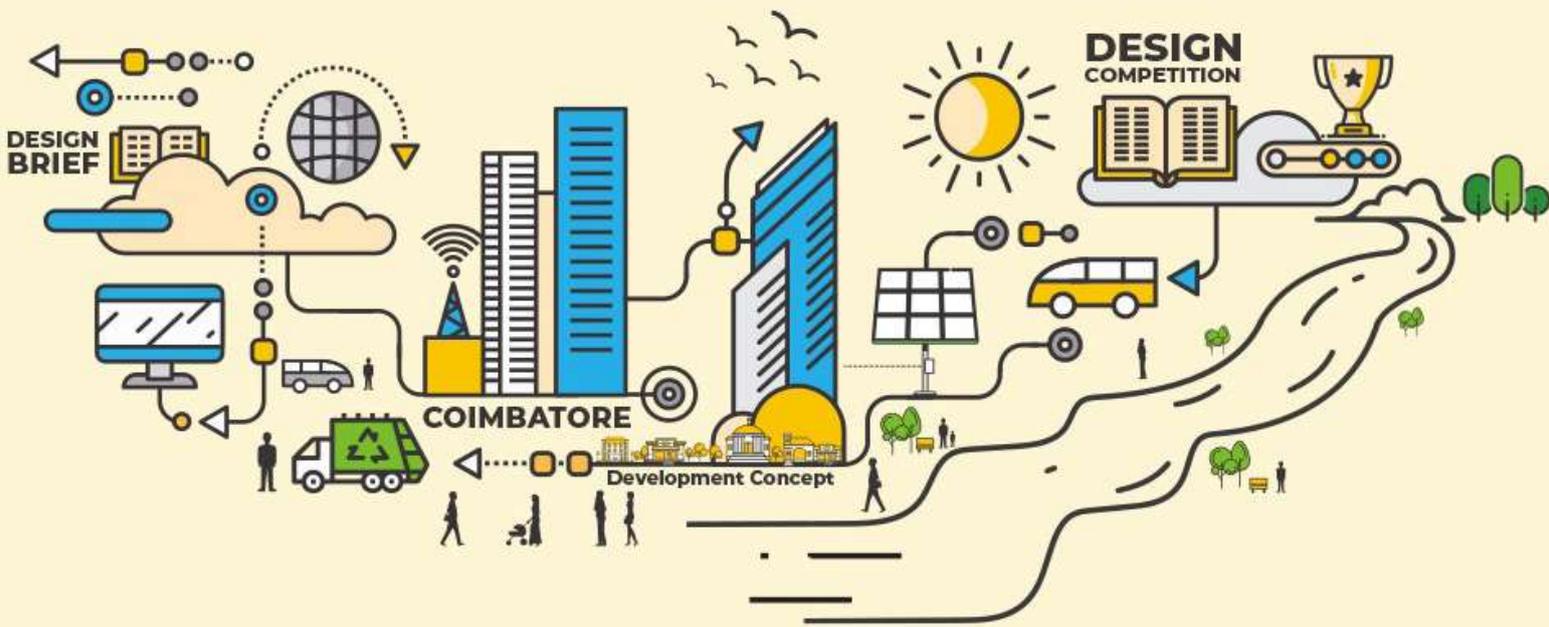


# MANUAL

## How to do an Urban Design Competition

### The Case of Coimbatore



COIMBATORE CITY  
MUNICIPAL CORPORATION



COIMBATORE  
Smart city



german  
cooperation  
DEUTSCHE ZUSAMMENARBEIT

Implemented by  
giz Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



## Imprint

### Published by the

Deutsche Gesellschaft für  
Internationale Zusammenarbeit (GIZ) GmbH

### Registered Offices

#### Bonn and Eschborn, Germany

Sustainable Urban Development - Smart Cities (SUD-SC)

B-5/2, Safdarjung Enclave

New Delhi- 110029, India

T +91 11 49495353

F +91 11 49495391

www.giz.de/india

### Responsible:

Georg Jahnsen

georg.jahnsen@giz.de

### As at

November 2021

### Acknowledgement

Our team would like to thank the Coimbatore Municipal Corporation, Coimbatore Smart City Ltd. and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, for providing constant support at every stage of the project. We would also like to express our gratitude to the design teams at AVN Architecture (sites A,B) and rad OFFICE (site C) for their participation and contributions in the CoVai Open Design Competition.

### Authors:

GIZ SUD-SC: Charlotte Pusch, Krishna Kumar

Taru Leading Edge

Urbanista

### Photo credits:

Photo credits for all images included in this manual belong to Taru Leading Edge

GIZ is responsible for the contents of this publication

On behalf of the

German Federal Ministry for Economic Cooperation and Development (BMZ)



# TABLE OF CONTENTS

W3

<b>Preface</b>	0
<b>1 Background</b>	06
How to read this manual	07
List of abbreviations	07
Overview of each chapter	07
Checklist	07
<b>The organizers</b>	08
<b>Why urban design competition in Coimbatore?</b>	10
<b>Description of involved parties and planned resources</b>	12
<b>2 The Competition – Overview of the UDC process</b>	14
Introduction to CoVai urban design competition	15
<b>Phase 0 – Site selection and feasibility study</b>	17
<b>Phase 1: Understanding the context of Koundampalayam</b>	22
Site survey (FGDs, Video/ Photographs)	23
Identifying and consulting the relevant stakeholders	25
Identifying challenges on the site	25
<b>Phase 2: Design brief</b>	27
Design vision and elements	28
Timeline/ procedure	29
Prize money	30
Design call (Distribution of the Design-Brief)	30
Promotion of the competition	31
<b>Phase 3: Work phase</b>	35
Registration and eligibility	36
Pre-assessment of the entries	37
Final jury session	38
Results and description of winning teams	41
<b>3 Strategies for DPR and implementation plan</b>	45
<b>Preparation of the overall master plan and sub-site master plan</b>	47
Role of the winning teams	48
Development of overall vision	48
Division of the tasks and deliverables	51
Scope and scale of the overall master plan, sub-site master plan and area for DPR	54
<b>Stakeholders consultations, survey &amp; data collection</b>	55
Stakeholder consultations	56
Survey & data collection	56
<b>Implementation strategy and DPR development</b>	58
Sub-Site A DPR	59
Sub-Site B DPR	60
Sub-Site C DPR	61
<b>4 Summary and outlook</b>	62

# 1 BACKGROUND

## HOW TO READ THIS MANUAL

This manual is a step-by-step guide to conduct an Urban Design Competition (UDC) for local administrations, planning practitioners and academia. It presents an ideal process of conducting such a competition and is based on specific experiences from the city of Coimbatore. Each chapter has a general section regarding the competition process as well as a detailed section for Coimbatore. These detail sections are highlighted through a gray textbox and aims at providing further insight into the specific proceedings in Coimbatore.

## LIST OF ABBREVIATIONS

CCMC .....Coimbatore City Municipal Corporation  
UDC.....Urban Design Competition  
SUD-SC .....Sustainable Urban Development – Smart Cities  
MoHUA .....Ministry of Housing and Urban Affairs  
SDGs .....Sustainable Development Goals

## OVERVIEW OF EACH CHAPTER

### 1 Background

General Information on the organizer, their partners, and the concept behind the Co(Vai) Open Urban Design Competition in Coimbatore. .

### 2 The Competition

Overview of the urban design process, the site selection, creative collaborations to formulate agendas and the process of developing a design brief culminating into the jury process.

### 3 Strategies for DPR and Implementation Plan

Discussion on the process of unified aims and goals for outcomes under a common vision for the master plan by the three winning entries and identifying sites for detailed project reports that exemplify a shared approach to the development of the entire site.

## CHECKLIST



Each chapter has a checklist to plan and organise a UDC with helpful information conveyed in a simple and practical way.

# The Organizers

Coimbatore City Municipal Corporation (CCMC) in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) conducted the UDC as part of the "Sustainable Urban Development - Smart Cities" (SUD-SC) project in alignment with Indo-German Bilateral Technical Cooperation. The SUD-SC project supports the National Ministry of Housing and Urban Affairs (MoHUA) and the State Government of Tamil Nadu in policy formulation on housing for all, basic services, planning framework, and monitoring of the Sustainable Development Goals (SDGs). The project supports sustainable, integrated and inclusive urbanisation with regard to the environmental and climate aspects as well as aims to improve living conditions, especially for the urban poor. The UDC is an instrument that contributes to a sustainable urban development in tune with SDGs, particularly SDG 11.

The process behind the UDC in Coimbatore started in January 2020 with the objective to create a competitive multi-stakeholder platform for envisioning and implementing integrated civic projects that are of key relevance to the sustainable development of Coimbatore.

The two organisers – CCMC and GIZ, were supported by Taru Leading Edge - Habitat Design Studio, specialist in urban Development and design, as well as by urbanista, a German participatory planning and design firm. Taru Leading Edge was responsible for technically hand holding the UDC at the local and national level. They prepared a detailed competition design brief through a participatory methodology under the guidance of CCMC officials. It was prepared with the involvement of diverse stakeholders including government representatives and officials, urban practitioners, community organizations and residents. They further ensured mass and targeted outreach, looked after the communication with participants of the competition, and managed and reviewed all the received design submissions. urbanista, supported the process with their international experience and ensured a good quality competition.



# Why An Urban Design Competition In Coimbatore?

The CoVai Design Competition was a national level competition targeted for crowd sourcing of integrated Ideas which are scalable, local need-based and multi-sectoral.

The UDC serves an effective platform for encouraging participatory development and for a transparent, collective and informed decision making between citizens, professionals, government and all relevant stakeholders. The platform encourages interdisciplinary collaboration among government departments & private entities to break away from silos and work jointly towards holistic solutions.

Further, it provides the forum for testing concepts of sustainable development and for bridging the technical and knowledge gaps at the local level. The essence of engaging multi-stakeholders ensures that the interventions are not over ambitious but, discernible and plausible strategies rooted in relevance with an increased focus on implementation.

Such competitions are in congruence with the current approach followed by the Government of India where similar participatory competitions are being conducted. For example, Nurturing Neighbourhoods Challenge, Cycles4Change challenge, Transport4All challenge, among others.



# Description Of Involved Parties And Planned Resources

In order to conduct an Urban Design Competition, it is crucial to set clear expectations on the scale, scope and objective and on board a team of organisers who understand these goals and have the technical and institutional capacity to convert them into a competition. The city administration can appoint local and international urban planning and architecture firms to provide technical support to the competition process.

