

Revitalizing Heritage Districts at Tasikmalaya Station: Integrating Respectful Facade Articulation and Architectural Business Strategies

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ABSTRACT

The development of heritage transit districts ideally integrates respectful facade articulation design, adaptive architectural practices that respect historical values, and sustainability-oriented business strategies. This approach enables the preservation of cultural identity while generating new economic value through adaptive reuse and strategic place branding. Tasikmalaya Station is a heritage building that functions as a key transportation hub in East Priangan. However, the surrounding district faces challenges, including the degradation of heritage functions, suboptimal connectivity, and a lack of cohesive business models integrated with cultural potential. Revitalizing heritage areas like Tasikmalaya Station often faces a dilemma between preserving historic facades and meeting the demands for modern design and functionality. When innovative design is not aligned with business strategy, interventions risk becoming unsustainable and losing socio-economic relevance. This study explores how respectful facade articulation design, adaptive architectural reuse, and business strategies can be integrated to realize a sustainable and strategically valuable heritage-based TOD area. The study employs a literature review approach, synthesizing open-access scholarly journals on adaptive facades, reuse strategies, and architecture-driven business models. The selected literature is contextually aligned with the Tasikmalaya Station masterplan. Three interrelated dimensions respectful facade articulations, adaptive reuse, and business strategies mutually reinforce each other in shaping productive and relevant heritage districts. Respectful facade enhances visual identity and building performance; adaptive architecture maintains cultural continuity and contemporary function; while business strategies support sustainability through community branding and alternative funding models.



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1. Introduction

The revitalization of train station districts as transportation hubs and public spaces demands architectural approaches that not only preserve historical value but also respond to contemporary challenges such as energy efficiency, regional competitiveness, and user experience. Tasikmalaya Station ([Figure 1](#)) is a designated heritage building located in the city center, with historical significance as a hub for distribution and trade since the colonial era. However, with urban development, the

surrounding area has experienced spatial degradation and lacks optimal integration with public transport, commercial zones, and city tourism destinations.

The main issue in developing this area is how to design architectural interventions on heritage buildings such as the station without eroding their historical character, and how design can serve as a tool to generate added economic and social value. Modernization efforts through Transit Oriented Development (TOD) and new commercial functions often spark conflict between preserving

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architectural authenticity and meeting the demands of adaptive, productive, and modern uses.

This study aims to explore the integration of respectful facade articulation design, adaptive architectural reuse, and business strategies within the context of heritage-based TOD development. The specific objectives are: (1) to identify the potential of heritage facades as part of district identity, (2) to evaluate adaptive reuse practices through innovative architectural approaches, and (3) to formulate business strategies that support the sustainability of heritage districts.

Previous studies have discussed relevant aspects: reviewed adaptive facade technology for energy efficiency [1]; proposed a reuse management model for historic train stations [2]; and introduced the concept of community branding for heritage development [3]. However, there remains a gap in studies that fully integrate these three dimensions within a single architectural practice, particularly in the context of Indonesia's heritage-based TOD projects. This study presents originality by constructing an integrative framework that connects respectful facade articulation, adaptive reuse, and business strategies within a single case-based investigation at Tasikmalaya Station. The findings are expected to contribute both conceptually and practically to the development of similar districts in Indonesia.

This research applies a systematic literature review method, focusing on reputable open-access journals relevant to the three domains: respectful facade articulation, adaptive reuse architecture, and architectural business strategy. The literature is analyzed thematically and contextualized with the design and planning framework of the Tasikmalaya Station masterplan. The study is limited to the conceptual and strategic dimensions of architectural design and management. Technical aspects such as structural reinforcement and detailed cost analysis are not discussed. The analytical focus is on conceptual planning and urban design strategies. The significance of this research lies in its provision of an integrative conceptual model that can serve as a reference for architects, urban planners, and stakeholders in developing sustainable, adaptive, and economically viable heritage districts.

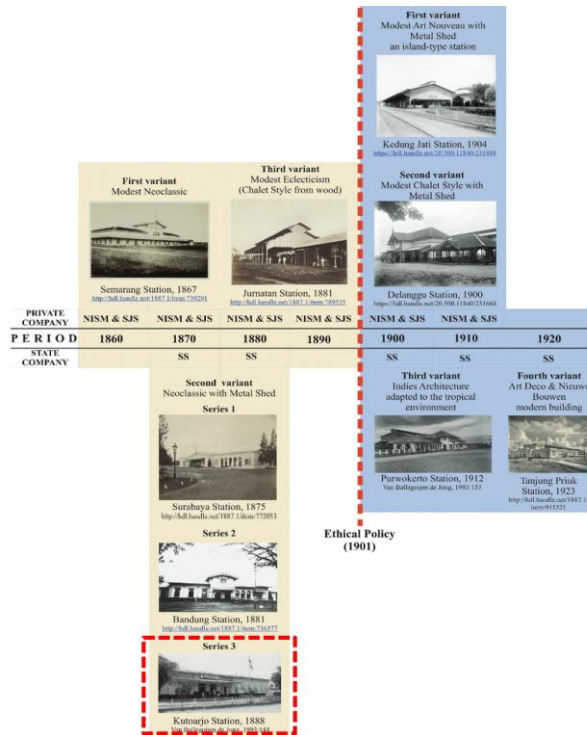
In designing a strategic area such as Tasikmalaya Station which serves both as a transportation hub and a heritage building architectural approaches are required to go beyond functionality and aesthetics. They must also be innovative, adaptive, and economically viable. The revitalization of this area demands the integration of three key domains: respectful facade articulation design to enhance building performance and visual identity; adaptive architectural practices that address the challenges of conservation and new functions; and architectural business strategies that ensure the sustainability of design implementation [1][3][4].



