

ABSTRAK

Koridor Jalan Jend. Ahmad Yani-Pasar Kroya merupakan jalan yang melewati pusat perekonomian kawasan perkotaan Kroya Tarikan kegiatan yang ada di koridor Jalan Jend. Ahmad Yani, menimbulkan beberapa masalah seperti ruang parkir yang overload sehingga menyebabkan beberapa kendaraan terpaksa parkir di bahu jalan. Kondisi jalan yang rusak serta banyaknya Pedagang Kaki Lima yang tidak beraturan memperparah kondisi kemacetan. Selain itu, kenyamanan koridor dan keamanan Jalan Jend. Ahmad Yani rendah karena kondisi pedestrian dan citra yang buruk. Kondisi pedestrian yang kurang terawat dan terputusnya jalur pedestrian mengurangi kenyamanan dan keamanan pejalan kaki. Papan reklame yang dipasang tidak beraturan serta kondisi pasar yang kumuh menyebabkan citra koridor dan visual menjadi buruk. Oleh karena itu, diperlukan penataan koridor jalan tersebut agar kondisi koridor jalan tidak semakin memburuk. Dengan menggunakan metode *Soft System Methodology* (SSM) yang dikombinasikan dengan konsep *commercial corridor street*, *walkability*, *visual quality* dan *shared space* berusaha untuk mengatasi permasalahan tersebut. Berawal dari tahapan analisis masalah, dan sistesis tinjauan pustaka yang menghasilkan konsep ideal, kemudian pengembangan alternatif rencana yang diakhiri dengan pendetailan rencana koridor.

Kata Kunci: *Commercial Corridor Street*, *Shared Space*, *Urban Design*, *Urban Landscape*, *Visual Quality*, *Walkability*

ABSTRACT

Jend. Ahmad Yani, Kroya is corridor street that through the commercial center in Kroya urban area. The attraction of activity in this corridor causes several problems such as overload parking so that many vehicles are forced to parking on the street. Damaged road conditions and many street vendors that selling on the street made it traffic jams worse. Besides, the comfort and safety of the corridor are low because the quality of pedestrian and façade buildings is bad. Poorly maintained pedestrian conditions and broken pedestrian lines reduce pedestrian comfort and safety. Irregularly installed billboards and slum market conditions make the image of the corridor and visual images to be bad. For that, necessary structuring the corridor street so that the condition does not worsen. By using Soft System Methodology (SSM) that combines with commercial corridor street, walkability, visual quality and shared space concept, this action tried to solve the problems. Starting from problem analysis and literature review which produces an ideal condition, followed by development alternative design, then made masterplan and detailed plans corridor

Keywords: Commercial Corridor Street, Shared Space, Urban Design, Urban Landscape, Visual Quality, Walkability