



SMART  
CITY  
BHOPAL

***PLACEMAKING PROJECT  
GUIDELINES***



# INDEX

| <b>Sr.No.</b> | <b>Topic</b>  | <b>Pg. No.</b> |
|---------------|---|----------------|
| <b>1.</b>     | <b>What is Placemaking?</b>   | <b>01</b>      |
| <b>2.</b>     | <b>Intention and Impact</b><br>I. What is the purpose of placemaking?<br>II. Areas of Impact<br>III. Improved Quality of Life and Liveability | <b>02</b>      |
| <b>3.</b>     | <b>Placemaking Principles</b>   | <b>04</b>      |
| <b>4.</b>     | <b>Core Features of Successful Public Spaces</b>  | <b>06</b>      |
| <b>5.</b>     | <b>Examples of Smart Solutions through Placemaking Interventions</b>  | <b>08</b>      |
| <b>6.</b>     | <b>What does not qualify as placemaking?</b>  | <b>10</b>      |
| <b>7.</b>     | <b>Project Categories</b>   | <b>11</b>      |
| <b>8.</b>     | <b>Bhopal and Placemaking</b>   | <b>12</b>      |
| <b>9.</b>     | <b>Strategy</b><br>A. Two Tiered Approach<br>B. Site Elements   | <b>13</b>      |
| <b>10.</b>    | <b>Selection Criteria</b><br>I. Project Evaluation<br>II. Land Selection  | <b>15</b>      |
| <b>11.</b>    | <b>Public Engagement</b>  | <b>17</b>      |
| <b>12.</b>    | <b>Finance</b>  | <b>18</b>      |
| <b>13.</b>    | <b>Case Studies</b>   | <b>19</b>      |



# 1. What is Placemaking?

Placemaking is defined as a multi faceted approach to the planning, design and management of public spaces. It capitalizes on a community's assets, inspiration and potential with the intention of creating public spaces that promote people's health, happiness and well being.

Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value.

More than just promoting better urban design, Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

## PLACEMAKING IS

- Community-Driven
- Visionary
- Function before form
- Adaptable
- Inclusive
- Focused on creating destinations
- Context-specific
- Dynamic
- Trans-disciplinary
- Transformative
- Flexible
- Collaborative
- Sociable

## PLACEMAKING IS NOT

- Top down
- Reactionary
- Design driven
- A blanket solution
- Exclusionary
- Car centric
- One size fits all
- Static
- Discipline driven
- One dimensional
- Dependent on regulatory controls
- A cost/benefit analysis
- Project focused

## 2. Intention and Impact

### *I. What is the purpose of placemaking?*

These spaces are ideal for making meaningful contributions to communities while generating maximum interest among citizens. They are excellent branding vehicles for the authorities and establishing a direct relationship between space and users.

- Transform unused or underused areas into active spaces.
- Make the space interactive and ensure maximum citizen participation by providing variety of activities through thoughtful interventions
- Address neighbourhood needs, requirements and aspirations.
- Utilize and highlight the local assets and resources.
- Increase Bhopal Smart City presence through consistent branding.
- Create ecologically sustainable and adaptable sites for future use.

### *II. Areas of Impact*

Placemaking has diverse potential. It can impact many different types of spaces and communities in a city. Some examples are:

- **Commercial Spaces**

Ex.: Hawker streets, Street performers, Facade activation, Public seating/ outdoor cafes to increase and retain foot traffic

- **Transportation Oriented Development (TOD)**

Ex.: Sidewalk activation, Road occupation, Bus stop redesign, Cycle lane design

- **Citizen Engagement**

Ex.: Use GIS Map to promote better understanding of city for citizens and tourists, Social Network of Ideas, Scan barcodes of construction sites to learn more about what is happening, progress, timeline, etc., Scan barcodes of street light poles to lodge complain or to get data about surroundings

- **Residential Bridging**

Ex.: Adding pocket parks, Playgrounds, Outdoor gyms, Composting facilities, Community gardens (urban farming)

### III. Improved Quality of Life and Liveability

Quality of life of a city is greatly dependent on the quality of its public spaces. Ministry of Urban Development (MoUD) puts great emphasis on a vibrant public life to calculate the Liveability Index of cities. Some of the measures that can be directly impacted through thoughtful placemaking are:

- Identity and Culture
- Public Open Spaces
- Mixed Land Use and Compactness
- Wastewater Management
- Solid Waste Management



# 3. Placemaking Principles

## **1. Image and Identity**

Each site is an opportunity to create a destination. A unique space with a unique identity is more inviting than a space that feels generic. A site specific design strategy will ensure that each site has its own different character. The image of the site can become significant to the community identity of that area.

