

# **STRATEGIES FOR PLACE MAKING THROUGH AN INTEGRATED APPROACH TOWARD PUBLIC MOBILITY**

A  
Way  
Forward

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# **PREMISE OF THE PROJECT:**

Foundation to our thought process

**"Developed country is not a place where the poors have car, it's where rich use public transport"**

**"If we privelage public transportation needs, you are promoting inclusion and equality"**

**"PLACE MAKING strengthens the connection between people and places they share"**

**"If we wish to rebuild our cities, we must first rebuild our neighbourhoods"**

**"PLACE MAKING is community organizing. Its a Campaign"**

*Vision to develop at least one GREAT neighbourhood, will establish a foundational mechanism, which would provide quality of life to its residents, users, tenants and etc.*

*Such GREAT neighbourhoods through 'PLACE MAKING' strategies will not only be ideal place for living but for working and could attract huge investment. This could be a building block for the whole city/state/country.*

*In the age of globalisation, where boundaries have almost faded, a global community looks forward to place where they can grow socially, professional and emotionally.*

*Government along with there progressive policy to attract investment (increased employment) has to ensure that such GREAT places are developed and nurtures so as to attract talent across the globe who are assured of quality of life which is healthy, safe and provided cultural opportunity for their family.*

*Such GREAT neighbourhood can become epicentre for generating attractiveness towards a city whilst providing state of the art facility for a comfortable life style.*

## About Jaipur

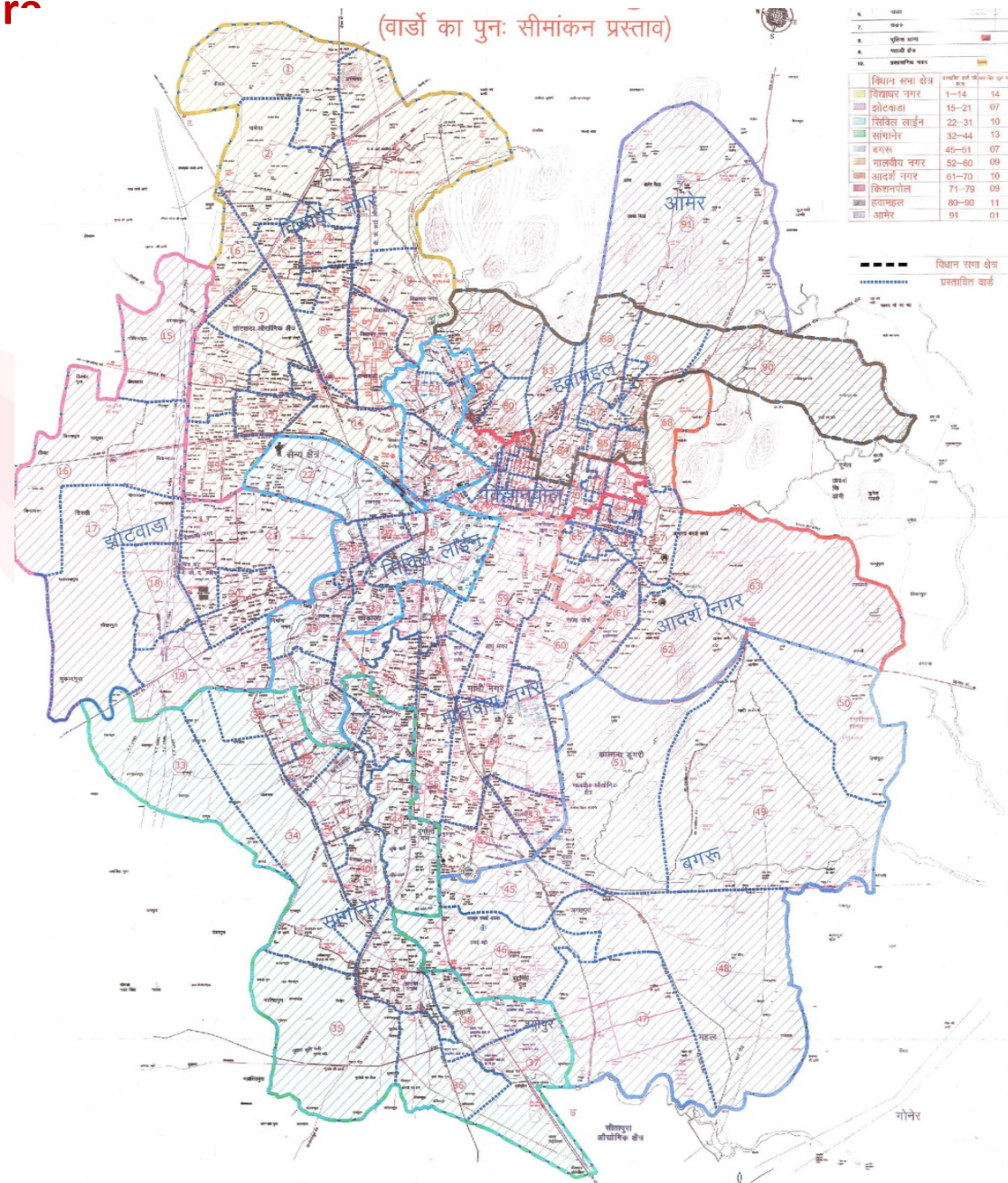


- Jaipur (the Pink City) is strategically located, is a heritage city and a destination on golden triangle tourist circuit of India.
- With a population of 3.1 million in 2011 and an annual population growth of 4.6%, it is one of the **fastest growing 3 million plus cities in India** (Population 5.1 m by 2031).
- Jaipur has about 2 million private vehicles and the **lowest share (20%)** of public transport among 3 million plus cities of the country.
- City area maintained by JMC is around 467 sq KM, out of which 6.7 sqKM is in walled city. While the **population density of Jaipur city is 8054 per sqKM, density of walled city area is more than 58000 per sq KM.**



## Jaipur : Local Governance Structure

- The **Jaipur Region** comprises two **distinct constituents**: the Jaipur Municipal Corporation (JMC) area; and the rest of Jaipur Region comprising neighbouring satellite towns.
- The whole region is administered by 2 agencies – JMC & JDA.
- Jaipur region covers a **total area of 1464 sq.km**, out of which, the municipal area of Jaipur covers 467 sq.km. The JMC Area is further divided into the walled city and the rest of JMC area.
- JMC area of city is divided into **91 wards** consolidated under 8 Zones for administrative purposes



# **IDENTIFICATION OF ISSUES:**

Basis of site selection

## Jaipur : Identification of the Issues

- By 2030, because of urbanization, the population of Jaipur city would be more than 50 lakh, according to the experts.
- Out of the total population, as per the McKinsey report on Indian urbanization, **33% will live in urban area, which will likely increase traffic-related problems, including pollution manifold and also affect the living condition badly.**
- The haphazard development would also pose a serious threat to the ideal living condition. Interference in administrative works for development and tempering of master plans for development could add up the problems.
- Absence of strong policy to capture the potential of urbanization is also a concern.
- Recent constitutional Amendments have led to foundation for more power to local authorities, but the benefits are yet to be percolated towards development of local neighbourhoods.
- No interlinking policy to correlate physical planning with strategies to attract investment toward development of neighbourhoods.



