

CITY VISIONING PROFILE

PEKALONGAN, CENTRAL JAVA



Cities Alliance
Cities Without Slums

UN HABITAT
FOR A BETTER URBAN FUTURE



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August 2012

The following City Visioning Profile draws from site visits, workshops and inputs from the Cities Development Strategies (CDS) process conducted in 2011 and 2012. Three participatory visioning workshops were held in Pekalongan with the assistance of the P5 team to help the city government agree upon an integrated development vision for the city.

The intention of these workshops was to provide an opportunity for the mayor and city officials to discuss and articulate together their vision for the city, as well as define the strategies and programs that would allow them to reach their goals. The City Visioning Profile and strategy components is the culmination of results from these workshops and the CDS process.

Prepared under "Cities Development Strategies: Making Urban Investment Work" (CDS) with technical and financial assistance of UN-HABITAT Regional Office for Asia and the Pacific, and financial assistance provided by Cities Alliance Trust Fund.

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WHAT IS CDS?

CDS LINKS LOCAL GOVERNMENT TO THE NATIONAL LEVEL TO IMPLEMENT URBAN DEVELOPMENT PLANS.

"Making Urban Investment Planning Work" is an initiative supported by the Cities Alliance. This initiative is implemented by UN HABITAT Indonesia in partnership with the Directorate General of Human Settlements (DGHS) of the Ministry of Public Works. It builds on the City Development Strategies (CDS) approach, a tool that helps local city governments develop comprehensive strategies for urban development, in order to link public funding with local amenity investments. By learning from successful local governments, "Making Urban Investment Planning Work" aims to better link local governments with national government funding resources for the implementation of strategically prioritized projects.

Between 2011 and 2012, this CDS program is working in three Indonesian cities: Banjarmasin, Pekalongan and Solo. These three cities were chosen to pilot the initiative since they have been widely recognized as having good governance, strong local leadership, inclusive policies that target the poor, and dynamic ideas to foster growth. As "champion" cities they can serve as good examples for Indonesia's nearly 500 cities, demonstrating how strong leadership and vision are essential to fostering comprehensive, inclusive, and credible strategies. These are the key elements required by central government in order to support the implementation of the national urban investment programme: the "Mid-Term Investment Programme" (Rencana Program Investasi Jangka Menengah) (RPIJM).

"Making Urban Investment Planning Work" focuses on medium-term investments. Medium-term investments are doable, but also "change-making" projects that can have an impact on the city as a whole and serve as building blocks that lead to the realization of the city's larger development vision. These projects are not too small that they have little impact beyond the

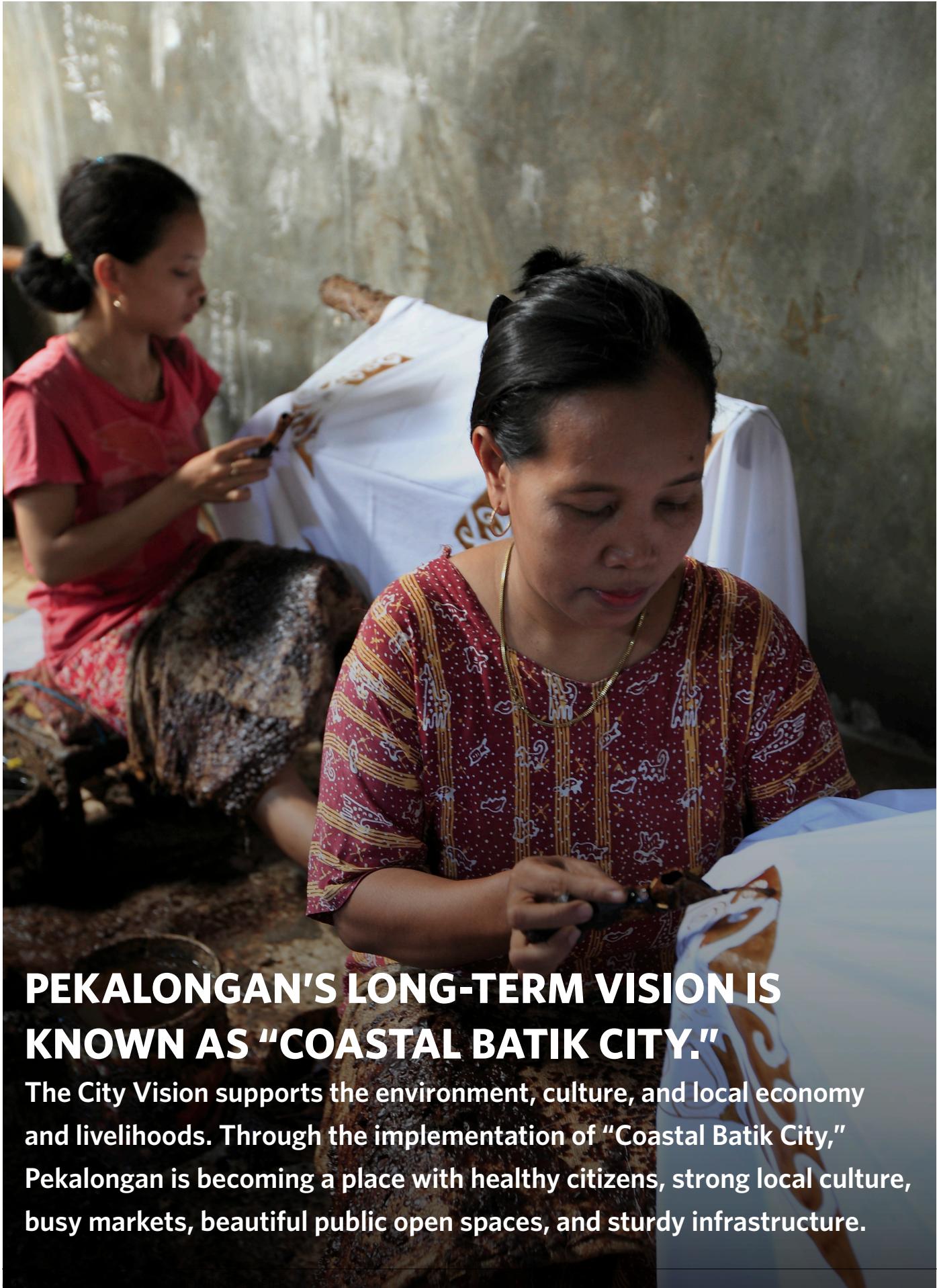
neighborhood level, nor too big that they may take many years to implement. By linking these kinds of projects to financing allows cities to comprehensively implement their strategies, and in doing so fully realize their goals.

WHAT IS THE CITY VISION PROFILE?

For each of the three cities, a City Vision Profile has been developed. It is a comprehensive summary of the city's development vision and serves as an advocacy tool helping the efforts of local governments to promote their investment priorities. The City Vision Profile makes investment priorities easier to understand by decision makers at the local, provincial, and national levels by framing the development needs and priorities within the context of the city's future plans. It uses a succinct and easy-to-read format that employs maps, diagrams, and photos along with highly communicative text, so that the city vision can be made accessible to even non-technical readers. It can be a one-stop reference for feasibility assessments and funding negotiations for specific projects, whether already prioritized in the Profile or proposed at a later stage.