URBAN DESIGN COMPETITION - ACTORS AND ROLES



# 2 THE URBAN DESIGN COMPETITION

## INTRODUCTION TO COVAI URBAN DESIGN COMPETITION

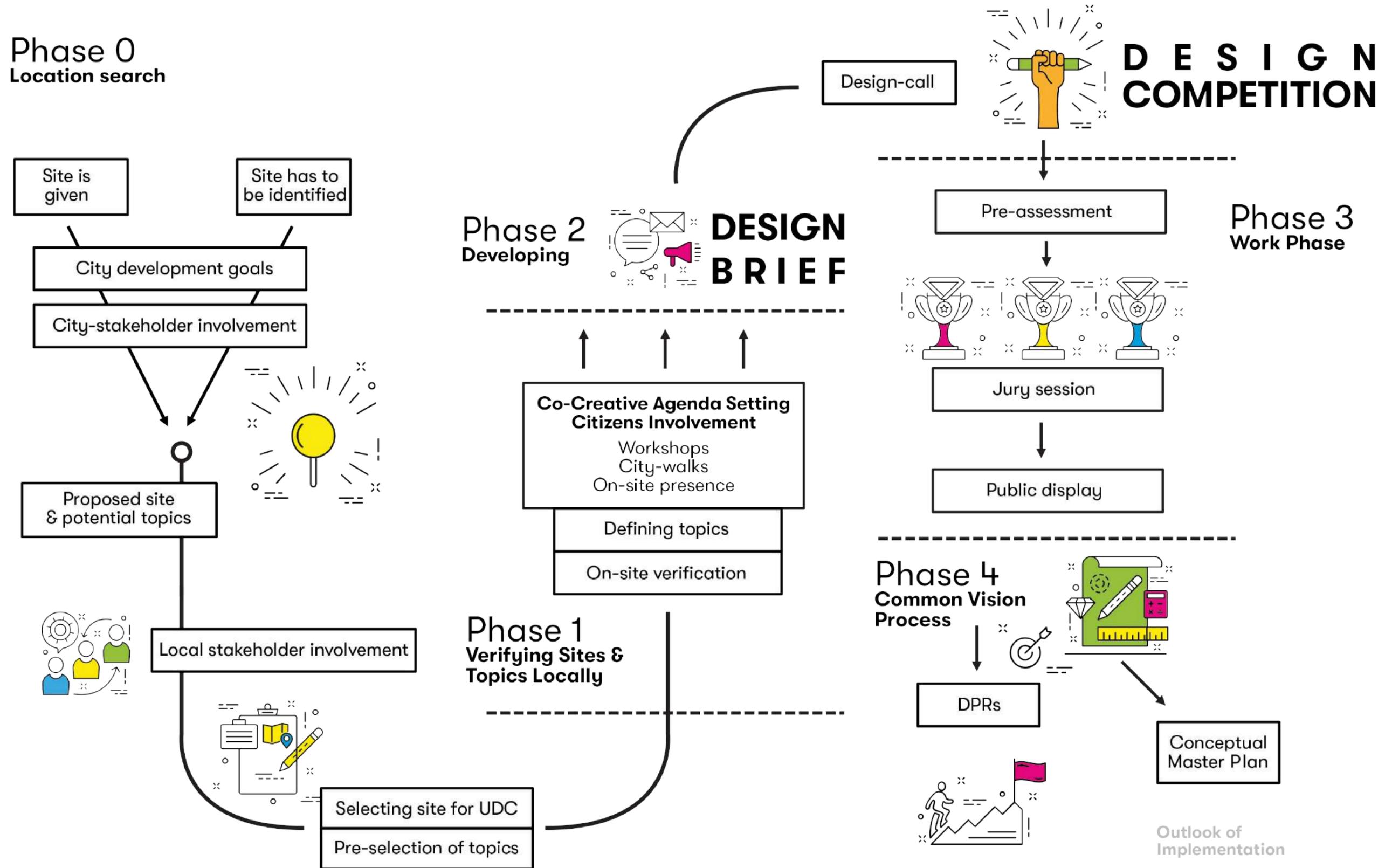
This chapter provides a step-by-step overview of the whole Urban Design Competition Process, focusing on the location search (verifying sites and topics) and the particularities regarding the process of co-creative, collaborative setting of agendas. It also gives important inputs in how to develop a design brief and guide a jury session, besides a detailed description of the process opted for the Co(Vai)-Open Design Competition.

GIZ led the Co(Vai) -Open-Design Competition accompanied by Urbanista and Taru Leading Edge. The competition was collaboratively designed with a human centered focus. It combined the creative energy of the participating teams along with the needs and requirements of the local population. Through an involvement of local citizens and stakeholders, it aimed to ensure that the results were practical, and would sustainably enhance the living conditions of the chosen sites.

**Checkbox - Adapted from the German guidelines for architectural and urban design competitions the UDC considered the following premises to be elementary and fundamental:**

- Transparency:** The decision-making process and all necessary information must be clear, transparent and accessible to everyone. The appointment of the competition winners is the sole responsibility of the jury.
- Anonymity:** The authors of the drafts should not be identifiable after the jury decision has been made. It is thus entirely content-based.
- Professionalism:** Experience plays a decisive role in the involvement of consulting and organizing offices, as well as in the appointment of the professional jury.

# URBAN DESIGN COMPETITION WORKFLOW



# Phase 0 Site Selection And Feasibility Study



The UDC starts with identifying site-specific development needs and city development goals. These goals are usually presented in the form of a strategic citywide master plan or a city-vision. It is important to collate the secondary site studies and problem findings to understand the city and its challenges. These studies help to connect and identify goals for the site and consequently for the competition.

If a preselected site development is the starting point of a UDC, the broader site research can be skipped. Otherwise, the process should begin with the selection of potential site(s) which provide an ideal ground(s) for implementation of city development goals. It is important to check if the shortlisted site(s) have been selected in previous studies, including the details of the agencies involved and the context of such a study. More background research needs to be carried out on relevant, completed and on-going projects implemented on the selected/shortlisted site(s), by different departments and sectors of the government. This is important to avoid overlaps and/or to explore possible future collaborations. It also aids in understanding important technical issues such as those related to jurisdiction and specific rules and regulations connected to the governing bodies.

**Checkbox** - Following this process, site selection and prioritization matrix was developed with parameters such as:

- Scope for design development, availability of services
- Need for development, pressing urban issues/ challenges (for eg. Floods, encroachment, safety of residents, unavailability of services, etc.)
- Legal status and ownership details of the potential sites
- Priority by the Local Government and Identification for previous/ ongoing/ upcoming projects
- Heritage Value of the Site

### PROCESS IN COIMBATORE

#### PHASE 0 - SITE SELECTION FOR THE UDC

The longlisting of potential UDC sites began with a week-long workshop in Coimbatore between GIZ, Taru and Urbanista that included brainstorming sessions, presentations on city urban challenges, current projects and programs. The UDC team then conducted site visits and interacted with key stakeholders from CCMC which included meetings with Smart City PMU, Executive Engineer and Deputy Municipal Commissioner. Preliminary site visits were conducted to Koundanpalayam Compost Yard, Vellaloor Dumpyard, Ward 23/24, Town Hall Area of Ward 86, Ukkadam Bus Stand, Dhobi ghat and surrounding traditional settlements near Ukkadam bus stand.

Based on the established priority list a prefeasibility study (with more site visits stakeholder consultations, observational surveys) for 3 sites - Koundanpalayam, Ward 23/24 RS Puram and Ukkadam was conducted to further discuss and narrow down onto the final site. Two additional back-up sites of Mills along Avinashi Road and areas nearby Jail were also considered for the final pre-feasibility comparison matrix.

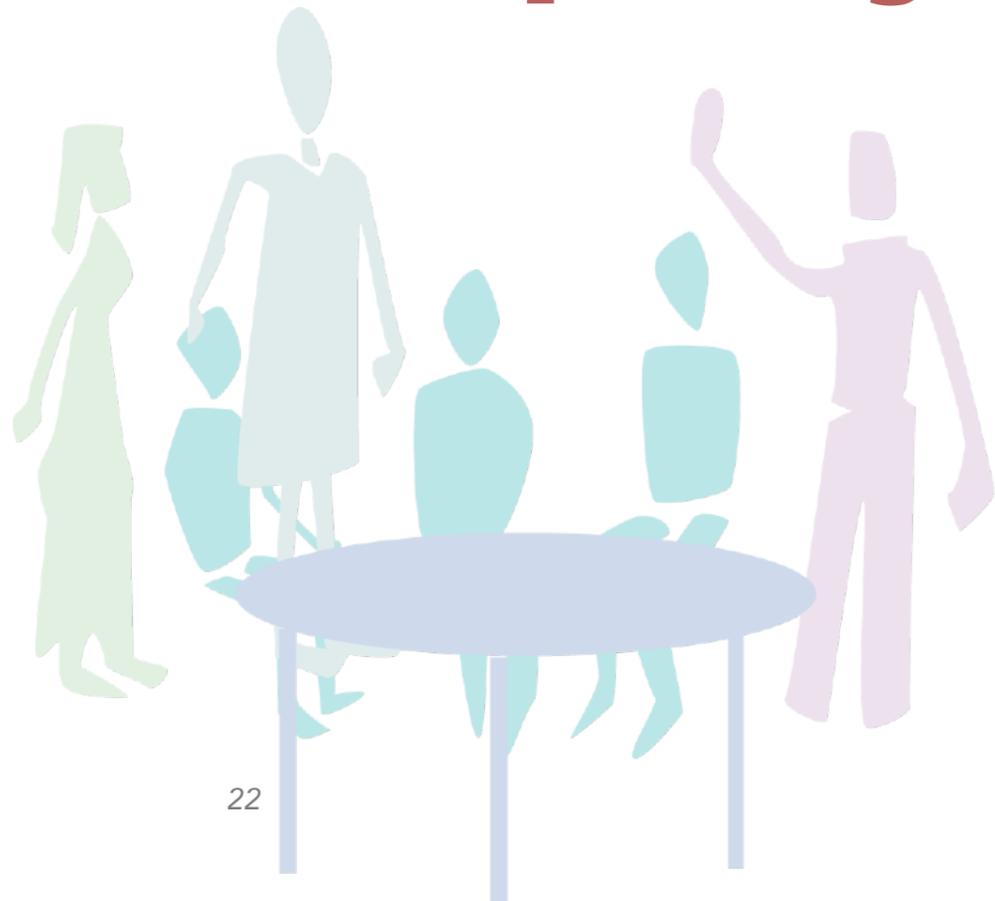
The pre-feasibility analysis was presented to the Municipal Commissioner along with other key officials who then recommended the Koundampalayam site - which is a capped landfill area comprising of open land parcel including 1MW solar power plant at Koundampalayam and a continuous patch of land leading to Sanganut Pallam, till the newly constructed TNHB buildings. The scope of the proposed intervention was suggested to create a regional green space, rejuvenate Sanganut pallam, redevelop Dr. MGR market and contribute to better social infrastructure.

A detailed investigation of the selected site in form of a feasibility study further helped to identify and map major challenges, gather evidence, data, information and community perception that led to development of design brief for the Urban Design Competition. Feasibility phase helped to develop a shared vision with key challenges for the finalized site through a participatory approach that amassed data points like: Spatial mapping, Stakeholder mapping, Ward level profiling, Transect/ Neighbourhood Walks, Videography, Photographic mapping and Challenges/ potentials + spatial vision for site.



