

JEDDAH GROVE

Hanan H. Algarni¹, Mohammed A. Shokry²

^{1,2}College of Architecture and Design, Effat University, Qasr Khuzam St., Kilo.2, Old Mecca Road. P.O. BOX 34689, Jeddah 21478, Saudi Arabia

E-mail: halgarni@effatuniversity.edu.sa, mshokry@effatuniversity.edu.sa

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Abstract

The Design District was made up basically of old low-ascent distribution centers that have been changed over into retail spaces, workmanship displays, eateries and bistros, however now incorporates a lot of new development, fundamentally for top of the line retail. This project creates an ecosystem that enables people and businesses to grow and co- create inspiring, authentic and relevant solutions. It is not just a commercial building; it is an intelligent curatorial space designed for people and businesses engaged in the fields of design, fashion, art and luxury goods. Several projects from United Kingdom, West Greenland, Denmark are used as the case study for project development ideas. This project considered three main elements namely boutiques and retails, offices and work space, and exhibition. The chosen site located at Ash Shati, Jeddah, Saudi Arabia was carefully selected based on several site evaluation criteria. This study provides emerging designers and established companies with a combination of co-working spaces, creative offices and retail departments. Composed of three connected parts, each part has its own personality and unique flavour, providing a customizable space to achieve maximum flexibility.

Keywords -- Business Building, Boutiques and Retails, Offices And Work Space, Exhibition

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INTRODUCTION

The value of design is increasingly recognized. This new value concept transcends aesthetic and social psychological benefits. Governments and organizations around the world have realized the opportunities represented by the design sector to promote economic growth and provide tangible and sustainable returns [1, 2]. Mixed-use development is urban development that combines residential, commercial, cultural, institutional or industrial uses. These functions are integrated to provide pedestrian access. Mixed-use development can take the form of a single building, city block or entire community [3]. Mixed-use development can also more specifically refer to mixed-use real estate development projects such as a building, groups of buildings, areas of towns or cities that is developed by private developers, (quasi) government agencies, or a combination thereof [4]. Traditionally, human settlements have developed in a mixed-use manner. However, with the invention of industrialization and skyscrapers, government zoning regulations were introduced to separate different functions (such as manufacturing) from residential areas. In the United States, separators were used only after World War II, but since the 1990s, as people realized the benefits, the mixed use of separators has become again [5]. Therefore, this study proposed an ecosystem that enables people and businesses to grow and co-create inspiring, authentic and relevant solutions.

CASE STUDIES

This study considered several case studies from United Kingdom, West Greenland, and Denmark that compromise the business building that integrate with the commercial sectors. The chosen case studies have outlined their uniqueness in term of their design concepts, and they are:

- a) Boxpark, Croydon, United Kingdom
- b) Nuuk Art Hub, Nuuk, West Greenland
- c) Sonnesgade 11, Denmark

Boxpark, Croydon, United Kingdom

Boxpark is located at Croydon, United Kingdom, designed by the architects, BDP (Figure 1). The design of BDP created a semi-closed market hall, such as Covent Garden or La Boqueria in

Barcelona. Therefore, the focus of this program is on the units and outdoor terrace space arranged around it. The change in height between the station entrance and the road on the top wall means that people enter from multiple entrances, and each height increases the fun and animation of the space. Streamlined design aesthetics have been integrated into the core language of Boxpark design. Graphic designer Filthy Media and retail designer Brink worth strictly applied very powerful graphics and visual images throughout the program [6].

Boxpark is part of the comprehensive development project at Ruskin Square, adjacent to East Croydon Station, and provides a unique dining experience for small independent merchants. The shipping container is an integral part of the Boxpark brand. It is really amazing to transform this ordinary and ubiquitous object into an ideal and transformative thing. The design uses a total of 96 containers, four of which have not been changed. The whole component is like a huge 3D puzzle game, but the end result seems simple [6].