The City Vision Profile serves to achieve the following:

- COMMUNICATES CLEARLY THE CITY'S DEVELOPMENT STRATEGIES
- FOCUSES ON PEOPLE-ORIENTED ECONOMIC DEVELOPMENT AND GROWTH
- LISTS 'PRIORITY' PROJECTS THAT HAVE BEEN SELECTED BY THE CITY WHICH ARE READY FOR INVESTMENT
- DESCRIBES WHY THESE PROJECTS ARE NECESSARY TO MAKE THE CITY VISION A REALITY, HOW PROJECTS ARE IMPORTANT TO THE STRATEGIES, AND WHERE THEY ARE LOCATED
- SHOWS THAT CITIZENS' VOICES HAVE BEEN HEARD AND INCORPORATED INTO PLANNING DECISIONS



PEKALONGAN'S LONG-TERM VISION IS KNOWN AS "COASTAL BATIK CITY."

The City Vision supports the environment, culture, and local economy and livelihoods. Through the implementation of "Coastal Batik City," Pekalongan is becoming a place with healthy citizens, strong local culture, busy markets, beautiful public open spaces, and sturdy infrastructure.

1.0

COASTAL BATIK CITY

PEKALONGAN'S LONG-TERM VISION IS KNOWN AS "MINAPOLITAN-BATIK CITY"

"Coastal Batik City" is a guide for Pekalongan to become a city with a safe and sustainable coastal environment, a robust economy based upon fishing and Batik production, quality public spaces and adequate infrastructure and services for its citizens.

Pekalongan's vision builds on its two strongest and most famous assets; being one of the most important fishing ports on the North Coast of Java and the city's widely recognized Batik industry. Pekalongan's "Coastal Batik City" vision leverages these two pillars of the city's

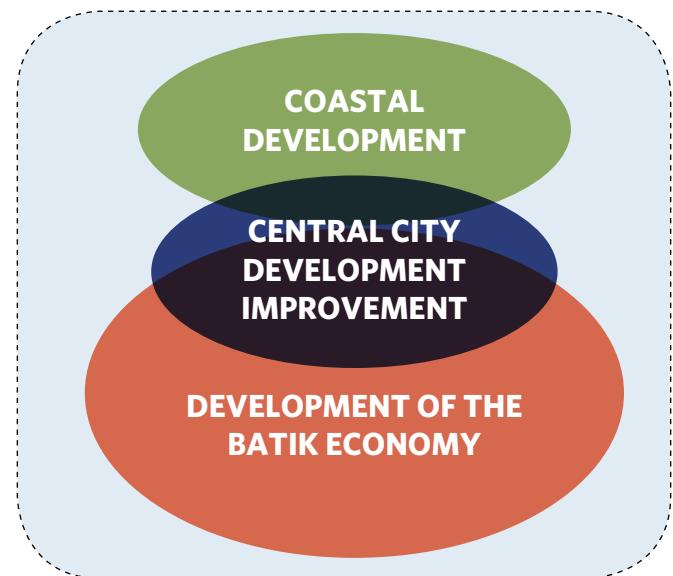
Already, the local government has demonstrated through implemented projects that it can advance the "Coastal Batik City" vision.

economy and identity, together with successful policies and strong leadership, to promote a sustainable and prosperous future.

The City Vision and its related strategies, described in this City Visioning Profile, indicate how strategic investments in Pekalongan's infrastructure can bolster resilience to coastal erosion, strengthen the economy, and improve the city's infrastructure and public realm. The City Vision gives purpose and direction to Pekalongan at a critical moment in its growth and development.

"COASTAL BATIK CITY" VISION

Pekalongan's city development strategy focuses on three components:



Key factors that influence Pekalongan's development environment are:

- **COASTAL INUNDATION**

Coastal inundation threatens the local Batik economy, the sustainability of the fishing market and port, and raises public health concerns.

- **BATIK HERITAGE**

Pekalongan's Batik heritage is a key attraction for visitors and generates revenue for the city. Strengthening the Batik economy is important for the city to continue to thrive as Indonesia's leading Batik producer.

- **LOCAL ECONOMY**

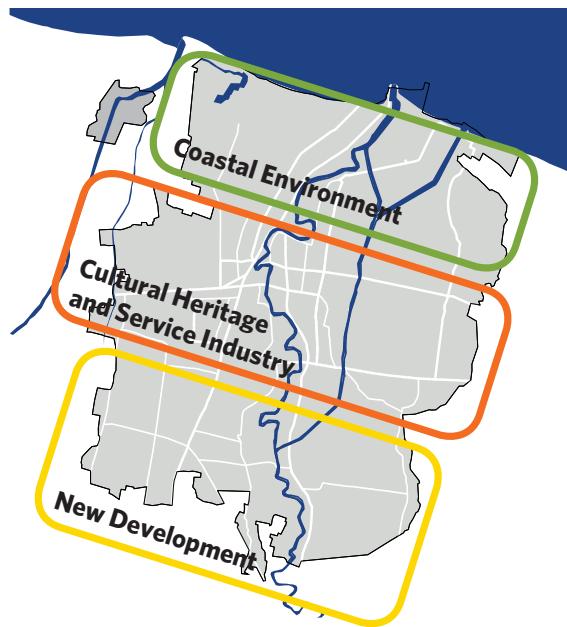
The local economy is able to provide jobs and safe living conditions for its inhabitants.

Projects already achieved demonstrate the city's ability to implement this vision. These successes help support future development initiatives, described as 'pipeline' projects in this profile. Recent examples that support the aspirations of this vision include the restoration of environmental and cultural assets, the upgrading of communities and the creation of local markets. These also indicate the successes of a local government that is motivated and resourceful in its ability to develop and implement forward-thinking initiatives.

"Coastal Batik City" focuses on the long-term sustainability goals of the city. Pipeline projects that promote sustainable coastal management, the diversification and strengthening of the local of Batik and fishing economies, and provision of services infrastructure and the public realm, help set the foundation and chart a path for achieving these goals.

CITY STRUCTURE

The city structure and development patterns in Pekalongan can be described as a "layer cake," with coastal environment to the North, cultural heritage and service industries in the central city area, and new development to the South.



PEKALONGAN FACTS

247,973

POPULATION

32%

%HH IN POVERTY

64%

%HH WITH TENURE

LAND

Total Land Area	4,525 ha
# of Districts	4
# of Neighborhoods	47
% Residential	60%
Population Density	54 people / ha
% Open Space	0.8%
Open Space per 1,000 persons	0.0015 ha

ECONOMY

Economic Sectors (% of GDP in 2010)

Agriculture	7.7%
Manufacturing	20.4%
Utilities	1.1%
Construction	13.4%
Trade, Hotel, Restaurant	27.3%
Transportation and Communication	10.0%
Finance & Business Services	20.1%

CENTRAL JAVA REGIONAL ROAD NETWORK

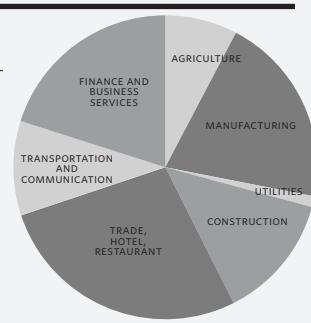
Pekalongan is situated as a link along the main Java Expressway that connects Jakarta to Semarang and Surabaya.



ECONOMIC SECTORS

Pekalongan's economy is highly diversified with 5 of 7 sectors each contributing between 10-27% of the city's GDP.

(SOURCE: BAPPEDA)



TOWARD THE CITY VISION

A City Vision serves as a guiding principle as the city strategically plans for its future. A City Vision is created through collaboration between different groups to identify future physical changes that will improve the built environment and the quality of life.