Figure 1. Area of PT. KAI land asset in Tasikmalaya Station

Tasikmalaya station will adapt the neoclassical architectural style of the second variant, third series [5]. This variant is found in the architectural style of station buildings during the construction period between 1875 and 1890. Tasikmalaya Station comes with the characteristics of the third series, stations from this variant are characterized by the use of large metal sheets to cover the emplacements built at the beginning of the station's

establishment (Figure 2). Stations that fall into this category feature a regular geometric arrangement to emphasize a uniform design. The axis in the center of the facade shows the symmetry of the design. Adapting the roof to tropical conditions is not optimal. The roof slope is quite gentle with only a few eaves (extended roof). Columns, as the main structural element, become an aesthetic element of the building.



(a) Architectural Style Analysis of Tasikmalaya Station



(b) Elements of Neoclassical Architecture of Tasikmalaya Station



(c) Façade development of Tasikmalaya Station

Figure 2. Architectural Historical Analysis of Tasikmalaya Station

Figure 2 shows relation between architectural elements (2b), indicates the Architectural Style timeline (2a) and the development of the station façade through the years (2c). [5].

Facades serve not only as protective envelopes for buildings but also as mediums of cultural expression, architectural identity, and environmental performance. In the context of heritage buildings, respectful facade articulation must balance preservation with modernization, particularly in climates that demand responsiveness and energy efficiency. In a comprehensive review on adaptive facades, emphasize that facade systems can be designed to respond dynamically to external environmental changes, enabling energy efficiency and thermal comfort without compromising heritage aesthetics [1]. These systems may include kinetic elements, smart materials, and passive design integration. Similarly, traditional architecture already embodies local climate-responsive wisdom through thick walls, natural ventilation, and shaded overhangs [6]. This highlights that heritage facades can be sources of design innovation when reinterpreted sensitively. Furthermore, the role of new materials such as nano-coatings, self-cleaning surfaces, and energy-efficient glazing in conserving and enhancing the performance of historic buildings [7]. These technologies allow heritage buildings to be upgraded without damaging their cultural value. A study on colonial era residences in Bandung demonstrates that facade transformations in response to new functions do not necessarily erode heritage value [8]. On the contrary, preserving and showcasing the original facade elements can add commercial and symbolic value to revitalized buildings. While previous studies have examined façade performance at the building scale [9], limited research has explored how façade innovation can be integrated with heritage conservation and district-scale economic revitalization strategies. This study addresses that gap by examining façade innovation as part of a broader heritage-led urban regeneration framework.

Adaptive reuse is a design strategy that transforms heritage buildings to accommodate contemporary functions while maintaining their architectural integrity. It is increasingly employed in post-industrial and post-colonial contexts to revitalize obsolete but historically valuable structures. Exploration on reuse strategies in public heritage buildings across Asia and Europe, emphasizing that successful interventions are often supported by policy frameworks, design creativity, and stakeholder collaboration [10][11][12][13].

A study also shows sustainable management model for reusing disused railway stations, where balancing

architectural preservation and socio-economic activation is crucial [2]. This aligns directly with the case of Tasikmalaya Station, where the original train depot and heritage facilities offer potential for commercial and cultural reuse.

A study on historic Jeddah presents an evaluation model that assesses adaptive reuse based on visual harmony, functional compatibility, and social relevance [14]. Such frameworks are particularly helpful in ensuring that the revitalization of heritage structures like those in Tasikmalaya does not result in architectural or cultural dissonance. Several success factors in adaptive reuse: technical adaptability, early expert involvement, community participation, and flexible financing [15]. These elements ensure that reuse projects are not only feasible but also supported by stakeholders, particularly in heritage-rich yet economically vulnerable urban areas.

The revitalization of heritage areas cannot rely solely on design interventions. Economic models, branding strategies, and stakeholder engagement are essential in ensuring long-term sustainability [13]. In context to local area, vernacular architecture contributes to city branding in Indonesia, demonstrating that heritage identity can strengthen tourism and small business ecosystems when aligned with inclusive governance [16]. A proposal suggests a shift from “place branding” to “community branding,” where identity is co-produced with residents and local enterprises [3]. Their model suggests that cultural heritage gains value not only from its physical attributes but also from its meaning and use within the community. An argument states that conventional business models are often incompatible with heritage projects. Instead, they recommend circular economy approaches, hybrid ownership schemes, and cross-subsidized financing [17]. These models support the economic viability of adaptive reuse while respecting conservation needs. Finally, a local case from Bandung where a colonial coffee house was transformed into a commercially successful café through adaptive reuse [18]. This transformation retained the building’s original architectural elements while integrating modern functions, showing that business and conservation can be mutually reinforcing.

In the context of the Tasikmalaya Station Masterplan, the three elements respectful facade articulation design, adaptive reuse practices, and business strategies are found to be interconnected. Facade innovation is employed to establish the area's visual identity and regulate local climatic performance [1][7]. Adaptive architectural practices are realized through the reuse of existing buildings for new functions aligned with TOD principles

[2]. Meanwhile, community-based business strategies position the area as both an economic catalyst and a symbol of local identity [3][4]. Vernacular settlements provide the foundation for city identity, which can be transformed into city branding through creative tourism and cultural activation programs [19][20]. The authors propose that heritage environments contribute unique visual, historical, and cultural characteristics that differentiate a city from competing destinations. Consequently, preservation efforts should be integrated with tourism development, place-making, and branding strategies to maximize both cultural and economic benefits. This holistic approach transforms a heritage district from a static historical relic into a dynamic ecosystem that unites cultural preservation, transportation connectivity, and economic vitality. Thus, the development of areas like Tasikmalaya Station can serve as a model of sustainable architectural practice that is locally grounded and globally progressive.

