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Post-Occupancy Evaluation of the Kudus City Walk Area in Kudus Regency

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Abstract

This study presents an indicative-level Post-Occupancy Evaluation (POE) of Kudus City Walk in Central Java, Indonesia, to assess the effectiveness of the public space following its activation. Using a mixed-method approach, data were collected through field observations, structured surveys (n = 30), and semi-structured interviews with visitors and street vendors. The evaluation covered five core POE dimensions: physical quality, accessibility, user comfort, socio-economic functionality, and visitor perception. Results indicate that while Kudus City Walk has succeeded in attracting visitors and supporting street-level economic activity (with high scores in "street vendor count" = 4.2 and "visitor volume" = 4.0), several spatial and managerial shortcomings remain. The lowest-rated indicators were "accessibility for disabled and elderly" (2.3) and "spatial conflicts" (2.5), revealing critical issues in inclusive design and circulation. Qualitative insights confirm the need for more seating, improved lighting, and clearer zoning between pedestrians and vendors. The findings underscore the importance of user-centered design and inclusive planning in sustaining the long-term functionality of hybrid pedestrian-commercial corridors. This study contributes empirical evidence to the limited literature on POE in medium-sized Indonesian cities and offers practical implications for policymakers in optimizing urban public space governance.

Keywords: acessibility; area management; Kudus city walk; post-occupancy evaluation; public space

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Introduction

Kudus is one of the regencies in Central Java with significant potential in tourism, historical heritage, and the creative economy sectors (Disbudpar, 2022). One of the efforts to develop public space in this area is the construction of Kudus City Walk, which is expected to serve as a pedestrian-friendly, aesthetically appealing, and economically supportive urban space (Diskominfo, 2019; 2020; 2021).

Empirical evidence from field observations conducted between May 20–22, 2022, reveals a clear discrepancy between the initial planning objectives of Kudus City Walk and its current operational reality. The pedestrian function of the facility remains suboptimal: walkways continue to be traversed by motor vehicles, the area is heavily occupied with street vendors (PKL), and traffic congestion undermines visitor comfort. These issues are further exacerbated by the limited availability of supporting amenities such as adequate seating, sufficient lighting, and effective traffic management. Despite these shortcomings, the area

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continues to attract a high volume of visitors, indicating substantial yet underutilized social and economic potential (Azaki, 2024).

As an urban public space, a city walk plays a pivotal role in fostering inclusive social interaction and enhancing urban livability (Wahyudi & Lubis, 2025). However, to date, Kudus City Walk has not been subjected to a systematic Post-Occupancy Evaluation (POE) to assess the extent to which its design and management align with user needs and expectations. Existing literature underscores the importance of POE in identifying the gap between planned objectives and actual outcomes (Li et al., 2018), while also offering data-driven insights for improving public space policy and management.

POE is a systematic method for evaluating the performance of buildings or built environments after they have been occupied. According to Preiser et al. (2015), POE is divided into three levels:

1. **Indicative POE** – a rapid, exploratory assessment to detect major issues;
2. **Investigative POE** – an in-depth evaluation using both quantitative and qualitative data;
3. **Diagnostic POE** – a comprehensive evaluation for strategic improvement and decision-making.

The following table outlines the evaluation indicators used in this study:

Tabel 1. The Evaluation Indicators

Evaluation Dimension	Indicators
Physical Quality	Availability of facilities, material quality, cleanliness
Accessibility	Ease of access, connectivity, parking
User Comfort	Seating, lighting, safety, green spaces
Social Functionality	User activities, social interaction, economic functions
Perception and Satisfaction	Visitors' assessment of comfort and usability

Source: Author, 2025

Against this backdrop, the present study provides a timely and relevant contribution by:

1. Delivering up-to-date empirical evidence on the post-operational performance of Kudus City Walk, a case that remains largely undocumented within the context of medium-sized Indonesian cities.
2. Employing a user-centered POE approach, thereby ensuring that findings can directly inform enhancements in both design and governance.
3. Responding to the needs of local authorities and stakeholders for a comprehensive evaluative framework that goes beyond physical attributes to include comfort, accessibility, and socio-economic functions.

This study aims to evaluate Kudus City Walk using an indicative *Post-Occupancy Evaluation* (POE) approach to identify key post-occupancy issues, encompassing physical,

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functional, and socio-economic aspects. The findings of this evaluation are expected to inform recommendations that support the sustainable development of the area as a public space that is safe, comfortable, accessible, and inclusive for all segments of society. By adopting this approach, the study seeks to bridge the gap between planning ideals and on-the-ground realities, while making a tangible contribution to the improvement of design, governance, and policy for urban public spaces that are more responsive to user needs, function optimally, and foster vibrant social life.

Literature Review

Post-Occupancy Evaluation (POE) has emerged as a pivotal framework for bridging the gap between planning intentions and operational realities in public space projects (Li et al., 2018; Mehta & Bosson, 2020). It enables the assessment of built environment performance after occupancy, thereby identifying strengths and shortcomings that may not be apparent during the design stage. Recent scholarship emphasizes that an effective POE should integrate user perception data with quantifiable spatial performance indicators to generate evidence-based feedback for design refinement and governance enhancement (Van der Voordt, 2021; Altomonte et al., 2020).

