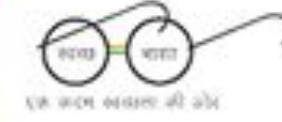




Ministry of Housing and Urban Affairs  
Government of India



# PIMPRI CHINCHWAD Streets for People CHALLENGE



**Design competition brief  
March 2021**



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## 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

# Pimpri Chinchwad

Pimpri-Chinchwad is one of Maharashtra's fastest growing cities. As per the 2011 India census, Pimpri-Chinchwad has a population of about 17 lakh people (9.45 lakh male, 6.83 lakh female).

Due to the recent nature of Pimpri-Chinchwad's development, and the predominant industrial land uses, private motor vehicles (two wheelers and cars) comprise the lion's share of daily transport trips. NMT modes are critical means of mobility for the workforces of PCMC's large industries. Many children walk and cycle to school.

In response to this, **Pimpri Chinchwad is looking for solutions to create its streets more people oriented, safe and vibrant.**





# 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 the process of **Tactical urbanism**. Some Key elements of the winning designs will be considered during final implementation process.

[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 colorful 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**.



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.





## 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

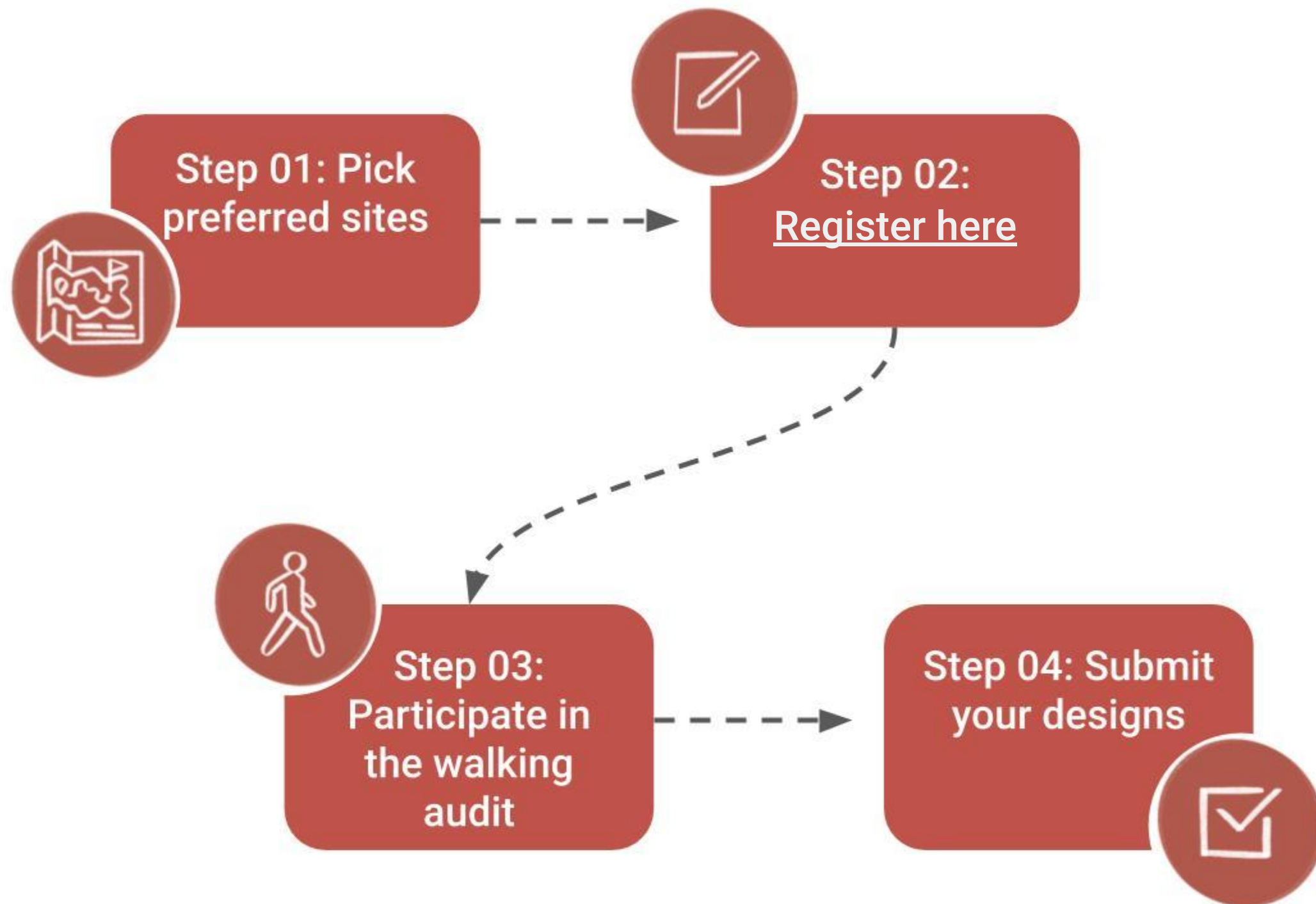
The *Streets for People Challenge* places the **community at the heart** of all design interventions. Emphasising on a bottom-up approach, all design solutions must be in alignment with the **needs of the community** for whom the design is implemented.