2. Methods

This research employs a qualitative, case-based methodology to explore how respectful facade articulation design, adaptive reuse strategies, and architectural business models are integrated into the revitalization of a heritage-based transit-oriented development (TOD) area. The study is descriptive in nature, combining theoretical insights from peer-reviewed literature with practical analysis of the Tasikmalaya Station Masterplan. The chosen case study Tasikmalaya Station in West Java, Indonesia serves as a relevant context due to its dual status as a transportation hub and cultural heritage site. Several of the buildings within the area, including the main station, old warehouse, station master's house, and auxiliary structures, have been officially designated as Cultural Heritage or Potential Cultural Heritage Objects (Cagar Budaya or ODCB). Data were collected through a combination of document analysis, spatial interpretation, and literature review. Primary design data were sourced from architectural drawings, zoning maps, and strategic planning documents related to the Tasikmalaya Station Masterplan. These were supplemented by secondary sources such as site photographs and spatial documentation. In parallel, an in-depth literature review was conducted using open-access academic databases (e.g., MDPI, SpringerOpen, SAGE Open) to identify scholarly studies published between 2015 and 2024. The literature review [21] focused on three key domains relevant to the study: respectful facade

articulation, adaptive reuse of heritage buildings, and architectural business strategy. The research focuses on three analytical variables: (1) respectful facade articulation, assessed through the application of passive design techniques, materials, and visual coherence in the design of both old and new structures; (2) adaptive reuse, evaluated by examining how heritage buildings are programmatically and physically transformed while retaining their historical integrity; and (3) architectural business strategies, analyzed in terms of spatial programming, stakeholder engagement, and long-term economic sustainability. These variables were used as a framework for evaluating the design intentions and implementation strategies found in the masterplan [22]. Analysis was carried out using a thematic interpretation method [23], in which the theoretical concepts from the literature were used to interpret and assess the spatial, architectural, and economic interventions outlined in the masterplan. This interpretive process allowed for the identification of alignments, innovations, and gaps between the theoretical frameworks and the practical solutions applied in the case of Tasikmalaya Station. Ultimately, the method reveals how the intersection of respectful facade articulation, adaptive reuse, and business strategy supports a holistic and sustainable approach to heritage district revitalization.

3. Results and Discussion

Tasikmalaya Station is a historically significant railway facility in West Java, originally constructed during the Dutch colonial period. As part of the Java railway corridor, it served not only as a transportation hub but also as a catalyst for urban formation and economic activity in the region. Its architectural characteristics arched fenestrations, high-pitched roofing, symmetrical facades, and thick masonry walls are emblematic of tropical colonial railway typologies (Figure 3). Today, despite being preserved as a heritage building, its functional and spatial integration with the city has deteriorated due to urban sprawl, inadequate infrastructure, and disconnection from emerging economic activities. The Tasikmalaya Station Masterplan proposes a comprehensive spatial restructuring strategy that aims to re-establish the station as a Transit Oriented Development (TOD) node while preserving its heritage value. This strategy positions the station area as an intermodal hub, a civic landmark, and an economic district all within a walkable urban framework.



Figure 3. Tasikmalaya Station in 1949

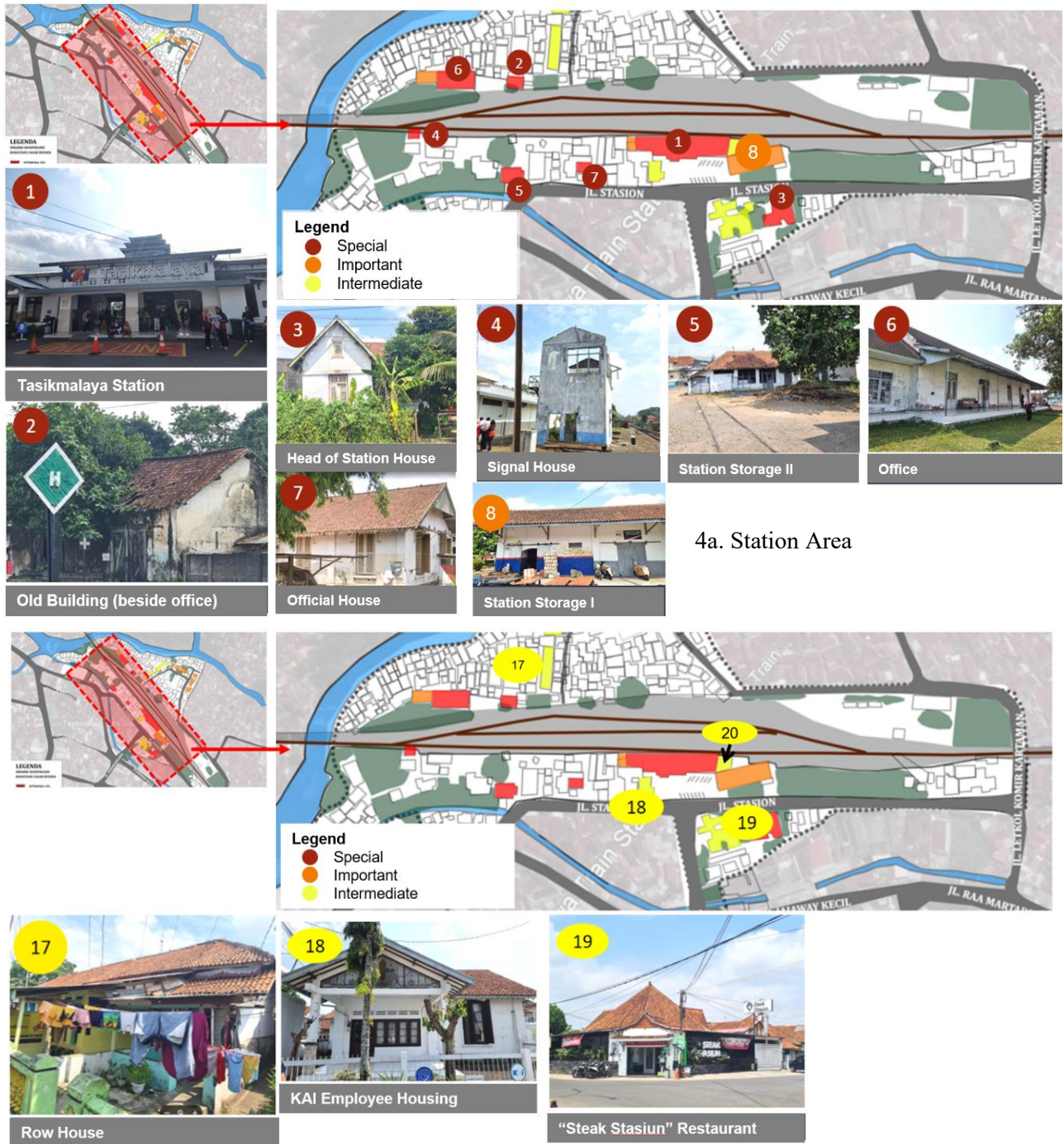


Figure 4a. Identification of Cultural Heritage (Cagar Budaya) or Potential Cultural Heritage Objects (ODCB)