## Jaipur : Measuring Attractiveness

- **Assess the Location Attractiveness**, which is graded on the basis of certain key parameters such as the current state of Infrastructure, Residential Cost, Proximity to basic amenities, Establishments, Employment Generation Capacity etc.

### Factors affecting popularity of Jaipur

- Jaipur's popularity as a real estate destination include affordable investment options in comparison to NCR, rapid industrial and commercial development and a fast emerging IT sector leading to **creation of employment opportunities**. In 2008, Jaipur was ranked 31 among the 50 Emerging Global Outsourcing cities
- The plethora of **socio-infrastructural developments** such as the Jaipur Metro project, construction of Ring Road around Jaipur and major upcoming projects like Mahindra's 3000-acre Special Economic Zone (SEZ), Reliance Medi-city and the Delhi Mumbai Industrial Corridor (DMIC) will be further strengthening the city's real estate potential.
- **Good connectivity** of Jaipur to the remaining parts of the country is a great advantage for the real estate market of Jaipur.
- A **lot of investors are investing in Jaipur** from Delhi-NCR, UP, Kolkata and NRI investors from Dubai, Muscat, Kuwait, US etc. which is aiding Jaipur's real estate market in its course of improvement

# **WHY GREAT PLACES:**

How does it help!

## Why we need to build Great Places

- Great spaces make good business sense if they are creatively used and managed. A vibrant plaza or active, pedestrian-friendly street **contributes directly to customer/residents satisfaction and ultimately enhances the competitiveness and economic return** of a building or a mixed-use development, and that of its tenants.
- A successful public space can **push building rents upwards and reduce vacancy rates**. Revenue can also be generated directly from the spaces themselves, from leases for food operations or user fees for events. Collaborating with users and community partners on the use and management of the spaces will build strong ties with potential contributors and stakeholders, and will also help to offset operational/maintenance costs.
- Successful, active public spaces have been shown to **increase the property value of surrounding buildings, and can have substantial long-term effects**. *For example, the success of Bryant Park in New York City has led to a measurable increase in the property values of surrounding buildings, and Yerba Buena Gardens in San Francisco has helped to revitalize the surrounding neighbourhood and has catalysed new development. Thus investment in construction and management is also an investment in preserving and enhancing the value of the property long into the future.*



# Benefits of Great Places

**INCREASE USE OF PUBLIC TRANSPORTATION**

**ATTRACT BUSINESS INVESTMENTS**

**SUPPORT LOCAL ECONOMIES**

**IMPROVE PUBLIC HEALTH**

**REDUCE CRIME**

**ATTRACT TOURISM**

**PROVIDE CULTURAL OPPORTUNITIES**

**ENCOURAGE VOLUNTEERISM**

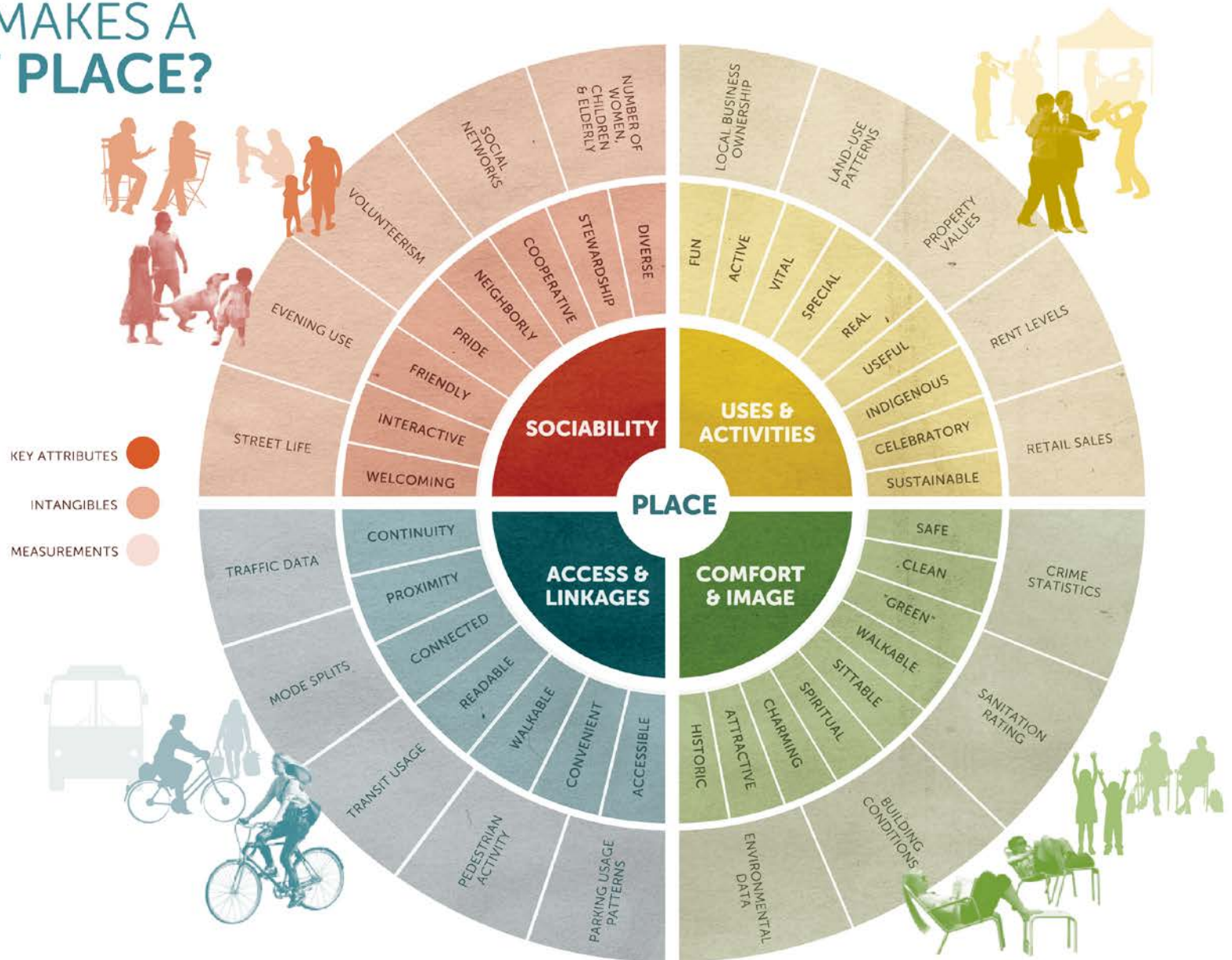
**IMPROVE PEDESTRIAN SAFETY**

**IMPROVE THE ENVIRONMENT**

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# WHAT MAKES A GREAT PLACE?



