ABSTRACT,

The Veteran street at Malang is one of central business which is interesting to run business in Malang. This area is very busy which makes the traffic so crowded. In other words, the more people doing activities there, more parking area will needed. So it will need analysis to be done for parking area on this street segment.

The method that used to collect data on this study are primary data and secondary data. The primary data taken from direct observation on the area, Total of vehicles, parking duration, total of queuing vehicles due to maneuvering parking vehicles, traffic volume and speed of vehicles. Pacific Consultants International (PCI) model was used to analyze the cost for operating vehicles.

From these analysis and explanation, as the result Benefit Cost Ratio (BCR) on the Veteran Street at Malang City for about 1.02, so this ratio indicates that it is economically feasible to build parking building on this area.

Key words: Parking, Road Capacity, Time Value, Benefit Cost Ratio (BCR)