Nuuk Art Hub, Nuuk, West Greenland

The project title is Greenland art hub, adapting to a changing society (Figure 2). The architect of the project is Cali Manisor. The proposition of the Art Hub triggers the applicable discourse about how the eventual fate of the Greenlandic Culture will be moulded, and to what degree will neighbourhood customs is grasped in an advanced improvement. Subsequently, Nuuk Art Hub conveys its part in the public arena by reacting to the Inuit's aspiration of assuming responsibility of their future. This aim is accomplished by obliging the methods through which local people express their longing of Art [7].

Arranged on the waterfront of the Fjord, on raised ground, the geology proposes the site as meaningful for the city. The building is set on the edge of the bluff, to make full utilization of the site's potential, in this manner being seen as a point of interest at a socio-social level, as well as outwardly, when seen from both the waterfront. In spite of the fact that having a remarkable and exceptionally unmistakable character, the building turns into an incorporated part of the normal scene by inundating into the

ground and by having a modest organization when drawn nearer from the point of view of the road.

The philosophy and concept of the project concentrates on the social ramifications of the capacity houses inside the proposed setting. The activity manages the improvement of a cultural exchange amongst present day and customary Greenland [7]. The neighbourhood craftsmanship and art developments is in this way utilized as a medium to encourage social utilization, with the motivation behind building up a place for the cutting edge intuit group. The proposition intended to house not just a national display of workmanship that clarifies the past, additionally workshop offices that advance a present day bearing [7].

Sonnesgade 11, Denmark

Sonnesgade 11 located at Denmark is designed by SLETH architects (Figure 3). The starting point for the design of the new office building is ambitious, hoping to reuse and rethink the quality of spaces and materials in the previous industrial premises. The new building is directly based on the original underground industrial building, which is the foundation of the building. The building consists of three 50-meter-long office floors stacked together and supported by a core wall. Below the office floor, the sloped terrain defines an opening. The restaurant is across the street, while the parking lot and wine retailer are under a sloping landscape [8].

Around the building, the sloping asphalt terrain forms the outdoor areas of terraces, bicycles and gardens. The performance of the building is a collage of elements, reflecting the surrounding environment through 6 facades, forming a dialogue with the blurred background. The building uses a variety of standard industrial materials, such as glass, steel, and concrete. In contrast to hard industrial materials, interior and exterior custom doors and furniture are made of oak and similar warm materials [8].

As the city of Aarhus prepares for 2017, many urban areas are changing from industrial areas to modern urban areas. One of the main cultural venues in 2017 will be Godsbanen, a vibrant new cultural district on the old freight terminal area. SLETH's new hybrid building is located near Godsbanen, reflecting the transition from industry to a lively cultural city [8]. The building has a high degree of flexibility and interactivity between floors, thereby enhancing the meeting status between different users of the building. Each floor is open and flexible working environment, its service function is integrated into the east facade of the building as a single building element.



Figure 3. Sonnesgade 11, Denmark [8]

SPACE PROGRAM

The project contains three main sections namely boutiques and retails, offices and work space, and exhibition. Even however a portion of the capacity are normally utilized, be that as it may, this part will cover the finished spaces with a portion of alternate capacities. Figure 4 demonstrates the flow of different types of users between the main sections. The zones that considered for the space program namely main entrance, administration, boutiques and retails, offices and work space, exhibition, public amities, and services. Table 1 tabulates the percentage distribution and gross floor area of the main zones.

Regarding the parking space, according to Saudi Arabia regulations and codes regarding parking, one parking space is required about 100m². Thus, having GFA of 22144.5 m², approximately 221 parking spaces will be provided.