For this project, we will partially focus only on **'Access & Linkages'** and **'Comfort & Images'**

# **Concept of Place Making:**

Role of Community is Pivotal

# **1. The community is the expert.**

The people living and working in a place know what needs to be done and how to do it.



**2. You are creating a place not a design.**  
Successful neighborhood improvements rely less on blueprints and more on engaged local citizens and a solid management plan.

# **3. You can't do it alone.**

The right partners will bring more resources, innovative ideas, and new sources of energy.

# **4. Develop a vision.**

For a community vision to make a difference, it has to be created by the people that live there, not by outside consultants.





## 5. Form supports function.

If you don't take into account how people use a place in the beginning, you will have to deal with the consequences later.



## 6. Triangulate.

A great place offers many things to do, all of which enhance each other and add up to more than the sum of the parts.



## 7. Start with the petunias.

Little things can set the stage for big change, especially by proving to skeptics that change is possible.



## 8. Money is not the issue.

If you are working in a spirited community, you'll find creative ways around financial obstacles.

## 9. You are never finished.

Eighty percent of the success of any good place is due to how well it is managed after the project is done.

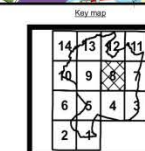
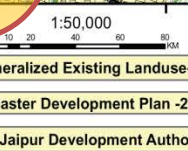
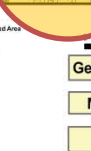
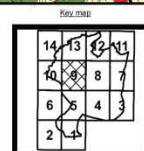
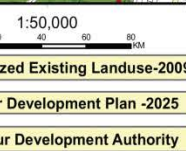
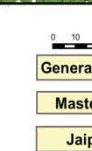
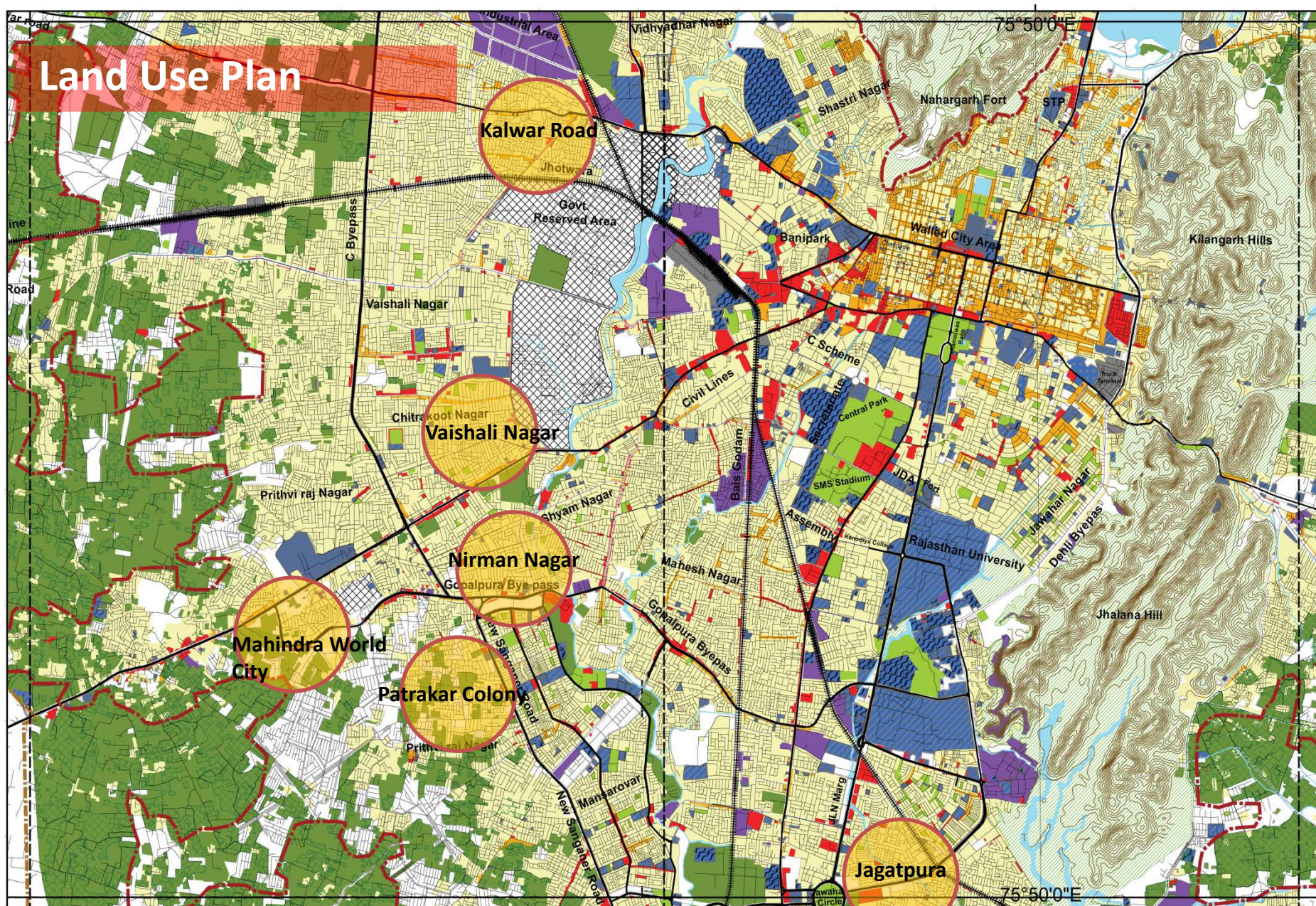