Pekalongan's City Vision defines goals for the future to improve the lives of its citizens. The City Vision aids development in Pekalongan through physical improvements and guides how government makes decisions about investments. It seeks to help the city provide for the needs of its citizens by:

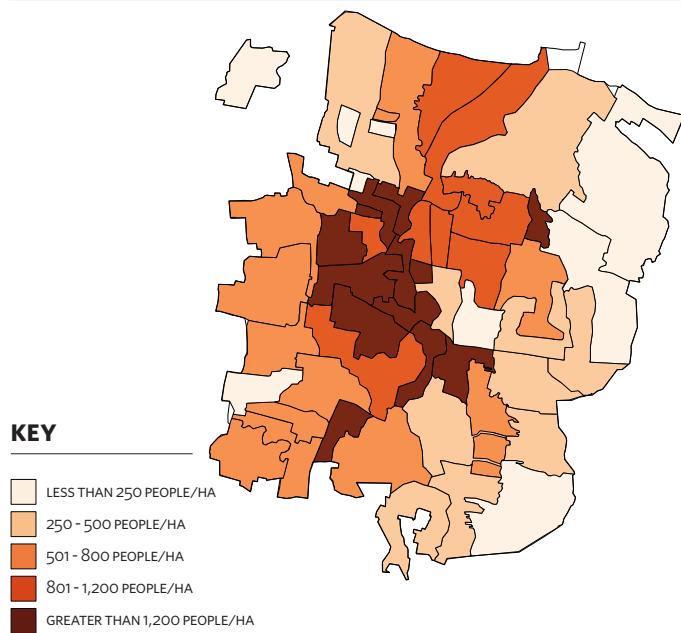
- PROTECTING THE CITY FROM CLIMATE CHANGE
- IMPROVING SERVICES AND TRADE
- INCREASING LOCAL BATIK PRODUCTION

Visions differ from city to city in Indonesia, depending on community needs and the regional context. In Pekalongan, the City Vision is known as "Coastal Batik City." The city has demonstrated that it can advance the current vision through projects and initiatives that have already been implemented. Cities Development

Strategies (CDS) has identified typical components that can be used to summarize a City Vision. Each city's vision will differ and consist of distinct combinations of these categories or new ones entirely.

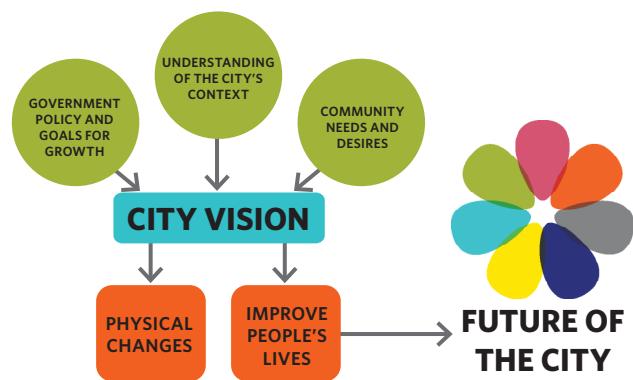
When projects are implemented, they should support interrelated components of the City Vision. Individual projects may achieve multiple goals across categories and benefit different communities simultaneously – when it does so, it can be said to have found a "sweet spot."

POPULATION DENSITY



FROM STRATEGIC CONTEXT TO VISION

The vision is created with inputs from different groups and based on different types of information, including: policy and decision making by the government to meet city-wide goals; a study of the city's existing context – what is currently going on in the city and how it fits into the region and nation; and community input about local needs.



CITY VISION COMPONENTS

The components of “Minapolitan-Batik City” support mid- to long-term development in Pekalongan by building on its existing assets and strategic opportunities:

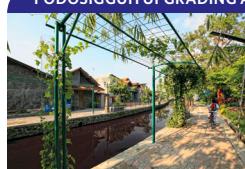
1. DEVELOPMENT OF THE COASTAL AREA

VISION: Pekalongan will be a city with an environmentally and economically sustainable waterfront.

STRATEGIES:

- Implement environmental management of the coastline
- Develop the port and fishing industry

ACHIEVEMENT PROJECTS TIMELINE

MANGROVE CONSERVATION AREA	PESINDON AND KAUMAN BATIK VILLAGES			
				
PANJANG BARU SEA WALL				IPAL FOR HOME BATIK INDUSTRIES
				
KRAPYOL LOR PUBLIC HOUSING				
				
JETAYU PARK				PODOSIGGUH UPGRADING AND RIVER WALK
				
BATIK MUSEUM	KAUMAN VILLAGE IPAL			
				
2007	2008	2009	2010	2011

POLICY GOALS:

- The city wants to revitalize Pekalongan's fishing industry to have a significant role in the city's economy.
- The city has been defined as a Minapolitan Area (Ministry of Maritime Affairs and Fisheries No.KEP 32/2010, May 14th 2010).
- The city wants to protect the northern areas by controlling river- and coastal-flooding [RTRW 2009-2029].

2. REVITALIZATION OF THE CITY CENTER AND COMMERCIAL CORRIDORS

VISION: Pekalongan's city center will be vibrant, providing services, fostering economic growth, and offering attractive cultural assets.

PIPELINE PROJECTS TIMELINE

	 ROAD ACCESS TO PORT		 HOUSING FOR FISHERMAN	
 SLAMARAN FISH PORT				
 JETAYU AREA REVITALIZATION				
 MATARAM AREA	 JL UTAMA STREET SIGNAGE AND LIGHTING		 MEDONO BATIK AND TRADITIONAL WEAVING VILLAGE	
 SETONO WHOLESALE BATIK MARKET EXPANSION				
2012	2013	2014	2015	2016

STRATEGIES:

- Develop the center to support trade and services
- Improve the quality of public spaces
- Preserve the city's cultural assets and upgrade neighborhoods

POLICY GOALS:

- The city is focusing on revitalizing the city center by improving infrastructure, upgrading neighborhoods and preserving historical assets [RTRW 2009-2029] [RPJM 2010].

3. DEVELOP THE BATIK ECONOMY

VISION: Pekalongan is internationally recognized for its environmentally friendly Batik, helping contribute to improving the lives of its citizens.

STRATEGIES:

- Increase local Batik production
- Promote and market Batik tourism

POLICY GOALS:

- Pekalongan aspires to be Indonesia's "Kota Batik" [RTRW 2009]
- The national government has instituted a policy to encourage all public employees and schools to use batik uniforms

WHY "COASTAL BATIK CITY"?

A common framework throughout this City Vision profile to evaluate project effectiveness uses three basic criteria: appropriateness, desirability, and feasibility. This model is employed throughout this City Vision Profile to describe in greater depth "pipeline projects." Yet the model also applies to the City Vision as a whole.

- "COASTAL BATIK CITY" IS **APPROPRIATE** BECAUSE THE CITY VISION LEVERAGES EXISTING AND PLANNED INFRASTRUCTURE IMPROVEMENTS AND BUILDS ON THE CITY'S TRADITIONAL ECONOMIC DRIVERS.
- "COASTAL BATIK CITY" IS **DESIRABLE** BECAUSE IT IS FOCUSED ON THE ECONOMIC, SOCIAL AND ENVIRONMENTAL FUTURE OF THE CITY, ACCOMMODATING ANTICIPATED GROWTH WHILE IMPROVING LIVING AND WORKING CONDITIONS.

STRATEGIC EVALUATION FRAMEWORK



- "COASTAL BATIK CITY" IS **FEASIBLE** BECAUSE PEKALONGAN HAS DEMONSTRATED SUCCESSES IN IMPLEMENTING MULTIPLE INFRASTRUCTURE AND PUBLIC SPACE IMPROVEMENT PROJECTS OF SIMILAR SCALE.

