

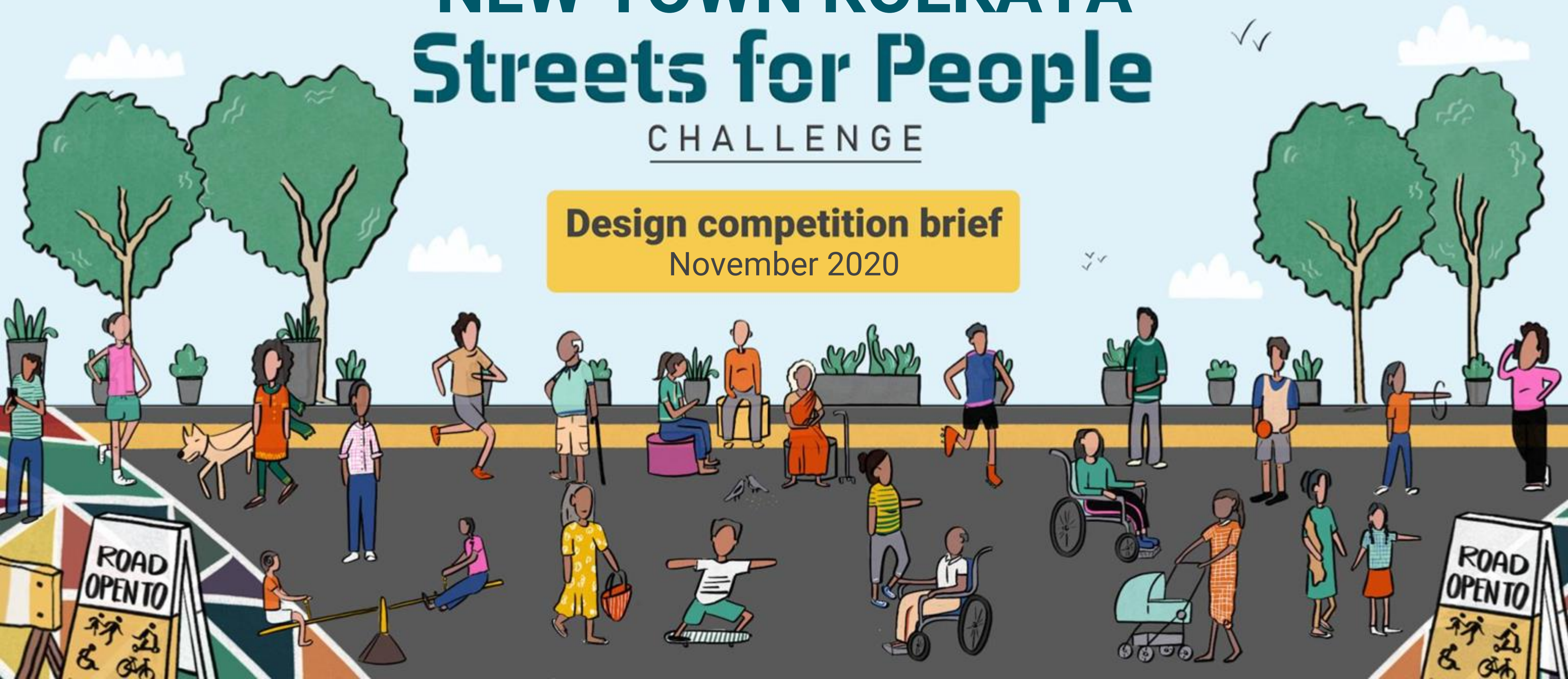


Ministry of Housing and Urban Affairs  
Government of India



# NEW TOWN KOLKATA Streets for People CHALLENGE

**Design competition brief**  
November 2020



About

# Streets for People

CHALLENGE

The ***Streets for People Challenge*** is an initiative of the Smart Cities Mission, Ministry of Housing and Urban Affairs (MoHUA), Government of India, to inspire cities to create walking-friendly streets through quick measures, in response to COVID-19.

The Challenge aims to create flagship walking initiatives in cities, which focus on placemaking and liveability. 113 cities have registered for this Challenge to reimagine their streets as public spaces through the lens of economic regeneration, safety, and child-friendly interventions, in order to ensure a green recovery from COVID-19.