## **2. Attractions**

Any great public destination has a variety of smaller “spaces” within it that appeal to a variety of people. These can include fountains, food vendors or art installations. These attractions need not be big in size for a place to succeed. They should simply provide interest points that attract crowds to the area and give people reasons to spend time in that space.

## **3. Streets as public spaces**

The streets are in themselves critical public spaces. They must be treated accordingly. A site can greatly benefit from the thoughtful design of the supporting streets and the overall impact of the project can be extended further.

## **4. Triangulation**

The concept of triangulation relates to locating elements next to each other in a way that fosters activity. For example, a bench, trash bin, and a coffee vendor placed near a bus stop create synergy because they are more convenient for waiting bus passengers and pedestrians than if they were isolated from each other. Such arrangement must be kept in mind when adding elements to a site.

## **5. Power of 10**

A successful public space provides an array of activities for the users. The Power of 10 refers to a principle that says that every placemaking at every scale should provide 10+ things to do layered to create synergy. This essentially means that a good space must be able to cater to a broad variety of activities.

## **6. Amenities**

Spaces must feature certain basic amenities to make the experience more comfortable. Some examples of such amenities are - bathrooms, benches, trash cans and lighting. For example, the location of trash cans in the right place can change the way people use that space along with promoting public cleanliness. Lighting is integral in the perception of the place appearing “safe”. A dark place is never inviting and leads to the presence of more antisocial elements.





## **7. Flexible design**

These spaces are not meant to be infrastructure developments alone and hence are not meant to be fixed in their design and use. Successful projects are flexible and adaptable in nature and can be used in many different ways. Flexibility needs to be built into the site through well thought out plans and programming.

## **8. Seasonal strategy**

A successful space needs to think of all seasonal conditions, including how the use will change around different festivals. By accommodating this adaptability, we can ensure maximum usability of the space.

## **9. Accessibility and connectivity**

A site can't attract crowds if it is not accessible. It must have proper infrastructure to facilitate a comfortable pedestrian experience - the sidewalks and paths must be walkable. There should be consideration given to the parking needs of the visitors. Such parking may not be on site but must be thought through to enable a smoother experience. These sites must be disable friendly and accommodate different age groups.

## **10. Safety**

For people to come to a site they must feel safe. Thus safety and the perception of safety are integral for a successful public space. Additionally, a safe public space encourages a sociable environment for interactions and activities. Special attention must be given to make the space secure for female users and ensure their safety and comfort in the space.



**Children Painting Zebra Crossing**

# 4. Core Features of Successful Public Spaces

## **1. Walkable sidewalks/ pavers**

The sidewalk provides the basic infrastructure needed to attract and encourage people to come to the site. May it be a park or a small plaza, walkable spaces are essential to the users. Additionally, sidewalks create an important buffer space between busy roads and the site, contributing to a smoother experience.

## **2. Lighting**

Lighting provides a sense of safety to an area by allowing the users to be able to see and enjoy everything around them. It makes a space a lot more inviting and enriches the experience by facilitating views. In contrast a dark space, no matter how safe, only gives an impression of danger and is hence avoided.

## **3. Places of rest**

Public spaces that have benches and seating invite the people to linger and enjoy the space. And the presence of more people promotes a sense of safety and sociability. Places of rest also make the site a lot more comfortable. They allow people to appreciate the attractions of a place leading to a more pleasant experience.

## **4. Interactive and Social Elements**

Spaces must be interactive and dynamic. A successful space can't be just made of green lands and some decor. There must be interactive elements and programming that encourage people to engage with the space and among themselves. For example, a community garden even with no street furniture allows people to engage in an activity together, interact with one another and hence overall promotes greater community values. The benches, plantations, seating and all other elements must be designed in a way that promote interactions. For example, seating that is very far from each other will only lead to isolated experiences.

## **5. Art Components**

A quick way to activate a space is by adding vibrant art elements to it. These can vary from painted sidewalks to interactive art installations. People are attracted to bright colors. Art can really elevate an area aesthetically and create a more inviting space. These art projects can be crowdsourced creating greater public engagement. For example, local artists or students can be invited to create sculptures.