# **SELECTION OF PROJECT SITE:**

Site Specific Data Collection for further analysis



# Land Use Plan





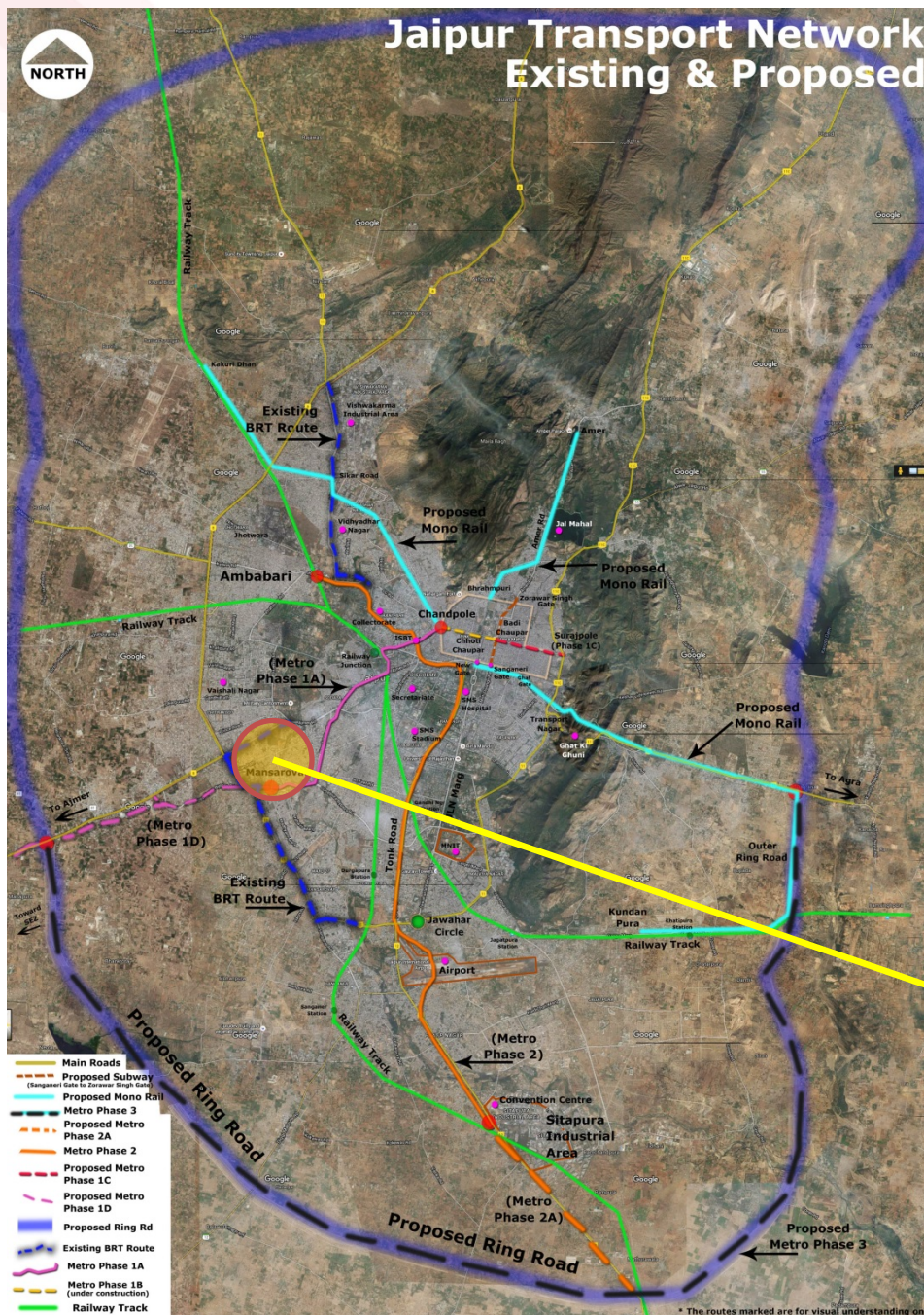
## Selection of Site for Pilot Project

- Based on the previous studies conducted, analysis of various major developing areas was done based upon parameters related to liveability of the place.

	Jagatpura	Tonk Road	Vaishali Nagar	C-scheme	Bapu Nagar	Ajmer Road	Nirman Nagar	Kalwar Road	Sikar Road	Sirsi Road	Mahindra World City
Connectivity and Infrastructure (Schools, markets, healthcare)	Dark Blue	Dark Blue	Light Grey	Light Grey	Dark Blue	Orange	Light Orange	Dark Brown	Dark Blue	Light Orange	Orange
Residential Cost	Light Orange	Light Orange	Orange	Dark Brown	Dark Brown	Dark Blue	Light Orange	Light Orange	Light Grey	Light Orange	Light Orange
Proximity to Organized Retail	Light Orange	Dark Blue	Light Grey	Light Grey	Light Grey	Orange	Dark Blue	Dark Brown	Dark Blue	Orange	Dark Brown
Proximity to Commercial Development	Orange	Light Grey	Light Grey	Light Grey	Dark Blue	Orange	Orange	Dark Brown	Light Grey	Orange	Dark Brown
Scope of Future Infrastructure Development	Light Grey	Dark Blue	Light Orange	Light Orange	Light Orange	Dark Blue	Light Grey	Light Orange	Light Orange	Dark Blue	Light Grey
Scope of Future Employment Generation	Dark Blue	Dark Blue	Orange	Dark Blue	Orange	Orange	Dark Brown	Light Orange	Dark Blue	Orange	Light Grey

Light Grey	Good / low cost
Dark Blue	Above Average / below average cost
Light Orange	Average / Medium Cost
Orange	Below Average / above average cost
Dark Brown	Bad / High Cost

Source: ICICI Property Services Group



## Project Site: Nirman Nagar

- Based on the analysis on previous slide, Nirman Nagar tends to be on average side and hence poses an opportunity to develop a project with possibility of implementation.
- It is strategically located near transit corridors of Metro and BRTS
- Mixed Land Use
- Government projects like Drawyawati River Front Development project and many others are being taken up in the vicinity of the site.





## Project Site Detail: Nirman Nagar



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# Data Collection: Site Specific: Nirman Nagar

## Logic behind the selection

*We have identified Ward No. 19, 29 & 31 comprising of Nirman Nagar and some portion of Mansarovar Area (1-2 kms) on the basis of the administrative boundary of the Jaipur Nagar Nigam, based upon the boundary of the Vidhansabha jurisdiction and also based upon natural boundary of the Drawyawati River which will help implementation of the pilot project smoother. Also it will be easier to collect data as availability will be easier as compared to for different wards or zones.*

## Real Estate trend of the pilot area to assess the growth and attractiveness of the place.

*Through this we will assess the investment made in this area over last 5 year. It will help us understand the attractiveness of the place.*

## Present status of the available infrastructure through mapping

*We will be mapping amenities and places which are daily accessed by the local residents. We will map Parks/Entertainment centres, Religious places, schools (Primary/Secondary), Health clinics, E-Mitra, Colleges, transit stations (Bus stop, Metro Station, Taxi Stand etc), Gas Station all within the area of 1-2 kms of catchment.*

## Data Collection: Site Specific: Nirman Nagar

**Assessment of existing transportation system, road safety situation and identification of problem area .Mapping the pilot area for available amenities, pedestrian and cycling pathways**

*We will assess the quality and quantity of the existing transport and road infrastructure like no. of buses, bus routes, availability of e-rickshaws, Taxi stand, Metro route and frequency, road safety issues, pedestrian pathways quality, road lighting condition, bicycle friendly road assessment, data related to road accidents and the causes of such accidents, level of pollution in the area*