MOVING AHEAD

The following profile describes in more detail the strategies and pipeline projects for each of the four City Vision components. These projects do not stand alone, but rather relate to and reinforce each other by achieving a "sweet spot" among goals and priorities. The profile includes:

- RECENT PROJECT ACHIEVEMENTS
- PIPELINE PROJECTS
- INITIATIVES TO REDUCE POVERTY AND VULNERABILITY
- PRINCIPLES FOR PROJECT IMPLEMENTATION AND COMMUNITY PARTICIPATION

As local and national governments work together in Pekalongan, this City Vision Profile can be considered primarily as a reference tool for evaluating whether and how new projects will comprehensively and inclusively address development issues and needs.

2.1

COASTAL DEVELOPMENT

PEKALONGAN WILL BE A CITY WITH AN ENVIRONMENTALLY AND ECONOMICALLY SUSTAINABLE WATERFRONT.

The Coastal Development strategy seeks to both protect existing resources as well as bolster the city's economy. Pekalongan is addressing the impacts of climate change on the city by improving the coastal management of the northern area, while also developing the fishing and port sector. Strategic investments will make the city safer and more prosperous, by protecting its coastal resources and communities, and modernizing its port so that it will be able to compete nationally as a leading fishing port.

Coastal erosion and sedimentation have contributed to the decline of Pekalongan's fishing economy.

Modernizing port facilities and improving access to the fish market will provide the necessary infrastructure for

the fishing economy to thrive.

Pekalongan is also conserving its mangrove forest to protect against the coastal flooding and erosion that threaten communities along the coastline. Coastal inundation not only affects the coastline but also inland communities, with detrimental impacts on roadways, circulation, businesses and public health. Environmental restoration projects will not only increase safety, but also create possibilities to expand tourism and the development of open spaces for the city.

ACHIEVEMENTS: REPLANTING OF MANGROVE CONSERVATION AREA



MANGROVE CONSERVATION AREA

Description: Over 300,000 mangrove seedlings have been planted by DPPK to establish the mangrove conservation area. In 2010, the Ministry of Marine Affairs and Fisheries' mangrove replanting program, called "Ayo Tanam Mangrove," replanted 10,000 mangroves in Pekalongan's coastal areas. Local community groups and organizations, including students and private businesses, have also contributed to replanting efforts.



Date: 2007 - 2011

Budget: information not available

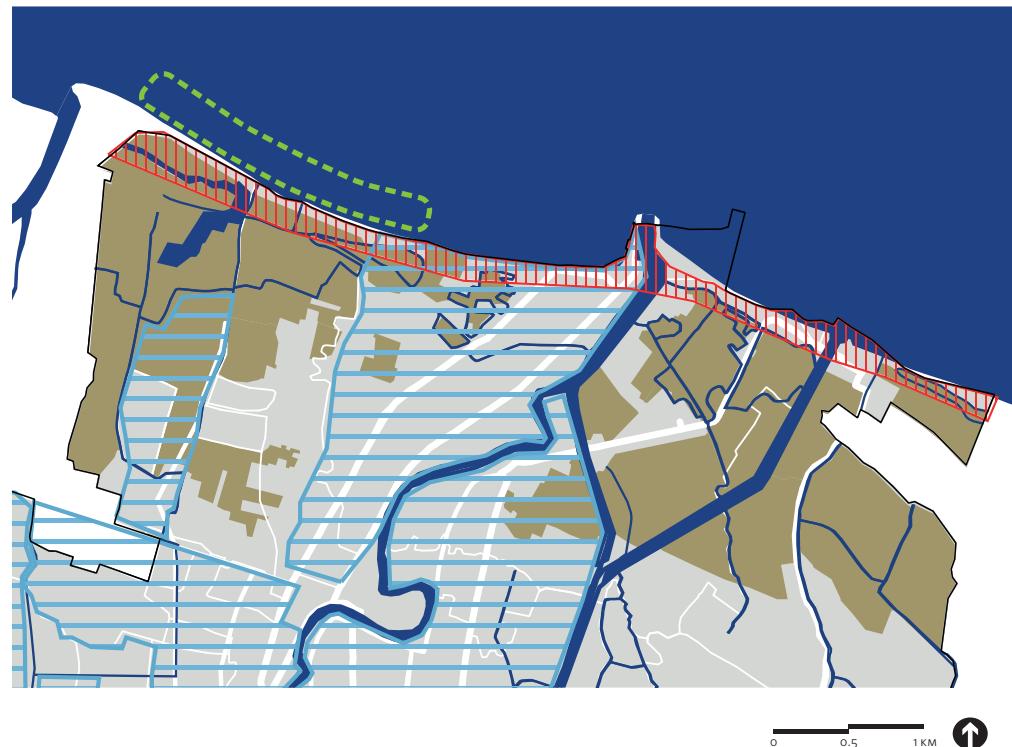
Implementing Agency: DPPK and KLH

COASTAL ENVIRONMENTAL RESTORATION

The planned mangrove reforestation area will provide economical protection to erosion, fisheries and opportunities for eco-tourism.

KEY

- PLANNED MANGROVE REFORESTATION
- AREA PRONE TO ABRASION
- AREA PRONE TO FLOODING
- INUNDATED AREA
- OCEAN, RIVERS AND STREAMS
- MAJOR ROADS
- CITY BOUNDARY



(SOURCE: BAPPEDA GIS)

STRATEGY COMPONENTS

Environmental Management of the Coastline

Protecting the coastal areas in the north of the city is crucial to the economy and safety of Pekalongan. The city has taken initiative by creating a sea wall and replanting the mangrove forest along a large stretch of the coastline. Such efforts aim to reduce coastal erosion and prevent flooding. Future plans include an ecotourism area nestled within the mangrove forest.

Development of the Port and Fishing Industry

Improving access and modernizing the port will help provide improved facilities for the fishing industry. A significant portion of the city's workforce and population rely on fishing as its main source of income. These households will benefit and support the implementation of improvements to the port area.

COASTAL DEVELOPMENT STRATEGY SUMMARY

Problem	Action	Outcome
<ul style="list-style-type: none">▪ Coastal erosion▪ Rising sea-level along coast▪ Inundation of fish ponds and fields	<ul style="list-style-type: none">▪ Replant the mangrove forest	<ul style="list-style-type: none">▪ The city is protected from erosion and flooding▪ Created opportunities for eco-tourism
<ul style="list-style-type: none">▪ Degraded mangrove area▪ Coastal erosion▪ Lack of employment and poverty in coastal area	<ul style="list-style-type: none">▪ Establish eco-tourism in the mangrove areas	<ul style="list-style-type: none">▪ Created income generating opportunities▪ Established sustainable mangrove management▪ Provided coastal protection
<ul style="list-style-type: none">▪ Households in areas of vulnerability▪ Health risks of stagnant water▪ Damage to infrastructure	<ul style="list-style-type: none">▪ Upgrade settlements	<ul style="list-style-type: none">▪ Reduced vulnerability of households▪ Reduced health risks

ACHIEVEMENTS: PROTECTING THE COASTAL AREA AND PROVIDING AMENITIES



PANJANG BARU SEA WALL

Date: 2004 - 2009

Budget: 9.98 billion Rp.

Implementing Agency: DPU

Description: The Panjang Baru Sea Wall was built to reduce the impact of coastal erosion in northern Pekalongan.



KRAPYAK LOR PUBLIC HOUSING

Date: 2007 - 2009

Budget: 28.44 billion Rp.

