



Ministry of Housing and Urban Affairs
Government of India



Kochi

Streets for People

CHALLENGE

Design competition brief
December 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 Kochi City

Kochi, also called the "Queen of the Arabian Sea", was an important spice trading center from the 14th century and is known as the financial, commercial and industrial capital of Kerala. Kochi has been hosting India's first art biennale, the Kochi-Muziris Biennale, since 2012, which attracts international artists and tourists. With its tropical monsoon climate, the urban landscape is in imminent need for shade from rain and sun.





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: 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

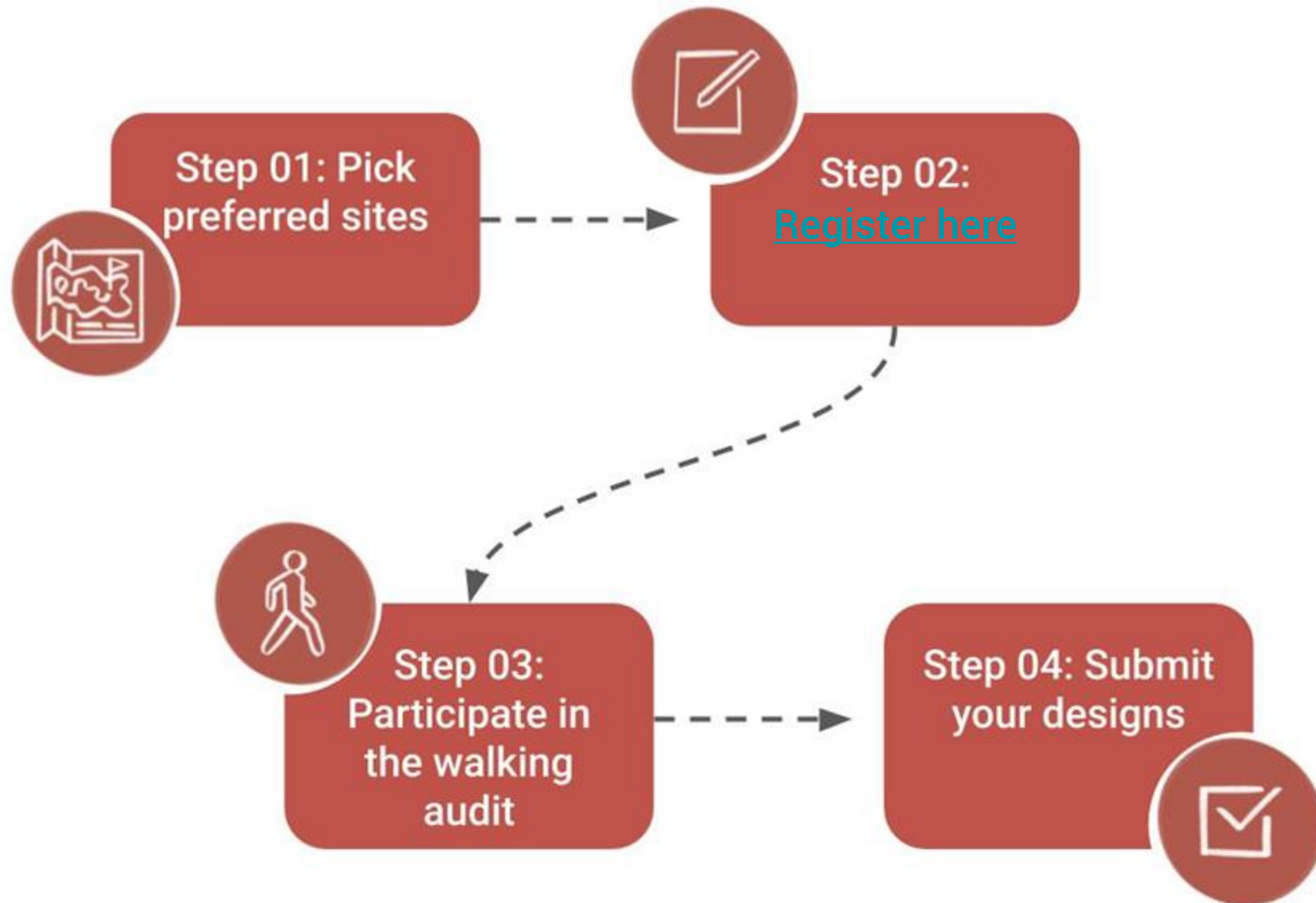
The *Streets for People Challenge* places the **community at the heart** of all design interventions. Emphasising on a bottom-up approach, all design solutions must be in alignment with the **needs of the community** for whom the design is implemented.

