

**THE APPLICATION OF USES & ACTIVITIES AND ACCESS & LINKAGES IN  
PLACEMAKING THEORY AND THE IMPLEMENTATION OF THE HIGHEST AND  
BEST USE METHOD FOR DETERMINING THE OPTIMAL NEW FUNCTION OF  
THE EX-BORSUMIJ SITE, JALAN HINDU, MEDAN**

**Muhammad Randi Ashifa, Isnen Fitri, Basaria Talarosha**

Magister Manajemen Properti dan Penilaian, Universitas Sumatera Utara

Email: [randishifa@gmail.com](mailto:randishifa@gmail.com)

**Abstract**

The ex-Borsumij site located on Jalan Hindu, Medan is part of the historic Kesawan area and has significant cultural and economic value. However, the site remains abandoned and underutilized. This study aims to determine the best adaptive reuse strategy for this heritage asset through a placemaking approach, focusing on Uses & Activities and Access & Linkages, and evaluating alternatives using the Highest and Best Use (HBU) method. The research applies a quantitative approach using surveys and feasibility analysis, including NPV, IRR, PI, and Payback Period. Data were obtained from 125 respondents comprising local residents, visitors, government stakeholders, and potential investors. Results show that the restaurant and café function yields the highest financial feasibility (NPV: Rp 4.43 billion; IRR: 13.89%; PI: 1.22; Payback: 5 years 5 months). The study concludes that adaptive reuse as a food and beverage space is the most optimal function, balancing economic return and cultural preservation.

**Keywords:** Heritage Asset, Placemaking, Highest and Best Use, Adaptive Reuse, Financial Feasibility

**INTRODUCTION**

The city of Medan possesses numerous historical buildings that are key to its cultural and urban development. One such structure is the ex-Borsumij building on Jalan Hindu, which holds historical and strategic value yet remains neglected. This situation highlights a broader issue in managing heritage assets: how to repurpose historical structures without compromising their cultural integrity.

To address this, the study combines placemaking theory—particularly the elements of Uses & Activities and Access & Linkages—with the Highest and Best Use (HBU) analysis method. This integrated approach evaluates potential new uses based on legal, physical, financial, and maximum productivity feasibility, aiming to determine the optimal function for the heritage site.

**RESEARCH METHOD**

This research employs a descriptive quantitative method. Data were collected via questionnaires distributed to 125 respondents, including the general public, visitors to the Kesawan area, and government institutions. Secondary data were