In the context of Kudus City Walk, the relevance of POE is particularly evident given the empirical finding that *Accessibility for the Disabled and Elderly* scored only 2.3, revealing significant deficiencies in inclusive design. Principles of user-centered design, as articulated by Sanders and Stappers (2022), advocate for accommodating diverse mobility patterns, providing adequate resting points, ensuring sufficient lighting, and guaranteeing equitable access to public amenities. The low scores recorded for *Seating Availability* (2.6) and *Nighttime Lighting* (3.1) reinforce the observation that current spatial arrangements fail to fully support prolonged and safe use, particularly for vulnerable groups.

Recent studies further underscore that inclusive public space design must integrate accessibility, social interaction, and well-being as interconnected dimensions of urban resilience (Abdelrazek et al., 2024). Selanon et al. (2024) highlight that involving persons with disabilities directly in the design process produces spaces that are more responsive to diverse needs. This aligns with the empirical requirement for targeted interventions to address accessibility and comfort gaps in Kudus City Walk.

The management of mixed-use public spaces presents another critical dimension. Unregulated informal economic activities can compromise pedestrian comfort and spatial legibility (Pojani et al., 2021; Carmona, 2022). This resonates with the observed *spatial conflict* score of 2.5, predominantly stemming from street vendor encroachment into pedestrian zones. Yilmaz and Dalkılıç (2022) and Çelik et al. (2023) propose integrating formal regulatory frameworks with participatory, community-based management to mitigate such conflicts while maintaining local economic vibrancy.

Moreover, Li et al. (2024) introduce the potential of *crowdsourced* data for mapping public perceptions of accessibility, offering a scalable complement to conventional POE survey methods. From an intersectional perspective, Hernández-García et al. (2025) argue that public

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space design must address layered identities—such as age, gender, and socio-economic status—to ensure equitable access and reduce spatial inequities.

Finally, the frameworks of *Design Justice* (Costanza-Chock, 2020) and *Placemaking* (Project for Public Spaces, 2023) emphasize centering marginalized groups, including persons with disabilities and informal traders, in the co-creation of public spaces. Such approaches reinforce the objective of this study: to generate recommendations that are not only empirically grounded but also aligned with principles of spatial justice, inclusivity, and long-term sustainability.

Method

This study employs a descriptive-evaluative method using the Post-Occupancy Evaluation (POE) approach at the indicative level. This approach was selected to assess the extent to which the Kudus City Walk has fulfilled its intended functions and met user expectations after its activation as a public space. POE is a user-centered method that evaluates the performance of built environments based on actual user experience, considering aspects such as comfort, functionality, and user satisfaction with available facilities.

At the indicative level, POE aims to provide a general overview of the current conditions of the evaluated area without requiring in-depth technical measurements. It is suitable for preliminary studies, policy development, or informing future design improvements. The evaluation focuses on both physical facilities (e.g., pedestrian paths, seating, lighting, parking areas) and non-physical aspects (e.g., traffic regulation, social comfort, and user perceptions) based on general POE indicators.

This study collected data using the following techniques:

1. Direct Observation: Conducted on-site at Kudus City Walk to observe user activities, facility conditions, and space utilization dynamics during both daytime and nighttime. The observations also aimed to identify user behavior and spatial conflicts, particularly between pedestrians and motor vehicles.
2. Visual Documentation: Involving photographs and video recordings of the area's physical conditions, which served as visual evidence and supporting material for analysis.
3. Semi-structured Interviews: Conducted with two key informant groups:
    a) Visitors, to understand their experience, perceptions, and satisfaction with the facilities and comfort levels;
    b) Street Vendors (PKL), to gain insights into their perspectives on space usage, available support facilities, and the impact on their economic activities.

The collected data were analyzed based on indicative-level POE indicators, covering aspects such as user comfort, accessibility, safety, facility adequacy, and spatial integration with the surrounding environment. The analysis applied a qualitative and interpretative approach, comparing field findings with principles of best practices in public space design. Through this method, the study seeks to provide a comprehensive overview of the effectiveness of the

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Kudus City Walk implementation in delivering a public space that is functional, inclusive, and user-friendly.

To strengthen the analysis, this study engaged a total of 30 respondents, consisting of 20 visitors and 10 street vendors (PKL) selected through purposive sampling based on their presence in the area during peak and non-peak hours. Respondents were asked to evaluate several spatial aspects using a Likert scale ranging from 1 (very poor) to 5 (very good), covering dimensions such as physical quality, accessibility, user comfort, and socio-economic functionality.

In addition to survey responses, the final scores in the POE table were determined interpretively through triangulation of field observations, user behavior patterns, and qualitative insights from semi-structured interviews. Respondents evaluated each indicator using a five-point Likert scale, where scores 1–2 indicated poor conditions, 3 indicated neutral/adequate conditions, and 4–5 indicated good to very good conditions. The questionnaire was structured into five sections according to the POE dimensions: (1) Physical Quality, (2) Accessibility, (3) User Comfort, (4) Socio-Economic Functionality, and (5) Visitor Perception. Each section contained 2–4 items, for example: "*How adequate are the public seating facilities in the area?*" or "*How easy is it for elderly or disabled persons to access the pedestrian path?*".