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

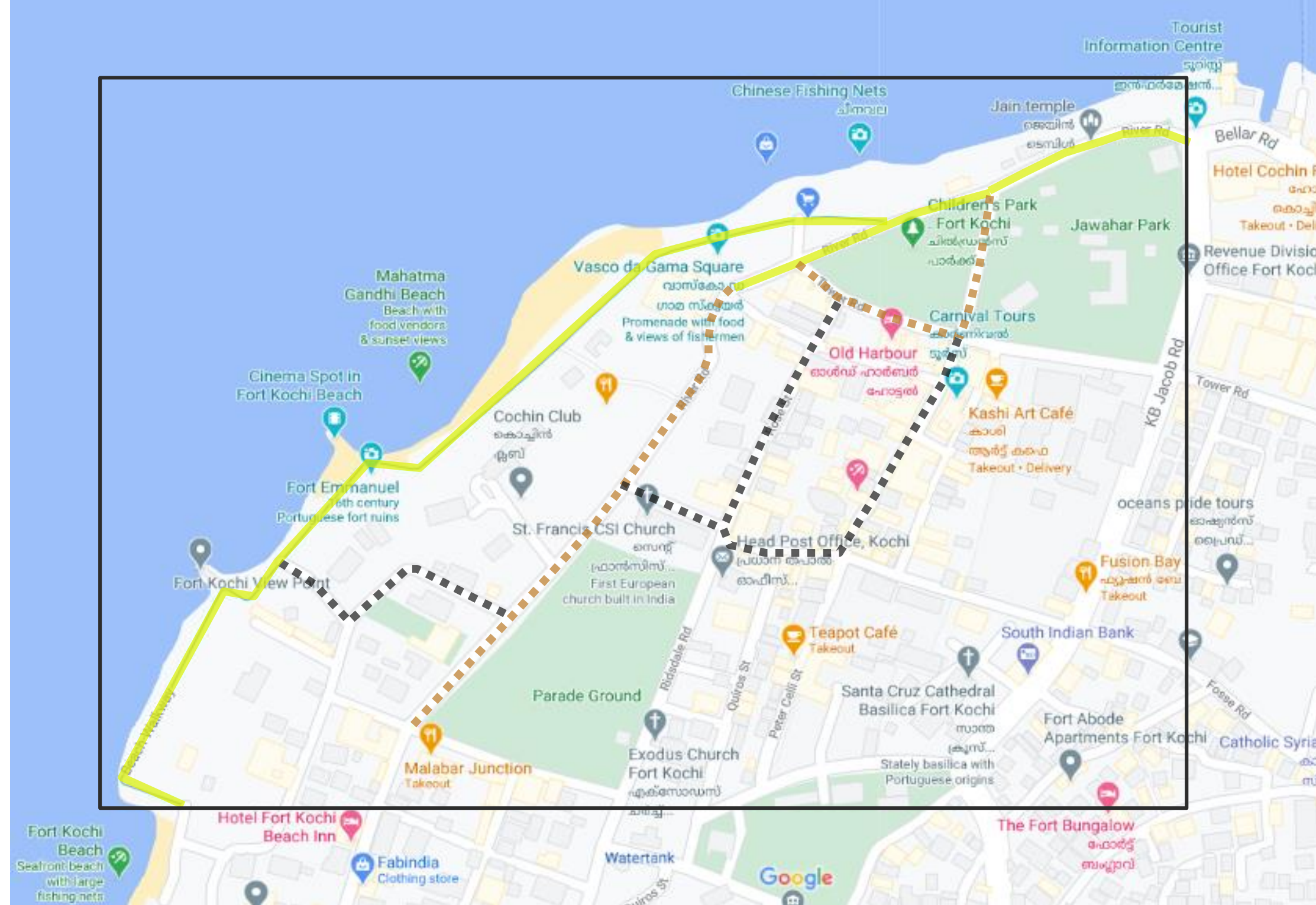
- Understand the local context
- Demonstrate implementable design concepts for creating walkable and liveable neighbourhood in holistic manner.
- The design should respond to the needs of local community and ensure safe, inclusive, and comfortable access to amenities and services.