Table 1. Space program

Zones	Net Area (m ²)	GFA (m ²)	Percentage (%)
Main Entrance	846.4	1121.5	5
Administration	631.25	831.6	4
Boutiques and retails	375	5907	27
Offices and work space	2780.5	5900	26.5
Exhibition	1445	5903	26.5
Public Amities	1423.5	1897.4	8
Services	438	584	3
Total	7939.65	22144.5	100



Figure 1. Boxpark, Croydon, United Kingdom [6]



Figure 2. Nuuk Art Hub, Nuuk, West Greenland [7]

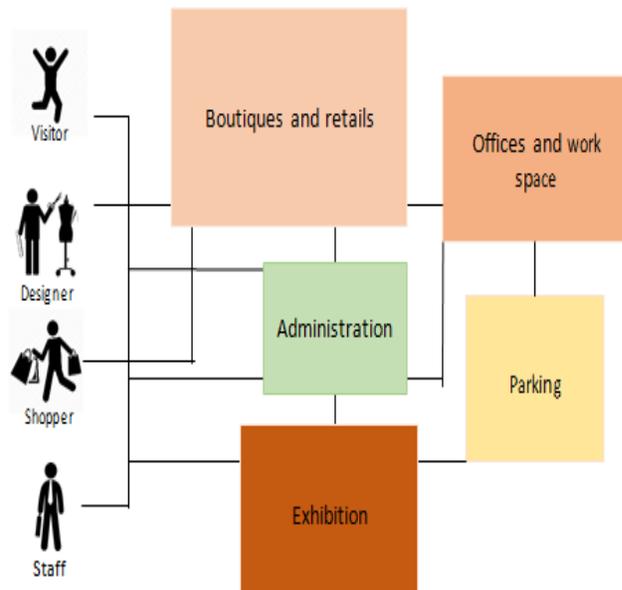


Figure 4. The flow of different types of users

SITE SELECTION AND ANALYSIS

There are three sites location at Ash Shati, Jeddah, Saudi Arabia are proposed for site selection as shown in Figure 5, Figure 6 and Figure 7. Site 1 (Figure 5) and Site 2 (Figure 6) are located opposite the North Corniche. Site 3 (Figure 7) is located beside the Al-Nawras Park.



Figure 5. Site 1 [9]



Figure 6. Site 2 [10]



Figure 7. Site 3 [11]

There are several site criteria are considered for the site evaluation namely accessibility, demographic patterns, future development plans, surrounding, visibility, and visual quality. Accessibility of the site should be easy access by visitors. Accessing the site from minor arterials and collectors is more compatible than accessing it from high speed or high volume. Considering traffic speed and intensity at the point of driveway access is highly important.

The site should be located where people meet naturally, and people can easily reach the site and perform other activities on the same itinerary. The site should be the place where the largest proportion of service personnel frequently visits the site under normal circumstances of engaging in its activities. Future Development Plans is a measure for the potential level of future developments in areas adjacent to a candidate site, which would have impacts on the site. Therefore, the value of the site could be increased or decreased.

The surrounding of the site should have a relation with the main functions of the project. Thus, the project will blend with the surrounding and assist in achieving the objectives of the project. A prominent location is needed to attract a large number of people, especially a conspicuous location along the main street with convenient transportation is ideal. The quality of the community around the site needs to supplement the site rather than destroy it. The site should be located in the front and the area with strong front image. The site should be compatible with existing and proposed surrounding land uses. Therefore, the site evaluation result is tabulated in Table 2.

Table 2. Site evaluation result

Site criteria	Site 1	Site 2	Site 3
Accessibility	2	2	5
Demographic patterns	5	2	5
Future development plans	5	5	5
Surrounding	3	5	5
Visibility	2	3	5
Visual quality	2	5	5
Total	19	22	30

Based on the site evaluation result shown in Table 2, Site 2 marks the highest score and chosen as the site location. The site surrounded by several famous sites such as Al-Nawras Park, Jeddah eye, Mövenpick Al Nawras, and Jeddah waterfront. Figure 8 indicates that the selected site can be access through Alkurnaaysh Road and Prince Faisal bin Fahad Road. The site climate analysis is shown in Figure 9, where the site experience prevailing wind from Northwest direction and the site also experience hot dusty wind from Southeast direction.