Implementing Agency: Ditjen Cipta Karya Kementerian Pekerjaan Umum, DPU

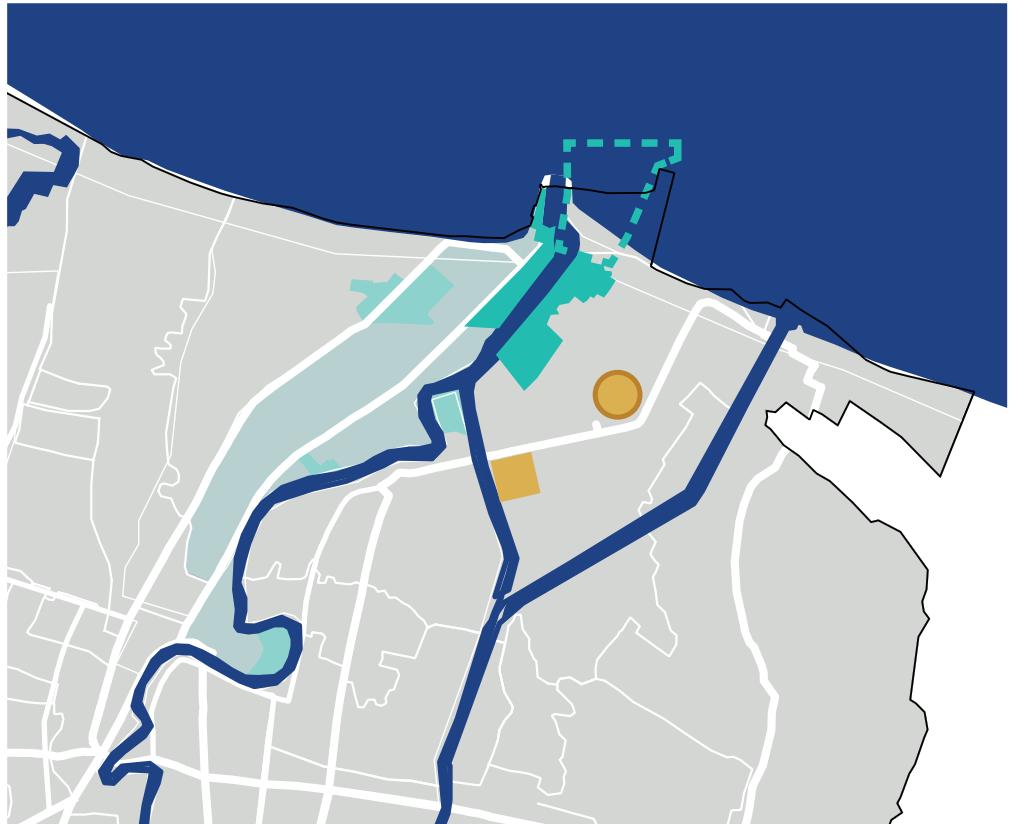
Description: The project provides housing for low-income residents and reduces environmental degradation. The city government provided land and infrastructure, while the national government provided funding.

RECAPTURING THE FISHING INDUSTRY BY DEVELOPING THE PORT AREA

The city aims to recapture its market share of the region's fishing industry. Pekalongan had a thriving port until 2001, when inadequate port facilities and sedimentation caused the fishing industry to decline. Planned projects including the new port on the eastern side, boarding houses for fishermen and sailors and improved infrastructure will address issues that will help to reestablish the city as a prominent fisheries port.

KEY

- SLAMARAN PORT
- PLANNED PORT EXPANSION
- FISHERIES INDUSTRY
- INDUSTRIAL
- PUBLIC HOUSING
- PLANNED PUBLIC HOUSING
- OCEANS, RIVERS AND STREAMS
- MAJOR ROADS
- CITY BOUNDARY



(SOURCE: BAPPEDA GIS)

IR. CHANDRA HERAWATI, MM

HEAD OF DPPK

What is the focus for development of the coastal area?

"We focused on Minapolitan development in northern Pekalongan. The Minapolitan zone consist of a core and supporting zone. The core is devoted to the fishery port, while the supporting zone will support aquaculture, tourism, and housing."



ECONOMIC EFFECT OF COASTAL INUNDATION AND SEDIMENTATION

GROWTH OF ECONOMIC SECTORS, 2006-2010



(SOURCE: Badan Pusat Statistik)

DECLINING FISHERY PRODUCTION , 2000-2010



(SOURCE: DPPK)

Agricultural fields along the coastal areas have been negatively impacted by inundation of sea water. While all other economic sectors grew from 2006 through 2010, the Agriculture sector contracted by 18%. Annual kilograms of fishery production has declined by over 70% since 2000.

PIPELINE PROJECTS TIMELINE



SLAMARAN FISH PORT



PORT IS A KEY CENTER FOR FISHING TRADE ALONG NORTH COAST

Date: 2012 - 2015

Budget: 138 billion Rp.

Implementing Agency: DPPK

Description: Modernizing the port and facilities will attract merchants, increase local revenue and provide employment.

2012 - 2015



ROAD ACCESS IMPROVEMENTS TO PORT AND MARKET



ROAD WIDENING WILL IMPROVE ACCESS TO THE PORT

Date: 2013

Budget: 57.6 billion Rp.

Implementing Agency: PU

Description: Improving access to the port and market ensures that goods can be distributed efficiently throughout region.

2013



BOARDING HOUSE FOR FISHERMEN AND SAILORS



HOUSING WILL SUPPORT REGIONAL TRADE

Date: 2015 - 2016

Budget: 3.4 billion Rp.

Implementing Agency: DPPK

Description: Housing will provide temporary shelter to visiting sailors and support improved port facilities.

2015 - 2016

2.2

REVITALIZATION OF CITY CENTER

PEKALONGAN WILL BE A CITY WITH INFRASTRUCTURE TO SUPPORT SERVICES, TRADE AND TOURISM.

Pekalongan is a city with a unique history that blends Arab, Chinese and Javanese heritage and enjoys the reputation as Indonesia's Batik city. Such characteristics are reflected in the physical form of the city, and contribute to the identity that makes Pekalongan stand out amongst other Indonesian cities. The strategy to revitalize the city center strengthens the identity of the city by restoring its cultural heritage assets, such as its traditional Batik neighborhoods, and also provides services to support the development of the local economy.

Pekalongan's economy is becoming increasingly

diversified, which requires strategic investments to help the city meet the needs of local businesses, as well as attract new ones. To this end, the city plans to upgrade its commercial corridors and selected residential areas in the city center. The city has also been investing in projects to improve the quality of its public spaces.

Tourism presents another opportunity for developing the city's economy. Pekalongan already has a number of tourist attractions, such as the Batik Museum, heritage buildings in the city center, and the city's famed Batik workshops. By developing the city center the city aims to attract new visitors and diversify its economic base.

ACHIEVEMENTS: PODOSUGIH UPGRADING AND RIVERFRONT WALK



Description: The Podosugih Riverwalk slum upgrading project was recognized at the national level for integrating health, water, public realm, and housing improvements. Implementation of this slum upgrading project required inter-agency coordination.



Date: 2010 – 2011

Budget: 1.5 billion Rp.

Implementing Agency: PU, PNPM, Bappermas

IR. MM SOEMARNI, MM

HEAD OF DPU (STAFF AHLI WALIKOTA BIDANG PEMBANGUNAN)

What is the role of the city center in future development?