## **6. Plantations and Greenery**

Green elements contribute to the aesthetic appeal of an area as well as enhance the overall experience. Psychologically, green areas amidst city environments provide moments of much needed respite from the chaotic surroundings. Apart from dedicated park spaces, greenery can be accommodated through well designed planters, trees and other hardscape elements.

## **7. Proximity to Bus Stops, Bike Racks and Parking**

A space is more likely to be used if it is easy to get to. In order to make this place well connected to the rest of the city and easy to reach, these elements must be considered. What are the close by Bus Stops? Is it easily walkable to come to the site? Are there bike racks for parking bikes? Is there enough parking around the site?

## **8. Food**

Food is a major point of attraction for people to come to a place. And inversely, people won't spend extended time in a space that doesn't offer some options to eat. Incorporating food either through dedicated hawker spaces or proximity to some restaurants and shops is important. A strategy for vendors should be designed so that an unplanned mess can avoided. This can be done through some marked or designed spaces and plenty garbage disposal facilities.



**Repurposed Storm Pipes Create Interactive, Attractive Elements**

# 5. Examples of Smart Solutions through Placemaking Interventions

## **1. Walkable sidewalks/ pavers**

The sidewalk provides the basic infrastructure needed to attract and encourage people to come to the site. May it be a park or a small plaza, walkable spaces are essential to the users. Additionally, sidewalks create an important buffer space between busy roads and the site, contributing to a smoother experience.

## **2. Lighting**

Lighting provides a sense of safety to an area by allowing the users to be able to see and enjoy everything around them. It makes a space a lot more inviting and enriches the experience by facilitating views. In contrast a dark space, no matter how safe, only gives an impression of danger and is hence avoided.

## **3. Places of rest**

Public spaces that have benches and seating invite the people to linger and enjoy the space. And the presence of more people promotes a sense of safety and sociability. Places of rest also make the site a lot more comfortable. They allow people to appreciate the attractions of a place leading to a more pleasant experience.

## **4. Interactive and Social Elements**

Spaces must be interactive and dynamic. A successful space can't be just made of green lands and some decor. There must be interactive elements and programming that encourage people to engage with the space and among themselves. For example, a community garden even with no street furniture allows people to engage in an activity together, interact with one another and hence overall promotes greater community values. The benches, plantations, seating and all other elements must be designed in a way that promote interactions. For example, seating that is very far from each other will only lead to isolated experiences.

## 5. Art Components

A quick way to activate a space is by adding vibrant art elements to it. These can vary from painted sidewalks to interactive art installations. People are attracted to bright colors. Art can really elevate an area aesthetically and create a more inviting space. These art projects can be crowdsourced creating greater public engagement. For example, local artists or students can be invited to create sculptures.

**Placemaking can offer smart solutions for many of the city's problems in a quick and affordable manner using design and programming. Some examples of such solutions are:**

- Outdoor Gyms
  - Food Vendors
  - Play Equipment
  - Seating
  - Small Free Library
  - Special events highlighting local culture & history
  - Public Art
  - Local Landscaping
  - Wayfinding Signage
- Placemaking at bus stops
  - Complete Streets - Road Occupation
  - Parklets
  - Hawkers Market
  - Community Gardens
  - Bus Stop Redesign
  - Composting Facilities
  - Community Rainwater Harvesting Facility
  - Shared Street



*Utilizing Space Under Freeways As A Public Park (Miami Underline)*

## 6. What does not qualify as placemaking?

Placemaking Projects address the experience of a space using social, design and infrastructural elements. They do not refer to basic amenity and infrastructure projects.

Basic infrastructure upgrades and repairs may be a part of the overall placemaking projects but in themselves will not be accepted as placemaking. *These projects are not meant to add public amenities but to increase the efficiency of existing amenities through design.*

For example, the redesign of a sidewalk and addition of street furniture to make it more engaging and people friendly will be a placemaking project. The fixing of pavers or roads will not be a placemaking projects.



