



DHARAMSHALA 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

DHARAMSHALA

Dharamshala is Himachal's spiritual capital and is the second capital of the state. There are many things about this enchanting hill station that attracts tourists from within the country and overseas. It provides a perfect holiday destination for the quiet, as well as adventure traveler. Whether its riverside romantic walks or finding hidden treasures on a trek up the mountain or engaging in some adventure sports like paragliding, the city has a variety of experiences to offer.

Dharamshala records heavy rainfall and is one of the wettest places of India. The city is easily accessible by air and there are comfortable road travel options available as well. Most tourists come here for the calmness that this place provides. The number of tourists, who visit Dharamshala, is a proof, of how rich the city is in its environment and hospitality.

The Dalai Lama took shelter in the quaint city during his exile since 1959. The library of Tibetan works and archives holds many precious manuscripts, with in-depth detail of Buddhism and insights of it.

Dharamshala city is also the proud home of one of the largest war museum of north India. The Jawala, Chamunda & Bejaswari Devi temples also attract a lot of tourists from all over the world. Dharamshala also has an international cricket stadium and the Government plans to turn this city into a sports hub soon.

Dharamshala is not just a city, it is an experience.



CITY PROFILE	
District HQ	Dharamshala
Area	27.6 sq. km.
Elevation	1457 mt
Geology	Hilly and Mountainous



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](#)

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



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

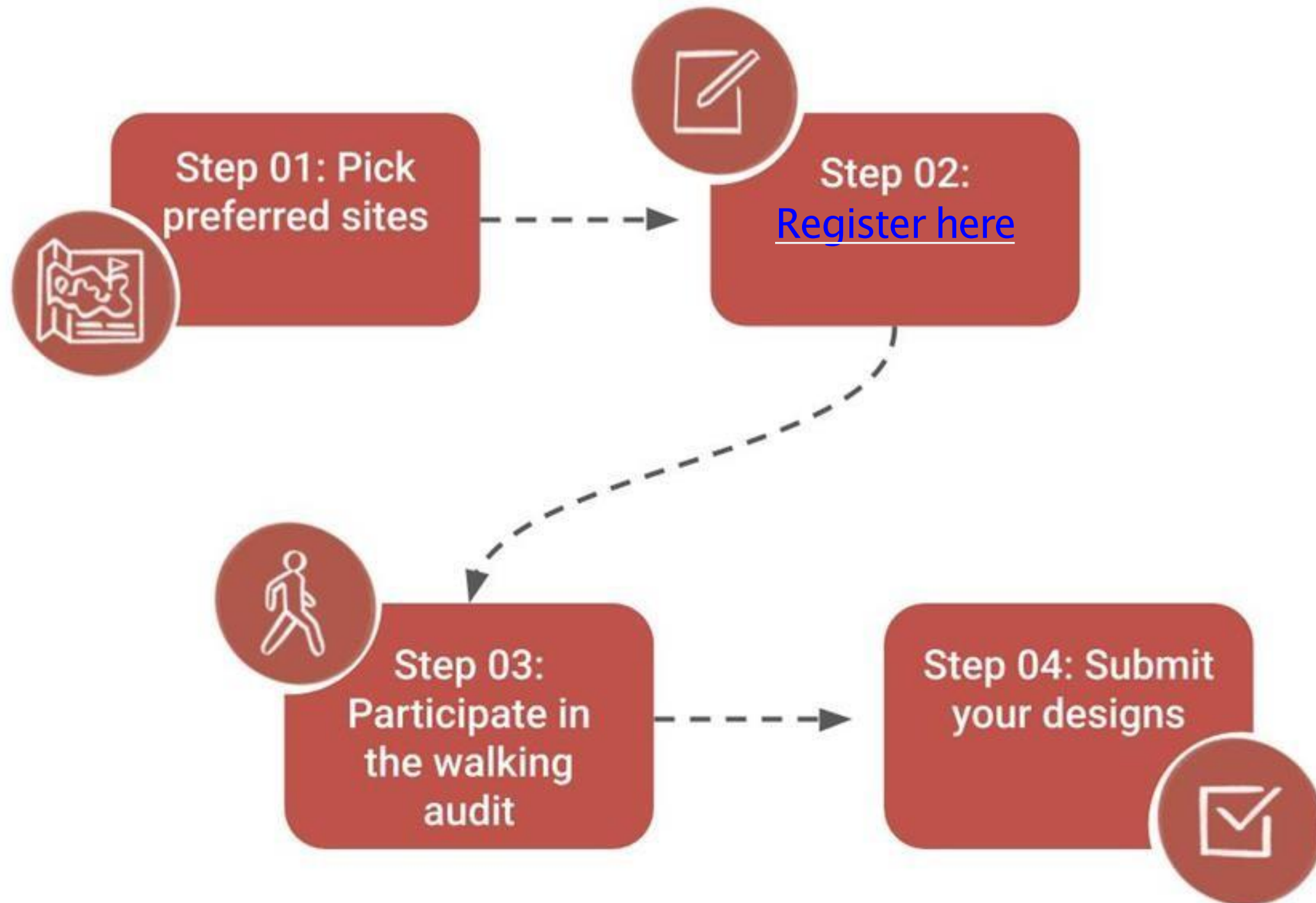
The *Streets for People Challenge* places the **community at the heart** of all design interventions. Emphasising on a bottom-up approach, all design solutions must be in alignment with the **needs of the community** for whom the design is implemented.