No statistical software was used; instead, responses were manually tabulated in a spreadsheet. Each response was converted to its numerical value (1–5), and average scores were calculated per indicator by summing all respondent scores and dividing by the number of respondents. These averages were then interpreted according to the Likert scale criteria above. Qualitative interview data were coded thematically and triangulated with observation results to support or contextualize the quantitative findings.

Result and Discussion

A. Implementation of Kudus City Walk

The development of Kudus City Walk represents the implementation of public space policy by the Kudus Regency Government, in accordance with Law No. 23 of 2014 on Regional Government. This initiative embodies an effort to create an inclusive and pedestrian-friendly urban corridor by integrating social, cultural, and economic functions (Nurhayati et al., 2022; Sari & Dewi, 2022). Its multifunctional design concept aligns with Borucka's (2019) view that pedestrian corridors can strengthen urban vitality when commercial and leisure uses coexist. The formal designation of the Jalan Sunan Kudus corridor under Regional Regulation No. 1 of 2022 underscores the government's intention to prioritize non-motorized mobility and local trade. However, the indicative-level Post-Occupancy Evaluation (POE) reveals significant gaps between policy intentions and operational reality, a phenomenon consistent with Li et al.'s (2018) observation that many public space projects suffer from implementation drift. Field observations in May 2022 found persistent motor vehicle use during the day and high-density street vending in the evening, undermining the pedestrian-priority principle (Carmona, 2022). Quantitative results from the POE (see Table 2) further confirm these shortcomings, with "Accessibility for the Disabled and Elderly" scoring only 2.3 and "Nighttime Lighting" at 3.1, indicating that inclusivity and comfort remain critical challenges.

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From a universal design perspective (Sanders & Stappers, 2022), the absence of adequate seating, accessible ramps, and proper lighting directly limits equitable access, particularly for the elderly and persons with disabilities. This not only contradicts inclusive planning norms but also reduces dwell time, which Mehta & Bosson (2020) identify as critical for fostering vibrant public life. Likewise, poorly managed parking and uncontrolled vehicle flows illustrate the absence of integrated inter-agency coordination, a key governance factor in sustaining public space functionality (Anwar & Suryandari, 2020). In short, Kudus City Walk's current implementation can be characterized as partial revitalization—achieving physical transformation without robust managerial frameworks. Without circulation redesign, vendor zoning based on spatial justice principles, and facility upgrades guided by inclusive design standards, the space risks becoming a transient gathering spot rather than a sustainable urban destination. This finding reinforces the theoretical argument that the success of pedestrian-oriented projects depends equally on physical infrastructure and governance mechanisms (Güvenbaş & Polay, 2020).

B. Physical Factors

Physical factors are a key component of Post-Occupancy Evaluation (POE) as they directly influence comfort, safety, and accessibility in public spaces (Preiser & Nasar, 2008). In the context of Kudus City Walk, these factors encompass location, spatial layout, circulation, and the availability of supporting facilities that shape the overall performance of the pedestrian area. Kudus City Walk is situated on Jalan Sunan Kudus, a strategic urban corridor connecting the city center with religious and commercial zones. The location's historical value and high pedestrian potential align with Gehl's (2020) principle that *place significance* enhances public engagement. However, field observations indicate that continued motor vehicle access disrupts pedestrian movement, creating spatial conflicts that contradict Carmona's (2022) pedestrian-first principle. This persistent vehicular intrusion reflects what Mehta & Bosson (2020) describe as a *public realm erosion factor*, where competing uses degrade walkability and user experience.

In terms of spatial configuration, Kudus City Walk adopts a linear layout flanked by shop rows and street vendor stalls. While this enhances visual continuity, POE findings show that it forces visitors to travel the same path twice due to the absence of a return loop, reducing circulation efficiency. According to Hutson & Solinis-Casparius (2022), a one-way loop or circuit pattern is more conducive to commercial vibrancy as it enables visitors to return to the starting point without retracing their steps, thereby increasing exposure to commercial fronts. In Kudus City Walk, implementing such a circulation model would require complementary infrastructure, notably strategically located parking areas at both ends of the corridor. The current informal parking space on the west side of the Gelis River presents an opportunity for formal integration into the circulation network.

Critically, the lack of physical separation between pedestrian and vehicular domains, inefficient circulation, and inadequate facilities suggest that the current design has prioritized physical transformation over functional optimization. This finding supports Güvenbaş & Polay's (2020) argument that public space projects often overemphasize visual redevelopment

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at the expense of operational usability. For Kudus City Walk to fulfill its intended role as a sustainable pedestrian hub, spatial function separation, controlled traffic flow, and adequate support facilities must be prioritized, ensuring that physical factors serve both aesthetic and functional goals in line with inclusive urban design principles.