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

Flagship Pilot area: Site A: Vasco Square, Fort Kochi

Vasco da Gama Square in Fort Kochi, is near the sea shore and adorned with Chinese fishing nets. The site is characterized by street shopping and venues for cultural performances. The area is frequented by citizens and tourists alike. Since this location is close to major tourist attractions, government offices, hotels and cafes and transit facilities, it sees an influx of pedestrians, tourist buses, taxis, auto rickshaws and bicycles. This results in a chaotic experience for visitors. Safety is also a concern with big tourist buses parking in front of Jawahar park. The streets proposed under the Challenge is about 650m and have a right of way ranging from 6m to 10 m.

[Click Here to Download](#)



- Existing Pedestrian routes in the area
- The primary roads selected for pedestrianizing and S4P activities
- Other alternative roads that maybe considered in this location, as an extension from Vasco square.

Flagship Pilot area : Site B: Jew Town Road

Jew Town Road connects Mattancherry Palace to the 5 century old Jewish Synagogue and Spice Market. The area is a major tourist destination. The stretch is about 300 m and has a right of way of about 5m to 9 m.

On this stretch, pedestrians and vehicles mix, leading to safety concerns for pedestrians. Vehicles are sometimes parked haphazardly leading to further congestion. The stretch in front of Mattancherry palace has tourist and city bus parking. This dilutes the overall experience for visitors. The design solution should also include a strategy to make the area around the street walking friendly.