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

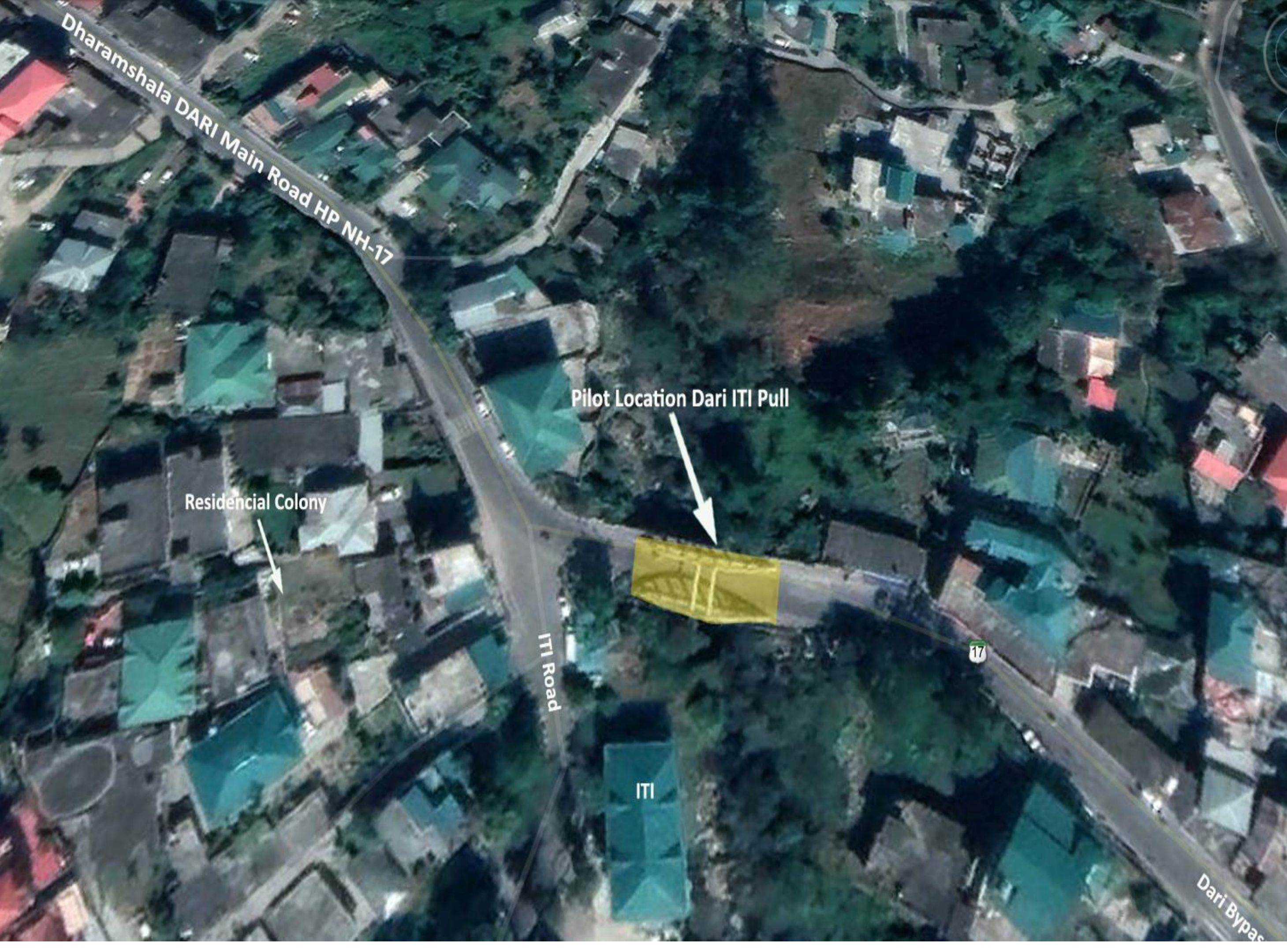
- Understand the local context and city's aspirations
- Demonstrate implementable design concepts through complete or partial pedestrianisation strategies
- The design should respond to the vision of the challenge, to create city-level impact