# Phase 1

# Understanding The Context Of Koundam- palayam



Once the potential site is selected and the pre-feasibility study is completed, it is essential to have a deeper understanding of the site-specific issues, challenges and demands. There are various processes for identifying the same such as: Preliminary Site Surveys, community interactions, stakeholder (decision making authority) consultations, secondary research and interviews.

## CHECKBOX

- Site reconnaissance survey/ transect walks to have a better spatial understanding
- Identify/map different user groups and inhabitants of the site
- Prepare open-ended questionnaires to gather information on the site and theme of the UDC. The questions can be based on but are not limited to the following:
  - History of the site
  - Challenges faced
  - Initiatives taken to overcome these challenges
  - Existing and preferred use of the space
  - Connection and ownership of the community related to the site
- Meeting the local community to procure qualitative information based on the questionnaires
- Conducting collective discussions, workshops, focus group discussions, and one-on-one interactions
- Meeting with the local government/non-government organizations, elected councilors, research institutions and experts to understand the challenges and opportunities at a macro level
- Photographing the site for preliminary study.
- Conduct secondary research on the UDC site

## SITE SURVEY (FGDS, VIDEO/ PHOTOGRAPHS)

The boundary for Primary Area of Intervention and Secondary Area of Influence was identified and finalized with the CCMC Commissioner. Land ownership, Built / Unbuilt Spaces, Activities, Existing Housing / Built Form Typology and Socio-economic profile were mapped and the stakeholders were identified parallelly. Existing and Proposed Projects in the neighbourhood were mapped from secondary sources of CCMC like ward division office and investigated further on the potential projects that were dropped / kept on hold in the past. Topographic mapping from secondary sources, mapping of vegetation zones, transportation, traffic study, street network & typology, road & canal sections along with photographic mapping formed the subsequent layers of base map for the UDC site.

## 2 The Urban Design Competition



### IDENTIFYING AND CONSULTING THE RELEVANT STAKEHOLDERS

To understand the site context, consultation with the relevant key stakeholders provides an important perspective based on their experience and knowledge of the locality. This is typically undertaken in the form of preliminary discussions with different technical experts, including people with expertise in their fields, local bodies, and partnering organizations. Such consultation is crucial to get an understanding of the city and its development patterns, to acquire knowledge of the on-going development projects and the potential sites as well as implementing agencies/institutions.

The stakeholder consultation is also important to understand the full scope and intention of the UDC. Conversations with experts and personnel in concerned government bodies help to gain sharper insights into the formulation of the goals and objectives, preparation of the competition design brief. These goals and objectives help to spotlight the aspects and benefits the city should will receive along with streamlining the overall intention of the competition. Moreover, factors such as scalability, applicability, and feasibility can be discussed and understood through these consultations.

### IDENTIFYING CHALLENGES ON THE SITE

By virtue of the site topography, its landform inferred certain urban challenges like Sanganoor Pallam stream that acts as a major natural storm water drain receives surface run-off from neighboring areas while informal settlements are situated alongside of this stream.

The UDC site offered huge scope for micromanagement of waste which otherwise made its way in open land & drain areas. Though the site area is accessible through adequate road networks with major roads and link roads connecting to various parts of the city, yet there were certain challenges associated with interior road network which has scope for development.

The opportunities identified for reimagining Koundampalayam neighborhood were:

- Realigning the neighborhood with the natural ecosystems [Sanganoor canal]  
Improving urban services
- Addressing the place making aspects of proposed market area.
- Rejuvenating the Canal, Establishing better connectivity with sustainable urban mobility system with the site [complete UDC site]
- Establishing a Unique Landmark [capped landfill area within the site]
- Inclusive Urban Design

### PROCESS IN COIMBATORE

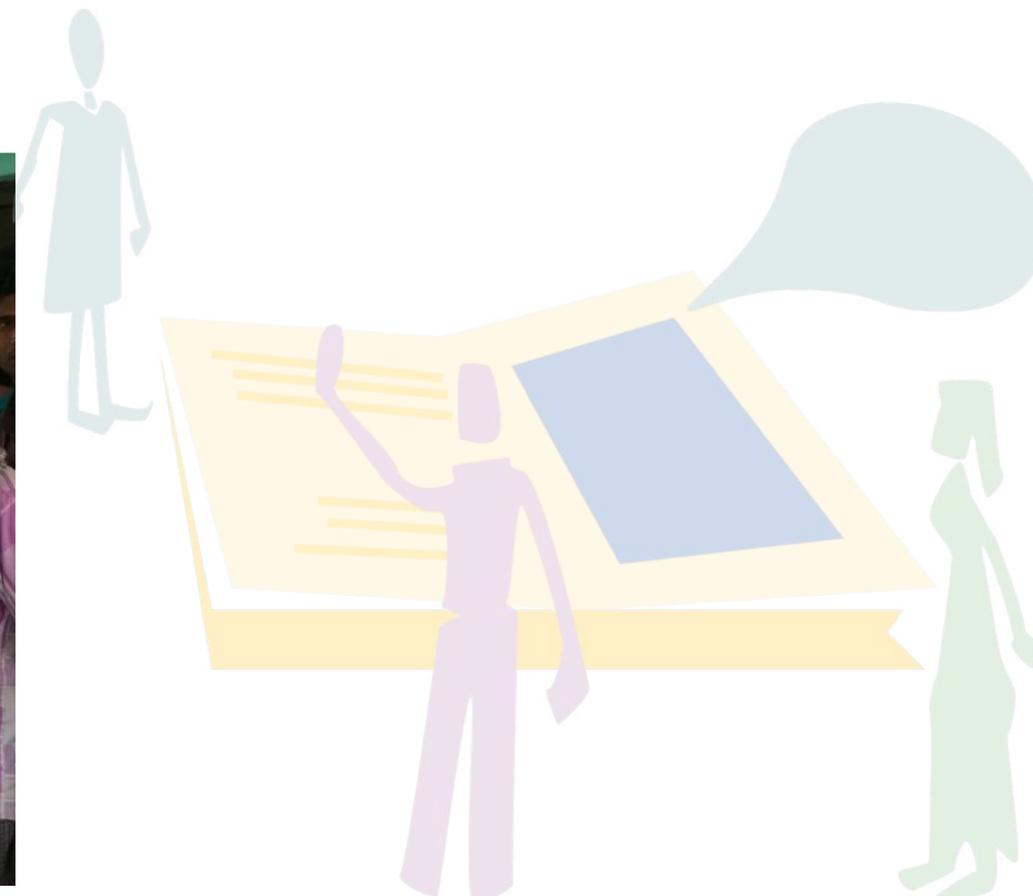
#### PHASE 1 - SITE SURVEY

The boundary for Primary Area of Intervention and Secondary Area of Influence was identified and finalized with the CCMC Commissioner. Land ownership, Built / Unbuilt Spaces, Activities, Existing Housing / Built Form Typology and Socio-economic profile were mapped and the stakeholders were identified parallelly. Existing and Proposed Projects in the neighbourhood were mapped from secondary sources of CCMC like ward division office and investigated further on the potential projects that were dropped / kept on hold in the past. Topographic mapping from secondary sources, mapping of vegetation zones, transportation, traffic study, street network & typology, road & canal sections along with photographic mapping formed the subsequent layers of base map for the UDC site.

#### PHASE 1 - STAKEHOLDER ANALYSIS

Key informant interviews were conducted to frame the broader outcomes of Co(Vai) UDC with Community Leaders/ Local Corporators, NGOs, City Engineers EE/ AE, Ward Engineers, Urban Planners/ Architects, Town Planner at Coimbatore LPA, Historian, Focus Group Discussions, & Qualitative Interviews with Local Residents. Synthesis of issues, aspirations and needs which cater to a diverse set of cross-sectoral themes were assessed based on the information received through the Qualitative Interviews, Transect Walks/ People's Map, supported with Photographs/ Videos.

# Phase 2 Design Brief



## 2 The Urban Design Competition

### DESIGN VISION AND ELEMENTS

This part of the manual guides the importance of how to choose the right type of competition, showing advantages and disadvantages, besides providing information about the specific procedure to develop the design brief and ways to promote the design call and brief.

Before starting to formulate the Design-Brief, the preferred type of competition must itself be decided. In general, there are **two basic types of competitions** to choose from:

The **CLOSED FORMAT** with invited participants: A limited number of teams can apply or are appointed to take part in the competition. Usually less than 10 teams are invited. A good mix of experienced and young talented teams are selected.

Advantages and disadvantages of closed competition

- |   |   |   |  |
|---|---|---|--|
| + | Explicit selection of teams.                        | — | Smaller range  |
| + | More intensive cooperation with the teams possible. | — | Higher costs for participation, remuneration for the teams, travel expenses etc. |
| + | Higher quality expectancy and control.              |   |  |
| + | Lower organization effort                           |   |  |

The **OPEN FORMAT**, welcoming all participants: All teams who meet a minimum qualification criterion are eligible to enter the competition and submit an entry. The number, quality and standard of participating teams cannot be regulated or foreseen.

Advantages and disadvantages of open competition

- |   |                                |   |  |
|---|--------------------------------|---|--|
| + | Largre reach                   | — | Lower costs for organizers compared to closed competitions |
| + | Media presence                 | — | Possibility of many contributions to be reviewed           |
| + | Wider range of contributors    | — | No explicit selection of teams                             |
| + | Participation of young offices | — | Lower quality expectancy and quantity control              |

The development of the Design-Brief is one of the most crucial stages of a competition process. A good Design-Brief must be negotiated between landowners, city officials and stakeholders and - ideally - endorsed by the local community. Only if all the parties see their interests reflected in the document, will the competition lead to design proposals that have the potential to be implemented.

**Two kinds of criteria must be defined when developing the Design-Brief:**

- The conceptual tasks and goals (defining the evaluation criteria).
- The formal submission criteria.

The work should begin with the conceptual tasks, based on Phase 1 (Exploring and verifying topics at site). It should be defined in terms of what the competing teams have to accomplish. What should they research, explore and design? Should they design a building, a housing framework and/or a landscaping task? Should they give thoughts on implementation strategies or develop directly implementable objects? Topics should ideally reflect a variety of urban planning thematic areas and foster an integrated approach of development. Through stakeholder and citizen involvement there are usually topics identified that are more relevant than others. This "weighting" of the design goals is important to be site-specific enough to generate sharp results.

For a transparent review of submitted entries by a technical pre-assessment and the jury it is mandatory that the main conceptual tasks and goals get clearly formulated as evaluation criteria. It must be ensured that only these criteria be used to evaluate an entry for shortlisting or as winning entry.

