NASHIK

Streets for People

CHALLENGE

Design competition brief
December 2020

About
Streets for People
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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.

Contents

City overview
Nashik

Nahsik is an ancient city in the northern region of the Indian state of Maharashtra.Being situated on the banks of river Godavari, Nashik is well known for one of the Hindu Pilgrimage sites, that of Kumbh Mela which is held once every 12 years.

The city is located about 190 km north of Maharashtra's capital Mumbai, bearing an approx. population of 14.8 lacs *(as per Census of India-2011)*. The city is also called the *'Wine Capital of India'* as half of India's vineyards and wineries are located in Nashik.

Today, city hosts a range of manufacturing and business process outsourcing industries. These industries facilitate exciting job opportunitites, thus inviting a lot of in-migrants.

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

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.**

Source: Bangalore mirror

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.

Source: Incredible India

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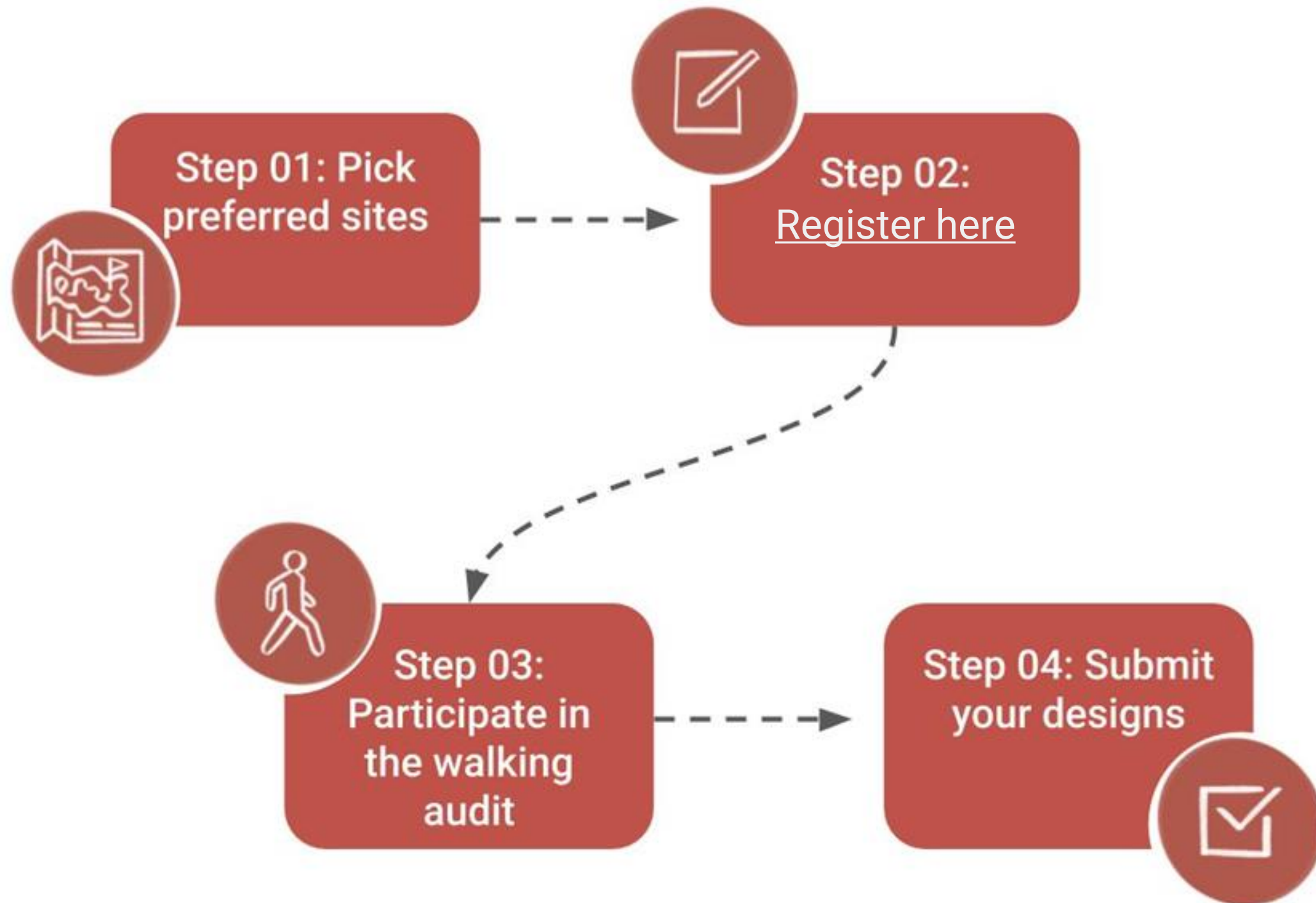
Designers must **study and understand the local context** thoroughly and incorporate the findings in the suggested design solutions. Response to local context is a key criteria for final assessments.