"The function of city center is not only as trading and service area, but also the center of historic buildings and cultural preservation. City growth patterns are no only concentrated around the "alun-alun" area, but also follow the main roads, particularly for trade and service activities."



REVITALIZATION OF CITY CENTER STRATEGY SUMMARY

Problem	Action	Outcome
<ul style="list-style-type: none"> • Neighborhoods in poor living conditions • Polluted and degraded waterways • Deterioration of public realm 	<ul style="list-style-type: none"> • Upgrade neighborhoods 	<ul style="list-style-type: none"> • Neighborhoods are protected from erosion and flooding • Expanded opportunities for Batik tourism
<ul style="list-style-type: none"> • Lack of quality public space • City center lacks attractions for visitors 	<ul style="list-style-type: none"> • Improve the public realm 	<ul style="list-style-type: none"> • Created more destinations for visitors • Attracted of more buyers and traders to the city center • Improved local economy
<ul style="list-style-type: none"> • Lack of services to attract visitors and support regional businesses • High unemployment • Economy primarily dependent on Batik industry 	<ul style="list-style-type: none"> • Develop the city center to support trade and services 	<ul style="list-style-type: none"> • Diversified the local economy • Created employment and more business start-ups • Created better services to support local economy and tourism

STRATEGY COMPONENTS

Develop the Center to Support Trade and Services

The city's strategic location along the Trans Java highway creates opportunities to access and trade with cities in the region. Its position also offers possibilities to offer services to businesses both locally and regionally.

Improve the Quality of Public Spaces

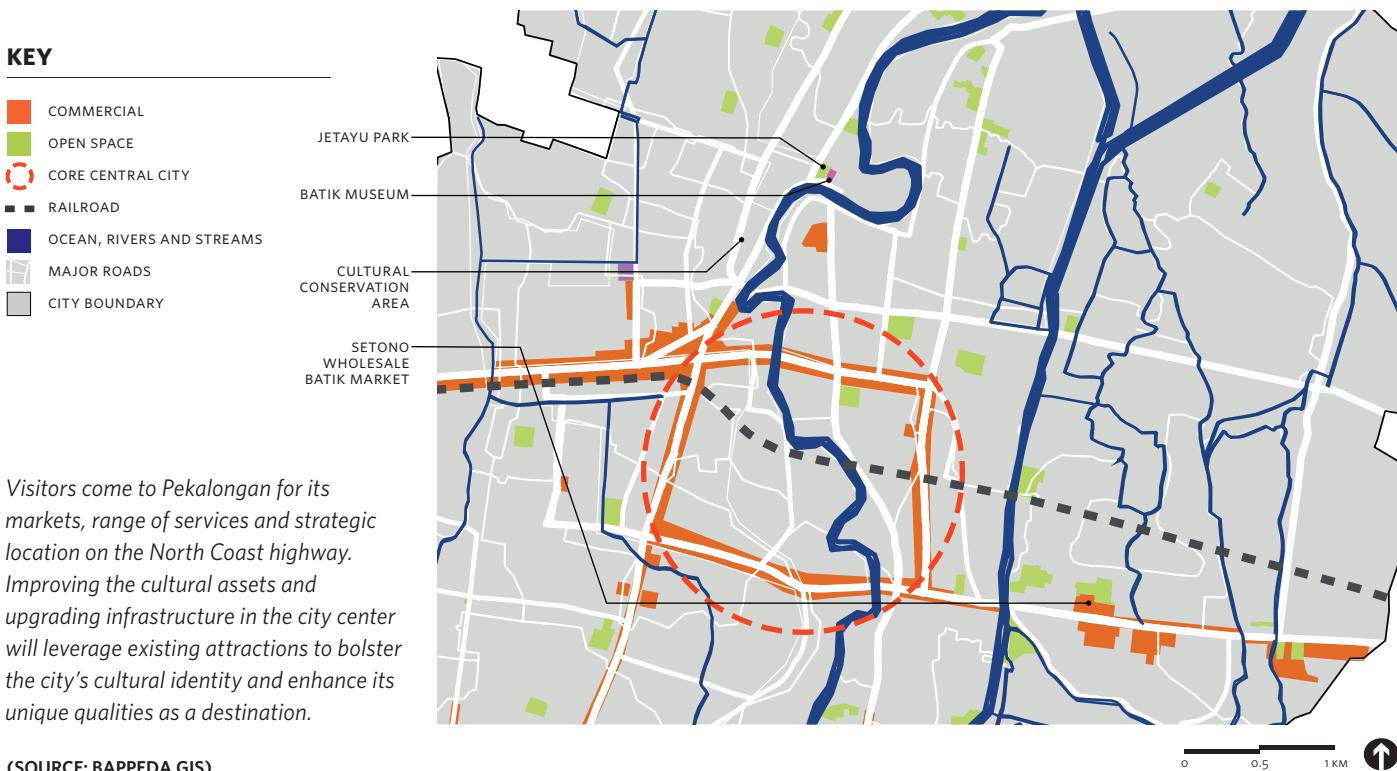
Building on the recent improvements to Jetayu Park and neighborhood upgrades, the city is continuing to invest in the number and quality of public spaces for

its citizens. These neighborhood public spaces provide opportunities for residents and visitors to gather and enjoy the city.

Preserve the City's Cultural Assets and Upgrade Neighborhoods

The city plans to enhance its public realm by preserving its cultural assets and upgrading residential neighborhoods. The restoration of the city's cultural heritage sites improves the quality of these spaces and reinforces the city's identity as Indonesia's Batik City.

CONCENTRATION OF CULTURAL ASSETS, TRADE AND SERVICES IN THE CITY CENTER



ACHIEVEMENTS: INVESTMENTS IN HERITAGE AREAS



JETAYU PARK

Date: 2007 - 2011

Budget: 1.24 billion Rp.

Implementing Agency: DPU

Description: Investments in Jetayu Park public space, pedestrian environment and road improvements. A Batik figure had also been placed in the park as a landmark.



BATIK MUSEUM

Date: 2006

Budget: informational not available

Implementing Agency: UPTD and Dinas Pariwisata

Description: The Batik Museum's restoration was carried out gradually and implemented by several different agencies.

PIPELINE PROJECTS TIMELINE



REVITALIZATION
OF JETAYU AREA



Date: 2012 - 2016
Budget: 1.0 billion Rp.
Implementing Agency: DPU

Description: Enhancing the public realm and restoring cultural assets in the Jetayu area will help attract visitors and strengthen the identity of the city.



MATARAM AREA
UPGRADING



Date: 2012
Budget: 975 million Rp.
Implementing Agency: DPU, DPPK, UMKM

Description: Upgrading the Mataram area will provide basic services and open spaces to residents and visitors. The city plans to upgrade the park by improving pedestrian areas, the drainage system and managing the street vendors.

2012 - 2016

2012

2013 - 2015



JL. UTAMA STREET
SIGNAGE AND LIGHTING



Date: 2013 - 2015
Budget: information not available
Implementing Agency: DPU

Description: Street signage and pedestrian improvements will help connect the city's neighborhoods with the center. Signage and street lighting will be fitted with batik ornaments to strengthen the city's identity.

2.3

BATIK ECONOMY

PEKALONGAN'S ECONOMIC STABILITY WILL BE BOLSTERED BY THE BATIK INDUSTRY.

Batik is a strong influence on Pekalongan's community life, its cultural identity and local economic activity. The city government declared Pekalongan as 'Indonesia's Batik City'. The declaration of Indonesian Batik as an "intangible cultural heritage of humanity" by UNESCO in 2009, has led to the significant growth of local production. It is estimated that Batik from Pekalongan accounts for 60% of all Batik consumed in Indonesia. Batik from Pekalongan is also exported abroad.