The formal submission criteria are based on the conceptual tasks and therefore should only be defined when they are finalized. Depending on the subject matter, it would be wise to use a specific scale and paper size of the drawings. For more architecture-related competitions, a physical model can be part of the submission requirements. It is important to clearly articulate in the Design-Brief, that all entries have to comply with the given formal criteria to be eligible and would otherwise be disqualified. The Design-Brief should be supplemented by extensive material from Phase 1 (Exploring and verifying topics at site). This can be photographs, maps, or satellite images. It can be useful to add results from conducted workshops or write-ups, but it is always to ensure that the given material follows the conceptual goals and does not lead teams into confusion because of other goals getting inadvertently implied within the material.

### TIMELINE / PROCEDURE

The procedure of a competition must follow a strict schedule, which has to be clearly communicated in the Design-Brief. As a first step, the deadline for submission of applications must be set. The second fixed date is the official start of the competition. It is mandatory that all relevant and necessary materials be submitted to the teams by this date. As a third milestone, a deadline for questions from the competing teams regarding the Design-Brief and the related task needs to be set. This date should be chosen after one third of the active competition phase is over. This gives the teams enough time to work on their proposals. The submission date marks the end of a competition – like all competition-related dates, it is non-negotiable and binding. Any submission after the deadline is automatically disqualified from the competition. Depending on the complexity of the design-task, an active competition phase can last from two to several months.

- It is highly important to provide the same information (data, maps, other information) at the same time to all participants.
- All milestones (such as registration deadline) must be strictly met.

\* The Co(Vai)-Design Design-Brief was the outcome of a participatory effort involving major stakeholders of the Koundampalayam area of Coimbatore. It is available for download at <https://www.covaidesign-competition.org/#>

## 2 The Urban Design Competition

### PRIZE MONEY

An appropriate Prize Money should be clearly communicated within a design brief to garner sufficient interest from potential participants and ensure their commitment towards the work required for effective engagement with the brief. The prize money should be adequate to address the work required for the competition. Only entries which receive an award with a connected Prize Money should be eligible for implementation of the design completely, partially (Phase-wise) or a Pilot Project.

### DESIGN CALL (DISTRIBUTION OF THE DESIGN-BRIEF AND ADDITIONAL DATA)

The design call for the UDC should contain enough relevant and formal framework information to garner adequate interest from potential participants and should be promoted through all appropriate channels for maximum reach. Further, targeted direct communication must be used to reach potential participant groups, like architect and urban designer groups. Design teams expressing interest in participating, should be required to formally register with proof of minimum qualifications as may be required for the effective engagement with the brief. Professional experience of practice or equivalent master's degree for at least two members of the group is highly recommended for good quality of results.

### PROCESS IN COIMBATORE

For the Co(Vai) UDC, Design Brief was published on the website along with the Registration Form. The registered and eligible teams were then provided with an additional data package (Design Brief Packet) in the form of a folder link, containing the secondary documents, photographs, videos of the resident interviews, maps (Base map, AutoCAD detailed drawing, Services map, Transport nodes) the division of the Sub-Sites, each sub-site level details.

#### CHECKBOX for the Design brief

- Defining the type of competition - close or open format
- Providing a clear timeline from the announcement to the jury session
- Indicating the prize money for the winning teams
- Indicating the eligibility criteria
- Indicating exact submission requirements, methodology and expected outcomes

### PROMOTION OF THE COMPETITION

There are several ways to promote a UDC. Some of the most crucial ones are detailed below:

#### A) Website

One of the best ways to promote the UDC is through a dedicated website. It is important to set up a clear and informative website that serves the wider public, competition participants as well as the organizers. It is advisable to have a bi-lingual website - in English and the local language. The website should keep evolving and cover (but not be limited to) the following information:

- Details about the competition - note on the objectives of the competition
- Timeline, Award Process and Eligibility Criteria
- Overview of the site (Photographs/ Videos/ Location)
- Quick links to the Design Brief and the additional data (if any)
- Link to Registration Page which can be inbuilt or be developed on a 3rd party portal
- Important updates over the Competition Period
- Community involvement plugins and page Blog posts about the site to engage residents and participants
- Information about the Jury
- Winning entries
- Organizing team
- Contact information
- Link for subscribers to receive newsletters
- FAQ page

The link to subscribing newsletters is a good feature of the website service. The newsletters are useful to promote and update the subscribers on different stages of the competition. The website should also provide buttons to access social media such as Instagram, Facebook, Twitter, among others. Visible associations with local stakeholder partner organizations through cross posting on their websites and other social media handles provide more credibility and outreach to the competition.



## 2 The Urban Design Competition

Such associations give instant credibility and wider reach to the competition, especially among local people. In addition, other institutions which have their own websites that relate to the urban environment, which can be a good platform to promote the competition.

Process in Coimbatore: In the Co(Vai) Design - Competition, the website was prepared by Taru Leading Edge and hosted by the Coimbatore City Municipal Corporation and Coimbatore Smart City Limited. A button/link to the competition was provided on their official websites. We had also developed a dedicated LOGO for the competition which became an important part of branding and collaterals throughout the competition period. The organizing team had also added a running ticker on the Website, which specifically provided the recent updates throughout the competition phase.

### B) Social Media

Promoting an UDC also involves the use of various social media platforms such as Instagram, Facebook, LinkedIn, WhatsApp, among others. Promotional material including photos, posters, flyers, videos and messages need to be created for the outreach through these platforms.

Process in Coimbatore: For the Co(Vai) Design-Competition, promotional material was curated for Instagram, Facebook, Twitter and WhatsApp. The organizing teams' networks were used to get followers on the social media platforms for the competition. Social messaging apps were useful as it enabled quick sharing of the competition website links, posters and videos. Regular posts on social media platforms were used to keep the interest in the competition going as well as providing a quick update to the participating teams. The posts would give information about the stages of the competition and link to the website. Social media page for the competition was made public to encourage users to find other interested professionals to team up for participating in the competition. This was done to facilitate a platform where people could consolidate their teams in case, they did not have one. Along with the postings, we had also opted for paid-ads on the social media (specifically Google- ads) to boost the outreach of the competition.

### C) Posting on competition platforms

There are quite a lot of "Competition Platforms" where you can find all the ongoing and upcoming Architectural/ Design Competitions worldwide, such as Arch Daily, Bustler, Competition. Archi, Young Architects Competition, etc. This provides in widening the reach not only nationally but also globally. For the Co(Vai) Design- Competition we had posted the competition details on Arch Daily website for the wider outreach.

### D) Email

Apart from the competition website and social media, it is equally important to gain access to and compile a database of contact information of potential participants, which is generally based on the eligibility criteria of the competition. This is useful for a targeted promotion of the competition.

## PROCESS IN COIMBATORE

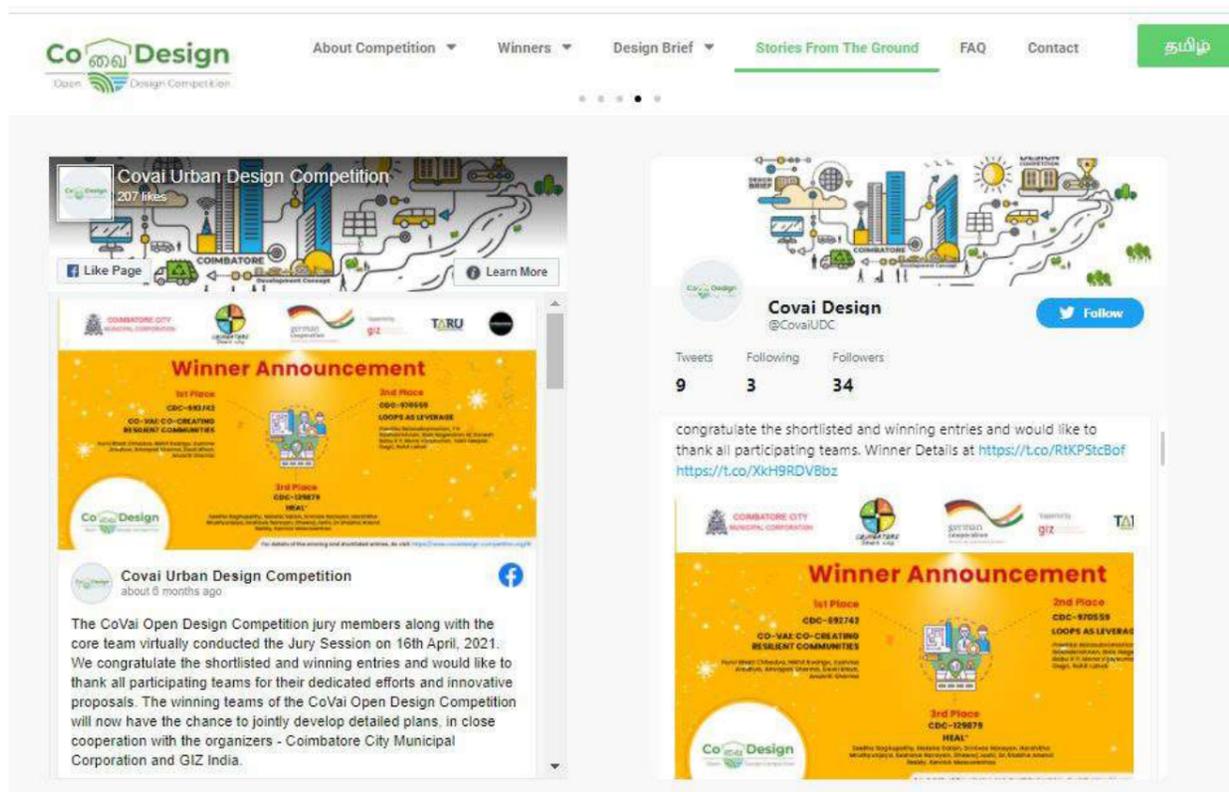
The Competition was open to architects, landscape architects, urban planners and social scientists. A database of practitioners in these fields was systematically compiled by reaching out to relevant representatives, professional bodies and universities. Subsequently, an email campaign to these potential participants ensured that the competition was promoted in a targeted manner.

### E) Promotion to residents

It is advisable to design promotional messages, flyers and videos to circulate within the inhabitants of the competition site through the social messaging apps. This material must be prepared in the local languages to increase public engagement with the competition. Apart from these, the local promotion should be encouraged with the help of competition posters displayed within the neighborhood. (Please note that the display techniques should not cause any damage to the property).

### F) News, Magazines and Radio

Local and National newspapers can be a good platform to promote an urban design competition. This can be done by placing an advertisement in the paper, or by asking the editors of the newspaper if they would be interested in running an article about the competition. An urban design competition can make a great topic for a news article. Radio is also a good bet for local promotion, especially amongst citizens. This is because local radio shows will most likely be in the local language and facilitates wider outreach. Another avenue that can be explored is magazines that specialize in the competition related topics or themes or target a certain professional reader base. There are ample architecture and design magazines that can be contacted to run an advertisement or article about the competition.