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

Step 01: Pick preferred sites

Step 02:
Register here

Step 03: Participate in the walking audit

Step 04: Submit your designs

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_

Map labels: Ashok Stambh, Meher Chowk, CBS Junction, Gangapur Rd, Red Cross Chowk, Red Cross Signal, Tilak Rd, CBS Rd, Shivaji Rd, OLD CBS PASS KENDRA, haranpur Rd, Raviwar, Lonar Ln, Shankar Ln, Vakil W, 848

Flagship pilot site

Site A: Pilot Smart Road
Length of pilot: 200 m approx.

Pilot Smart Road (Old Agra Road) is hub of commercial activities, transit stations and government offices, making it one of the most busiest street in the city. This stretch has separate right of way for different modes of transport *(i.e. vehicles, bicycles and pedestrians)*. Having commercial activities along with major govt. offices abutting the road edge, this stretch possess a huge demand for parking. Useres tend to park haphazardely on street.

The site for the competition extends from Meher Chowk in the north to CBS Junction in the south.

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

Click here to download site details
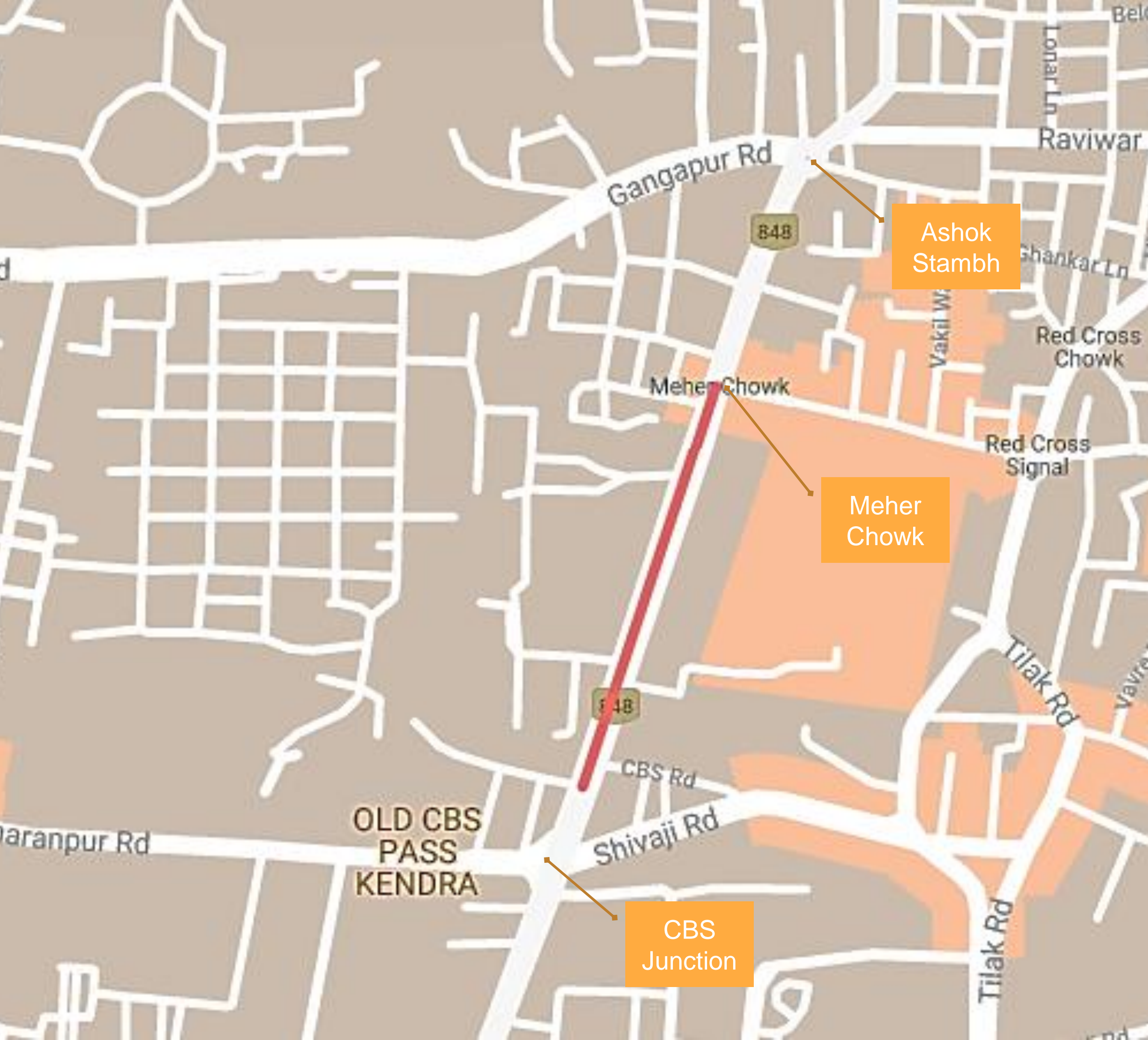
Neighbourhood site

