



Streets for People

CHALLENGE

WORKSHOP 5

Coimbatore:
Testing the pilot
interventions
- W5

Presentation



Ministry of Housing and Urban Affairs
Government of India



एक कदम स्वच्छता की ओर

COMPLETE STREETS TACTICAL TRIAL CROSS CUT ROAD, COIMBATORE

TACTICAL DESIGN, IMPLEMENTATION AND
LEARNINGS

Cross Cut Tactical Trial | February 11 2021



Implemented by



CONTE XT

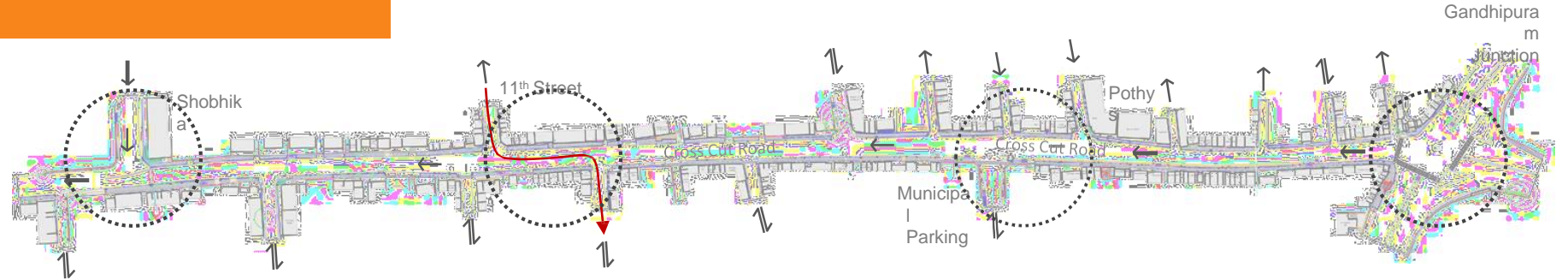


Commercial destination of Coimbatore – a highway road, connecting 100Foot Road and Mettupalayam Main Road – A thoroughfare for motorists entering and exiting the city.

- One-way street and parking is lined on the left side of the street.
- Pedestrian counts
 - **25000+ pedestrians** in one day
 - **3000+ pedestrians** in peak hour (17:15 to 18:15)
- Vehicular Counts
 - **242** two-wheeler on-street parking bays (in parking zones)
- Cyclist Count
 - **150** cyclists on the street
- Cross Cut is a highway road –
 - Speed limit for Vehicles on Cross Cut Rd. – 30 kmph
 - Recommended Vehicular Speeds – 15 kmph

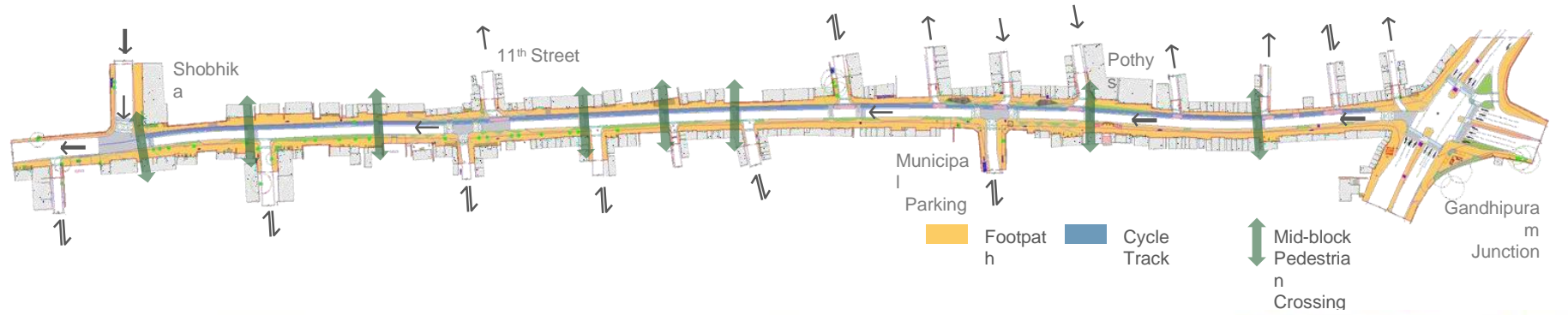
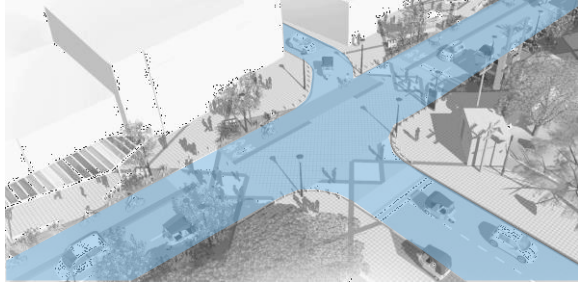
EXISTING STREET

- Insufficient Footpath Width on Shopping Frontage
- Lack of Seating provisions
- Hindrances on Footpath (Utility Boxes, Vendors, Spillover of Shopping)
- No Mid-block crossing for the entire 994m stretch
- No Facilities for Senior Citizen & Differently-Abled