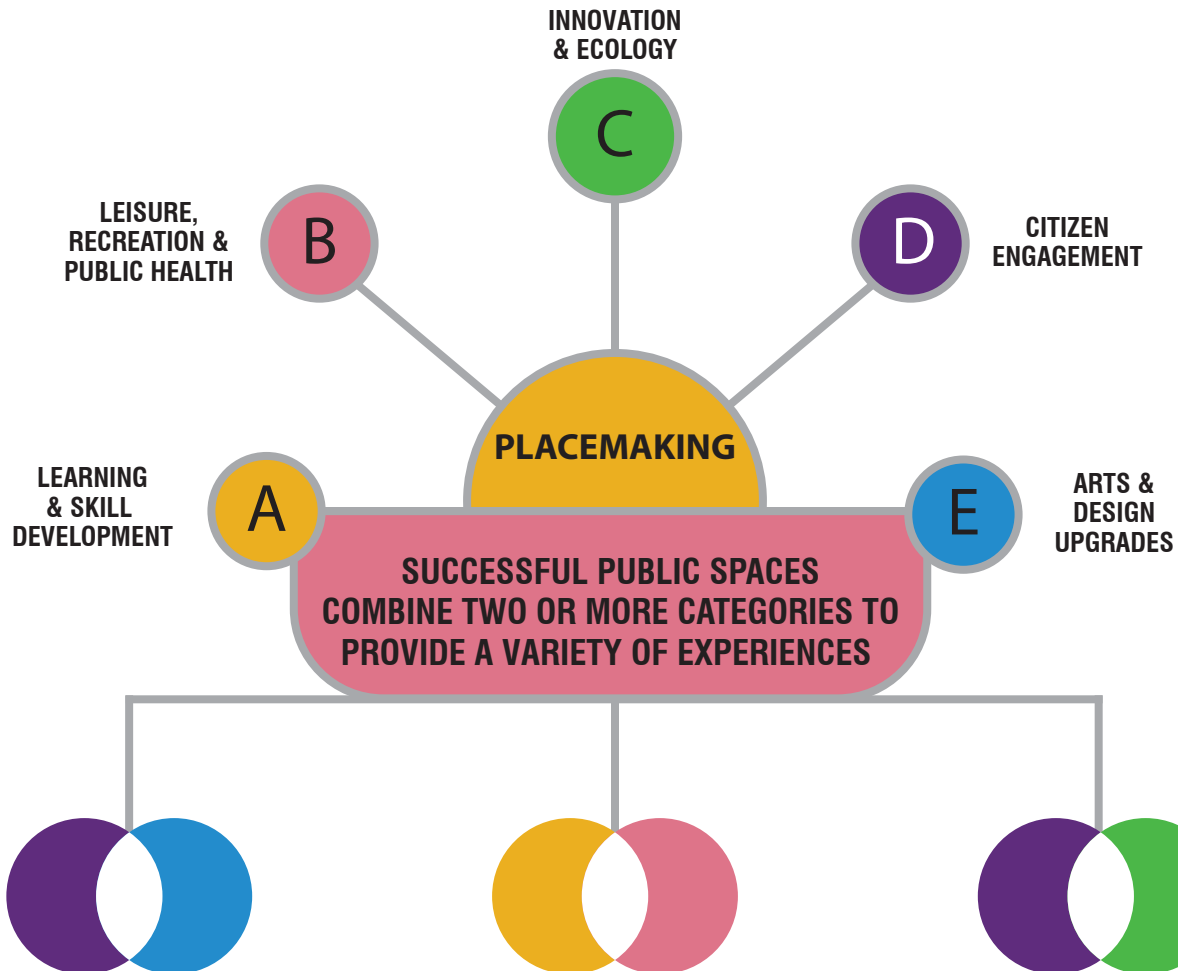
*Sidewalk Activation Using Placemaking Strategies*



# 7. Project Categories

These projects must adhere to the placemaking principles and contribute to at least one of the following realms:

- Learning and Skill Development
- Leisure, Recreation and Public Health
- Innovation and Ecology
- Citizen Awareness
- Art and Design Upgrades



## 8. Bhopal and Placemaking

*Bhopal can greatly benefit from placemaking.*

### ***Community Buy-in***

Smart Bhopal projects are bringing world class technology to the city to transform it into a modern hub for trade, tourism and living. However, it is hard for the citizens to fully appreciate the ongoing efforts and their benefits. Placemaking can provide tangible benefits in a short time to people of Bhopal and help them understand the power of good city design. By involving them in the process, we can increase community buy in for development.

### ***Increase Impact Area***

A large part of the physical changes occurring under the Smart Cities Mission are happening in the ABD area around T.T. Nagar (Area Based Development). Placemaking projects because of their adaptable, low cost nature provide an opportunity to expand the impact area to the pan Bhopal region. These small intervention projects can be carried anywhere in the city's public places to bring the impact of city design closer to the people.

