in the corridor of downtown Pontianak, some conclusions can be drawn as follows; 1) There is a diversity of building facade elements which not only can achieve its objectives in providing information on the function of buildings and regions, but can also have a negative impact on the visual quality of the corridor, 2) Use of building materials that are not in accordance with its function as dominant materials of the facade of the building causes the buildings to not achieve unity and alignment of proportions, scale and sequence of surrounding buildings, 3) Form, dimensions and placement of building signage that are not in accordance with its function reduce the visual quality of the corridor so that it has a negative impact on serial vision of the corridor and region. According to this fact, it is necessary to make arrangements in accordance with the design of urban aesthetic by applying the facade configuration elements that can form the image of a building. Positive visual quality through the criteria of the principles of visual aesthetic structuring is namely the existence of aesthetic composition (unity, balance, rhythm), the sequence, the uniqueness and diversity, and visual continuity.

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