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: ITI PULL DARI ROAD

Length of pilot: 35 meter (approx)

This site situated On State highway 17 at Dari Bypass Near ITI Dharamshala

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

Click [here](#) to download site details



Flagship Pilot site

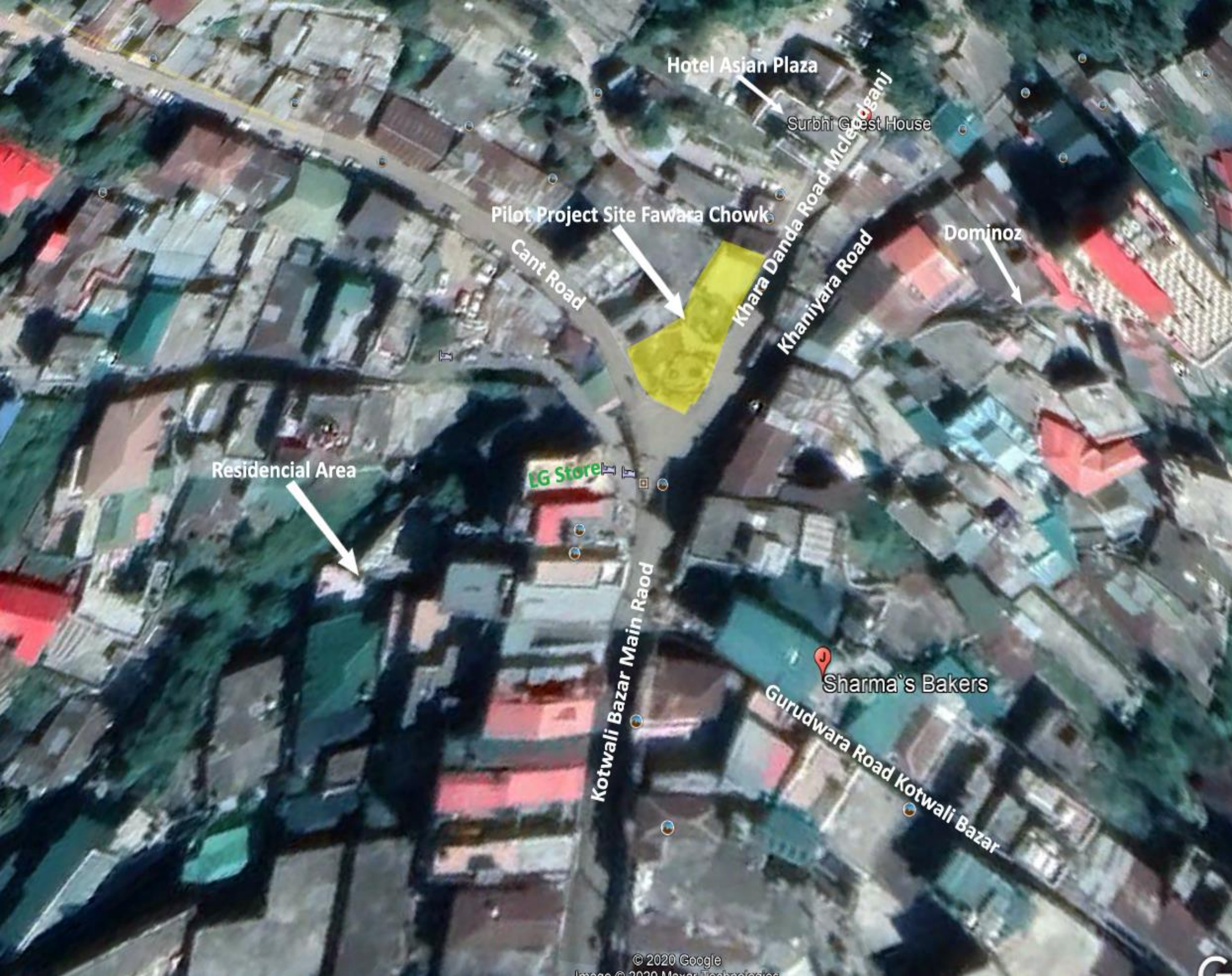
Site B: SELFI POINT
Length of pilot: 100 meter (approx.)