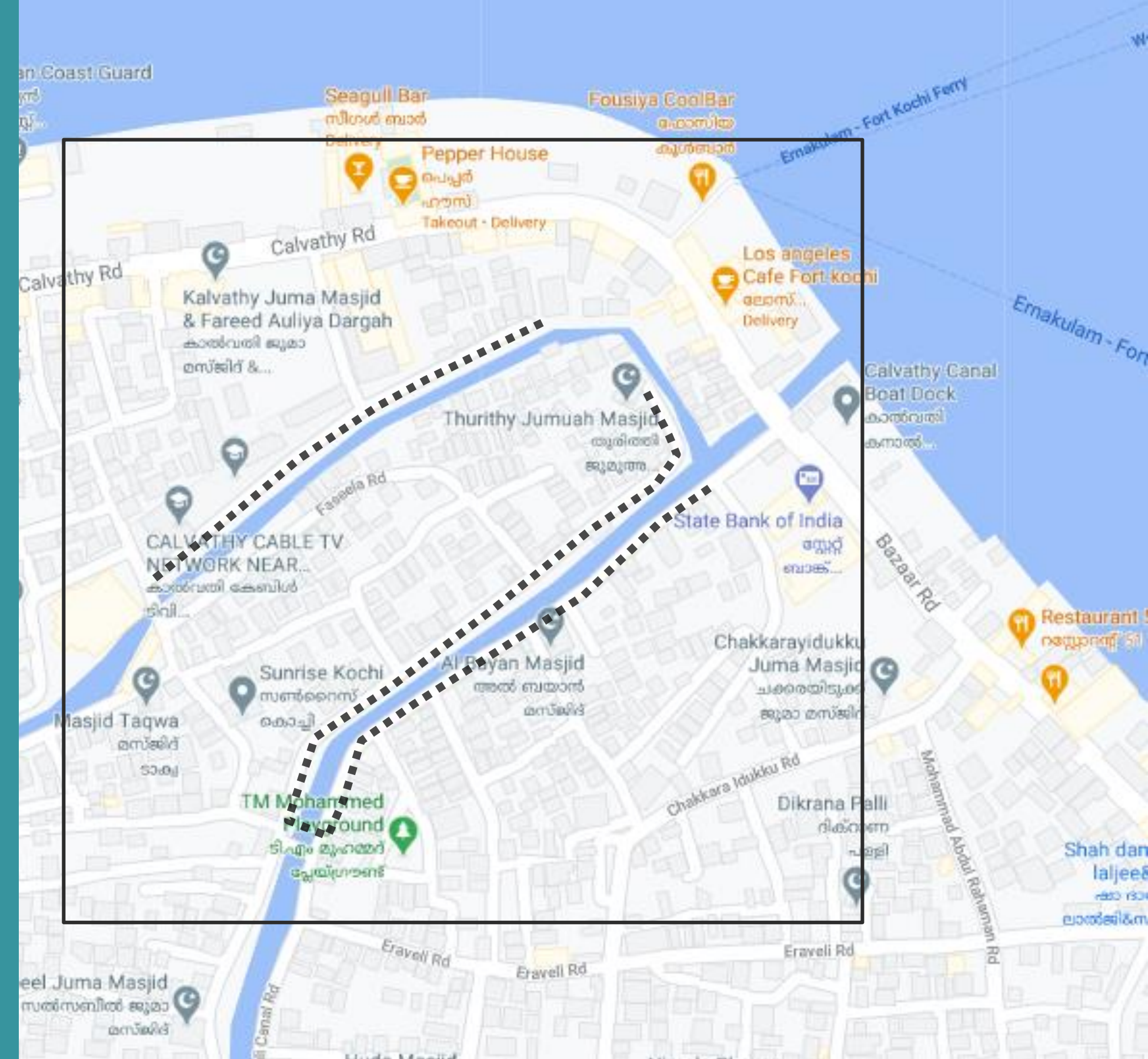
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Neighbourhood roads: Site C: Streets along the Eruveli and Calvathy canals, Mattancherry

- This Residential area is defined by low rise, high density low income, residential area with lack of green open spaces.
- Children from this locality use identified streets in the evening to play. In the absence of traffic calming measures, it occasionally becomes unsafe for children
- The canal edges, provide opportunity to be designed as an inclusive public place
- The concept of 'shared street' as also advocated by KMC and CSML, maybe further explored.
- The canal edge space can encourage people to use it actively, thereby reducing the present abuse of space. The design solution should also include a strategy to make the area around the street walking friendly

[Click Here to download](#)