# Phase 3

## Work Phase

**Checkbox**

- Design promotional materials such as logos, posters of different sizes, illustrations, maps, stickers, etc. with the help of the graphic designer.
- Design a website for the competition on a free or paid website creator. This task can be done with a special website developing team
- Buy a domain name for the website. It should closely resemble the competition name for better outreach
- Set a subscription and competition registration links on the website. Synchronise them with the email id
- Acquire/prepare a repository of email addresses of targeted groups
- Send out mass promotional emails
- Post promotional blogs on the website
- Circulate material on social media by creating dedicated pages for the competition
- Design strategies to promote the competition among the user groups and inhabitants of the competition
- Promote the competition in newspapers, radios, magazines and other promotional channels



## 2 The Urban Design Competition

In this phase there are two main assignments attached to several smaller tasks that need to be done: the pre- assessment process to be done by a technical team to ensure that the quality of shortlisted projects is maintained, and the jury session, which needs to represent a fair and transparent selection process.

### REGISTRATION AND ELIGIBILITY

Before the Work Phase and after the promotion of the competition, there is a registration phase, where the teams apply for the competition. This period can be planned for about two weeks to one month. There can be one level of eligibility check at this stage, during or after the registration deadline, to check the eligibility and authentication of the participating teams.

### PROCESS IN COIMBATORE

For the Co(Vai) Design- Competition, the registration phase was two weeks after the competition was launched. The organizing team had a set eligibility criterion for the initial screening, which was conducted by the internal experts. The registrations were received from 87 teams in total, out of which 74 teams were eligible for the design phase.

#### CHECKBOX for Eligibility Criteria

- Experience of the Lead member and other team members
- Registration of the Team Lead with the Apex Body (for eg. Council of Architecture/ ITP)
- Nationality
- Education and qualification of the team members
- Registration of the firm for contracting and implementation

### PRE-ASSESSMENT OF THE ENTRIES

A timeframe of at least two weeks from announcement to deadline of work phase is recommended. The work phase/ design phase may be scheduled within a 6-8 weeks window. During this period, a permanent support for inquiries and questions from the participants should be established. Necessary maps and data should be provided to all participants to ensure a quality outcome of the process. Digital submission of all plans and results is highly recommended to reduce costs for participating teams.

For pre-assessment, a catalogue of criteria for the pre-selection of competition results must be set up to identify and measure the effect of entries in accordance with the development goals identified in the Design-Brief. Review of the entries and the preparation of a list of shortlisted entries needs to be handled by professional experts. This duly filled pre-assessment catalogue becomes an additional support to the appointed jury for the final jury session. It provides guidance from a broad field of professions but should be strictly seen as a supportive document that should not interfere with the sole competencies of the jury in the decision-making process.

After receiving the competition design submissions, the pre-assessment process is one of the most crucial steps for any UDC. This process ensures good quality of shortlisted projects which ultimately ensures a high quality of entries to be evaluated towards winning and thus the future of the project itself.

Objectivity and a systematic approach are important to conduct a good review of the entries. In addition, reviewers with relevant experience must be selected. For a fair and objective evaluation, it is important to create a common evaluation rubric to minimize any subjectivity or bias. The rubric helps with consistent criteria for grading and evaluating the entries based on the challenges mentioned in the design brief.

Process in Coimbatore: The Design/ Work Phase in Co(Vai) Design Competition was 45 days from the date of Eligibility Announcement. During this phase, the eligible teams developed their designs and raised queries, which were clarified through the continuous support from the organizing team. After the submission deadline, a two-week time period was blocked for the Pre-Assessment of all the entries and shortlisting them. We had received a total of 34 design entries, out of which, after the pre-assessment, 13 design entries were shortlisted for the Final Evaluation.

The pre-assessment was carried out by the expert pool members and field professionals from the organizing team based on the rubric/ matrix developed with the detailed criteria and allotted marks for each criterion. The highest scoring teams were shortlisted for the Final Jury Session.

#### Checkbox for the pre-assessment

- Select members with relevant experience to review the design entries. These reviewers should be from the organizing team.
- Sort and check the design entries for the alignment with Submission Requirements
- Design a common evaluation rubric/ matrix for objective and effective assessment
- Allot marks to each of the criteria in the rubric
- All the design entries should be evaluated by all the appointed reviewers in complete discretion
- Cumulative scores from all the reviewers will result in the highest scoring (10, 15, 20) teams towards the Shortlisting

## 2 The Urban Design Competition

### FINAL JURY SESSION

To determine the winning entries, all competition entries (or shortlisted entries) must be reviewed by an esteemed and independent jury. The idea is that the competition does not serve to find the first available, but the best solution for the task set. Therefore, the jury shall assess the competition entries in accordance with the evaluation criteria stated therein or in the Design-Brief, when discussing and voting on the entries.

The jury session is a formal act and follows an established protocol. Hence, the session should be organised and coordinated by the contracted professional office, which guarantees transparency and anonymity during the whole procedure.

Composition of the Jury: One of the most important aspects to guarantee a successful competition and jury session is the composition of the jury itself. The jury preferably consists of technical judges and local experts and should be supplemented by representatives of the local community.

#### Checkbox for the Jury Session

- An experienced head of jury with authority and competency to lead the session and moderate discussion and dissension.
- A well-thought-out jury panel should be composed of technical and local experts. Members invited should have a profound technical knowledge in complex urban design processes aligning with project's sectoral requirements. They should meet the team's registration criteria and preferably have experience in competitions. Specially as jury members with requisite knowledge of the local context and conditions.
- Inclusion of representatives of the citizens within the jury
- The jury should consist of an uneven number of persons (minimum of 7 persons but not exceeding 13 persons) to allow for simple majority voting.

Furthermore, the independence of the jury members vis-à-vis the participants of the competition is one of the most important principles of a fair competition procedure. Therefore, it is crucial that the jury members have no knowledge of the identity of the respective authors of the submitted design entries and are not affiliated with any of the teams.

**Onboarding:** To guarantee a successful jury session an onboarding meeting with all jury members and the organizer may be conducted in advance. The onboarding meeting explains the reviewing /selection process during the jury session. During the onboarding (or at least before the actual jury session) a declaration of confidentiality must be signed by all jury members. Since the jury session must follow a strict procedure, led by the head of the jury, it is recommended to have an extra onboarding meeting with the head of the jury.

#### For the jury session the following aspects are highly important.

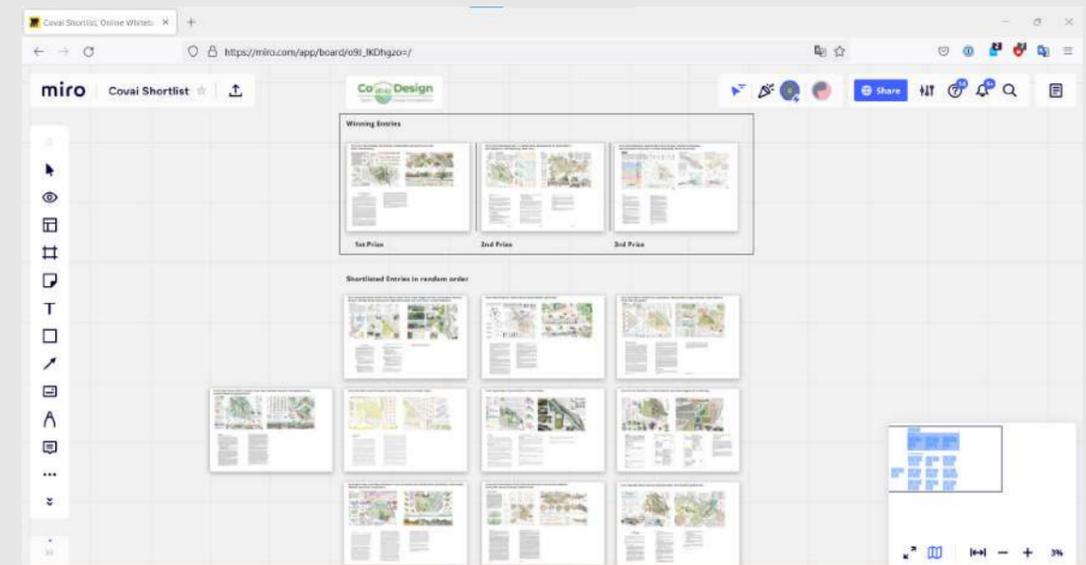
- The jury only has a quorum if all judges with voting rights are present, therefore all jury members must participate during the whole session.
- All jury members have equal voting rights.
- Judges have the task to formulate a factual and professional assessment regarding the different entries and express the same during the different selection rounds in the jury session.
- The jury session is confidential. This means that the competition entries remain anonymous until the final decision is made by the jury. Similarly, all documents (if any) circulated in physical or digital form within the jury session are confidential.
- The decision of the jury is final and can only be appealed in the event of procedural errors.
- The decision of the jury must be documented in a comprehensible manner by taking minutes.

### PROCESS IN COIMBATORE

Process in Coimbatore: The jury session started with a formal introduction and welcome from the organizers and the formal constitution of the jury, including the confirmation of the chairmanship and the presence of all the jury members.

After a short presentation of the design brief including further details of location, a short and neutral presentation of 13 shortlisted competition entries (focusing on a preliminary examination and special remarks) was given by the pre-assessment reviewers.

Afterwards, the jury members had the opportunity to review and evaluate the competition entries individually. For this procedure, the competition entries were displayed on an online whiteboard. A pre-selection report was distributed to the jury members for the purpose of taking individual notes.



## 2 The Urban Design Competition

After a short lunch break, a first selection round took place, which shortlisted the top nine entries (and announced by the head of the jury). All jury members used the chat channel of the online conference tool, for conversations and announcements of their decisions. This worked well in the online format being followed.

To discuss the shortlisted nine entries, small group discussions were made possible within the online conference tool (i.e., breakout rooms), during the second part of the jury session. Each small group (of three jury members) was given a short time period (half an hour each) to examine three entries within one breakout room. The small groups went through all break-out rooms one by one to review all the shortlisted entries. This procedure helped create an intimate working atmosphere and a direct exchange between jury members.

The small group discussions were followed by another round for the selection of the top five entries. A comparative discussion was conducted, where pros and cons regarding the remaining entries were exchanged and a voting of the top three entries took place. In one last round of discussion, the top three entries along with its order were selected.

The decision-making process was documented in a comprehensible manner by Taru Leading Edge. As a final formal act, all jury members had to agree and sign the written documentation (minutes) of the jury session to freeze the results.

**After the jury session:** Before publishing the results, it is recommended to forward the official remarks to all the participants and provide detailed feedback to the winning teams. In recognition of all participants, all or shortlisted competition entries may be displayed in a public exhibition.