Figure 5b. Identification of Cultural Heritage (Cagar Budaya) or Potential Cultural Heritage Objects (ODCB)

The analysis data in Figure 4a, 4b, and 4c indicates that the main station building, along with several supporting elements such as the old warehouse, the station master's house, and staff housing, possess significant historical value and have been classified as Cultural Heritage (Cagar Budaya) or Potential Cultural Heritage Objects (ODCB). On the other hand, analysis in Figure 5 shows that the area faces challenges such as limited pedestrian infrastructure, lack of integration with public transportation modes, and the overlapping circulation of logistics vehicles and passenger traffic. Therefore, a strategic approach to accessibility and circulation design is needed - one that is not only efficient but also inclusive.

Therefore, a strategic approach to accessibility and circulation design is needed—one that is not only efficient but also inclusive. Based on the site analysis, the proposed revitalization strategies were systematically classified according to the three analytical variables established in the research methodology. The first variable concerns respectful façade articulation, which examines how façade interventions can preserve the historical identity of heritage buildings while enhancing environmental performance. As shown in Table 1, each heritage asset is assigned a façade strategy code (F1–F7) that corresponds to its architectural characteristics, proposed intervention, supporting theoretical framework, and expected design outcome.

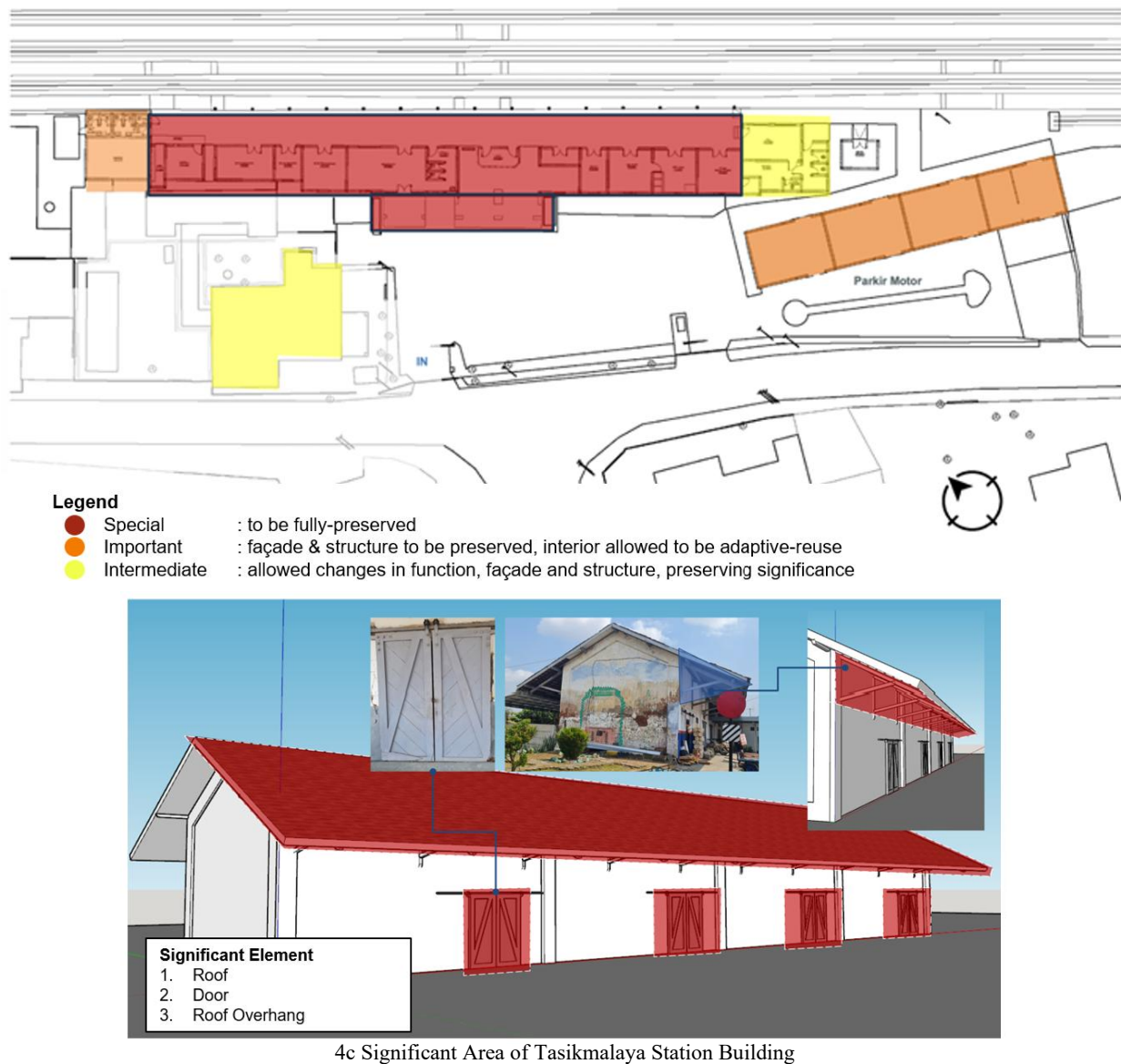


Figure 6c. Identification of Cultural Heritage (Cagar Budaya) or Potential Cultural Heritage Objects (ODCB)