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**

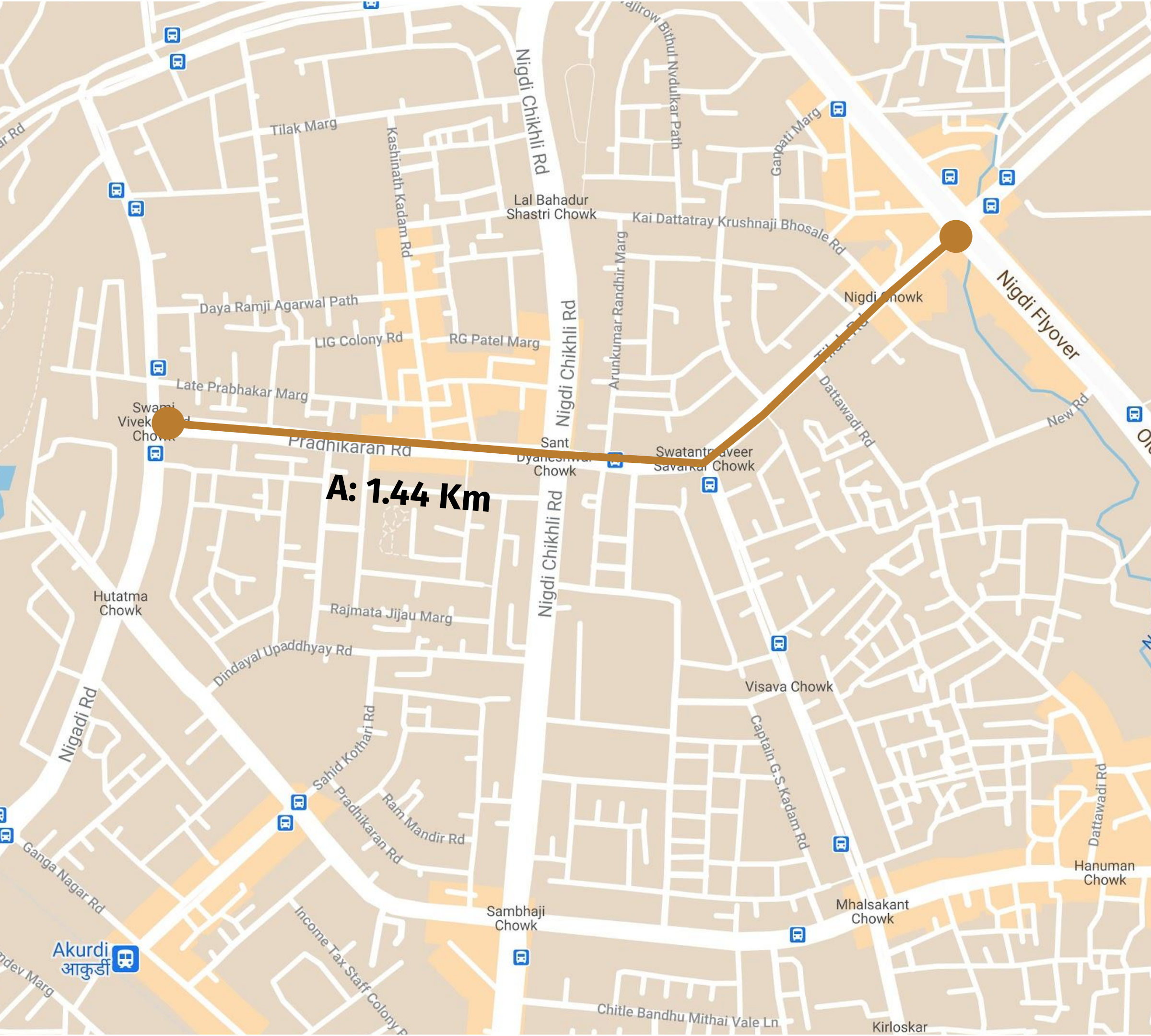
- Understand the local context and city's aspirations
- Demonstrate implementable design concepts through complete or partial pedestrianisation strategies
- The design should respond to the vision of the challenge, to create city-level impact



