KB Park and the location of videotron at the fountain roundabout of Pahlawan Street, mainly, is needed by Semarang people as the public space. The shady park full of various species of leafy trees invites people to have activities in it. The presence of videotron as the new icon for the people of Semarang City makes the area more lively, particularly, around Pahlawan Street. KB Park and Videotron have positive and negative sides, especially related to the location matter. Videotron, as the facility waited by people, is also located improperly because it stands right on the middle of Pahlawan Street so that it causes traffic jam. In addition, when people watch videotron, they use the boulevard park and it caused destruction to the parks. Besides, the position of videotron damages the corridor visual system of Pahlawan Street in which its potency as the visual access to Simpang Lima is disturbed and cover the vista of Citraland Hotel building in the north of Simpang Lima field. This writing tries to discuss the existence of KB Park and Videotron as the urban public space. The study was based on the location and the impact emerged. It is an effort to contribute the writer’s ideas in order that the existence of the two objects is still attractive for people as the public space by minimizing the impact related to the placement location. The writing method applied was descriptive on the basis of field observation. The analysis was based on the relevant theoretical study and the solution recommendation was included at the end.

Keywords: urban public space, location and impact