Table 1. Respectful Façade Articulation Strategies

Building	Code	Design Intervention	Supporting Theory	Expected Outcome
Main Station Building	F1	Preserve façade composition; introduce passive shading and climate-responsive envelope	[1]; [9]; [6]	Enhanced thermal performance while preserving heritage identity
Old Warehouse	F2	Retain industrial façade, brickwork and roof profile	[8]; [7]	Industrial heritage character retained
Station Master's House	F3	Restore original façade details and materials	[6]	Historical authenticity strengthened
Railway Office	F4	Upgrade envelope while maintaining façade rhythm	[1]	Improved building performance
Staff Housing	F5	Minimal façade intervention preserving vernacular identity	[8]	Living heritage preserved
New TOD Building	F6	Contemporary façade respecting heritage proportions	[1]	Visual continuity
Public Plaza	F7	Landscape articulation reinforcing heritage image	[3]	Improved place identity

Table 2. Adaptive Reuse Strategies

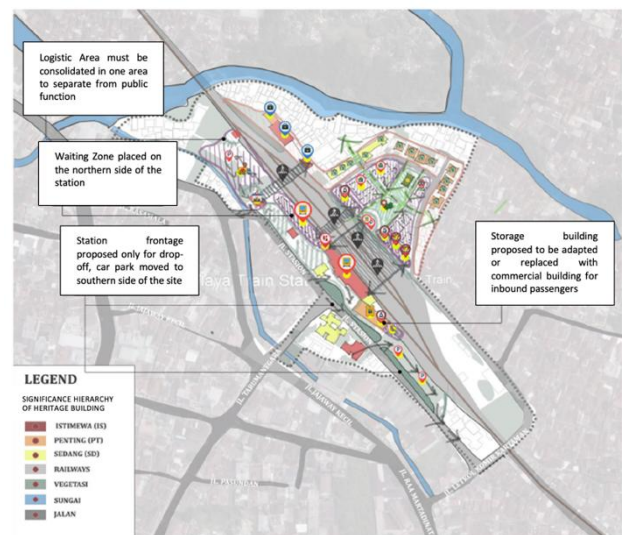
Building	Code	Design Intervention	Supporting Theory	Expected Outcome
Main Station Building	A1	Modernize passenger facilities while retaining railway function	[2]; [14]	Operational sustainability
Old Warehouse	A2	Creative hub, gallery and café	[2]; [12]	Economic activation
Station Master's House	A3	Museum / interpretation centre	[14]	Heritage education
Railway Office	A4	Library and mobility centre	[15]	Public service enhancement
Staff Housing	A5	Workshop / homestay	[12]; [15]	Community empowerment
Public Plaza	A6	Flexible civic programming	[3]	Public activation

As summarized in Table 1, the proposed façade articulation strategies (F1–F7) are designed according to the architectural significance and conservation requirements of each heritage asset. These interventions play a dual role in the revitalization of Tasikmalaya Station, functioning both as symbolic expressions of local identity and as adaptive responses to environmental performance. For the existing heritage building, the masterplan emphasizes restoration and visual amplification of key architectural details, such as ornamental cornices, arched windows, and ventilated roof eaves. At the same time, subtle insertions of passive design elements such as double-skin facades, high-performance glass, and overhang shading devices are proposed to improve thermal regulation [1][7]. Newly designed buildings in the TOD precinct are not generic insertions but reinterpretations of the colonial design language. They reflect the vertical rhythm, material warmth (e.g., clay bricks, wood, and natural stone), and tropical responsiveness of the heritage context. These respectful facade articulations not only ensure climatic responsiveness in a hot-humid environment but also establish architectural coherence across different building generations. Through this strategy, facade design becomes a storytelling device that reinforces cultural memory and place identity.

As presented in Table 2, adaptive reuse strategies (A1–A6) transform heritage buildings into productive urban assets through carefully selected functions that respond to both community needs and TOD principles. (Figure 6). For instance, the old freight warehouse is reimagined as a creative economy incubator, offering co-working spaces,

cultural galleries, and artisan cafés. Meanwhile, the station’s administrative wing is repurposed into a mobility information center and public library. These interventions are based on flexible internal layouts, sensitive retrofitting, and zoning that balances access, preservation, and safety.

The adaptive reuse process respects the original spatial hierarchy and circulation flows, while allowing for new programmatic overlays that enhance the station’s civic relevance [2][13]. Importantly, the reuse strategy ensures that heritage buildings remain active contributors to contemporary urban life. By aligning architectural integrity with socio-economic functions, the masterplan avoids the risks of either fossilizing heritage or eroding its authenticity.