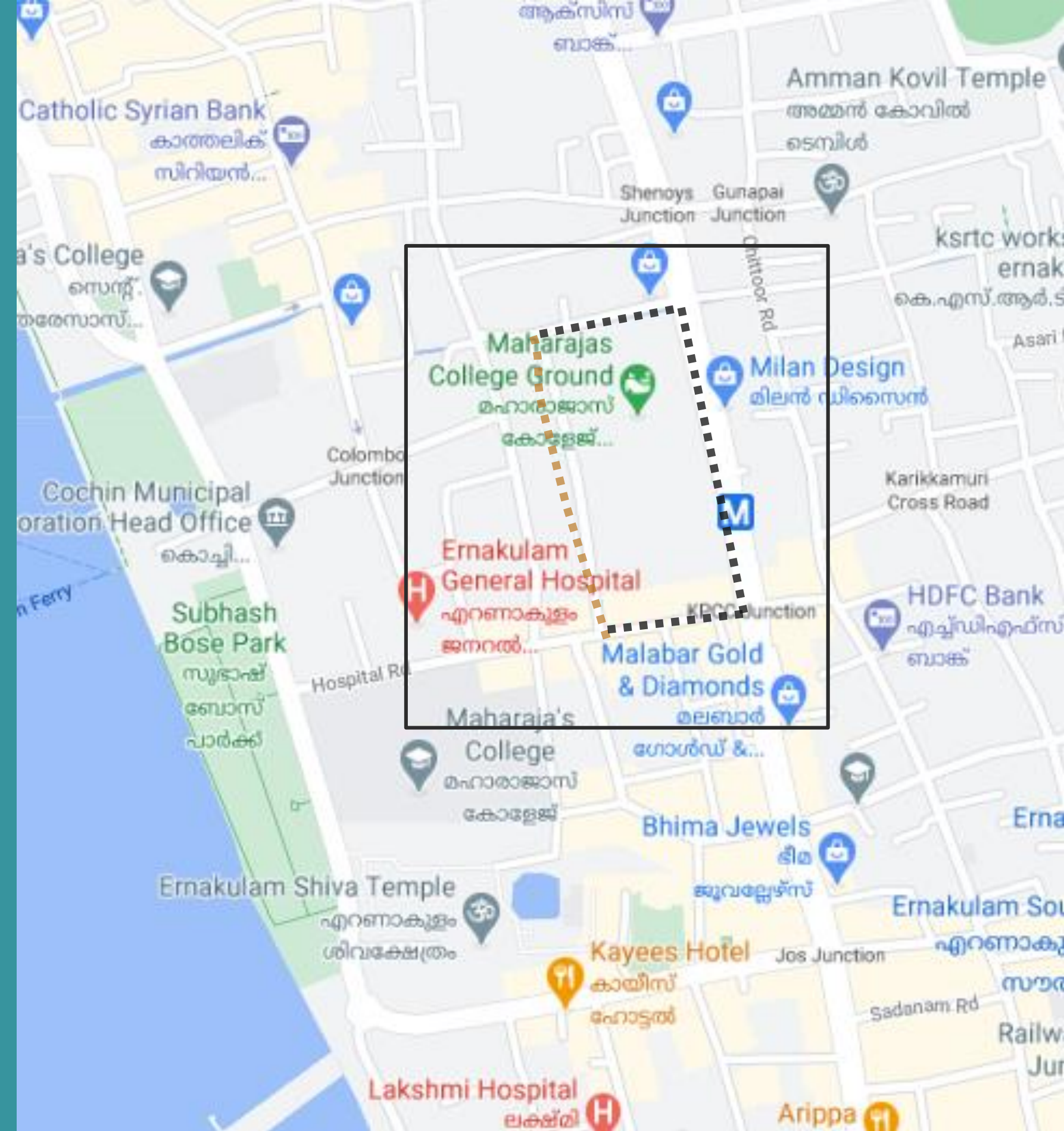
Potential streets identified for pedestrianizing and S4P activities

Neighbourhood area: Site D: P T Usha Road, Ernakulam

P T Usha Road is a collector road in Ernakulam that adjoins the Maharajas Ground. The street has a right of way ranging from 12m to 20 m and connects major shopping areas like Fashion street, MG Road; Educational and Healthcare institutions.

This area has lesser footfall and has commercial establishments and residential apartments on either side of the road. The design solution should also include a strategy to make the area around the street walking friendly

[Click here to download](#)



- The primary roads selected for pedestrianizing and S4P activities
- Other alternative roads that maybe considered in this location, as an extension from PT Usha Road.

