The parking in Surabaya in this matter was divided into 2 sections that is parking on street side or in the other name is Street Parking (on street parking) and parking in particular area (off street parking). On street parking in region of Surabaya was managed by Dinas Perhubungan Kota Surabaya. The great amount of this spot of on street parking will be causing to increase district income from parking sector. In Surabaya at year of 2010 there are 1423 spots of on street parking. The incomes from parking sector of Surabaya in year of 2010 are 20,422,400,000 rupiahs. Those numbers are whole of income from parking sector, both of on street parking and off street parking. For the sector of on street parking in year of 2010 is 10,291,809,500 rupiahs or approximately 50.39% of whole total income from parking sector. The collecting of primary data was conducted in 30 spot of parking that using random number method. From that collecting of primary data it is obtained the difference of total length of parking spot in Surabaya with total length was obtained when collecting primary data was 30.615. From that difference it is can be known the income potential of on street parking and can be known the income potential each meters of parking length. The income potential annually is about of 1,746,232 until 2,807,819 for each meter of parking length.

Keywords: On Street Parking; Potential Income