### **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: Pradhikaran - Tilak Rd  
Area of pilot: 1.44 km (Approx)

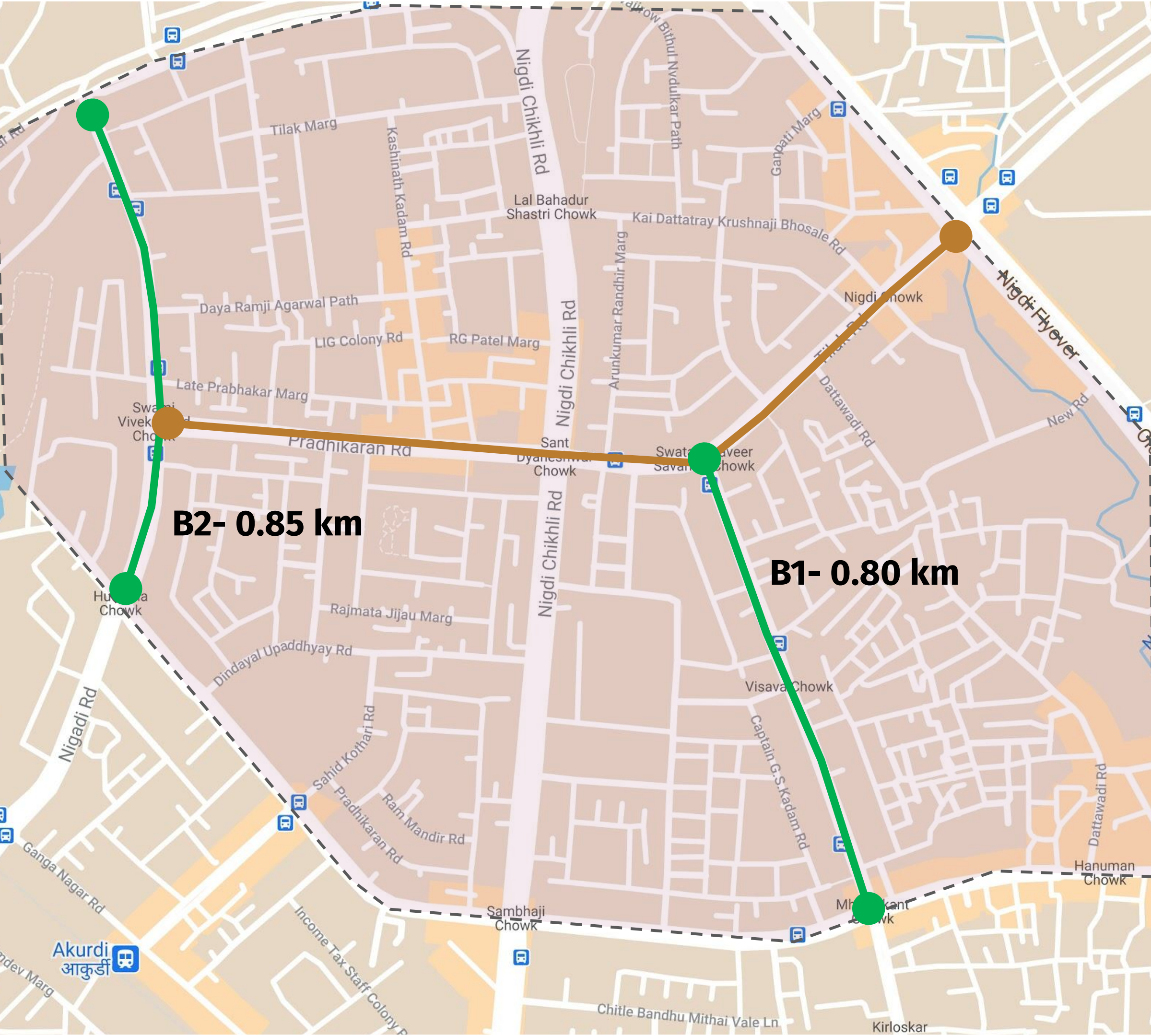
*It is mandatory to include designs for this site in the final proposal*

The street is located in the Nigdi area, which is towards north western part of Pimpri-Chinchwad. Nigdi area is predominantly residential having mixed-use development and connects to the Mumbai Pune Highway-which is the spine that cuts across the city.

It has one of the major hospitals in the city. All the lanes adjacent to the street are majorly residential. The site area has a good amount of vegetation, thus having a potential of development of public spaces.

[Link to Map](#)

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



# Neighbourhood site

Along with the mandatory flagship site. Participants have the option to choose at least one between neighbourhood sites **B1 OR B2**.