**The city-led design competition aims to crowdsource innovative ideas for designing and testing the pilot interventions through quick, low-cost solutions.**



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## City overview

# NEW TOWN KOLKATA

New Town Kolkata is a planned newly developed Greenfield satellite city on the north-eastern fringes of Kolkata in the district of North 24 Parganas in West Bengal. The city has a coverage area of 30 km<sup>2</sup> and with a planned population of 10,00,000

New Town has emerged as the second IT hub of Kolkata. It is also emerging as commercial and educational hub. The city has a large floating population working mainly in IT sector.

The main mode of transportation government and private buses, taxi, auto rickshaw and e-rickshaws.





# Call for ideas

The competition is an important step in the **Streets for People Challenge**. It aims to crowdsource innovative ideas from professionals and students from architecture, urban planning, and other relevant fields to design streets for people in their cities.

Following the **test-learn-scale approach**, the competition is looking for economical solutions that are quick, innovative, and easy to test.

The winning designs will be tested on ground using cost-effective tools, in collaboration with the local community.

[Register here for the competition](#)

A woman in a blue long-sleeved shirt and jeans is holding a young child in a plaid shirt. They are both smiling and laughing. The woman has a patterned bag slung over her shoulder. They are standing on a sidewalk at night. In the background, there are other people, trees, and a brightly lit restaurant sign that says "RESTAURANT".

The goal of the competition is to reimagine streets as **safe, healthy, and happy public spaces for all!**

# Design principles

## 01 Fair distribution of space

Streets for people ensure **efficient mobility** by offering multiple modes of travel, especially **high quality facilities for public and non-motorised transport**.



## 02 Safety & Security

Streets for people are **safe for all user groups** by providing segregated spaces for each and incorporating **traffic calming measures**. Personal safety is also ensured, with **good lighting** and 'eyes on the street' through **active street edges and vending**.



## 03 Comfort

Streets for people are **accessible by all, including the differently-abled. Continuous and even-surfaced footpaths, table-top crossings, ramps, and tactile pavers, wherever level differences occur, seating and trees** are some measures to ensure universal accessibility and better comfort for all users.



## 04 Sensitivity to local context

Streets for people are **designed to suit the local context, factoring in street activities, patterns of pedestrian movement, nearby land uses, and the needs of the people.** Design interventions can range from contextual street elements to street-level interventions like shared or pedestrianised streets.





## 05 Liveability

Streets for people are full of life, with **elements that enhance the liveability of the space.** These elements improve conditions for existing users, attract more users, increase retail activity, and **transform the street into a vital public space.**



## 06 Environmental sustainability

Streets for people promote sustainable modes of transport and **improve local climatic conditions.** Trees and plants help absorb pollutants and improve micro-climatic conditions.



Source: Townshend Landscape Architects



Source: codatu.org



Source: WRI India



Source: Flickr



Source: Oasis Designs

# Design tools

Tactical Urbanism is an approach that uses short-term, low-cost, easy to build, and scalable interventions to catalyze long term change.

Following this approach, we're looking for design and policy solutions that activate spaces to make it **safe, healthy, and happy**, by:

- Using placemaking elements
- Reorganising existing activities
- Introducing new activities