C. Non-Physical Factors

Non-physical factors encompass managerial, policy, and spatial governance dimensions that shape the sustainability and quality of user experiences in public spaces. Although Kudus City Walk is formally under the jurisdiction of the Kudus Regency Government, its implementation involves multiple agencies—such as the Department of Trade, Department of Transportation, Civil Service Police Unit (Satpol PP), and vendor associations—yet lacks an integrated coordination framework. This fragmented governance reflects the observations of Albrechts & Balducci (2020) that without cohesive *spatial governance* mechanisms, urban projects often face inconsistent policy enforcement and weak adaptability. Field observations in 2022 revealed disorganized street vendor placement, minimal traffic oversight, and the absence of standardized operational guidelines, which is consistent with UN-Habitat's (2022) findings that inadequate institutional arrangements lead to inefficient management and underutilization of public spaces.

Kudus City Walk applies a mixed-use development approach that combines pedestrian, commercial, and recreational functions—a strategy supported by Zhang & Zhao (2021), who emphasize that mixed-use spaces can strengthen social cohesion and local economic vitality when well-managed. However, in practice, overlapping spatial functions between pedestrian zones and informal commercial activities have compromised walkability and the intended pedestrian-first environment. This issue aligns with Tan et al. (2023), who found that unmanaged informal vending in high-footfall areas generates spatial conflicts and diminishes user comfort. To address these challenges, Nugroho & Pramitasari (2023) recommend adaptive design strategies and participatory vendor zoning that balance economic inclusion with spatial order.

Furthermore, the management of leased commercial units has deviated from the planned market segmentation. Many spaces remain vacant or are occupied by informal traders whose products do not align with the intended thematic identity of the corridor. This shift from value-driven development to a *survival-oriented occupancy* mirrors the findings of Kim & Kang (2022), who noted that uncurated tenant mixes and weak leasing policies often dilute place identity and reduce the competitive edge of public-commercial spaces. Without structured tenant selection, clear operational standards, and regular monitoring, Kudus City Walk risks losing its distinctiveness and long-term sustainability.

In conclusion, while the mixed-use concept offers a strategic foundation, the long-term success of Kudus City Walk hinges on improving inter-agency coordination, formalizing operational frameworks, and implementing inclusive yet structured approaches to integrating informal economic activity. These steps align with Silva et al. (2024), who argue that collaborative governance, regulatory clarity, and active community engagement are essential

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to sustaining the vitality, identity, and functional performance of contemporary urban public spaces.

D. Visitor Behavior

Visitor behavior is a key indicator in public space evaluation, as it reflects how well the space meets societal needs and preferences. Based on observations and interviews, visitors to Kudus City Walk generally fall into two main categories: those seeking leisure and entertainment, and those visiting for functional purposes such as shopping or dining. The majority of visitors use the space for relaxation and social interaction rather than as a structured commercial hub.

The visitor behavior observed at Kudus City Walk highlights the importance of comfort and accessibility in determining the quality of public space usage. A recurring issue raised by respondents was the lack of adequate seating and nighttime lighting. "We had to stand for quite a long time because there weren't enough benches. When tired, we just sat on the pavement."*(Visitor, Female, 36 years old)*. This perception aligns with the low score given to "Seating Availability" (2.6), emphasizing the need for more resting facilities, particularly for elderly visitors or those with limited stamina. Lighting was also a concern, particularly in less active areas during nighttime hours: "It gets rather dark at the northern end at night. I don't feel very safe walking alone there."*(Visitor, Male, 22 years old)*. Such feedback confirms the moderate rating for "Nighttime Lighting" (3.1), indicating a safety perception gap that could impact prolonged evening use. Respondents also identified problems related to **accessibility**, especially for users with physical limitations: "I didn't see any ramps or special pathways. Wheelchair users would definitely have a hard time here." *(Street Vendor, Male, 41 years old)*. This quote reinforces the lowest recorded score in the POE evaluation (2.3) under "Accessibility for the Disabled and Elderly," indicating a critical design flaw that undermines inclusivity. Vendors themselves expressed concerns about spatial conflict with pedestrians: "Sometimes we compete with pedestrians for space because there's no clear boundary." *(Street Vendor, Male, 38 years old)*. This supports the low evaluation score (2.5) in the "Spatial Conflicts" sub-indicator, highlighting the absence of clear zoning or pedestrian-vendor demarcation, which negatively affects both circulation and aesthetics. Lastly, while many visitors appreciated the social atmosphere, some pointed out the absence of essential amenities: "It's a nice place for strolling, but it would be better if they had clean toilets and a prayer room." *(Visitor, Female, 45 years old)*.

This comment illustrates a broader concern regarding basic service provision, emphasizing that while Kudus City Walk succeeds in drawing social engagement, it still requires improvement in core infrastructure and user facilities to support sustained public satisfaction. The predominance of leisure-oriented visitors suggests the need for comfort, aesthetics, and a diversity of activities. However, current facilities do not fully support these expectations. Seating is limited, nighttime lighting is inadequate, and there are no interactive elements such as background music or designated rest zones. Visitor behavior tends to be browsing and exploratory, with individuals arriving without a specific purpose and engaging in spontaneous activities (García-Milon et al., 2020). This condition requires the management to provide product variety and an appealing atmosphere to extend the duration of visits.