## RESULTS AND DESCRIPTION OF WINNING TEAMS

Announcing the results of an urban design competition is the moment that everyone is waiting for. It is the culmination of months of effort and hard-work by the organizing team and the participants alike. It is important to make sure that this event gets the publicity it deserves. In an ideal situation, the announcement should be made at a public event, where the shortlisted entries are exhibited. It is encouraged to decide for the shortlisted/ winning participants to attend this event.

Process in Coimbatore: In the case of the Co(Vai) Design-Competition, the announcement was first made on the website, social media and the winning teams + other participating teams were notified via email. The three winning teams were contacted separately to initiate the on-boarding process, which included signing of the contract and other formalities for the next phase. The winning teams of the competition got the chance to jointly develop (in close cooperation with the Coimbatore City Municipal Corporation supported by GIZ India) the detailed project reports for the Koundampalayam area keeping in mind the overall participatory ethos of the process.

The winning teams are listed below:

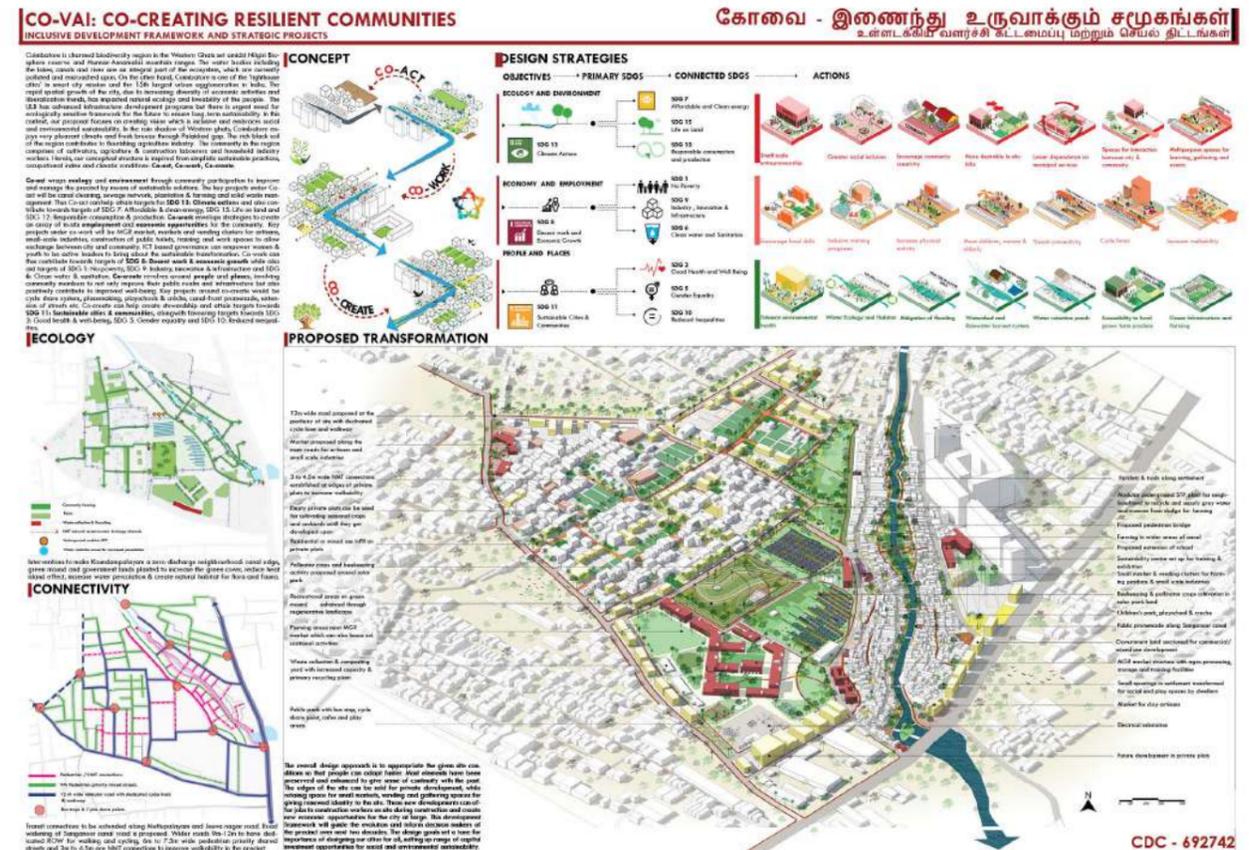
### FIRST PLACE: CO-CREATING RESILIENT COMMUNITIES

Purvi Bhatt Chhadva, Nikhil Rodrigo, Sushma Aradhya, Amrapali Sharma, Devki Bhatt, Anukriti Sharma

The design proposal focuses on the concept of Co-at, Co-work and Co-create. Co-act wraps around the ecological and environmental aspects of the site, Co-work engages and envelops strategies to create an array of in-situ employment and economic activities, whereas Co-create revolves around the people and places. All of these concepts are proposed with an alignment to the global agenda of 2030 and the Sustainable Development Goals.

### CHECKBOX for final jury

- Present the shortlisted entries to the Jury panel in a catalogue format (including the comments and evaluation)
- Jury panel reviews the entries one-by-one in the jury session to select the finalists of the competition
- It is important to note the minutes of the jury session in a systematic manner and should be shared with the winning and shortlisted teams to keep the process transparent
- Announce the winners on all promotional platforms that are set for the competition – website/ social media, etc.
- Host a public exhibition event showcasing the all or shortlisted finalists



# 2 The Urban Design Competition

### SITE D: AGRO-HOOD

Strategic projects in the agro-hood would be central street network for connecting to large green in government land, market spaces at the edges and forming a private energy park. The large projects can have residential towers with parking spaces adjacent other parks. The large plots can be used to give 25% of their plot area as publicly accessible open spaces for an agro-hood park with three sports, community park at the core.

Proposed 12 m wide collector street. An to 10 m wide arterial right-of-way. 3m to 4.5m wide pedestrian lane.

Strategic projects in the agro-hood would be central street network for connecting to large green in government land, market spaces at the edges and forming a private energy park. The large projects can have residential towers with parking spaces adjacent other parks. The large plots can be used to give 25% of their plot area as publicly accessible open spaces for an agro-hood park with three sports, community park at the core.

Proposed 12 m wide collector street. An to 10 m wide arterial right-of-way. 3m to 4.5m wide pedestrian lane.

### SITE B

Green courtyard to be created in the agro-hood. Strategic projects in the agro-hood would be central street network for connecting to large green in government land, market spaces at the edges and forming a private energy park. The large projects can have residential towers with parking spaces adjacent other parks. The large plots can be used to give 25% of their plot area as publicly accessible open spaces for an agro-hood park with three sports, community park at the core.

Proposed 12 m wide collector street. An to 10 m wide arterial right-of-way. 3m to 4.5m wide pedestrian lane.

### PHASE 1: FACILITATION

Facilitate the development of the agro-hood by providing a central street network for connecting to large green in government land, market spaces at the edges and forming a private energy park. The large projects can have residential towers with parking spaces adjacent other parks. The large plots can be used to give 25% of their plot area as publicly accessible open spaces for an agro-hood park with three sports, community park at the core.

### PHASE 2: REMEDIATION

Remediate the agro-hood by providing a central street network for connecting to large green in government land, market spaces at the edges and forming a private energy park. The large projects can have residential towers with parking spaces adjacent other parks. The large plots can be used to give 25% of their plot area as publicly accessible open spaces for an agro-hood park with three sports, community park at the core.

### PHASE 3: FORMALIZATION

Formalize the agro-hood by providing a central street network for connecting to large green in government land, market spaces at the edges and forming a private energy park. The large projects can have residential towers with parking spaces adjacent other parks. The large plots can be used to give 25% of their plot area as publicly accessible open spaces for an agro-hood park with three sports, community park at the core.

### PHASE 4: ADAPTATION

Adapt the agro-hood to changing conditions by providing a central street network for connecting to large green in government land, market spaces at the edges and forming a private energy park. The large projects can have residential towers with parking spaces adjacent other parks. The large plots can be used to give 25% of their plot area as publicly accessible open spaces for an agro-hood park with three sports, community park at the core.

### PHASE 5: SCALING

Scale the agro-hood to a larger area by providing a central street network for connecting to large green in government land, market spaces at the edges and forming a private energy park. The large projects can have residential towers with parking spaces adjacent other parks. The large plots can be used to give 25% of their plot area as publicly accessible open spaces for an agro-hood park with three sports, community park at the core.

CDC - 692742

## SECOND PLACE: LOOPS AS LEVERAGE

Preetika Balasubramanian, T R Radhakrishnan, Bala Nagendran M, Ganesh Babu R P, Mona Vijaykumar, Yash Deepak Gogri, Rohit Lahoti

Circularity as the core lifestyle and planning value can synchronize our living systems and accelerate the goals of regenerative ecology, inclusive society, and a productive economy. Hence, reciprocating to the challenges and responding to the assets at macro and micro scales, this design proposal presents a replicable and scalable urban circularity model that leverages the loops of PEOPLE, WATER, FOOD, and ENERGY. The Circular framework comprises 4 loops, each bringing 4 guiding actions with 48 tool blocks that build the 'Circularity Toolbox'.

### LOOPS AS LEVERAGE

A circular framework to create a sustainable city.

The diagram illustrates four interconnected loops: PEOPLE, WATER, FOOD, and ENERGY. Each loop is represented by a circular flow diagram and a grid of 12 tool blocks. The PEOPLE loop focuses on community and social aspects, the WATER loop on water management and conservation, the FOOD loop on food production and distribution, and the ENERGY loop on energy generation and efficiency. The tool blocks provide specific actions and strategies for each loop.

