



UJJAIN Streets for People CHALLENGE

Design competition brief
February 2021



ABOUT

STREET 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. Cities will be required 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 pilot interventions through quick, low cost solutions.



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CITY OVERVIEW

UJJAIN

Ujjain is a city located in the Indian state of Madhya Pradesh. It's an ancient city situated on the eastern bank of the **Kshipra River**. Along with being fifth largest city by population of the state it is also the most prominent city on the Malwa plateau of central India for much of its history.

Ujjain is religious hub and historic town of central India . The city is one of the most important religious cities in the country by virtue of *Shri Mahakaleshwar Temple (1 of 12 Jyotirlingas)* and *Kshipra River (1 of 4 locations for Kumbh)*. The city was prosperous due to its richness of gardens. It also hosts the mega event *Simhasth (Kumbh)* is held every 12 years on the full moon day in the month of March- April





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 competition](#)

A woman in a blue long-sleeved shirt and jeans is holding a young child in a plaid shirt. They are both laughing and looking at each other. 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**.



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



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

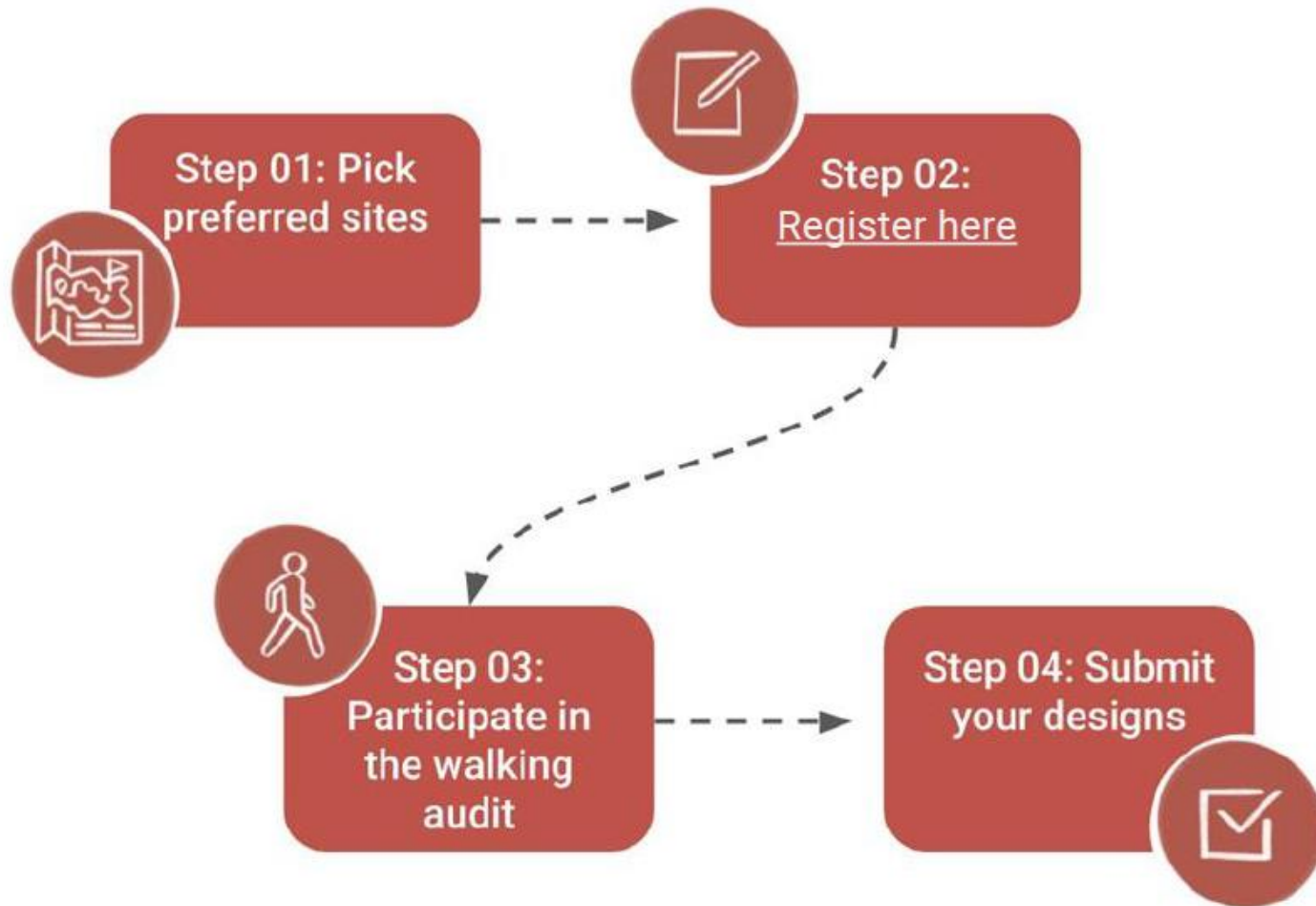
The *Streets for People Challenge* places the **community at the heart** of all design interventions. Emphasising on a bottom-up approach, all design solutions must be in alignment with the **needs of the community** for whom the design is implemented.

