

REVITALIZATION of PEUNAYONG AREA AS CENTRAL BUSINESS DISTRICT (CBD) IN  
ACEH

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Abstract

The redevelopment of the Peunayong area has been a primary concern in revitalizing urban areas in Banda Aceh. The Peunayong Downtown area is in need of rejuvenation because this area is considered the Central Business District (CBD) of Banda Aceh city which in turn supports the economic growth of Acehnese people. In 2011 redevelopment plans for the area were begun; the City Government proposed to redevelop both the core area and its riverfront. However, the program was not implemented successfully due to several obstacles. Therefore, in order to accomplish the goal of revitalizing the Peunayong area, the authors must first identify site problems and inhibiting factors, and then determine research questions to address the issues properly.

The purpose of this thesis is to define the strategy and conceptual design to recommend new design that should be included in the redevelopment effort. Based on research findings it has found several strategies that include non-physical and physical improvement. Furthermore, recommendations for future development are also provided. It is expected that this thesis could contribute to the government's revitalization efforts in Peunayong area.

Keyword : Revitalization, Peunayong, Central Business District, Development