**Identifying Key parameters and tools for assessment of existing infrastructure and accessibility (roads, lighting, road safety, amenities, pedestrian and cycling pathways)**

*Study of best practices, benchmarking studies of urban infrastructure, international standards and their suitability to local context*

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# Reconnaissance Survey



# Nirman Nagar



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# Nirman Nagar



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# **Data Collection:**

Primary & Secondary Surveys

## Primary Survey

### ➤ Survey related to Population data

*Age wise population, Working population, education level: this will help us in selection of right mode for residents*

### ➤ Survey over Income Levels

*This is to assess the standard and quality of mode which as a perception is expected by the related income group. For example it will be very difficult to shift a upper middle class resident to shift from private vehicle to public transport until unless the provided mode is comfortable and respectable as per their perception*

### ➤ Vehicle ownership & related data

*(Two wheeler, 4 wheeler, bicycle, fuel consumption)*

### ➤ Survey of Road inventories

*To assess the availability of land for revamping of road infrastructure project, to assess the present quality of existing road features and what are the improvisation required.*

### ➤ Survey of catchment areas

*Within 350 meter (5 min walking) and 750 meter (10 km walking) to assess preference over walking and cycling based upon accessibility to basic amenities and leisure centres.*

*Above 2 surveys complemented further with interviews to understand the travel pattern will help do analysis understand the overall travel pattern of the community at large.*



## Primary Survey

### ➤ Survey of catchment areas

*Within 350 meter (5 min walking) and 750 meter (10 km walking) to assess preference over walking and cycling based upon accessibility to basic amenities and leisure centres*

### ➤ Household Survey

*Family Size, monthly expenditure on fuel and over leisure activities : to assess the income group, Occupation type, age group, People expectation from the area, Problem areas, preferred mode of share for 1-2 kms catchment, appreciation of cost of land/apartment, Daily travel pattern and preferred mode for the same etc.*

### ➤ Survey to assess commercial activities and its growth

*Assessment of last 5 years over increase in commercial use in terms of land use, opening of big brand showrooms as the big brands would already have done their assessment based upon the market appetite to attain profit from the area, assessment of type of commercial activity to understand if the area serves any particular type of commercial need or in general, Quality of food joints, perception of safety among shop owners, late night opening of shops if allowed or not*

### ➤ Survey of existing land use and availability of vacant land (government and private)

*This will help assess whether the area has got potential to grow further or it will become stagnant in the near future. Also to assess the possibility of any new infrastructure project which may get dumped due to high risk of land acquisition*

### Interviews:

To understand the perception of local residents and working population toward the area.

To assess feeling of Safety (Accidents: Road Safety, Theft, Police patrolling, Accessibility to basic amenities)

## Secondary Survey

- Jaipur Development Authority and Jaipur Municipal Corporation Zone/Ward wise population and area data
- Master Plan 2025 (For assessment of Landuse) and Sector level plans if any.
- Data related to road safety (Accidents) from Transport department
- Pollution related data from State Pollution Control Board or local agency
- Analysis and comparison of DLC and Market rate of land of the pilot area
- Data related to criminal cases like theft, extortion, murder from Local police station
- Vision document from local Legislator (MLA)
- Institutional System (Master Plan, Municipal Corporation)
- Extrapolation of data related to pilot area from Real Estate Report on Jaipur prepared by Banks or any Property Development Agency (Public or Private)
- On Going or proposed Government project over redevelopment of the area- JDA, JMC, PHED, PWD (eg. Drawyawti River Front Development work)
- On-Going or proposed private builder project (Residential, commercial etc.)
- Routes of Transport networks (JMRC, JCTSL, Mini Buses, e-Rickshaw, Taxi Stands etc)

# Methodology

Approach towards the project



## Approach towards Urban Mobility

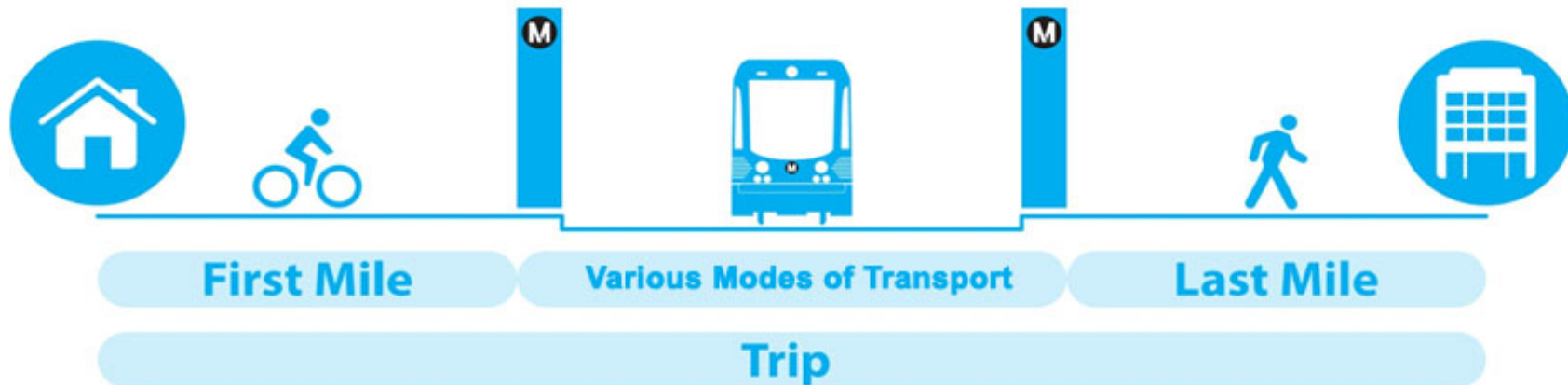


*Infrastructure to encourage Walking by developing covered walkways, linking transit points through safe pedestrian pathways (short distances)*