**B1. Swatantryaveer Savarkar Rd - 0.80 Km**

**B2. Pradhikaran Rd – 0.85 km**

[Link to Map](#)

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

 Neighbourhood zone

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

# Timeline

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

Competition  
roll-out  
7<sup>th</sup> Mar  
2021

Registration  
closes  
22<sup>nd</sup> Mar  
2021

Walking  
Audit  
To be  
announced

Submission  
by 11:59 pm IST  
10<sup>th</sup> Apr  
2021

Announcing  
of results  
16<sup>th</sup> Apr  
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; with *tactical urbanism*.
- 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.



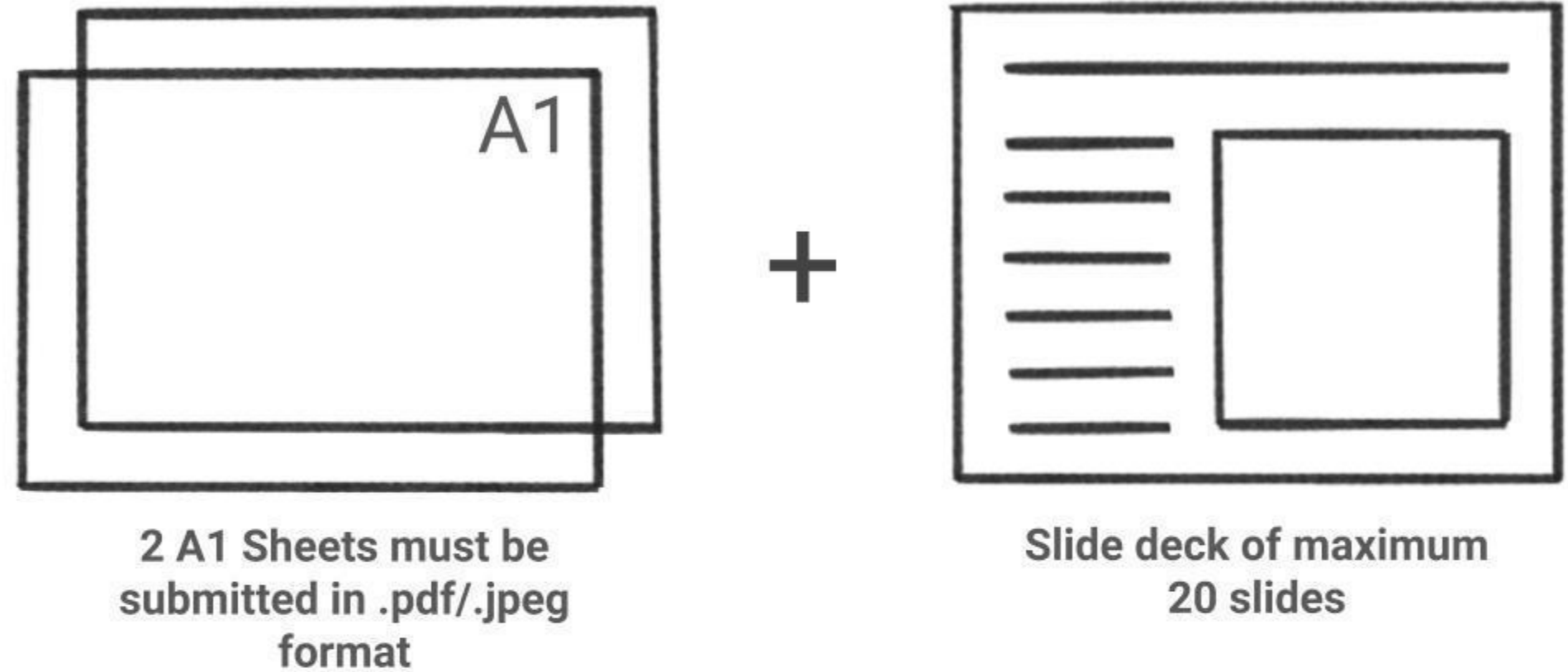
**Register here for the competition**

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 [s4p@pcmcindia.gov.in](mailto:s4p@pcmcindia.gov.in)

For any queries, email us at [s4p@pcmcindia.gov.in](mailto:s4p@pcmcindia.gov.in)



The Submission should cover the following:

- Key plan
- Design concept & diagrams
- Plan and sections of the design intervention
- Implementation strategy addressing parking, vending and other on-site challenges
- 200-300 word write-up about the design intervention

Following add-ons will be appreciated along with the above requirements:

- Rough budget estimate and phasing
- Renders/views of the design intervention



## Awards

### Shortlisted Entries

Shortlisted entries will be displayed at the *Pimpri Chinchwad 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 the process of *Tactical urbanism*. Some Key elements of the winning designs will be considered during final implementation process.

1st prize

₹ 25,000

2nd prize

₹ 15,000

3rd prize

₹ 10,000

# PIMPRI CHINCHWAD

## Streets for People

### CHALLENGE



A programme of



Ministry of Housing and Urban Affairs  
Government of India



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