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Currently, the design of Kudus City Walk does not fully adopt human-centered design principles, where user comfort and mobility patterns are prioritized. Limitations in rest area layout and circulation indicate that the spatial arrangement is not yet aligned with actual user behavior (Putri & Fadhilah, 2019). Furthermore, the dominance of traditional food vendors and the lack of lifestyle-oriented product options reflect a suboptimal tenant mix strategy. The misalignment between visitor characteristics and product offerings can reduce the area's attractiveness, potentially rendering City Walk merely a temporary crowd-gathering space rather than a sustainable public destination.

E. Socioeconomic Factors

Kudus City Walk contributes significantly to the social dynamics of the community by providing a public space that facilitates interaction across different social groups. Its presence enhances social cohesion and offers a neutral venue for recreation, relaxation, and informal communication. However, inclusivity in the area remains limited due to a lack of facilities for people with disabilities, the elderly, and other vulnerable groups. The absence of accessible ramps, adequate public toilets, and designated interaction zones indicates that the design has not fully supported equitable access (Lestari & Nugraha, 2021).

One of the most notable social impacts is the strengthening of social cohesion among residents. Kudus City Walk has become a meeting point for individuals from diverse backgrounds, professions, and age groups. It provides a neutral space for gathering without requiring economic transactions, such as sitting on public benches or walking while enjoying the atmosphere. In the context of Habermas's theory of public space, the City Walk functions as a discursive arena where people can participate in social life freely and equally. Saputri and Setiawan (2019) emphasize the importance of local wisdom in maintaining environmental sustainability. However, in the case of Kudus City Walk, there has been little effort to integrate local values into the design and management of the space, resulting in an underdeveloped ecological identity.

From a spatial perspective, the lack of physical elements such as comfortable seating and natural shading hinders the optimal use of the area's social functions. While the presence of street vendors (PKL) enriches the diversity of economic activity, unregulated placements often lead to spatial conflicts with pedestrians and diminish the visual quality of the environment. Therefore, an adaptive and participatory social management approach is necessary to ensure that street vendors can coexist harmoniously with the primary function of the City Walk as a pedestrian area.

Economically, Kudus City Walk stimulates microeconomic growth by increasing revenue for traders, culinary MSMEs, and informal sectors such as parking and sanitation services. Nevertheless, the economic impact has not been evenly distributed; vendors located in strategic spots benefit more than those in marginal areas. This imbalance indicates the need for revised commercial zoning and the activation of underutilized spaces. Furthermore, the area has also generated multiplier effects on surrounding zones, such as increased property values and local consumption. Without appropriate regulation, these dynamics could lead to gentrification, displacing lower-income groups from the city center.

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F. Evaluation of POE (Post-Occupancy Evaluation) Implementation

The Post-Occupancy Evaluation (POE) of Kudus City Walk indicates that the area is still in its early stages of implementation and requires improvement in terms of physical design, non-physical governance, and social and economic sustainability orientation.

Based on observations and interviews, it can be concluded that the initial goals of developing Kudus City Walk—as a comfortable, inclusive public space that supports microeconomic activities—have been partially achieved, but not yet optimized. Some implementation achievements include:

1) An increase in the number of visitors to the city center;
2) The emergence of a dynamic and open social space;
3) The rise of informal economic activities that revitalize the area.
4) However, several issues still require attention:
5) Conflicts between pedestrian and vehicle traffic due to the lack of traffic separation;
6) Absence of clear zoning between pedestrian paths and street vendor stalls;
7) Incomplete and poorly maintained supporting facilities (e.g., seating, lighting, green areas);
8) Lack of a professional and integrated area management system.

Using the POE approach, evaluation should not only assess the current design and functions but also identify the area's future development potential. Key recommendations include:

1) Establishing an integrated management system through the formation of a dedicated management body involving government, business actors, and community representatives;
2) Enhancing physical facilities using the principles of universal design to ensure accessibility for all community groups, including persons with disabilities and the elderly;
3) Reorienting tenant segmentation and optimizing the tenant mix to provide products aligned with the preferences of lifestyle- and recreation-seeking visitors;
4) Optimizing circulation paths and adding rest/interaction points to enhance visitor comfort and prevent fatigue;
5) Conducting routine, data-based monitoring to ensure that policy decisions are grounded in performance outcomes rather than short-term political interests.

As Güvenbaş and Polay (2020) argue, POE serves not only as a diagnostic tool for evaluating post-implementation spatial performance but also as a strategic approach to building and maintaining inclusive urban accessibility. In the context of Kudus City Walk, the POE approach reveals that although the area has transformed into a social and economic space, full accessibility for all user groups—including the disabled, elderly, and children—has not yet been realized. This supports the assertion that end-user involvement in post-occupancy evaluation is essential to ensure functional and spatial inclusiveness.

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The social and managerial dimensions evaluated through POE also show that the absence of structured community participation has weakened both oversight and the sustainability of the space's functions (Sari & Hanifah, 2023). The implementation of Kudus City Walk as an urban public space aligns with Anwar and Suryandari's (2020) perspective, which states that urban revitalization cannot rely solely on physical interventions but must also involve active public participation from space users. Such participation should occur not only during the planning stage but also in the ongoing management and maintenance processes to foster a sense of ownership and ensure the long-term functionality of public spaces (Iswanto & Pamungkas, 2023).