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](#)



SITE DETAILS

Flagship Pilot Site

Site A - Freeganj – Tower chowk Area

Length of pilot – 200m approx.

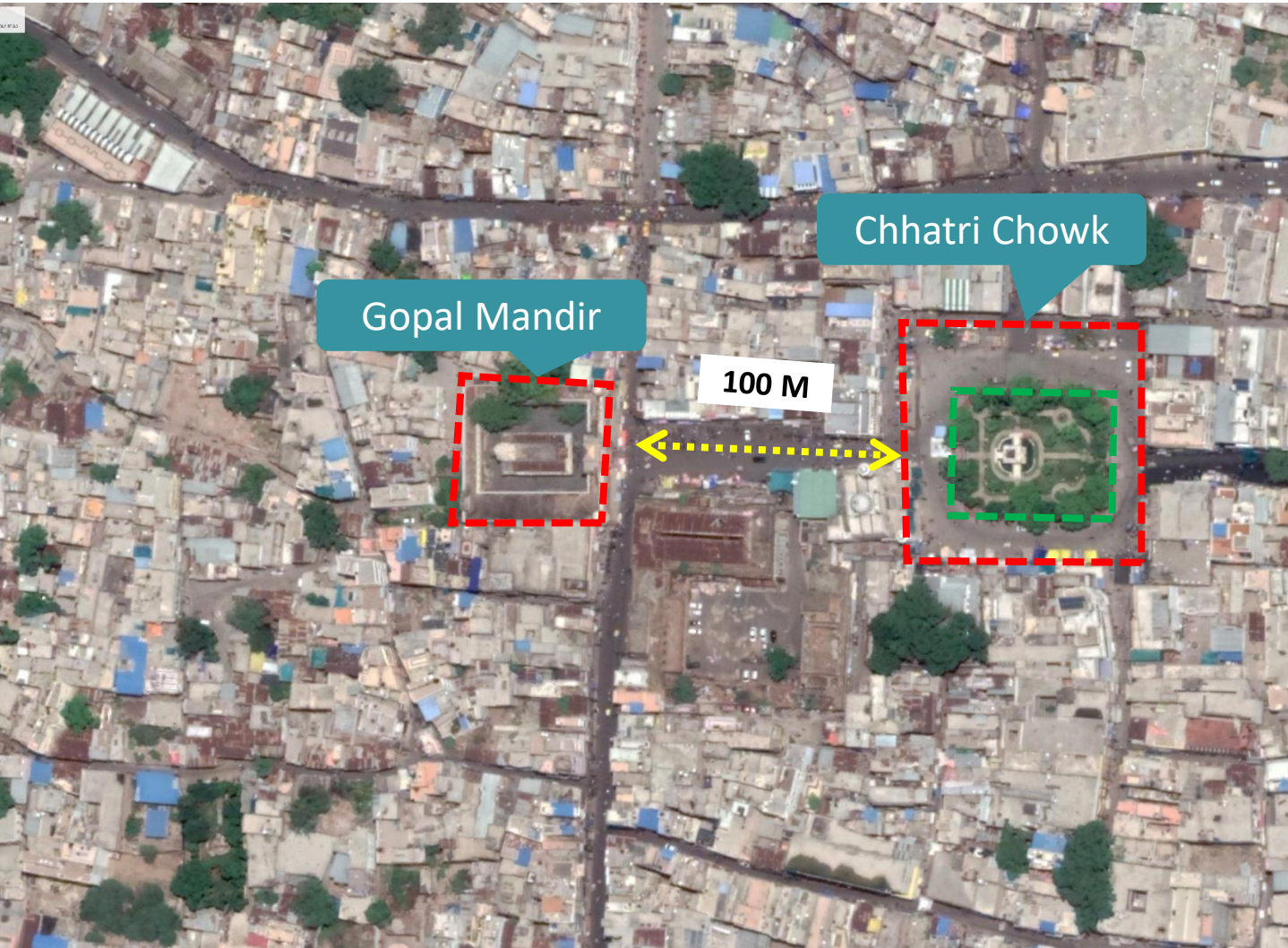
The tower chowk is one of the major urban square of Ujjain city built during British era. The stretch of Tower chowk – Shaheed park forms major commercial axis of the city.

The axis can be divided into 3 parts

- Tower chowk
- Vikram Marg
- Shaheed Park chowk

The design solution should also include area around the street and chowk walking friendly.

[CLICK HERE TO DOWNLOAD SITE DETAILS](#)



SITE DETAILS

Flagship Pilot Site

Site B – Gopal Mandir Chowk

Length of pilot – 100m approx.

The Gopal Mandir – Chhatri Chowk axis is one of the oldest markets of Ujjain and major axis in the old city. This street is one of the most crowded places in the city as it is hub of different activities

It comprises of four famous historical structures *Gopal Mandir*, *Chhatri chowk* and *Shahi Masjid* which lies on the axis. Apart from it surrounding areas are rich treasure of various temples as well as remarkable wooden facades.

