HIGHEST AND BEST USE (HBU) ANALYSIS ON
WIDYA MANDALA CATHOLIC UNIVERSITY
PARKING AREA IN DINOYO STREET SURABAYA

Name : Muhammad Rizal Azinuddin
NRP : 3109100032
Department : Civil Engineering - FTSP – ITS
Supervisor : Retno Indryani., Ir.,MS.

Abstract
On Dinoyo street, there is a vacant land that serves as a parking lot. The area is located in location which surrounded by residential areas, office, shopping district, and a university. Based on its potential, this land with areas of ± 3145 m$^2$ may be expanded to other properties without losing the initial function as a parking lot.

Analysis of this vacant land using the method of Highest and Best Use (HBU). This analysis covers four main topics: physically feasible analysis, legally permissible analysis, financially financially feasible analysis, and maximally productive analysis.

Based on the result, alternative property that allows it to be built on the land is a hotel, stores, and office buildings. From some of the properties option, an alternative that can increase the value of land and the maximum productivity is a hotel with a land value of Rp 13,088,424 / m$^2$.

Keywords : Highest and Best Use, Area, Commercial Property
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