### CO-CREATE COVAI

Implementative Diagram

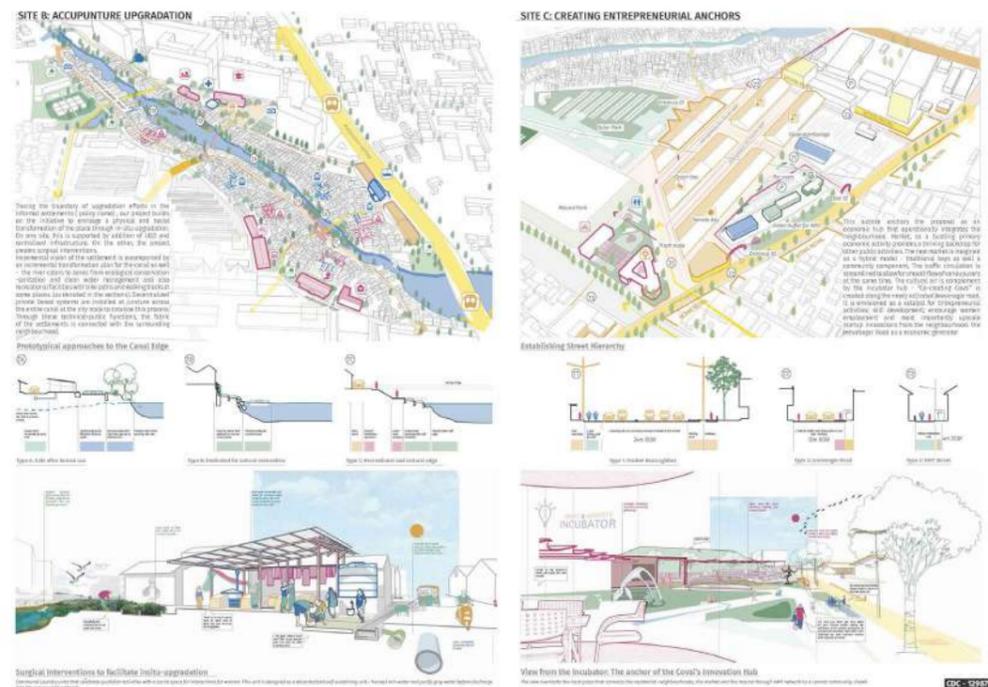
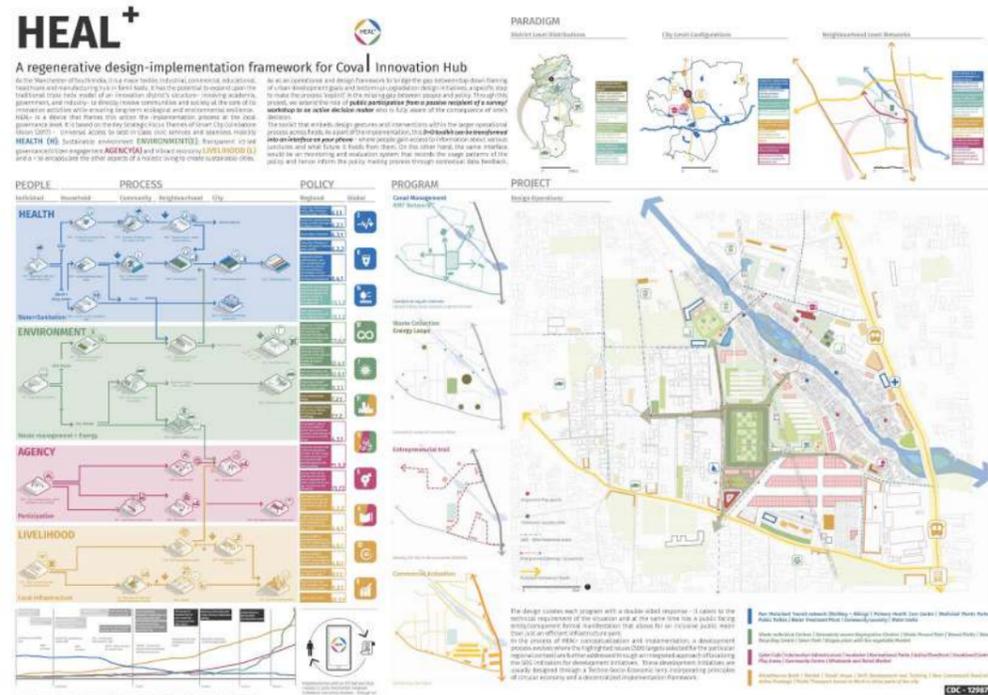
The COVAI site plan shows a detailed layout of the development, including residential zones, commercial areas, parks, and infrastructure. It highlights the integration of the four loops into the overall urban design. The plan includes a legend for different types of zones and infrastructure, and a list of key features and amenities.

## 2 The Urban Design Competition

### Third Place: HEAL +

Seetha Raghupathy, Naksha Satish, Srinivas Narayan, Harshitha Mruthyunjaya, Keshava Narayan, Dheeraj Joshi, Dr.Shobha Anand Reddy, Kenrick Mascarenhas

HEAL+ is a device to frame the implementation process at the local governance level. It is based on the Key Strategic Focus Themes of the Smart City Coimbatore Vision (2017) - Universal access to best- in- class civic services and seamless mobility - HEALTH (H); Sustainable environment - ENVIRONMENT(E); Transparent ICT-led governance/ citizen engagement - AGENCY(A) and Vibrant economy - LIVELIHOOD (L) and a "+" to encapsulate other aspects of holistic living to create sustainable cities.

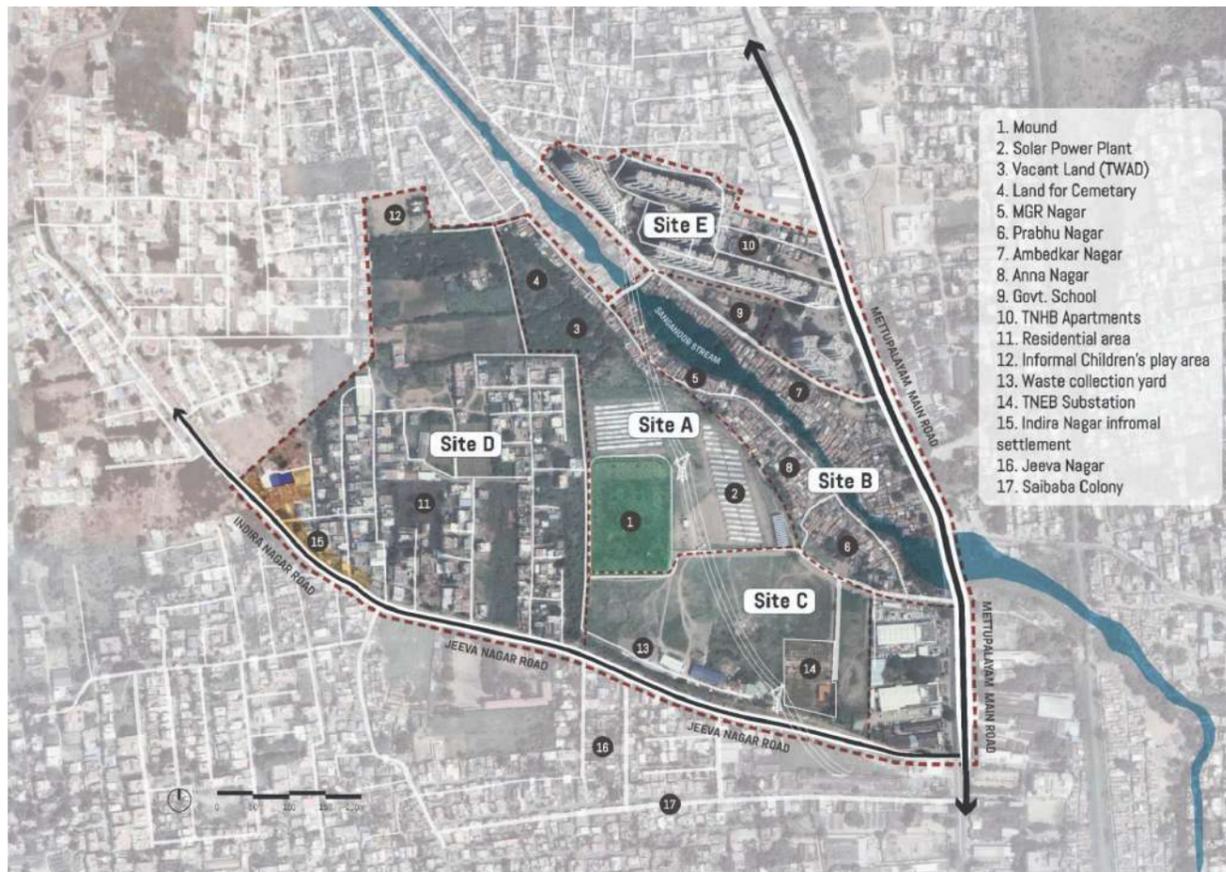


3

# STRATEGIES FOR DPR AND IMPLEMENTATION PLAN

### 3 Strategies For DPR And Implementation Plan

This activity can be divided into two sections such as: Master Plan preparation and DPR development as per the size of the selected site. For the ease of Master Plan preparation, the Site can be divided into smaller sub-sites as per the eminent features on the sub-site. These sub-sites can then be designed to a detailed DPR level.



Map by Preetika Balasubramanian, T R Radhakrishnan, Bala Nagendran M, Ganesh Babu R P, Mona Vijaykumar, Yash Deepak Gogri, Rohit Lahoti

# Preparation Of The Over-All Master Plan And Sub-Site Master Plan

### 3 Strategies For DPR And Implementation Plan

Considering the area of the Koundampalayam Site in Coimbatore, it was divided into 5 Sub-sites for the ease and detailing of the designs. Each sub-site had their own character and had to be designed in a separate way. Therefore, the process of Master Plan was divided into two sections – Overall (Entire site) Master Plan + Vision and Conceptual Sub-Site Master Plan for the selected sub-sites.

#### ROLE OF THE WINNING TEAMS

Before detailing the Overall/ Sub-Site Master Plan, it is important to complete the contractual procedure with the winning teams/ firms with an articulated TOR and Scope of work/ Tasks, clearly mentioned for each of the winning teams. These tasks should be allocated as per the designs submitted and the winning position of these teams. The contract is an ensuring document for the teams that they are awarded the prize money towards the preparation of the Master Plans and DPRs.

#### PROCESS IN COIMBATORE

The contracts and TORs were drafted separately for each of the winning team. The first winning team was delegated to develop an overall master plan for the entire UDC site of Koundampalayam in discussion with other teams to synthesize and fortify the common vision. Corresponding sub-site A (mound area) was also awarded to them for developing a Sub-Site Master Plan and its detailed project report that could be used for sourcing funds in the next phase towards implementation. The second winning team was awarded with sub-site C (Master Plan and DPR) depending on their strengths showcased in the competition proposal. The third winning team could not be a part of this phase. Therefore, the sub-site B was awarded to the first winning team to accomplish the larger goals of Co-Creating Resilient Communities.

#### DEVELOPMENT OF OVERALL VISION

Though the extent of UDC site can have heterogenous characters, it is pertinent to bind the whole competition/ design development with a common vision. This would then channelize diverse components of entire area into categoric guiding principles. By doing so, accomplishing a set goal explicitly would add weightage to the sole purpose of designing the site to its fullest potential.