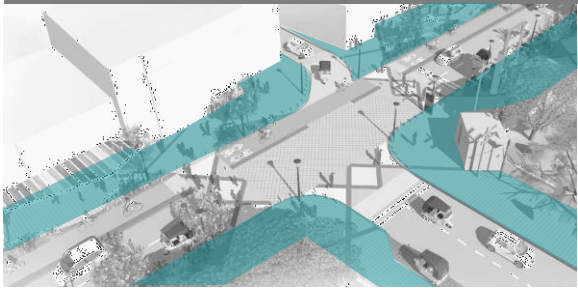


PROPOSED DESIGN

01: Vehicular & Pedestrian Circulation Improvement



02: Pedestrian Facilities & Placemaking



03: Art & Activities Integration



WHY THE TACTICAL TRIAL



- To test the street design proposal using Lighter, Quicker, Cheaper materials
- Draw attention to the needs of vulnerable groups, context, and help reimagine the possibilities of street spaces
- Engage with local stakeholders and users to identify their concerns and gather public feedback
- A deliberate, pilot approach to inspire action
- Collect & assimilate data prior to, during, and after the tactical trial
- Develop social capital amongst the local stakeholders

#CROSSCUT4KOVAI



Existing Conditions

Short Term Action --- Long Term Change



Proposed Design Render



Tactical Trial Renders

MATERIAL



Surface Treatments



Street Furniture



Signage



Barrier Elements



Landscape Elements



Programming

.. AND AFTER A FORENIGHT



.. AND AFTER A FORENIGHT



TIPS FOR PLANNING A TACTICAL TRIAL



Things to consider

- Creative path for procurement
- Flexible Implementation Plan - Working hours, Core team, Alternative routes
- Communication Plan - Online + On-ground
- Stewardship
- Permissions
- Measurement + Evaluation

MEASUREMENT & EVALUATION



Qualitative Feedback - Videos, Interactive Board

- Feedback for the redesigned Cross Cut Road proposal was open to the public for a span of 7 days.
- A total of 862 feedback forms were collected from 30-01-2021 to 06-02-2020

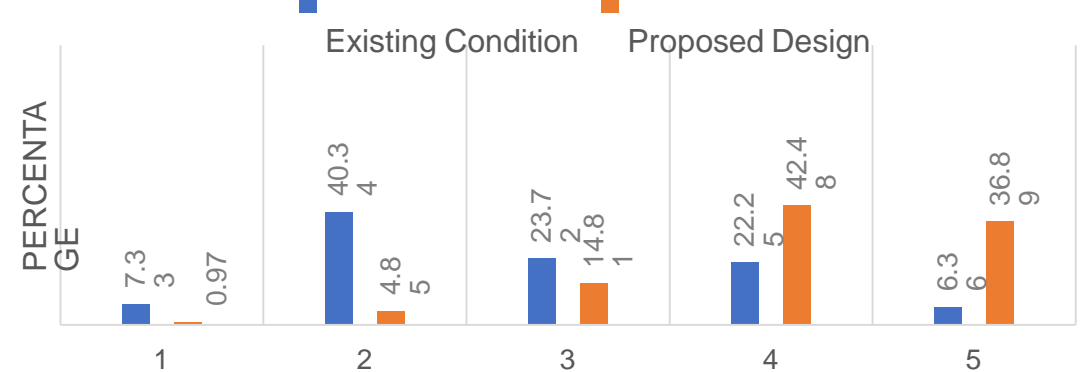


Quantitative Data Collected pre- & post- trial

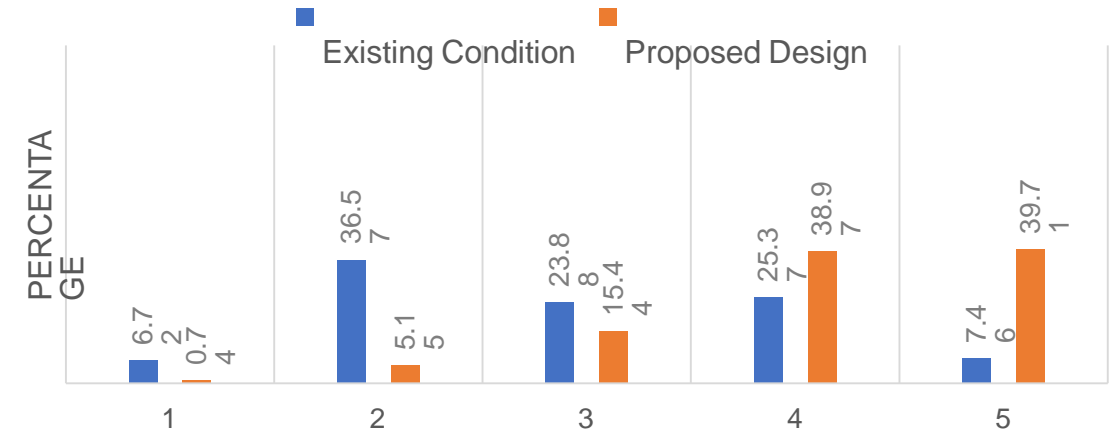
- Traffic Surveys
- Congestion Index
- Speed and Delay
- Ped Counts
- Vehicular Counts



HOW SAFE DO YOU FEEL WHILE WALKING AND CROSSING ON THE STREET?



HOW DO YOU RATE YOUR DRIVING EXPERIENCE ON THE STREET?



*With 1 being "very poor" and 5 being "excellent or very good"

PROJECT PHOTOS



PROJECT PHOTOS



LEARNIN

GS

Planning of the Trial

- Begin with a target date of install to plan the tasks involved in the trial accordingly
 - A street proposal for a 200-250m stretch or activating a dead space under a flyover should ideally take around 2-3 days

Design and Placemaking

- Create multiple reasons for people to visit the public space, stay linger, enjoy, and come again –
Selfie Spots
garner a lot of attention
- Inclusivity in Design – ADA access to the footpaths
- Display - adding more signages to help people understand the proposed interventions even during WIP

Engagement

- Involve local stakeholders to participate in the trial – painting streets, installing signages, upkeep and maintenance post installation
- Use social media as an effective communication tool

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