The design solution should also include area around the street and chowk walking friendly and should accommodate the various activities in the area

[CLICK HERE TO DOWNLOAD SITE DETAILS](#)



SITE DETAILS

Residential Neighbourhood

Site

Site C – Mahashweta Nagar

Length of pilot – 400m approx.

This is a relatively new residential neighbourhood and the street connects Mahaveer Marg to Mahashweta Nagar road and cosmos mall.

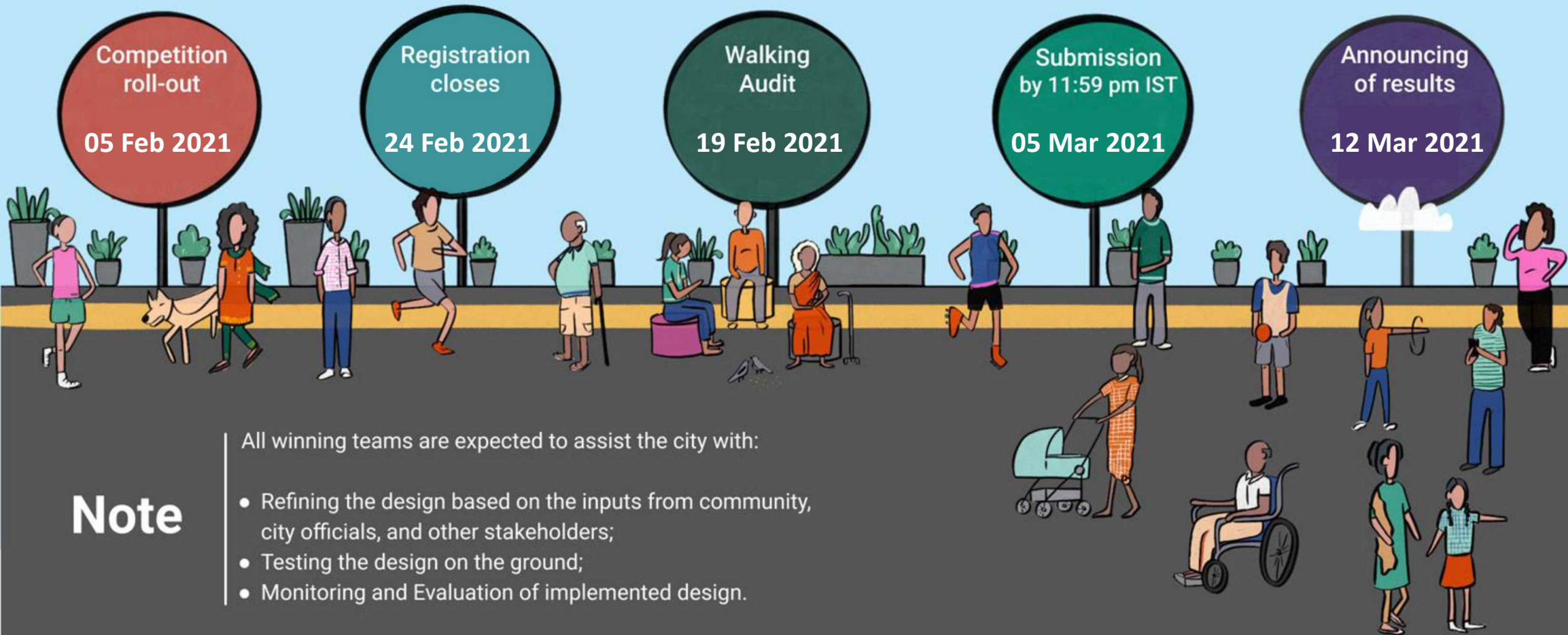
It also connects the residents of Mahakal Vanijya to the community park of the neighbourhood.

The design solution should also include 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.



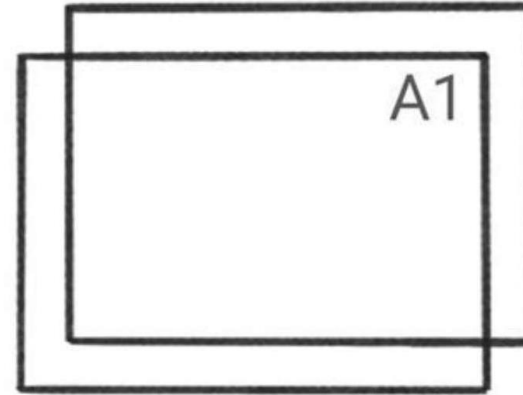
[Register here for competition](#)

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**
- 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.ujjain@gmail.com

For any queries, email us at s4p.ujjain@gmail.com



2 A1 Sheets must be submitted in .pdf/.jpeg format

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 UJJAIN STREET 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.

- *A certificate of appreciation will be given to all eligible participants*
- *USCL reserves the final right for decision*

UJJAIN Streets for People CHALLENGE

A programme of



<https://smartnet.niua.org/indiastreetchallenge/>