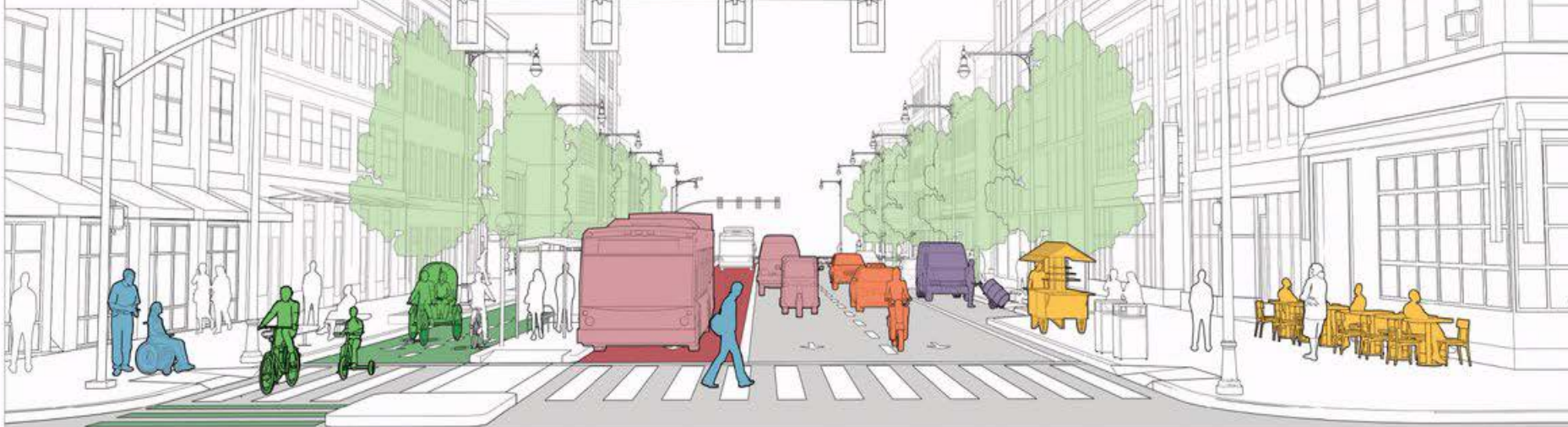
*Success of any place is based upon '**How walkable are the basic amenities and transit points from the point of origin**'.*

# First & Last Mile Connectivity / Assessment of Road Users

First and Last Mile connectivity should be foundational basis for all planning



In most cities, streets constitute the largest percentage of public property, and this space must be equitably distributed between the needs of the many different users of urban streets. Designs must accommodate people walking, cycling, taking transit, enjoying public spaces, providing city services, doing business, or driving. This chapter identifies design elements and strategies to support safe and inviting spaces for the variety of people using urban streets.



Pedestrians



Cyclists



Transit Riders



Motorists



Freight Operators  
and Service  
Providers



People Doing  
Business



# Assessment of Street Users

In most cities, streets constitute the largest percentage of public property, and this space must be equitably distributed between the needs of the many different users of urban streets. Designs must accommodate people walking, cycling, taking transit, enjoying public spaces, providing city services, doing business, or driving. This chapter identifies design elements and strategies to support safe and inviting spaces for the variety of people using urban streets.



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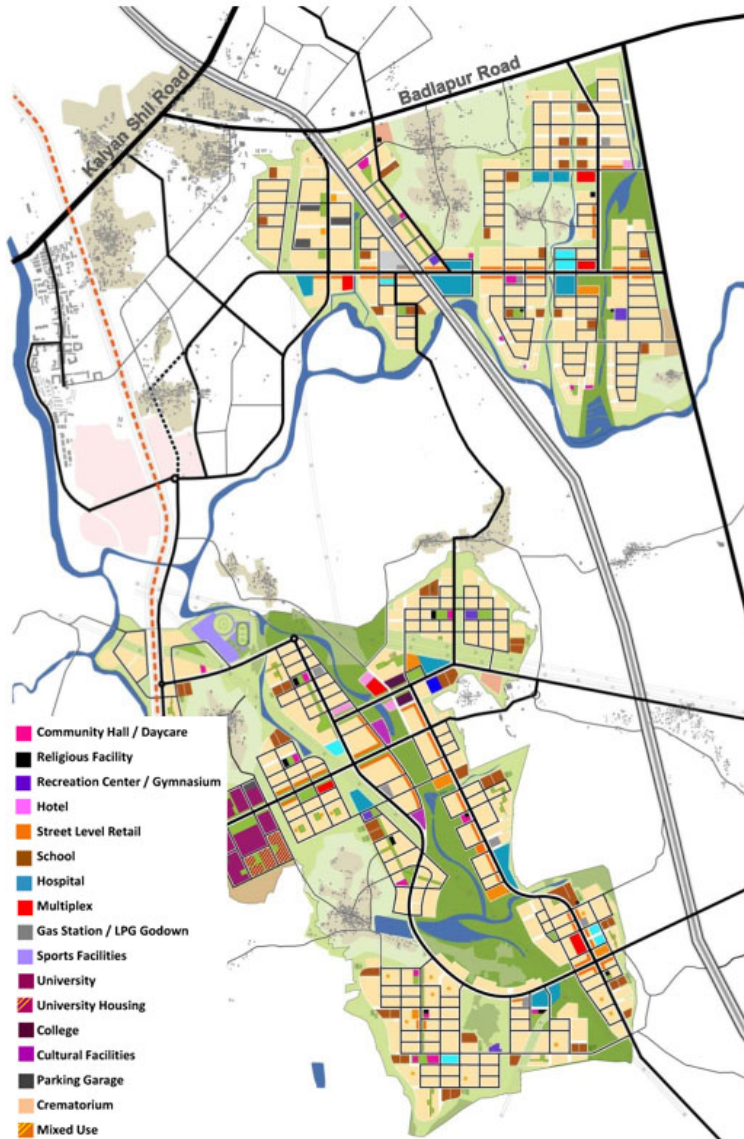
People Doing  
Business