In the case of Kudus City Walk, the absence of structured participatory mechanisms has resulted in unequal space utilization, such as conflicts between pedestrians and street vendors, and weak supervision of public facility governance. Therefore, a community-based participatory approach—as emphasized by Anwar and Suryandari—is crucial to ensure that public spaces like Kudus City Walk can function optimally as inclusive and sustainable environments. Through this evaluative approach, Kudus City Walk should not be viewed merely as a physical project but rather as a long-term strategy for building inclusive, adaptive, and welfare-oriented urban environments.

Table 2. Post-Occupancy Evaluation of Kudus City Walk Based on Field Data and User Perceptions

Evaluation Indicator	Sub-indicator	Field Data	Score (1–5)	Interview Summary
Physical Quality	Availability of Facilities	Only 8 public benches available; public toilets are limited to 2 units on the east side	2.8	Visitors complained about the lack of seating and toilet facilities
	Pavement Quality	Approximately 75% of pedestrian paths use standard paving blocks; the rest are damaged	3.5	Some sections are slippery during rain, according to visitors
	Cleanliness	Garbage volume increases at night (±15 bags/day); only	3.2	Street vendors noted the limited number of trash bins and insufficient

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		6 trash bins along the corridor		nighttime collection
Accessibility	Accessibility for the Disabled/Elderly	No ramps or tactile guidance; uneven sidewalks; nearly inaccessible for the disabled	2.3	Not friendly for people with disabilities; baby strollers also face difficulty
	Zone Connectivity	Only one location map; visitors struggle to navigate the corridor's direction	3	Out-of-town visitors found it hard to navigate due to lack of signage
	Parking Availability	Informal parking near Gelis River, capacity ±40 motorcycles and 15 cars	2.7	Some visitors use roadside spaces as alternative parking
User Comfort	Nighttime Lighting	16 streetlights available; 4 broken; northern end of the corridor is dim	3.1	Some visitors feel unsafe in darker parts of the corridor
	Seating Availability	Total fixed benches = 8 points; no portable seating options	2.6	Most visitors report fatigue due to inadequate resting areas
	Green Space/Shading	Trees available only on the west side; east side is predominantly paved	2.9	"Too hot during the day, no proper shade," said one visitor
Socio-Economic Functionality	Visitor Volume	Daily visitors average 200–350; peak on	4	The area is a social hub for

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		Saturday nights reaching 600		youth, children, and families
	Number of Street Vendors	±65 vendors operate in the evenings; many occupy pedestrian walkways	4.2	Vendors appreciate increased sales but request formal zoning
	Spatial Conflicts	80% of vendors located along main pedestrian paths	2.5	"Often compete for space with pedestrians," – one vendor stated
Visitor Perception	Overall Satisfaction	30 respondents: 9 satisfied, 17 somewhat satisfied, 4 dissatisfied	3.3	Most are pleased with the atmosphere but criticize basic amenities
	Intent to Return	30 respondents: 26 intend to return, 4 do not	3.8	"Love the vibe, but more toilets and benches would be great" – female respondent

Source: Authors, 2025.

As part of the implementation analysis of Kudus City Walk, this study adopts an indicative-level Post-Occupancy Evaluation (POE) approach to assess how well the public space fulfills its intended social, economic, and spatial functions following its activation. Indicative POE aims to identify key post-occupancy issues through rapid yet systematic user-centered assessments. The following table presents a detailed evaluation based on five core POE dimensions: physical quality, accessibility, user comfort, socio-economic functionality, and visitor perception. Each sub-indicator is complemented by both quantitative and qualitative field data, a score (on a 1–5 scale), and a summary of key insights drawn from interviews with users and street vendors (PKL). The scores were assigned interpretively based on direct field observations and are substantiated by representative quotations from informants that reflect their lived experiences in using the public space. Accordingly, this evaluation table not only provides an empirical overview of current conditions but also serves as a foundational reference for formulating governance and design improvements for the Kudus City Walk area.