On State highway 17 at Charan khad Near Police Ground Dharamshala

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

Click [here](#) to download site details

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Image © 2020 Maxar Technologies



Neighbourhood site

***Site C: Fawara Chowk Circle
(Kent Road, Khaniyara Road
& Khara Danda Road.)***

Located at Kotwali Bazar main market area Dharamshala, this is high footfall area one road going to Cant side second road is Khara danda Road this is one ways from Mcleodganj and third road going to khaniyara

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 D: The proposed site is located at Chilgari Officer Colony Chowk Main Street

This Chowk situated at Chilgari officers colony. This is colony developed by HIMUDA. And residence of govt. officials worked at Dharamshala

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.



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.

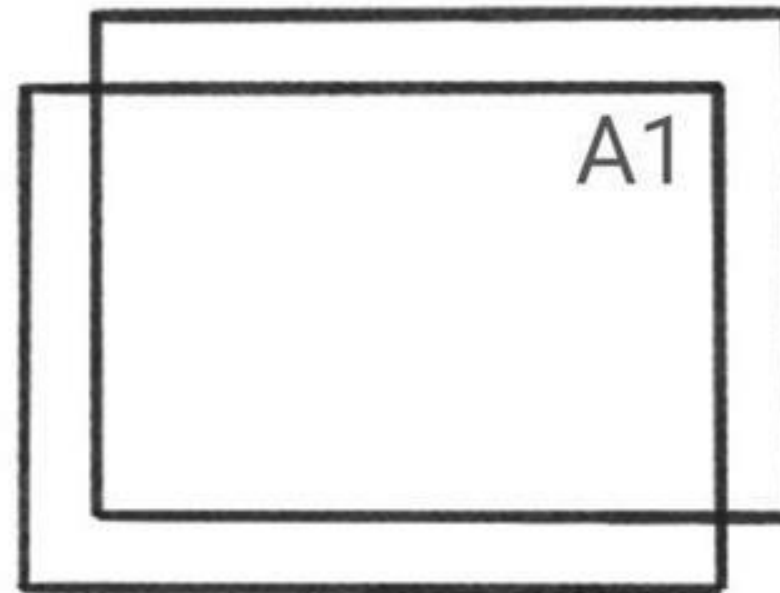


[Register here for the competition](#)

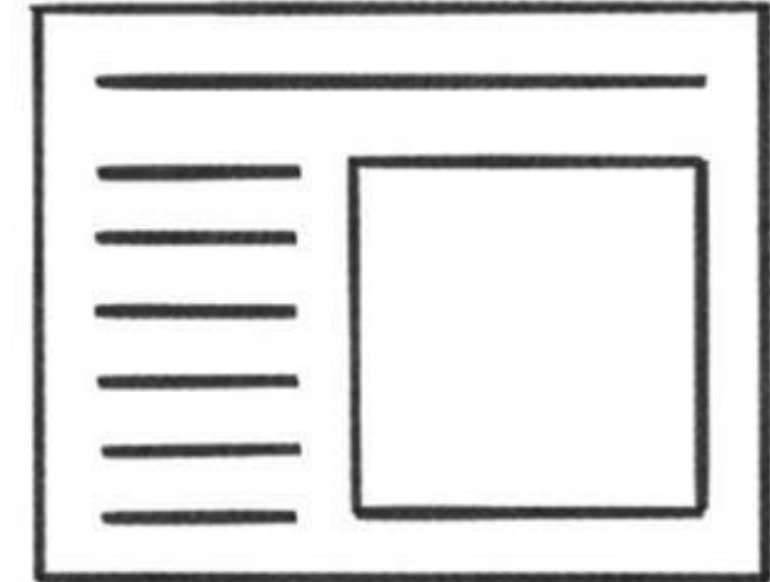
Any change in the timeline will be updated on the competition page in the [Streets for People Challenge website](#)

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 dscldharamshalaiec@gmail.com
For any queries, email us at dscldharamshalaiec@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



Awards

Shortlisted Entries

Shortlisted entries will be displayed at the *Dharamshala 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.

(Total Prize amount for the winning entries for all four sites)

1st prize
Rs. 10,000

2nd prize
Rs. 7,000

3rd prize
Rs. 5,000

DHARAMSHALA

Streets for People

CHALLENGE

A programme of



smartnet.niua.org/indiastreetchallenge/competition/