# Importance of community

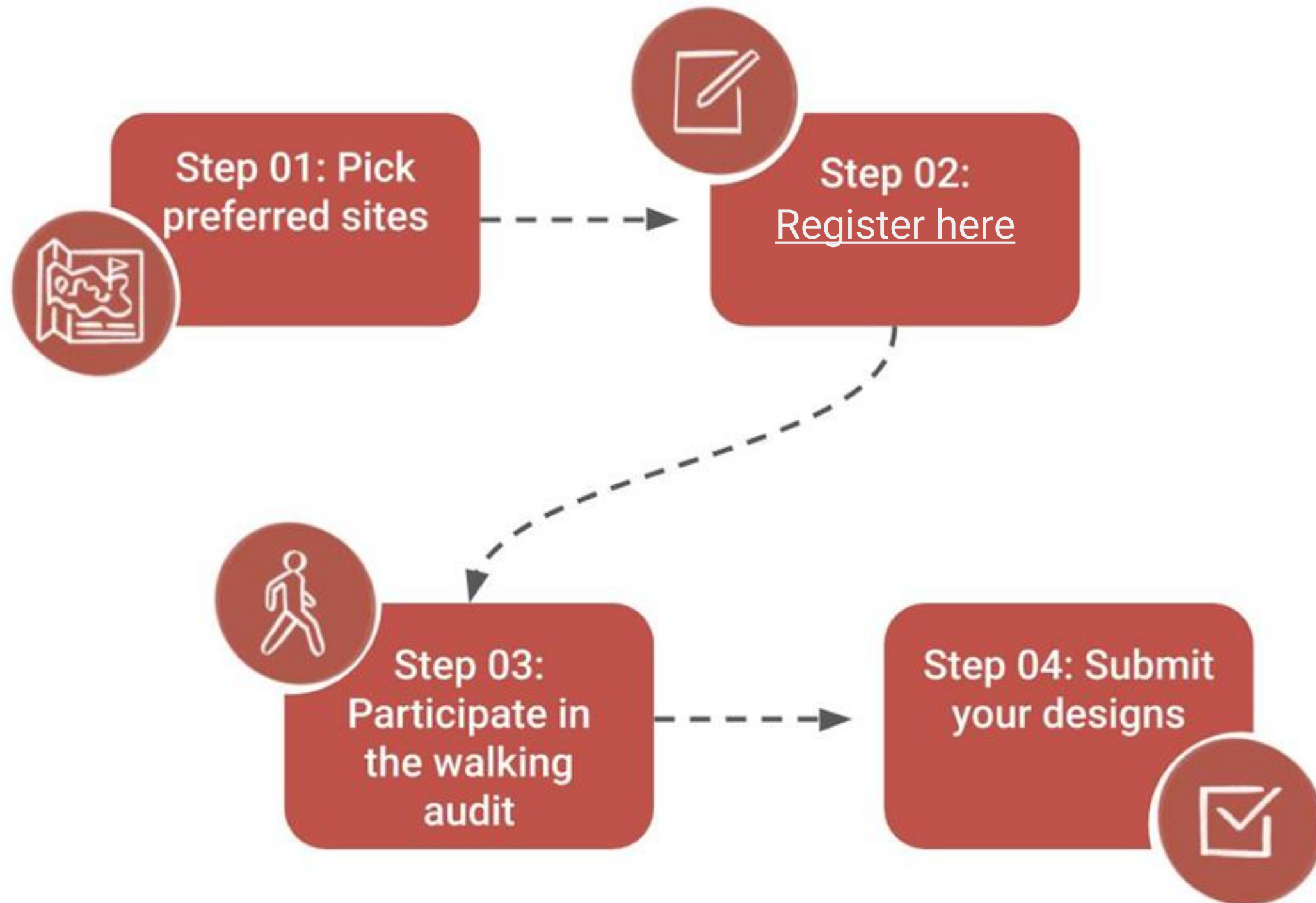
The *Streets for People Challenge* places the **community at the heart** of all design interventions. Emphasising on a bottom-up approach, all design solutions must be in alignment with the **needs of the community** for whom the design is implemented.

Designers must **study and understand the local context** thoroughly and incorporate the findings in the suggested design solutions. Response to local context is a key criteria for final assessments.

The Challenge includes various activities to strengthen the citizen-led approach such as open streets campaigns, walking audits with participants, and perception surveys.



# Participation procedure



Here are four steps towards the submission!

- 1 | **Select the sites** for which you wish to develop the design solutions. The information about the sites is provided in the following pages.
- 2 | Next, please **register** through the given link and let us know!
- 3 | Join us for the **walking audit** at the pilot sites.
- 4 | Using the insights from the walking audit, to **develop the design** and **submit them before the deadline!**

**We look forward to seeing your awesome design solutions!**

# Proposal for pilot

Under the **Streets for People Challenge**, the cities will test at least one pilot; comprising of a flagship public space project and a liveable neighbourhood. Hence, this 'call for ideas' include sites for both components. Participants can select either or both of the sites to provide design solutions.