Timeline

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

Competition
roll-out
21st Dec
2020

Registration
closes
1st Jan
2021

Walking
Audit
4th Jan
2021

Submission
by 11:59 pm IST
10th Jan
2021

Announcing
of results
17th 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.

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.



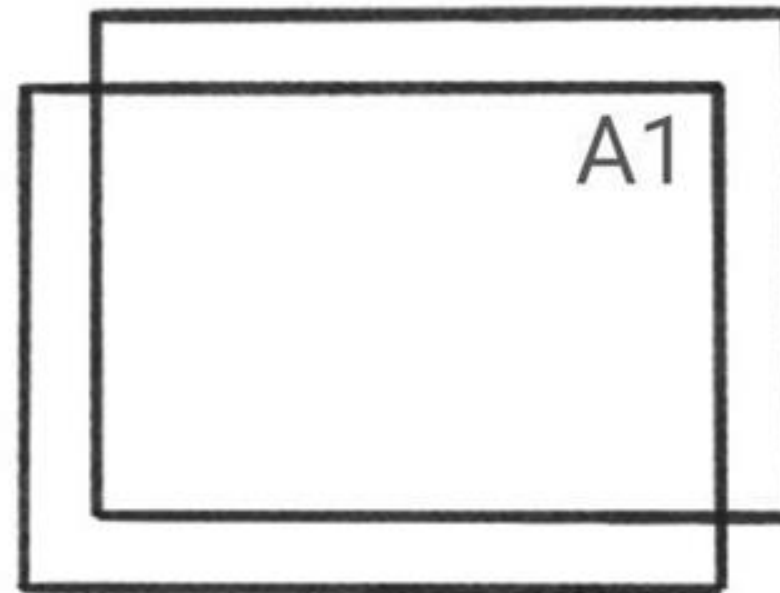
[Register here for the competition](#)

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

Submission guidelines

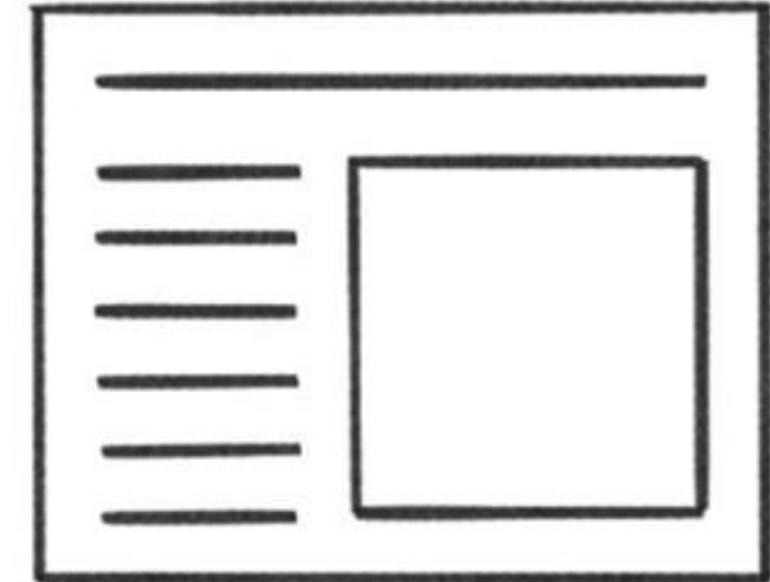
- 1 | Participants should create a shared folder (to be renamed with the competition ID), which must contain the **2 A1 sheets and the slide deck (20 slides)**. **Maximum folder size : 25MB**
- 2 | Team registration ID and sheet number should be mentioned at the right bottom corner of every sheet. Team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

For any queries, email us at [\(info@csml.co.in\)](mailto:info@csml.co.in)



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



1st prize
Rs 25,000

2nd prize
Rs 15,000

3rd prize
Rs 10,000

Awards

Shortlisted Entries

Shortlisted entries will be displayed at the *Kochi 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.

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A programme of



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[REGISTER HERE](#)