### ***Densification***

Bhopal is a sprawling city. A high level of expenditure is required to maintain utilities and it poses a great threat to infrastructure stability. Placemaking projects, by bringing together people and activities through well designed spaces that fulfil people's needs and aspirations, can help promote dense developments and more compact areas of functioning.

### ***Waste Management and Cleanliness***

Solid waste management and public hygiene and cleanliness are some of Bhopal's most eminent challenges. Many studies have shown that when people care about the space they are in, they are less likely to make a mess. They are more likely to be conscious about cleanliness and in turn overall create an environment that promotes conscious use of space. Placemaking projects by involving the people, stakeholders and users so directly can generate that environment and help shape people's behaviour in public spaces.



# 9. Strategy

## A. Two Tiered Approach

Placemaking projects are varied and don't conform to a fixed project scale. Hence we need to a two tiered approach.

### i. Quick Interventions:

These projects are fast paced and can be implemented over a period of few days. They usually address just one or two elements in a space.

#### For example:

Road crossings can be updated with colourful art painted by children and community members; Public toilets can be highlighted and made more attractive through graffiti from local artists; Road Occupation - vehicular roads can be shut down temporarily to host a variety of activities and create a social public space.

In a small timeframe, with minimal financial investment these projects can generate engaging public spaces with high impact.

### ii. Comprehensive Site Development:

These projects are more detailed and exhaustive and usually address multiple elements in a space. They require a comprehensive understanding of the site and community needs to put in place a well thought out plan for change. They have a much longer timeline.

#### For example:

A Makerspace/ Entrepreneurship Centre can be built; Composting facilities in pocket parks can be put in place; A Playground for Grown Ups can be put in place to create lively elements for a locality.

Thoughtful and comprehensive design can provide smart solutions to urban problems and needs that positively transform the social, infrastructural and design elements of an area.

A combination of the two scales will lead to maximum overall impact in Bhopal.

## ***B. Site Elements***

Some examples of site elements that may be addressed are:

- Architecture design
- Interior design
- Landscape architecture design
- Horticulture
- Irrigation, fountain, pool design and controls
- Mechanical engineering and plumbing
- Lighting design
- Design for solar panels
- Fire fighting
- Furniture, fixtures and equipment (FF&E)
- Waste water management systems
- Rain water harvesting systems
- Composting system
- Security system
- Power management
- Water pumping and supply controls
- Public address system
- Energy efficient design systems
- Signage required for site
- Artist selection for art projects
- Community involvement interface for crowdsourced projects
- Materials required for art installations and design projects
- Makerspace/ Fitness/ Playground, any other specialized equipment
- Closure permits for road occupation activities and projects
- Construction Site facades and information distribution

# 10. Selection Criteria

## ***I. Project Evaluation Criteria***

All placemaking projects must adhere to the placemaking principles and accommodate the core features referred to earlier. It is important to demonstrate the social impact of the project in that area and how it can change the current condition of that land and community. They are not meant to be core infrastructural or amenities projects. Careful attention should be given to design, surrounding conditions and user needs.

**The proposals for a project will be evaluated by looking at:**

- **Potential impact**

How many people will be impacted by this? How will it change the land and the area around it? Is it impacting multiple elements?

- **Cost Effectiveness**

Does the project utilize the funds well? Is the impact equitable to the money being spent? Are the budgetary items well thought out and realistic?

- **Innovation**

Is the project an innovative solution? Is it creative in handling the challenges of the site?

- **Scalability and adaptability**

Is the project scalable in the future? Can it be adapted to different uses? Can it be used year round?

- **Accommodation of public opinion and engagement**

What is the level of public engagement that has gone into it? How well is public opinion accommodated into the design?

- **Address at least one of the five recognized realms**

(Learning and Skill Development; Leisure, Recreation and Fitness; Innovation and Ecology; Art and Design Upgrades)

The project must address at least one of the five realms to ensure its impact value.

## II. Land Selection Criteria

The land selected for the project should have:

- **High catchment area**  
It should attract broad groups of people of different ages, genders and backgrounds.
- **Accessible to the public**  
Only publically accessible land will qualify for placemaking projects. No projects shall be undertaken on private land.
- **Well connected location**  
The area must be well connected to the city through roads and transportation options.