**Figure 7.** Urban and Heritage Context Analysis

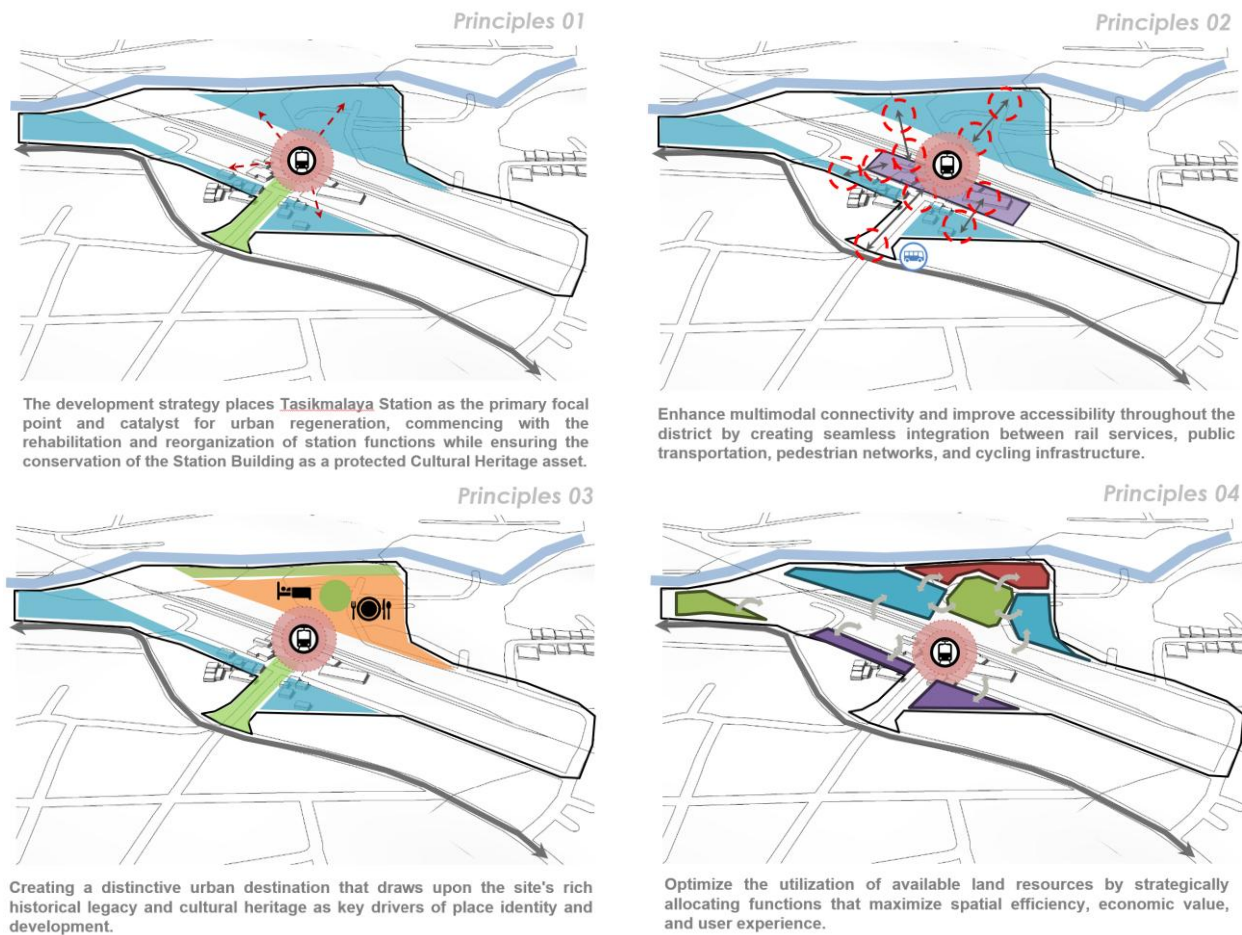


Figure 6. Masterplan Design Principles

Physical revitalization alone cannot ensure the long-term sustainability of heritage districts. Consequently, the third analytical variable examines architectural business strategies, which connect architectural interventions with economic activation, community participation, and destination branding. As presented in Table 3, each heritage asset is associated with a business strategy code (B1–B7) that identifies its value creation mechanism and target beneficiaries. The business strategies summarized in the table complement the physical design interventions by

ensuring that each revitalized heritage asset contributes to the economic, social, and cultural sustainability of the district. The masterplan's long-term viability hinges on a robust architectural business strategy that incorporates both financial and social sustainability (Figure 7). This includes multi-stakeholder financing models, phased development, and asset management plans that prioritize adaptive reuse. Key to this strategy is a community-driven branding process, wherein the station's heritage value is actively promoted as part of a local identity narrative [3].

Table 3. Architectural Business and Value-Creation Strategies

Building	Code	Design Intervention	Supporting Theory	Expected Outcome
Main Station Building	B1	Heritage branding and destination gateway	[20]; [3]	Destination image and tourism revenue
Old Warehouse	B2	Creative economy incubator	[19]; [13]	SME growth and entrepreneurship
Station Master's House	B3	Museum-based tourism	[20]	Educational tourism
Railway Office	B4	Knowledge-based public services	[13]	Knowledge economy
Staff Housing	B5	Community enterprise	[3]	Local value creation
New TOD Building	B6	Mixed-use commercial development	[17]	Financial sustainability
Public Plaza	B7	Festivals and cultural activation	[20]; [3]	Place branding and social vitality

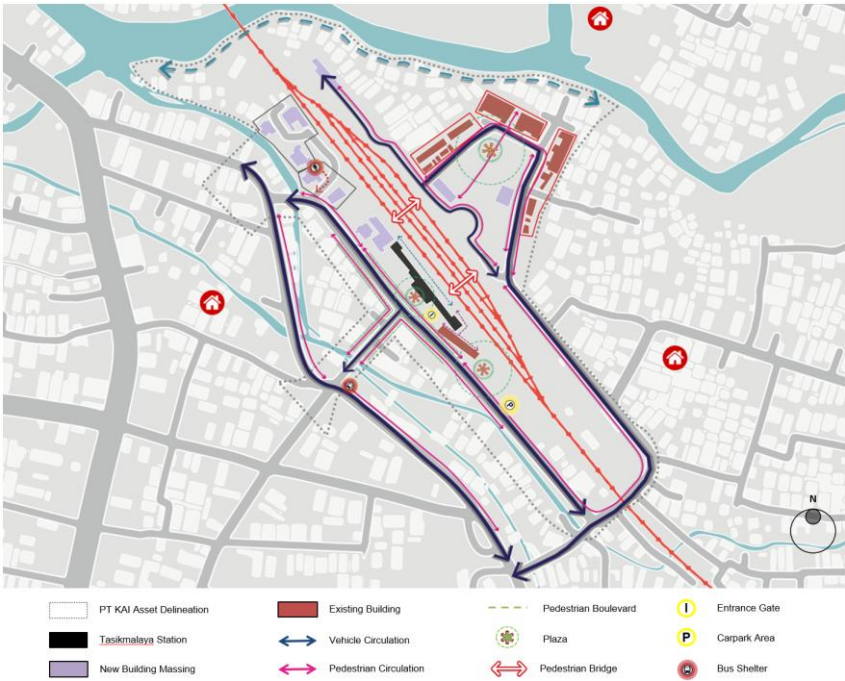


Figure 7. Urban Design Framework



Figure 8. Pedestrian Accessibility (a) and Green Open Space Framework (b)



Figure 9. New Building Zoning (a) & New Development Framework (b).