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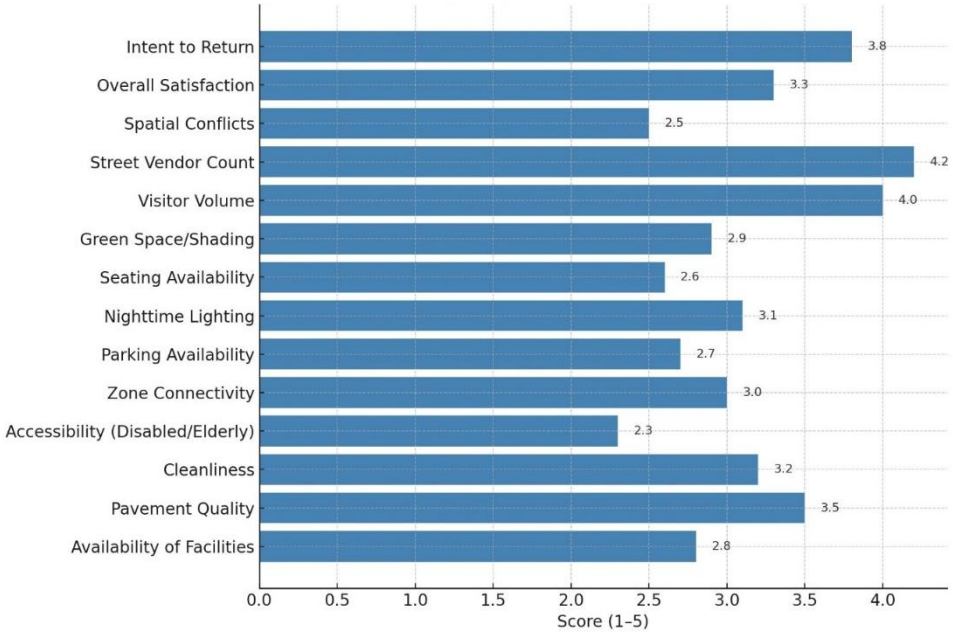
The evaluation results presented in the POE table reveal several important insights about the operational condition and spatial performance of Kudus City Walk. Among the five core POE dimensions, "Socio-Economic Functionality" scored the highest average (3.8), indicating that the area has become a dynamic hub for street vendors and visitors, especially in the evening. This is supported by high scores in sub-indicators such as "Street Vendor Count" (4.2) and "Visitor Volume" (4.0), which reflect the site's popularity and economic activity. On the other hand, "Accessibility" received the lowest average score (2.5), highlighting serious shortcomings in inclusive infrastructure. The sub-indicator "Accessibility for the Disabled and Elderly" scored only 2.3, pointing to the lack of ramps, tactile paving, and barrier-free design. These deficiencies represent a major obstacle in achieving equitable access for vulnerable groups.

Similarly, "User Comfort" scored moderately (3.0), with specific problems in seating availability (2.6) and nighttime lighting (3.2). These shortcomings contribute to limited usability during long visits or after dark. Spatial conflict between pedestrian movement and informal vendors also emerged as a concern, with a score of 2.5, suggesting the need for better zoning and circulation control. The Physical Quality and Visitor Perception dimensions scored relatively better (3.4 and 3.3, respectively), but still indicate partial satisfaction among users. Many interviewees noted the absence of resting points, green elements, and consistent maintenance routines. Taken together, these scores offer a well-rounded picture of both the strengths and gaps in the Kudus City Walk project. While the space has successfully activated local microeconomy and social interaction, it still lacks the infrastructure and managerial integration needed to become a truly inclusive and accessible urban public space. These insights form a critical foundation for targeted improvements in future planning and policy execution.

Figure 1. Post-Occupancy Evaluation (POE) of Kudus City Walk Based on Field Observations



Source: Author, 2025

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Figure 1 illustrates the results of the indicative-level Post-Occupancy Evaluation (POE) of Kudus City Walk based on field observations and user interactions. The evaluation comprises 14 sub-indicators categorized under five dimensions: physical quality, accessibility, user comfort, socio-economic functionality, and visitor perception. Each sub-indicator was rated on a scale of 1 to 5, with 1 representing very poor performance and 5 representing excellent performance.

The highest-rated aspects were "Street Vendor Count" (4.2) and "Visitor Volume" (4.0), indicating the strong socio-economic dynamics and high public interest in the space. These findings suggest that Kudus City Walk has successfully functioned as a microeconomic stimulant and social interaction hub, especially during evenings and weekends. However, several critical deficiencies were identified. Notably, "Accessibility for the Disabled and Elderly" scored the lowest (2.3), highlighting a serious lack of inclusive infrastructure such as ramps, tactile paving, and barrier-free design. Similarly, "Seating Availability" (2.6) and "Parking Availability" (2.7) reflect practical issues in accommodating visitors' basic comfort and mobility needs. Physical maintenance indicators such as "Pavement Quality" (3.5) and "Cleanliness" (3.2) scored moderately, indicating partial success in design execution but also pointing to the need for more consistent upkeep and sanitation services. "Spatial Conflicts" received a low score of 2.5, reinforcing ongoing tensions between pedestrian movement and informal vendor encroachment.

Overall, the average scores across categories reflect that while the area has achieved its goal of activating public life, it still lacks in providing a fully inclusive, accessible, and functionally balanced urban environment. The results from this evaluation provide actionable insights for policymakers and urban designers to prioritize targeted improvements in physical infrastructure, spatial governance, and visitor experience.

Conclusion

Based on the results of the *Post-Occupancy Evaluation (POE)* using the indicative-level approach, it can be concluded that Kudus City Walk has functioned as a socially and economically active public space, yet it remains suboptimal in terms of physical design, accessibility, and area governance. The evaluation of 14 POE sub-indicators, grouped under five core dimensions, yielded the following average scores:

a) Socio-Economic Functionality: 3.8 (high)
b) Physical Quality: 3.4 (moderate)
c) Visitor Perception and Satisfaction: 3.3 (moderate)
d) User Comfort: 3.0 (moderate to low)
e) Accessibility: 2.5 (low)

The highest-rated indicators were "Street Vendor Count" (4.2) and "Visitor Volume" (4.0), highlighting the site's strong microeconomic activity and its popularity as a social space. However, the lowest score was observed in "Accessibility for the Disabled and Elderly" (2.3), signaling a serious shortfall in inclusive infrastructure.