Figure 8. Site accessibility



Figure 9. Site climate analysis

ZONING AND PROJECT DESIGN

Figure 10 demonstrate the conceptual diagram of the project development as well as the site zoning. The parking space is located in the north east, which the place with no view. The boutiques and retails zone is facing the main view (sea) with avoiding the direct light in designing the space. The blend space in general society zone desirable over face a view. Figure 11 and Figure 12 illustrate the side views of the project. The main perspective view of the project is demonstrates in Figure 13.

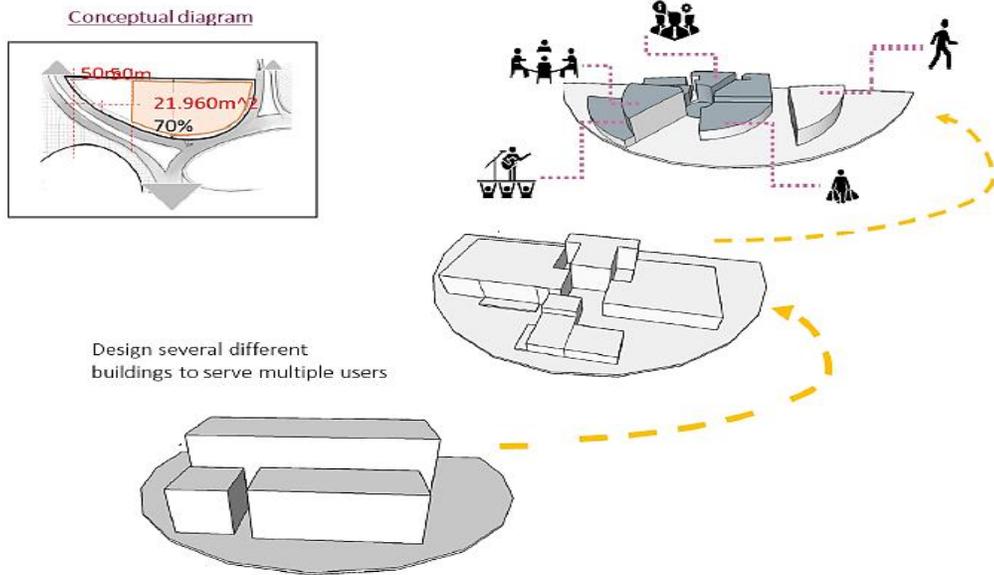


Figure 10. Design concept development

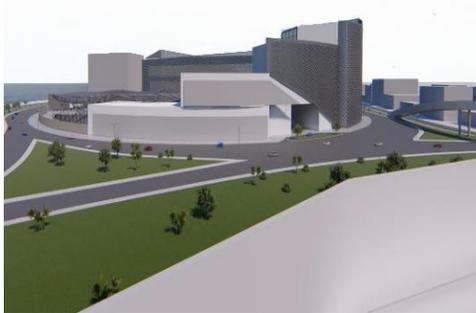


Figure 11. Side view 1



Figure 12. Side view 2



Figure 13. Main perspective view of the project

CONCLUSION

This study proposed a unique ecosystem that enables people and businesses to grow and co-create inspiring, authentic and relevant solutions, by consisting of three connected sections. Each has its own personality and unique flavour, providing customizable spaces to deliver maximum flexibility. Three main zones namely boutiques and retails, offices and work space, and exhibition are considered for the space program in this study. The chosen site is located at Ash Shati, Jeddah, Saudi Arabia which drawing the advantage from several site evaluation criteria such as accessibility, demographic patterns, future development plans, surrounding, visibility, and visual quality. This project expected to beneficial and provide convenience between the users and visitors in area of Ash Shati, Jeddah, Saudi Arabia.

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