The sites fall under any of the typologies listed below:

## **Flagship public space:**

- 1 | Market / Retail areas
- 2 | Transit hubs

## **Liveable neighbourhood:**

- 1 | Mixed-income neighbourhoods
- 2 | Resettlement colonies
- 3 | Unplanned low-income neighbourhoods

## Designing the pilot



### **Flagship public space**

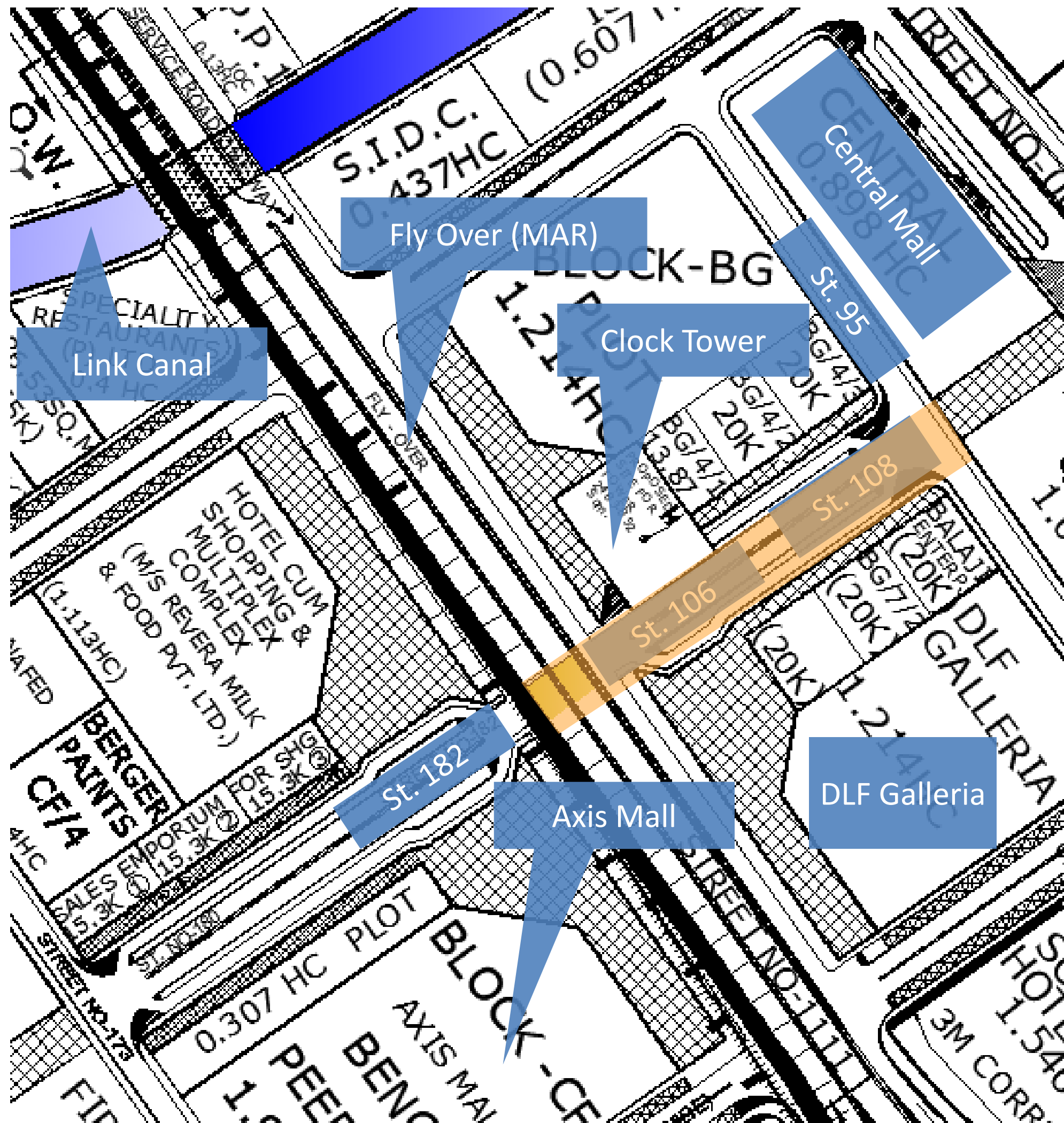
- Understand the local context and city's aspirations
- Demonstrate implementable design concepts through complete or partial pedestrianisation strategies
- The design should respond to the vision of the challenge, to create city-level impact



### **Liveable neighbourhood**

- Understand the local context
- Demonstrate implementable design concepts for creating walkable and liveable neighbourhood in holistic manner.
- The design should respond to the needs of local community and ensure safe, inclusive, and comfortable access to amenities and services.