# 11. Public Engagement

## I. Project Evaluation Criteria

Engagement and collaboration with community members and institutions is of prime importance to the nature of this project. Its success lies in coming up with solutions that cater to the users and citizens of Bhopal. Taking input from these potential users will be of utmost priority. Hence the process of collaborating and inputting must be simplified and easily understandable.

### • Project Inputs

The concept of placemaking projects will be introduced to citizens through RWAs, other institutional engagement and social media. Citizens, communities and institutions can propose such projects in their localities. In the design proposal they must specify:

- Location and dimensions of land
- Nature of surrounding areas
- Proposed project
- Evidence/ data to support the need for this project
- Potential users and impact
- Stakeholders involved
- Estimate funds required
- Financial capabilities of stakeholders to finance part of project
- Maintenance responsibilities that can be undertaken by the community

### • Design Inputs

In addition to suggesting projects of their own, the people will also be given avenues to comment and give suggestions on projects chosen by the city through digital engagement and public meetings. Social media will play a significant role in gathering this input.



## 12. Finance

### ***1. Project Evaluation Criteria***

A cost sharing model will be adopted for the comprehensive projects. In case of spaces that are entirely public and accessible by all citizens irrespective of their neighbourhoods and colonies will be entirely financed by the city.

A 80 - 20 model will be adopted for projects that are inside colonies and benefit a particular group of citizens from that neighbourhood or community. The city will put up 80 percent of the funds while the RWAs and/or other institutions will be required to give the remaining.

In case of a cost sharing, the institutions are required to adhere to certain guidelines:

- Once the site is built it will be handed over to the institutions / RWAs and they shall remain responsible for its maintenance and programming.
- The city will require an undertaking of maintenance from the institutions / RWAs prior to the implementation of the project.
- They must ensure equal treatment of citizens using the space.

# 13. CASE STUDIES

## A. BANGALORE, INDIA

### Anand Rao Flyover

Underutilized space under a flyover was transformed through simple interventions undertaken by students. A dumping yard for debris was covered into an interactive play-ground for children and adults. It was undertaken in partnership with the municipality.

*Transit Oriented Placemaking Recreation, Art & Design Upgrades*



## B. HOUSTON, TEXAS, USA

### Color Jam - Art Blocks Houston

An overlooked corner next to a metro station was activated using colourful planes designed by artist Jessica Stockholder, lighting and matching seating. The bright colours added interest and vibrancy to a previously dull space. The colours in combination with proper lighting also helped increase the perception of safety of the area and reduce anti-social elements. Project was undertaken by the city of Houston in partnership with local art group.

*Transit Oriented Placemaking Recreation, Art & Design Upgrades*







**C. SAN FRANCISCO, CALIFORNIA, USA**

**Guerrero Park**

Vehicle speeding on Guerrero Street, and the area around the intersection with San Jose Avenue, prompted a series of improvements to the neighborhood to increase safety for pedestrians and cyclists. San Jose Avenue was closed at its intersection with Guerrero Street and is now a two-way “cue street,” providing local access to residents along the block. Small interventions were used to revamp an intersection into a neighborhood pocket park. All planters added were native to the region and require minimal maintenance.

***Residential Bridging, Transit Oriented Placemaking Leisure, Recreation & Public Health, Innovation & Ecology, Citizen Awareness***



## D. NEW DELHI, INDIA

### Raahgiri

Delhi roads are infamous for being packed with traffic. Raahgiri aimed to reclaim them for the people by shutting down vehicular traffic for a time period and hosting a variety of activities for children, women, adults and the elderly. It was termed as a rebellion undertaken by local groups against the occupation of public space by vehicles instead of people. The shops and restaurants in the surrounding area greatly benefitted from this event as well since it led to greater foot traffic and public engagement.

***Commercial Spaces, Citizen Engagement, Transit Oriented Placemaking Learning & Skill Development, Leisure, Recreation & Public Health, Citizen Awareness***







**BHOPAL SMART CITY DEVELOPMENT CORPORATION LIMITED**

Zone-14, Bhopal Municipal Corporation, BHEL,  
Govindpura, Bhopal-462023 (MP) Phone: 0755-2477770  
Email: [smartcitycell@bmconline.gov.in](mailto:smartcitycell@bmconline.gov.in), [bscdcl@smartbhopal.city](mailto:bscdcl@smartbhopal.city)  
[www.smartbhopal.city](http://www.smartbhopal.city)