Site B: Marathon Chowk to Kekan Hospital
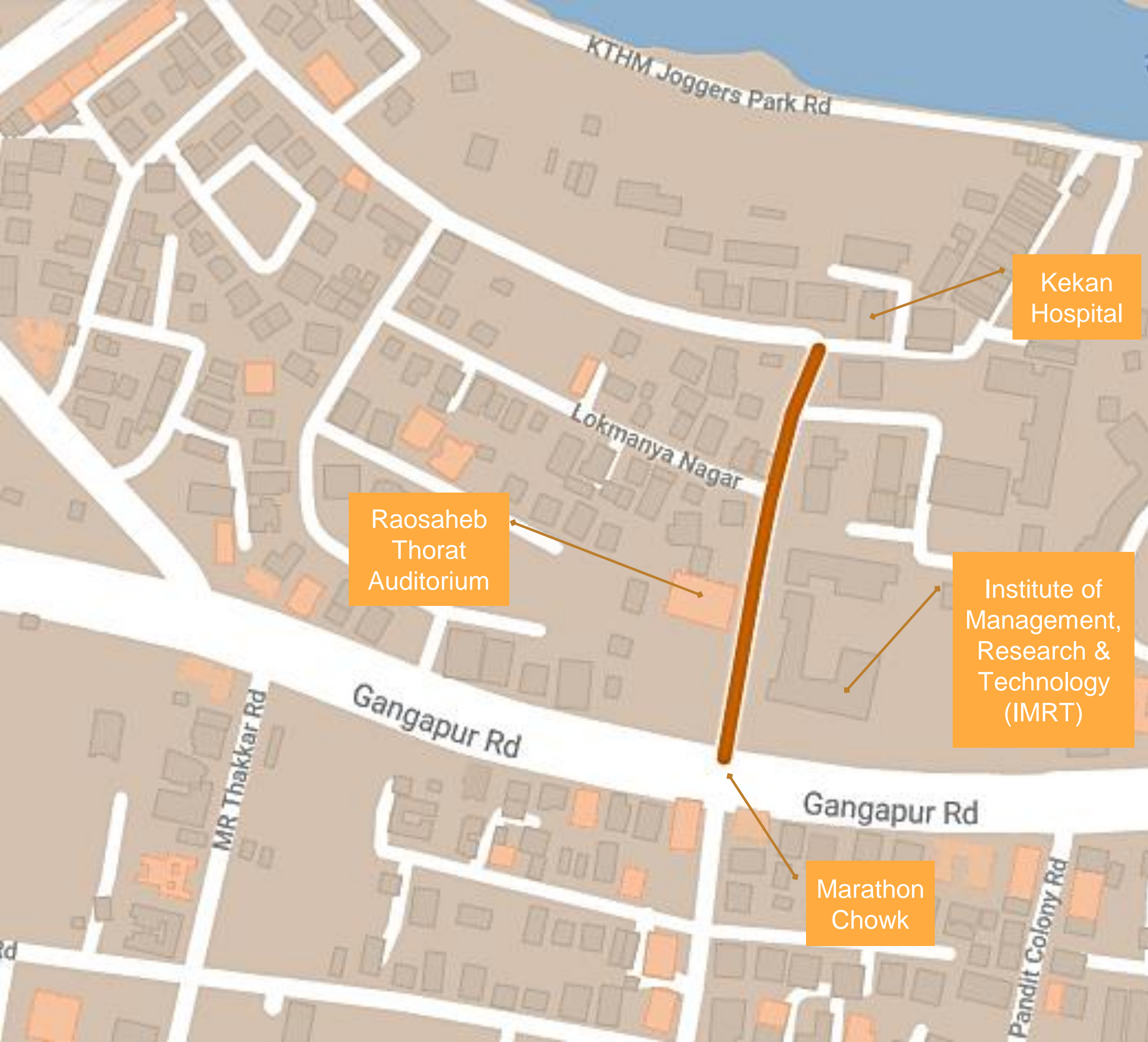*Area of pilot: 200 m approx.*