Batik is an invaluable cultural asset for the city, and plans are underway to develop both the ways that it is produced and how visitors can experience it. The city sponsors an educational initiative to innovate production techniques, and invest in projects to make

production more environmentally friendly, by increasing the use of natural dyes and cleaning the rivers.

Historically, Pekalongan has been known mostly for its production of Batik, but today that reputation is giving way to a recognition that it is a city where Batik lovers choose from diverse styles at markets, learn about Batik history at museums, and visit the neighborhoods where it has been produced for centuries. The city is finding more ways for visitors to learn about and experience the famed textile, bolstering its local economy and creating opportunities for its citizens. As the city moves forward, Batik will continue to play a central role in its future.

BAPAK ALAMUL HUDA

HEAD OF KOPERASI PENGUSAHA BATIK SETONO (KPBS)

What are future plans for the batik market?

"We (KPBS) are responsible for managing Pasar Grosir Setono as the biggest batik market and the center of batik shopping tourism in Pekalongan. This year, the government will revitalize this market by improving the parking area and build the entrance access. This is good for us."



ACHIEVEMENTS: CONSTRUCTION OF SETONO WHOLESALE BATIK MARKET



Description: The Setono Market has become a key component in Pekalongan's promotion of Batik Tourism. It was built in 2001 as the first wholesale batik market in the city. The market initially had 50 kiosks and it has grown to over 600 kiosks, as of 2012.

Date: 2001

Budget: information not available

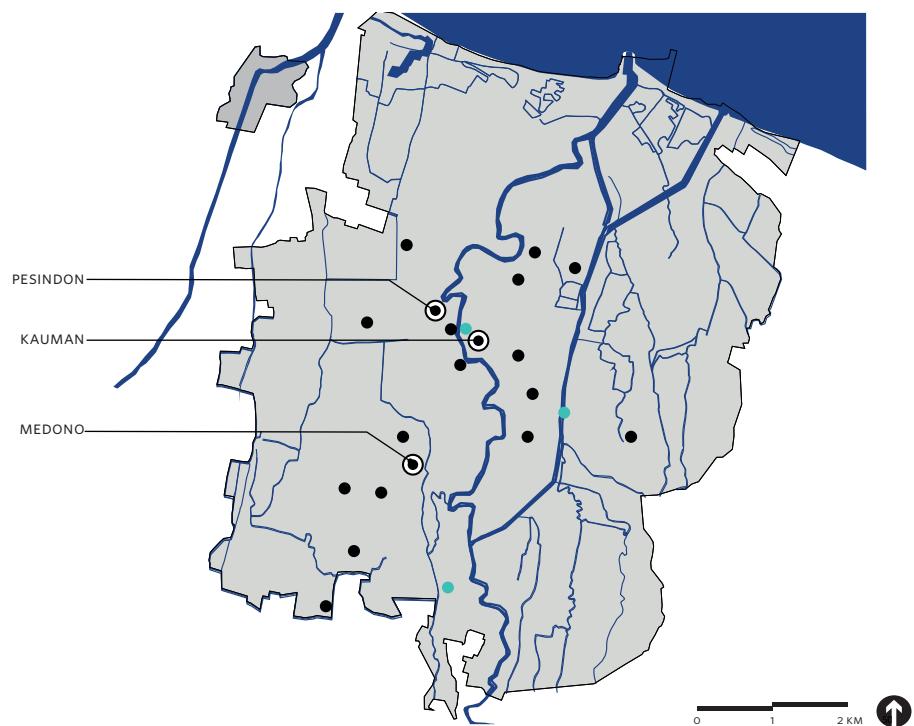
Implementing Agency: KPBS and Yayasan Nagari

TREATMENT OF BATIK WASTE WATER

Treatment of Batik waste water will help to revitalize the city center and provide socio-economic benefits, including: improvement of public health, healthy fisheries and increased tourism.

KEY

- BATIK VILLAGE
- LARGE SCALE BATIK PRODUCERS
- BATIK IPAL
- RAILROAD
- OCEAN, RIVERS AND STREAMS
- MAJOR ROADS
- CITY BOUNDARY



(SOURCE: BAPPEDA GIS)

STRATEGY COMPONENTS

Increase Local Batik Production

The city government is supporting the Batik industry in developing ways to both increase production and make production processes more environmentally sustainable. Decentralized sewage treatment plants at the neighborhood scale are helping to treat waste water before it enters rivers, and clustering of Batik producers is helping to create economies of scale and increase efficiency.

Market Batik to Tourists

The city is finding new ways to market itself and attract more tourist visitors. The wholesale market has been a recent success, drawing buyers from around the country. Plans are already underway to expand the market. Visitors can also visit boutique shops in traditional Batik villages that combine the experience of seeing small-scale production with the charm of historical neighborhoods.

BATIK ECONOMY STRATEGY SUMMARY

Problem	Action	Outcome
<ul style="list-style-type: none">• Need to support and promote the Batik industry	<ul style="list-style-type: none">• Create more Batik Neighborhoods	<ul style="list-style-type: none">• Tourist attractions and venues created for promoting the sale of Batik
<ul style="list-style-type: none">• Poor water quality due to pollution from batik production• Health risks• Unpleasant smells and sight	<ul style="list-style-type: none">• Clean Batik waste water	<ul style="list-style-type: none">• Improved quality of urban environment• Improved health for local residents
<ul style="list-style-type: none">• Local Batik production is one of city's important assets	<ul style="list-style-type: none">• Promote the innovation of designs and production practices	<ul style="list-style-type: none">• Increased demand for locally produced Batik• Created employment opportunities

ACHIEVEMENTS: ENHANCE BATIK VILLAGE SERVICES



CONSTRUCTION OF KAUMAN VILLAGE IPAL

Date: 2009

Budget: 1.9 billion Rp.

Implementing Agency: KLH

Description: Waste water from Batik industries is treated before being discharged into the river. The Kauman Village IPAL serves 25 Batik producers.



DEVELOPMENT OF PESINDON AND KAUMAN BATIK VILLAGES

Date: 2008 - present

Budget: information not available

Implementing Agency: DPU, Disperindagkop, KLH

Description: The development of the batik villages include street improvements, park creation and a telecenter development. These improvements will enhance the areas as tourist attractions.

PIPELINE PROJECTS TIMELINE



SETONO WHOLESALE BATIK MARKET EXPANSION

Date: 2012 - 2015

Budget: 23 billion Rp.

Implementing Agencies: Satker PBL Provinsi Jawa Tengah (DPU Province)

Description: The expansion will further develop the successful market, improving facilities, and increasing market stalls and parking capacity.

2012 - 2015



IPAL FOR HOME BATIK INDUSTRIES

Date: 2011 - 2015

Budget: 12 million Rp./installation

Implementing Agencies: KLH

Description: The city is installing small decentralized IPALs. Each IPAL will service 25 local producers at the neighborhood scale and help treat Batik waste before it enters the rivers.

2011 - 2015



MEDONO BATIK AND TRADITIONAL WEAVING VILLAGE

Date: 2014 - 2015

Budget: information not available

Implementing Agencies: info not available

Description: The city aims to develop Medono as a batik and traditional weaving tourist area. Neighborhood upgrades will help attract visitors and stimulate revenue for local businesses.

2014 - 2015

3.0 POVERTY AND

VULNERABILITY REDUCTION

POVERTY REDUCTION AND MITIGATING VULNERABILITY TO DISASTER AND CLIMATE CHANGE ARE CRITICAL FOR REALIZING THE CITY VISION.