Figure 8. Vehicle Accessibility (a) & Building Massing Framework (b).

Commercial spaces in heritage buildings are allocated to local SMEs and curated pop-up tenants that align with the station's cultural theme. Events such as heritage festivals, maker markets, and railway history tours are designed to activate the public realm while generating income.

These activities contribute not only to financial sustainability but also to the social reproduction of place, fostering a sense of ownership among residents and visitors alike. Furthermore, the business strategy integrates circular economy principles (Figure 8, Figure 9, Figure 10). Maintenance, material recycling, and lifecycle-based planning are embedded into the adaptive reuse framework. This approach enables long-term value creation, even as programmatic needs evolve [4].

The three analytical matrices presented in Table 1 to Table 3 demonstrate that the proposed revitalization is not based on isolated architectural interventions but on an integrated strategy in which façade articulation, adaptive reuse, and architectural business approaches are mutually reinforcing. Each heritage asset therefore combines physical conservation, functional adaptation, and economic activation to maximize its contribution to the overall development of the heritage district. The synthesis of the three analytical variables—respectful façade articulation, adaptive reuse, and architectural business strategy—constitutes the defining characteristic of the Tasikmalaya Station Masterplan. Rather than functioning independently, these interventions operate as an integrated framework in which façade enhancement strengthens heritage identity, adaptive reuse maintains functional relevance, and business strategies ensure long-term economic sustainability. This integrated approach transforms the heritage district from a passive historical

asset into an active urban ecosystem capable of balancing conservation, mobility, and economic development. Each domain reinforces the other in a mutually supportive system: (1) Façade articulation enhances climatic performance and elevates the visual brand of the area, aligning heritage values with contemporary urban identity. (2) Adaptive reuse ensures functional resilience while preserving cultural and architectural continuity. (3) Business strategy secures long-term project sustainability, embedding community participation and economic regeneration into the design logic. This triadic integration transforms the heritage district from a passive historical asset into an active, living system that mediates between conservation and change. Tasikmalaya Station, in this framework, becomes a prototype for the revitalization of heritage-based TODs in Indonesia demonstrating how design can reconcile historical preservation with environmental stewardship and economic viability.

Figure 11 presents the proposed revitalization of the main station building and its extension, designed to harmonize modern functionality with the heritage character of the original structure. The new façade reflects the proportions, materials, and rhythmic openings of the historic building while introducing contemporary steel structural elements to signify modernization. The layout integrates key zones, including the ticket hall, waiting areas, passenger platforms, and a public terrace cafe, creating a seamless spatial sequence that enhances user comfort and circulation. The site plan emphasizes the connection between the heritage core, new extensions, green spaces, and supporting transport infrastructure, reinforcing the station's role as both a mobility hub and a culturally significant public space.



Figure 11. Proposed Revitalization of the Station: Main Station Building and Extension buildings with New Facade corresponds to heritage building.

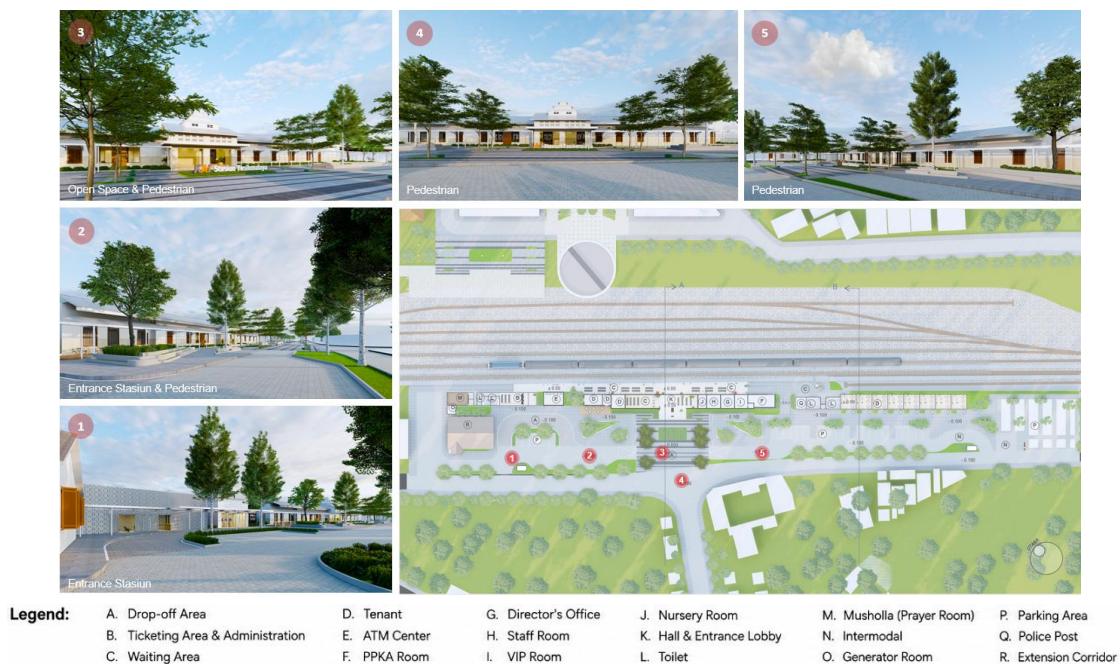


Figure 12. Proposed Revitalization of the Station: Integration of Outdoor Space responding to TOD principles, pedestrian plaza and connectivity.

Figure 12 presents the proposed revitalization of the station area, emphasizing the integration of outdoor spaces that respond to Transit-Oriented Development (TOD) principles. The design introduces a pedestrian-friendly plaza that enhances accessibility and visual connectivity between the station building, surrounding public areas, and adjacent urban fabric. Open spaces are structured to support both circulation and social interaction,

incorporating shaded walkways, green buffers, and gathering nodes that promote comfort and safety for users. The spatial arrangement also ensures seamless transitions between transport modes pedestrian, shuttle, and private vehicles while maintaining the historical context of the site. This approach reinforces the station's role as a multimodal hub and an inclusive public realm that encourages walkability and sustainable urban mobility.