# Mapping for Analysis

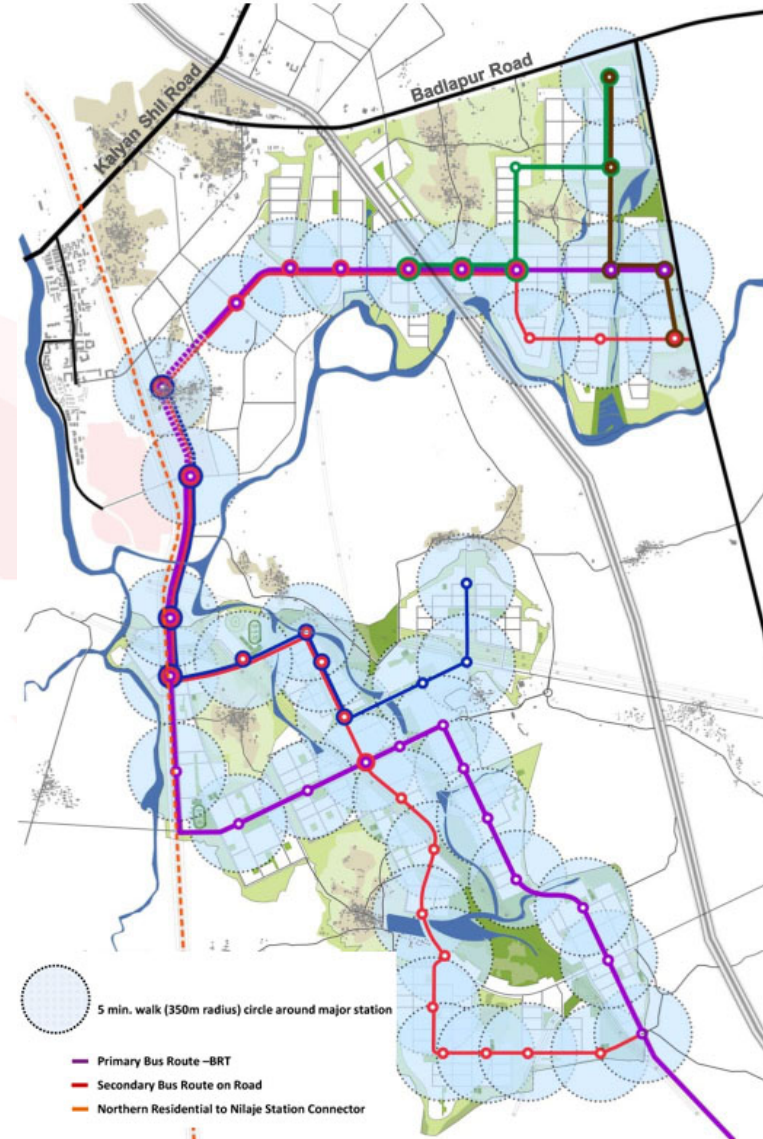
## Mapping of Basic Amenities

Amenity Distribution Plan



## Walkability along Various Roads

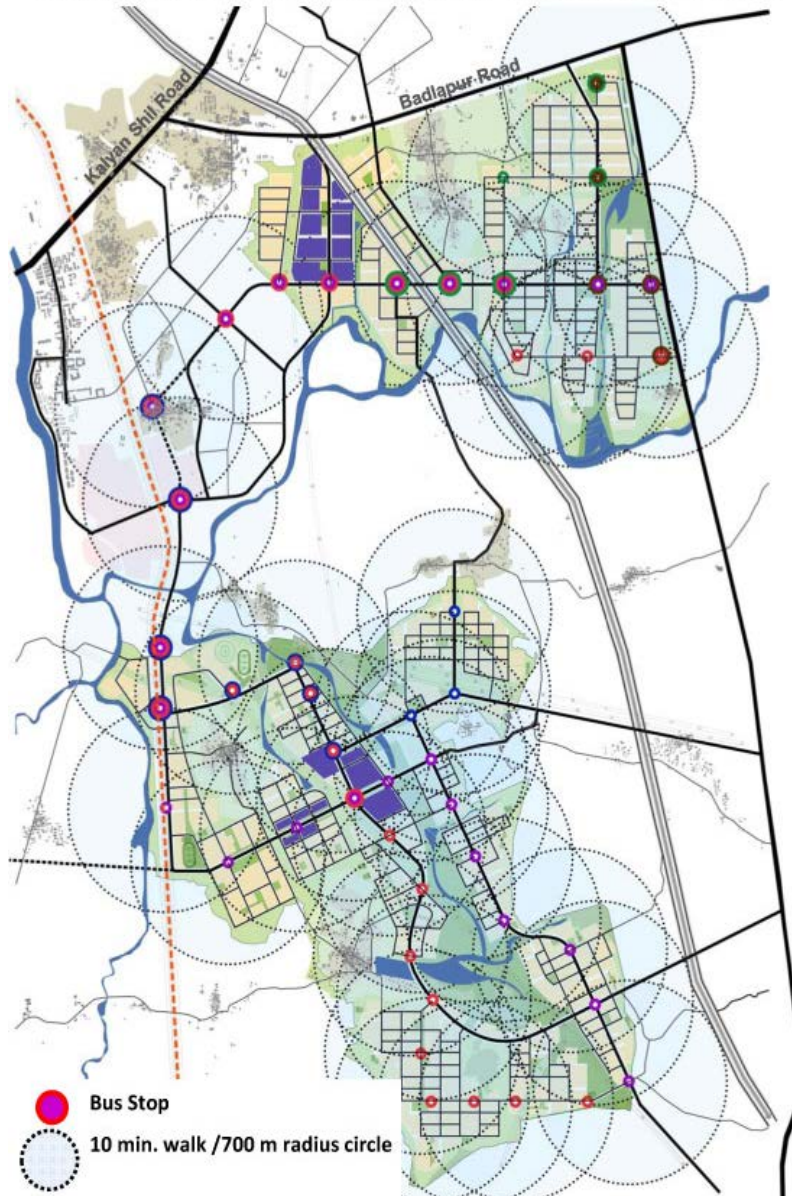
Walkability Around Various roads





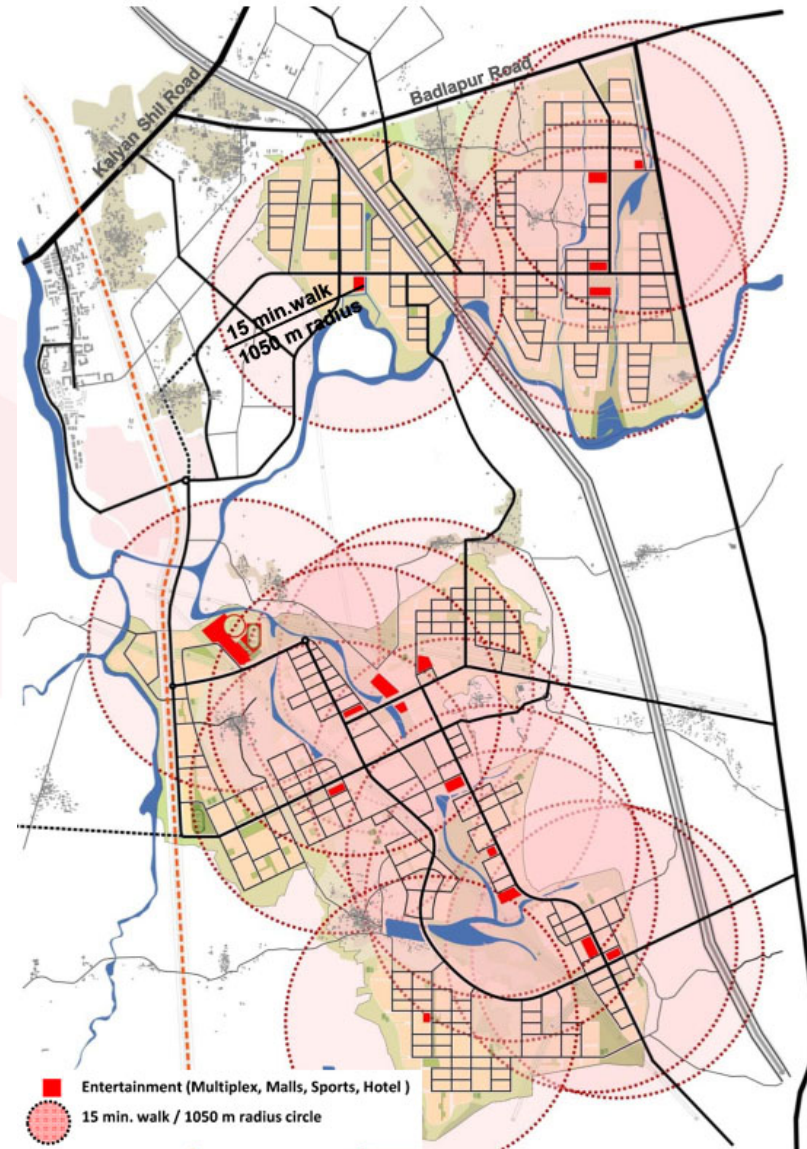
# Mapping for Analysis

## Walkability around Bus Stops



## Walkability around Enter. Centers