Pekalongan is focusing its efforts to reduce vulnerability and poverty in the north of the city. Poverty and climate change impacts are concentrate there due to exposure to environmental risks that constantly threaten the safety of communities and citizens' livelihoods. Coastal management efforts and planned infrastructure projects complement the government's poverty reduction strategy, which seeks to provide needed basic services, upgrade inadequate housing, and stimulate economic development.

Slum Upgrading

Pekalongan is improving housing options for the poor by pursuing a blend of approaches to slum upgrading. One of the programs is the Rumah Aman project, financed by provincial and national government, which targets communities vulnerable to coastal flooding. A second program is Rusunawa, in which families are rehoused in public housing apartments that they rent at affordable prices. Lastly, the Bedah Kampung program is a slum

upgrading approach that encourages savings activities in order to maintain and repair homes.

Basic Services and Infrastructure

Local government is collaborating with national government's PNPM program to provide infrastructure and basic services. Through this program, paths, drainage and public toilets are destined for poor communities.

Economic Empowerment

Pekalongan is taking steps to reduce unemployment and boost incomes for the poor by providing industrious families with small loans at low interest rates. This program seeks to create livelihood opportunities by empowering poor entrepreneurs with small but much needed capital.

ACHIEVEMENTS: VULNERABILITY REDUCTION STRATEGIES



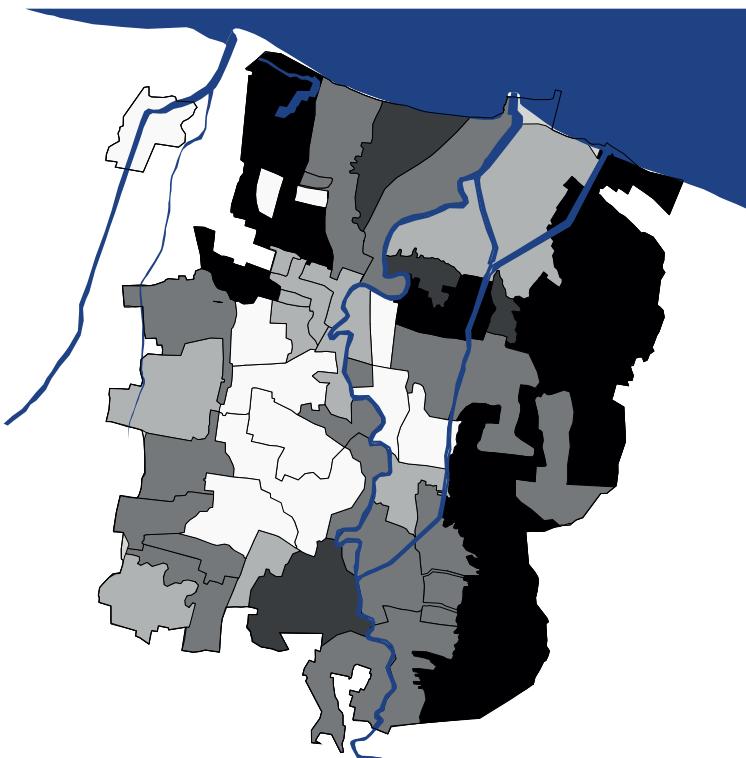
RUMAH AMAN HOUSING IMPROVEMENT PROGRAM



PNPM SUPPORTED WATER AND DRAINAGE IMPROVEMENTS TO SLUM AREAS

POVERTY DISTRIBUTION

Pro-poor investments in infrastructure have targeted poor and vulnerable areas of the city. The relocation of at-risk poor communities along frequently flooded riverbanks and the upgrading of neighborhood markets demonstrates a focus on improving opportunities for the poor.



(SOURCE: BAPPEDA GIS)

CURRENT POVERTY REDUCTION POLICIES

Problem	Action	Outcome
Poor coastal neighborhoods are vulnerable to natural hazards	<ul style="list-style-type: none">Relocate households to RusunawaImplement Rumah Aman programRestore mangrove to protect coastal neighborhoods	<ul style="list-style-type: none">Provide poor people safe and affordable housingProvide poor people access to credit to improve their livelihoodLarger Mangrove belt reduced erosion and created natural barriers to hazards
Low levels of basic services	<ul style="list-style-type: none">PNPM neighborhood development programProvide clean water in poor neighborhoods	<ul style="list-style-type: none">Improved public spaces and drainage in poor neighborhoodsBasic services, such as clean water, are provided to the poor
Low incomes and employment levels	<ul style="list-style-type: none">Provide soft loans are provided to stimulate small businessesEncourage fish farming to replace rice farming practicesImplement fish processing program	<ul style="list-style-type: none">More poor people are enabled to start businesses and generate incomeCreated new employment opportunities despite changing environmental conditions

4.0 PRINCIPLES

A CHECKLIST OF IMPORTANT ACTIVITIES TO ASSURE SUCCESS OF CDS-SUPPORTED PROJECTS

The City Vision will be implemented over many years and likely will be modified and revised as conditions in Indonesian cities change. The following principles and checklist are intended as a general guide in this process as projects move from the “pipeline” and into implementation.

It is important to maintain a strong relationship between the City Vision and development projects to achieve long-term changes in the urban environment. As these principles suggest, achieving the City Vision hinges on frequent and clear communication from local government to the public.

- LIKELIHOOD OF REALIZING CITY VISION GREATLY IMPROVED IF COMMUNITY MEMBERS ARE KEPT UP TO DATE AND INFORMED ABOUT PROJECT GOALS AND IMPLEMENTATION ACTIVITIES
- PROJECT IMPLEMENTATION SHOULD BE COORDINATED WITH FREQUENT DIALOGUE BETWEEN THE MAYOR, DEPARTMENT HEADS, AND STAKEHOLDERS.
- DIALOGUE WITH STAKEHOLDERS SHOULD BEGIN AT THE CONCEPTUAL STAGE OF THE PROJECT – WHEN GOALS AND PROJECT PARAMETERS ARE BEING DEFINED – AND STAKEHOLDER INPUT SHOULD BE INCORPORATED INTO PROJECT DESIGN.
- EVALUATE PROJECTS FOR APPROPRIATENESS, DESIRABILITY, AND FEASIBILITY THROUGH EARLY AND REGULAR STAKEHOLDER

IMPLEMENTATION CHECKLIST

- ✓ *The City Vision is communicated to the public. Projects are prioritized based on community input as well as likelihood of supporting multiple City Vision strategy goals.*
- ✓ *Projects are socialized with the community.*
- ✓ *Public workshops with community members are held before project implementation so that interests and concerns can influence the project.*
- ✓ *The City Vision profile is included with project proposal submissions to national government.*

SOCIALIZATION. THIS MODEL OFFERS A STRAIGHTFORWARD SET OF CRITERIA TO TEST WHETHER PROJECTS ARE MEETING THE CORE GOALS OF THE CITY VISION.

- PROJECTS WITH THE GREATEST IMPACT ARE THOSE THAT FIND A “SWEET SPOT” AMONG CITY VISION COMPONENTS.

In order to fulfill the City Vision, local government should identify projects that build on existing resources and recently implemented projects – most importantly “pipeline projects” should advance strategies from multiple City Vision components and create benefits for many different stakeholder groups.

PEKALONGAN CITY VISIONING PROFILE

Cities Alliance
Cities Without Slums

UN HABITAT
FOR A BETTER URBAN FUTURE



AUGUST 2012