To know more about the typologies, please check out the [Online Workshop 01 presentation](#)



## Flagship pilot site

*Site A: Streets No. 106 and 108 Opposite Clock Tower, BG Block, AA-IB  
Length of pilot: 200 meter (approx)*

Located off the Major Arterial Road, which is the connectivity trunk of the township. There are bus stops on the Major Arterial Road in the vicinity of the pilot site. The pilot streets link the Major Arterial road to prominent Malls and Commercial Complexes of the area. The proposed pilot streets is used by pedestrians as well as for vehicles traffic.

The site for the competition extends from below the flyover (abutting MAR service road) to St. 95 intersection (Near Central Mall). The indicative location of the site location is indicated in yellow hatch.

The design solution should also include a strategy to make the area around the street walking friendly.

**Click [here](#) to download site details**



## Neighbourhood site

*Site B: Street 645, Near Eco Urban Village, Action Area II*

*Length of pilot: 300 meter (approx.)*

Located at a well populated residential area of Action Area II. Many of the residential apartments at this area are occupied at present.

The proposed site is located near the residential complexes and adjacent to the existing Eco Urban Village entry/ exit gate.

Eco Urban Village is an urban retreat comprising of natural water body and is a natural habitat for birds and fish. This picnic spot is popular amongst family and groups especially in the winter.

The design solution should also include a strategy to make the area around the street walking friendly.

Click [here](#) to download site details

# Timeline

Any changes to the timeline will be notified to the participants in advance.

Competition  
roll-out

16<sup>th</sup> Nov  
2020

Registration  
closes

04<sup>th</sup> Dec  
2020

Walking  
Audit

11<sup>th</sup> Dec  
2020

Submission  
by 11:59 pm IST

01<sup>st</sup> Jan  
2021

Announcing  
of results

15<sup>th</sup> Jan  
2021

## Note

All winning teams are expected to assist the city with:

- Refining the design based on the inputs from community, city officials, and other stakeholders;
- Testing the design on the ground;
- Monitoring and Evaluation of implemented design.





# Eligibility criteria



## Professionals



## Students



## Multi-disciplinary collaborations

- Professionals and students in the fields of architecture, urban design, planning & other relevant fields are eligible.
- At least 1 team member should be a local resident\* of the city, who will serve as the representative.
- Multi-disciplinary collaboration is highly encouraged.
- There is no restriction on the number of members per team.

\*The local resident representative can be a student / professional currently studying / working in New Town Kolkata or in the immediate vicinity of New Town Kolkata.

# Evaluation criteria

All submitted design proposals will be evaluated based on the following criteria:

- Originality of idea
- Understanding of the local context
- Inclusivity of the design solutions
- Feasibility of implementation
- Fulfilment of submission requirements in the prescribed format

**The entries will be evaluated by local officials, citizens, experts, and other stakeholders.**

# Participation guidelines

- Participants are free to submit multiple entries per team.
- Participants are free to submit entries for multiple cities and for multiple sites per city.
- Any team assisted by a competition organiser or jury member will be disqualified.

Plagiarism of any ideas or images will be disqualified with a notice.

