ABSTRACT: This study aims to explore the physical factors which contribute to the corridor of the Ampel street of Surabaya, Indonesia. Ampel is known as a historic area, as an area in Surabaya inhabited by Arabian communities. Ampel corridors lead to the center of activities, mosque, and tomb of Sunan Ampel, the spreader of Islam in Java island in 16th century. The methods of study are qualitative, where the data are collected through interviews and focus group discussion. The informants being involved are, among others, religious leaders, community leaders, visitors and residents. The study reveals that physical factors that affect the formation of sense of place for the Ampel street corridors are the authentic gate, straight-shaped corridor, enclosure of interior store displays, natural and artificial lighting, decorative elements and the diversity of product types with religious nuances.

Keywords: physical factors, sense of place, street corridor, commercial retail.