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Key challenges identified through field observation and user interviews include:

a) Absence of inclusive design elements such as ramps, tactile paving, and accessible signage;
b) Insufficient seating (score: 2.6) and uneven lighting (score: 3.2);
c) Ongoing spatial conflicts between pedestrian areas and street vendor encroachment (score: 2.5);
d) Lack of a professional, multi-stakeholder management body to regulate and maintain the space.

These findings clearly demonstrate that although Kudus City Walk has succeeded in fostering vibrant social and economic interaction, it remains fundamentally deficient in delivering an inclusive, user-friendly, and well-governed urban environment. Without immediate and coordinated interventions, the current physical limitations, accessibility gaps, and weak governance mechanisms will continue to undermine its long-term viability as a pedestrian-priority public space. Future development must therefore be anchored in universal design principles, enforceable and structured zoning for informal vendors, and the establishment of a formal area management authority with clear mandates involving the Kudus Regency Government, local community organizations, and business stakeholders (Maulana & Wardah, 2023).

This study provides a concrete empirical contribution to public space evaluation in Indonesia by demonstrating the applicability of the indicative-level Post-Occupancy Evaluation (POE) in the context of a secondary city. Unlike studies that focus solely on physical design metrics, this evaluation integrates quantitative scores with qualitative insights on user perception, spatial conflicts, and socio-economic performance, offering a holistic understanding of public space functionality (Sabtian et al., 2023). From a theoretical perspective, the results reinforce the relevance of user-centered evaluation frameworks in measuring the actual success of revitalized public spaces, particularly in ensuring inclusivity and functional integration. Practically, the findings deliver actionable, evidence-based recommendations for enhancing design quality, strengthening spatial governance, and formulating inclusive urban policies tailored for non-metropolitan settings—ensuring that revitalization efforts produce spaces that are not only attractive but also equitable, accessible, and sustainable.

Based on the above conclusions, the following strategic recommendations are proposed for the improvement and future development of Kudus City Walk:

1. **Strengthening Area Governance**
   The local government should establish a dedicated management unit responsible for the technical and administrative operations, maintenance, and supervision of the City Walk area. Zoning regulations and public space usage guidelines must be formalized, supported by a system of sanctions and incentives. *Lead actor:* Department of Trade and Industry (Disdagperin) of Kudus Regency, supported by the Department of Transportation and Satpol PP. Establish a dedicated management unit to oversee technical operations, maintenance, supervision, and enforcement of zoning and usage regulations.
2. **Improving Physical Design and Supporting Infrastructure**
   Revitalize the area design based on universal design principles to ensure accessibility for persons with disabilities, the elderly, and children. Provide adequate supporting

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facilities such as clean public toilets, pr *Lead actor:* Public Works and Spatial Planning Agency (Dinas PUPR), in collaboration with the Department of Tourism and Culture. Implement universal design upgrades, ensuring facilities such as accessible ramps, clean public toilets, prayer rooms, informative signage, and adequate lighting.ayer rooms, accessible ramps, informative signage, and sufficient waste bins.

3. **Organizing and Empowering Street Vendors (PKL)**
   Develop a participatory and collaborative strategy for reorganizing vendors, including the provision of modular kiosks or designated trading zones that do not disrupt pedestrian circulation. Offer training and assistance to vendors in hygiene, service, and aesthetics to align with the image of a modern public space. *Lead actor:* Department of Trade and Industry, in partnership with PKL associations and cooperatives. Develop participatory vendor zoning, modular kiosks, and capacity-building programs in hygiene, service, and product presentation.
4. **Educating and Cultivating Disciplined Visitor Behavior**
   The government, in collaboration with local communities, can run public space literacy campaigns involving schools, cultural activists, and local media to promote disciplined, environmentally conscious, and respectful visitor behavior. The use of information technology (e.g., cleanliness monitoring apps or vendor location guides) may serve as adaptive educational and managerial tools. *Lead actor:* Kudus Regency Environmental Agency and local community organizations, in collaboration with schools, cultural activists, and local media. Conduct public space literacy campaigns and utilize IT-based monitoring tools for cleanliness and visitor guidance.
5. **Sustainable Monitoring and Evaluation**
   Regular data-based evaluations of area performance should be conducted—covering social, economic, and technical aspects—to ensure that policies are based on actual field needs and conditions. Involve academic researchers and urban planning communities in the evaluation and development process to help Kudus City Walk grow as a model of adaptive and sustainable public space. *Lead actor:* Regional Development Planning Agency (Bappeda), in partnership with local universities and urban planning communities. Conduct regular evidence-based evaluations of social, economic, and technical performance to ensure responsive policy adjustments.

With the consistent and long-term implementation of these recommendations, Kudus City Walk has the potential to develop into a vibrant urban center that is not only visually attractive but also socially inclusive, economically resilient, and ecologically sustainable. With committed collaboration among government agencies, local communities, and business actors, Kudus City Walk can transcend its current limitations to become a benchmark for inclusive, vibrant, and sustainable public space development in Indonesia. Its success will serve not only as a local achievement but also as a replicable model for other secondary cities.

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