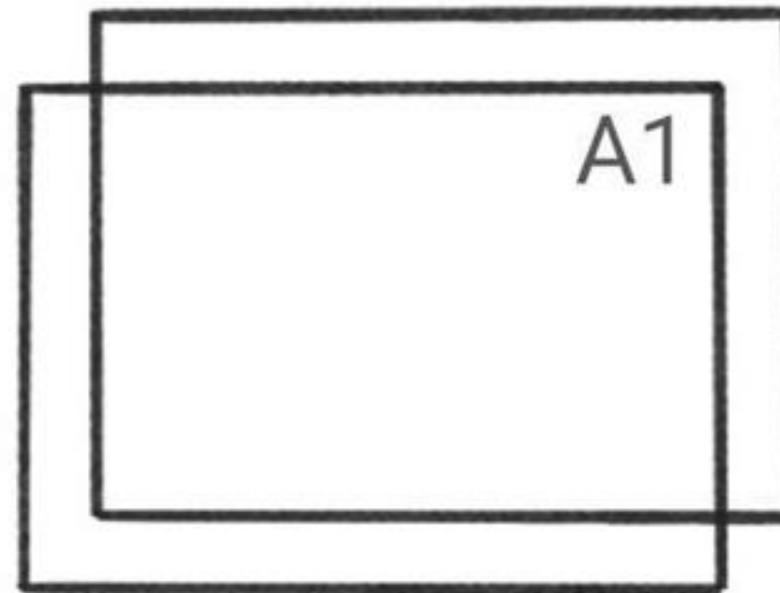


**Register here for the competition**

Any change in the timeline will be updated on the competition page in the [Streets for People Challenge website](#)

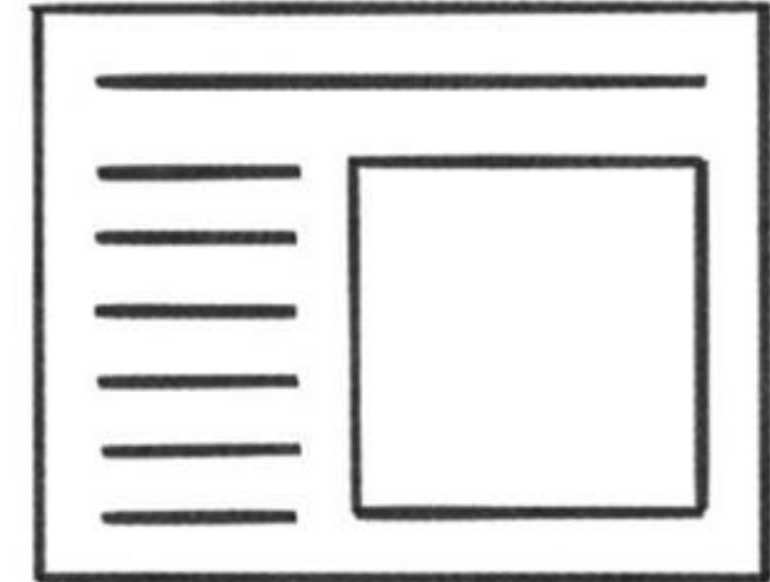
# Submission guidelines

- 1 | Participants should create a shared folder (to be renamed with the competition ID), which must contain the **2 A1 sheets and the slide deck (20 slides)**. **Maximum folder size : 25MB**
- 2 | Team registration ID and sheet number should be mentioned at the right bottom corner of every sheet. Team names, logos or organisation names **should not be mentioned** on the sheets.
3. Participants should share the drive link to the shared folder at [newtowncompete@gmail.com](mailto:newtowncompete@gmail.com)



**2 A1 Sheets must be submitted in .pdf/.jpeg format**

+



**Slide deck of maximum 20 slides**

The submission should cover the following :

- Key plan
- Design concept & diagrams
- Detailed plan and sections of the design intervention
- Implementation strategy addressing parking, vending and other on-site challenges
- Rough budget estimate and phasing
- At least 3 renders / views of the design intervention
- 200-300 word write-up about the design intervention

For any queries, email us at [newtowncompete@gmail.com](mailto:newtowncompete@gmail.com)



## Awards

### Shortlisted Entries

Shortlisted entries will be displayed at the *New Town Kolkata Streets for People Exhibition*, and circulated via the city's social media platforms.

### Winning Entries

All winning teams will get the opportunity to present, discuss, and develop their ideas with city officials, experts, and the community.

The winning designs will be tested on ground using quick, innovative, and cost-effective tools.

Streets No. 106 and 108  
 Opposite Clock Tower, BG Block,  
 AA-IB/ Street 645, Near Eco  
 Urban Village, Action Area II  
 (Total Prize amount for the  
 winning entries of both the sites)

1st prize  
**Rs. 10,000**

2nd prize  
**Rs. 7,000**

3rd prize  
**Rs. 5,000**

# NEW TOWN KOLKATA

## Streets for People

### CHALLENGE

A programme of



[smartnet.niua.org/indiastreetchallenge/competition/](https://smartnet.niua.org/indiastreetchallenge/competition/)