Marathon Chowk to Kekan Hospital is one of the branch emanating from Gangapur Road. It lies towards west direction with respect to the city center area i.e. Panchavati.
This stretch possesses higher amount of footfall due to presence of Institute of Management, Research & Technology (IMRT) Institute, Raosaheb Thorat Auditorium, and Kekan Hospital.

The site for the competition extends from Kekan Hospital in the north to the Marathon Chowk in the south.

The design solution should include a strategy to make the area around the street walking-friendly.
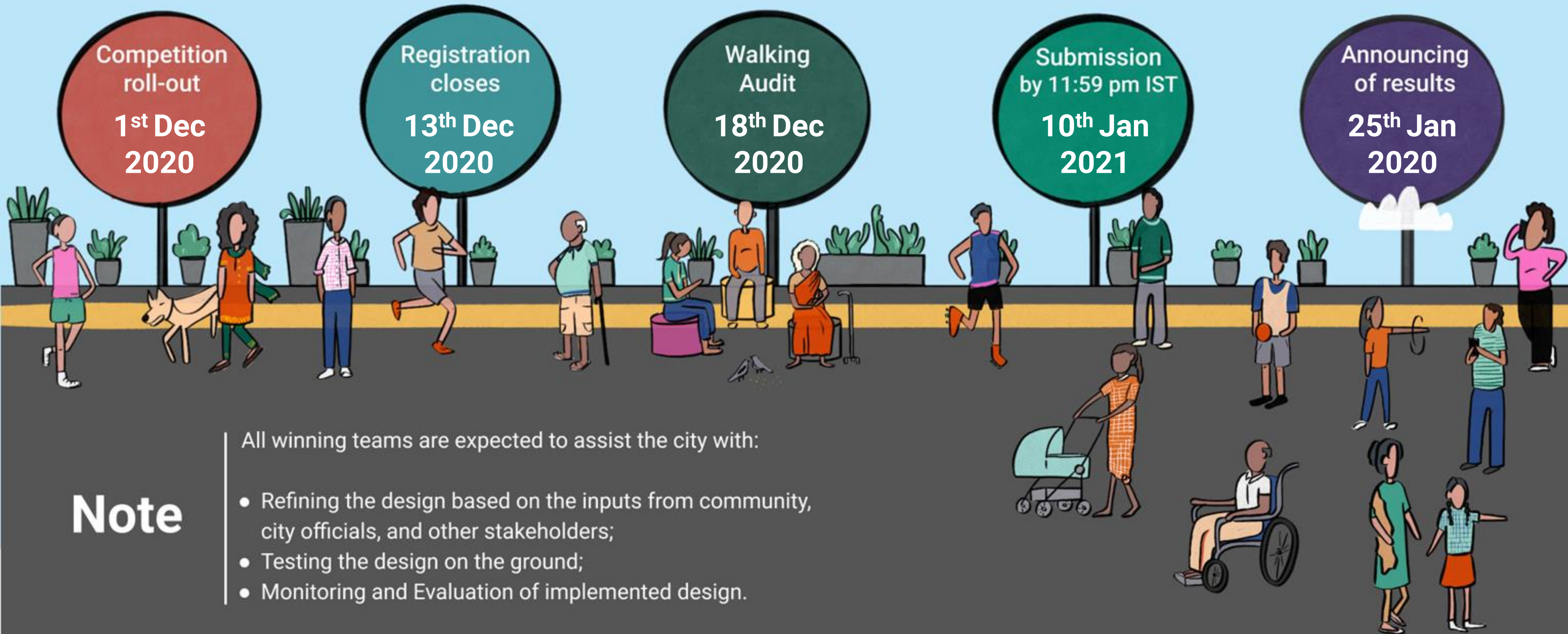
Click here to download site details

Map labels:
- KTHM Joggers Park Rd
- Kekan Hospital
- Lokmanya Nagar
- Raosaheb Thorat Auditorium
- Institute of Management, Research & Technology (IMRT)
- Gangapur Rd
- MR Thakkar Rd
- Marathon Chowk
- Gangapur Rd
- Pandit Colony Rd

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 (tp@nashiksmartcity.in).