### Walkability Around Entertainment

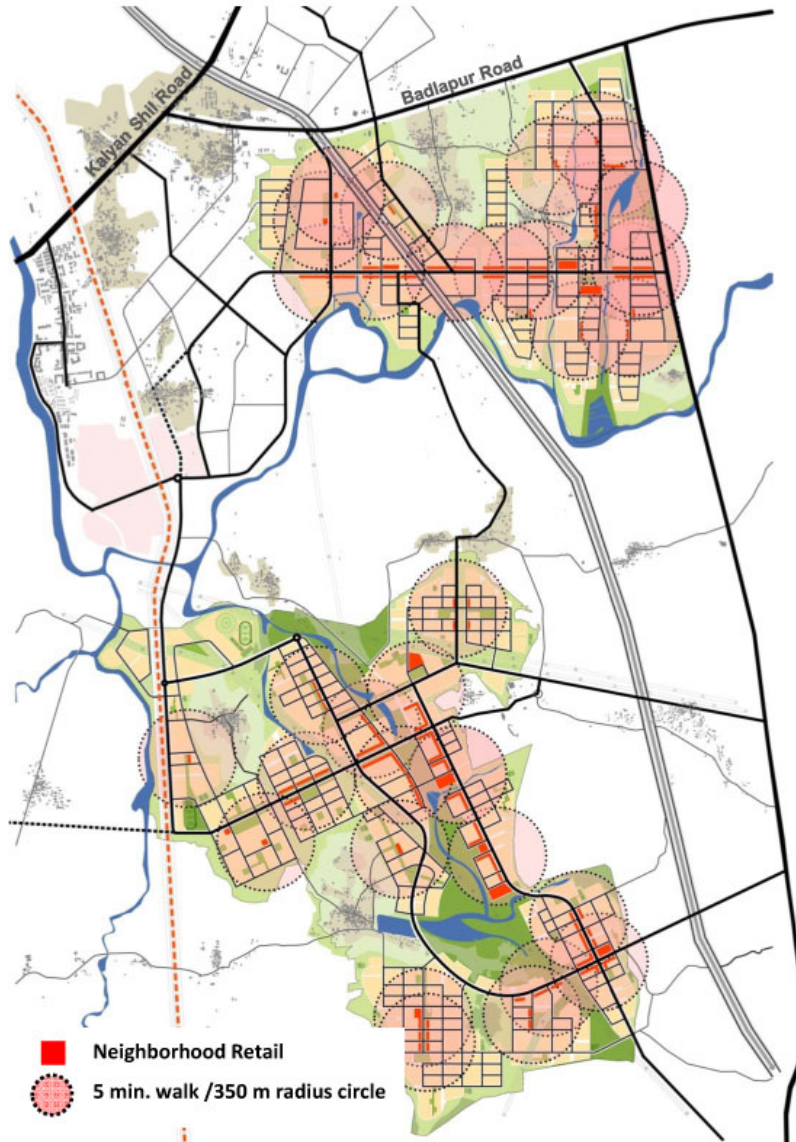




# Mapping for Analysis

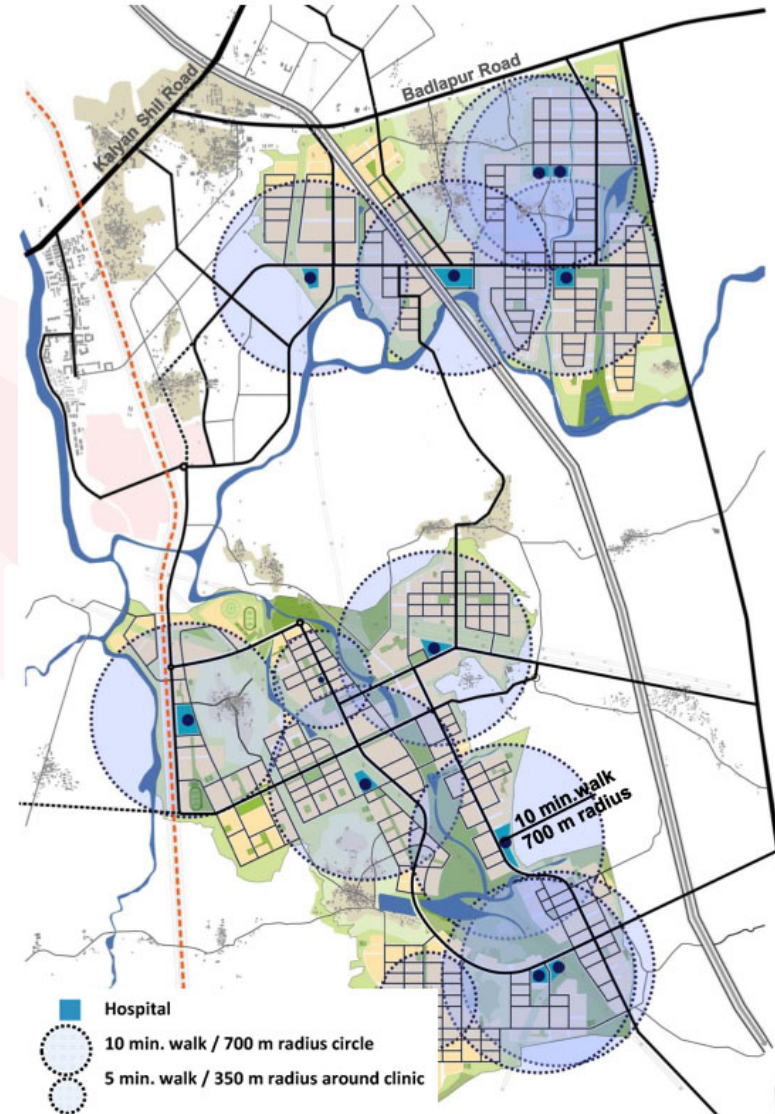
## Walkability around Retail Centers

### Walkability Around Neighborhood Retail



## Walkability around Health Clinics

### Walkability Around Hospitals







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# THANK YOU!