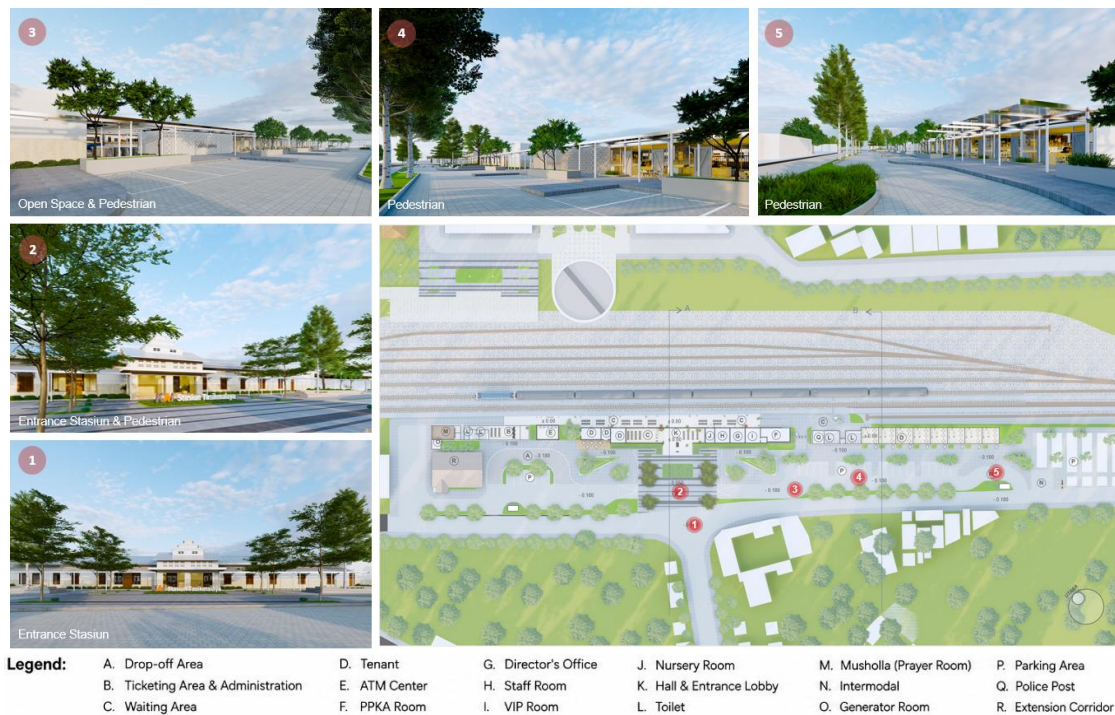


Figure 13. Proposed Revitalization of the Station: Integration of heritage building facade with new extension building respectful facade articulation (ticketing on the left side, new small-micro enterprise on the right side).



Figure 14. Proposed Facade Articulation for ticketing (a) and new small-micro enterprise (b).

Figure 13 presents the proposed revitalization of the station, emphasizing the integration of the heritage building facade with the new extension through a respectful and context-sensitive architectural articulation. The design maintains the symmetry and rhythm of the original colonial structure, ensuring visual continuity while introducing subtle contemporary interventions. The left side of the building accommodates the ticketing area, directly linked to the main circulation and waiting spaces, whereas the right side introduces new facilities for small and micro enterprises (SMEs), supporting local economic activities [19]. This balanced composition between preservation and adaptation strengthens the historical identity of the station while enhancing its functional capacity and inclusivity as a community-oriented transport hub.

Figure 14 presents the proposed facade articulation illustrating the integration between the ticketing area on the left and the new small-micro enterprise (SME) zone on the right. The design approach emphasizes harmony between the restored heritage elements and contemporary additions through the use of consistent material palettes, modular proportions, and rhythmic shading devices. The ticketing facade adopts subtle reinterpretations of the historical building's features, while the SME section introduces transparent and open frontages to encourage community interaction and commercial visibility. This balanced articulation not only respects the historical context of the station but also enhances its role as a dynamic and inclusive public interface. The proposed façade enhancement strategy should not be limited to preserving historical appearance but should also improve environmental

performance. Façade characteristics have a measurable impact on energy efficiency and daylighting quality [9]. Therefore, the introduction of passive shading devices, climate-responsive openings, and high-performance glazing in the Tasikmalaya Station precinct could improve thermal comfort and natural lighting while preserving the heritage identity of the station buildings.

4. Conclusions

Revitalizing heritage areas based on Transit Oriented Development, as exemplified by the Tasikmalaya Station Masterplan, demands a holistic and integrative architectural approach. This study demonstrates that the success of such projects greatly depends on the synergy between respectful facade articulation design, adaptive reuse of buildings, and contextual, sustainable business strategies. Innovative facade design has been proven to strengthen the visual identity of the area while enhancing building performance in response to local climate conditions without compromising historical value. Adaptive reuse practices offer functional solutions for maintaining the usability of heritage buildings within the context of modern demands. Meanwhile, community-branding-based business strategies generate both economic and social value, extending the economic life of the district and reinforcing the cultural connection between communities and their environment. The findings support a study which identifies a strong relationship between heritage environments, city identity, city branding, and creative tourism [20]. The station complex, together with its historic warehouses, official residences, and supporting railway buildings, constitutes a distinctive heritage landscape capable of reinforcing the identity of Tasikmalaya. Through adaptive reuse interventions and public-space activation, these assets can be transformed into cultural attractions that strengthen the city's image while simultaneously generating economic opportunities.

Overall, these findings highlight the importance of an integrative approach in developing heritage areas. Physical preservation alone is not sufficient; spatial activation and community engagement are equally essential to transforming such districts into vibrant, relevant, and competitive urban destinations. This study offers both conceptual and practical contributions to the planning of other heritage areas and provides a foundation for developing design policies and management strategies for historic districts in Indonesia.

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