For any queries, email us at (tp@nashiksmartcity.in)

A1

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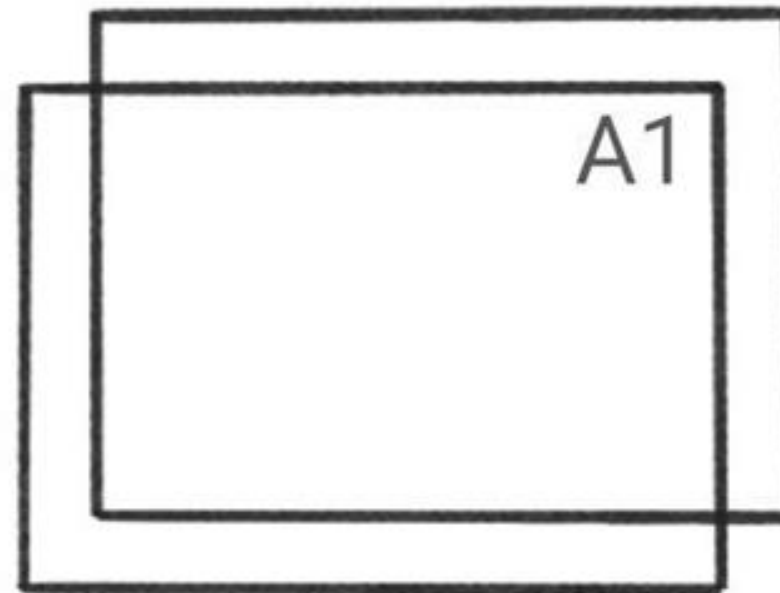
2 A1 Sheets must be submitted in .pdf/.jpeg format
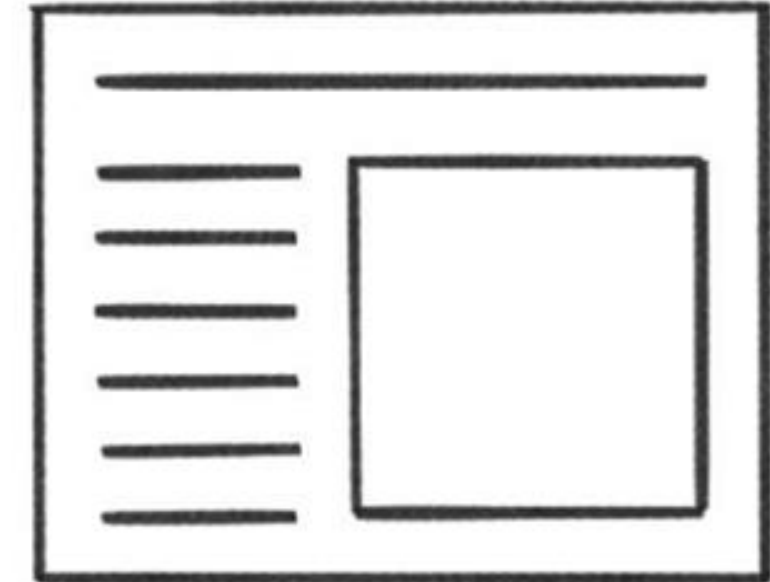
Slide deck of maximum 20 slides

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
- The details of color/texture combination along with preferable low cost material

Awards

Shortlisted Entries

Shortlisted entries will be displayed at the *Nashik 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.

	1st prize	2nd prize	3rd prize
Site A: Pilot Smart Road (Meher to CBS Junction)	5,000/-	3,000/-	2,000/-
Site B: Marathon Chowk to Kekan Hospital	5,000/-	3,000/-	2,000/-

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People
CHALLENGE

A programme of

ITDP
India Programme

Smart City
MISSION TRANSFORMATION

Ministry of Housing and Urban Affairs
Government of India

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smartnet.niua.org/indiastreetchallenge/competition/