#### PROCESS IN COIMBATORE

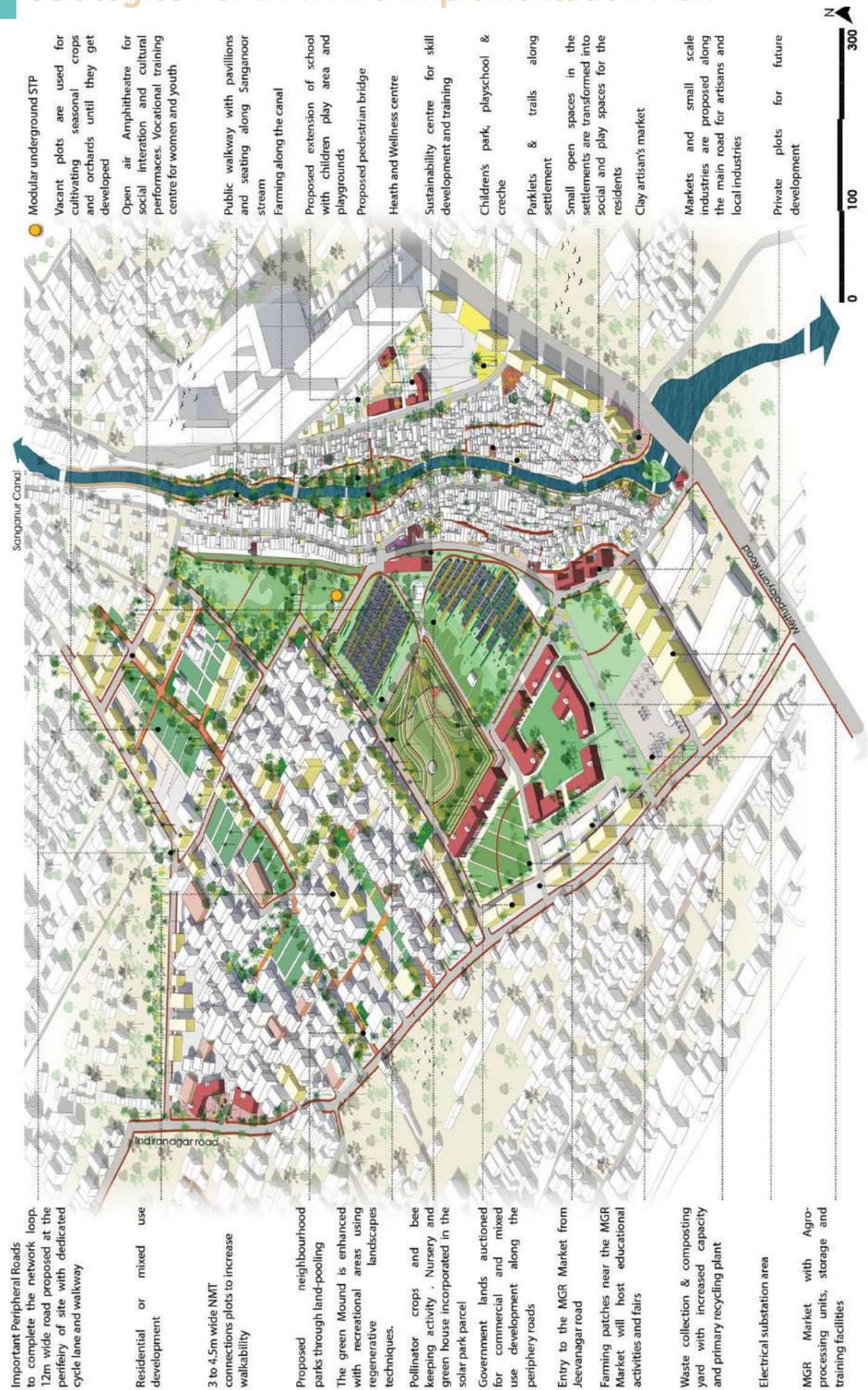
The winning teams were on-boarded with a common goal for reimagining Koundampalayam neighborhood through an overall conceptual approach, ecological approach / rejuvenation, improving urban services, sustainable urban mobility system and inclusive urban design while adhering to local norms, policies and regulations. Based on these guiding paths, an overall vision was coined for CO-CREATING RESILIENT COMMUNITIES through brainstorming sessions via Miro board.

Concept Master Plan for the entire site aiming for refining ideas proposed in the design competition proposal with stakeholder feedback and other consideration was addressed with the following:

- **A proposed Land Use Plan** - The overall Master Plan shall make considerations for the future land uses which holds beneficial for the Sanganoor canal and the surrounding areas.
- **Canal Rejuvenation** - The overall Master Plan shall make consideration of improving the mobility across the canal, and safety of the neighbourhood from excessive flooding during rainy season, channeling the urban design strategies as a flood mitigation measure.
- **Transport and pedestrian planning** – The plan shall propose an urban mobility system to be established that can help connect the immediate neighbourhood with the site. This site is located at a strategic point of ingress and egress, with national highway on one side and dense residential neighbourhood on the other side. These can be linked via sustainable urban mobility systems, like pedestrian networks, cycling tracks.
- **Establishing a landmark** - The capped landfill shall be considered as a potential to be transformed into an important urban landmark of the city, which can offer great vantage. This visual entity to be planned as an urban character, with sustainable public placemaking design proposals. The idea of transforming a waste dumping mound into a place of community gathering, recreating, and learning can be explored.
- **Inclusion of Urban Design** - The proposed Master Plan shall consider the urban design strategies to be aligned towards making the urban poor along the Sanganoor drain, an integral part of the design. The livelihood activities of the residents shall be given a new strategic direction that can help them to continue living in this neighbourhood while incrementally facilitating an in-situ upgrading. The urban design systems can focus on integrating the formal and informal sectors, like street vendors, local artisans, and their marketplace.
- **Improving Urban Services** - The Master Plan shall be designed with urban services systems that help to provide a sustainable mix-use neighbourhood. Basic services like toilets, drinking water facility, storm water drainage, hand washing systems, solid waste management systems, etc. shall be included at strategic points/ cover the whole area to serve the whole neighbourhood and all its residents.

Development of Initial Financing Plan; Strengthening and Detailing the Activities for Phase-wise Implementation Plan followed the former stages of refinement.

### 3 Strategies For DPR And Implementation Plan



Plan by Purvi Bhatt Chhadva, Nikhil Rodrigo, Sushma Arachya, Amrapali Sharma, Devki Bhatt, Anukriti Sharma

### DIVISION OF THE TASKS AND DELIVERABLES

Once the common vision is set, the entire focus revolves around it until the final deliverables are achieved. However, orienting the teams to perform selective tasks in order to accomplish the ultimatum provides a clear path towards the project outputs.

#### PROCESS IN COIMBATORE

The winning teams were on-boarded with a common goal for reimagining Koundampalayam neighborhood through an overall conceptual approach, ecological approach / rejuvenation, improving urban services, sustainable urban mobility system and inclusive urban design while adhering to local norms, policies and regulations. Based on these guiding paths, an overall vision was coined for CO-CREATING RESILIENT COMMUNITIES through brainstorming sessions via Miro board.

Incorporation of inputs from other teams and from stakeholder discussion at every point was emphasized before proceeding further with deliverables.

##### TEAM 1:

**Entrusted Task 1:** Development of an Overall Master Plan for Entire UDC Site

- Inception Report - Approach towards Overall Master Plan
- Draft Reports and Documents - Overall Master Plan with Inputs of Other Teams
- Overall Master Plan of the Entire Site - Incorporation of Inputs from Other Teams & Stakeholder Discussions

**Entrusted Task 2.1:** Development of a Concept Master Plan for Sub-Site A

- Inception Report - Approach towards Concept Master Plan for Sub-Site A (Concept and Framework)
- Draft Reports and Documents - Concept Master Plan for Sub-Site A
- Final Documents - Concept Master Plan of Sub-Site A

**Entrusted Task 2.2:** Preparation of DPR for Sub-Site A

- Inception Report - Approach to DPR
- Draft Reports and Documents - Detailed Designs of Sub-Site A for preparation of its DPR
- Draft Documents - DPR (\*.docx), CAD drawings (\*.dwg), Estimation of Quantities (\*.xlsx), Cross-checking the alignment with "Overall Master Plan"
- Final DPR - DPR \_ good for funding/ Tendering Documents for Sub-Site A with Estimation of Quantities

### 3 Strategies For DPR And Implementation Plan

#### **Entrusted Task 3.1:** Development of Concept Master Plan for Sub-Site B

- Inception Report - Approach towards Concept Master Plan for Sub-Site B (Concept and Framework)
- Draft Reports and Documents - Concept Master Plan for Sub-Site B
- Discussions With Other Teams - Fine tuning and aligning the Concept Master Plan of Sub-Site B with Overall Master Plan of Entire UDC Site
- Final Documents - Concept Master Plan of Sub-Site B

#### **Entrusted Task 3.2:** Preparation of DPR for Sub-Site B

- Inception Report - Approach to DPR
- Draft Reports and Documents - Detailed Designs of Sub-Site B for preparation of its DPR
- Draft Documents - DPR (\*.docx), CAD drawings (\*.dwg), Estimation of Quantities (\*.xlsx), Cross-checking the alignment with "Overall Master Plan"
- Revised DPR + Project budget - for CCMC Budget Paper (must include necessary project proposal details)
- Final DPR - DPR \_ good for funding/ Tendering Documents for Sub-Site B with Estimation of Quantities

#### **TEAM 2:**

#### **Entrusted Task 1:** Development of Concept Master Plan for Sub-Site C

- Inception Report - Approach towards Concept Master Plan for Sub-Site C (Concept and Framework)
- Draft Reports and Documents - Concept Master Plan for Sub-Site C
- Discussions With Other Teams - Fine tuning and aligning the Concept Master Plan of Sub-Site C with Overall Master Plan of Entire UDC Site
- Final Documents - Concept Master Plan of Sub-Site C

#### **Entrusted Task 2:** Preparation of DPR for Sub-Site C

- Inception Report - Approach to DPR
- Draft Reports and Documents - Detailed Designs of Sub-Site C for preparation of its DPR
- Draft Documents - DPR (\*.docx), CAD drawings (\*.dwg), Estimation of Quantities (\*.xlsx), Cross-checking the alignment with "Overall Master Plan"
- Revised DPR + Project budget - for CCMC Budget Paper (must include necessary project proposal details)
- Final DPR - DPR \_ good for funding/ Tendering Documents for Sub-Site C with Estimation of Quantities

Framework of Detailed Project Report (DPR) had the following Table of Contents:

- List of Images / Pictures / Maps
- List of Figures / Graphs
- List of Tables
- List of Abbreviations
- Glossary
- Executive Summary - Sector Background Context & Broad Project Rationale
- Chapters
- Chapter-1: Project Background
- Chapter-2: Primary & Secondary Analysis
- Chapter-3: Projected Benefits & Beneficiaries
- Chapter-4: Proposed Interventions
- Chapter-5: Implementation & Financial Plan
  - Abstract Estimate
  - Detailed Estimate – Civil, Landscape, Electricals, etc.
  - Bill of Quantities
  - Measurement Sheet
- Annexures
- Annexure-1: Maps & Drawings
- Annexure-2: Micro Level Services
- Annexure-3: Macro Level Services
- Annexure-4: Questionnaires

**SCOPE AND SCALE OF THE OVERALL MASTER PLAN, SUB-SITE MASTER PLAN AND AREA FOR DPR**

Once the Tasks are delegated, it is important to firm the scale and scope/ boundaries of designing the Overall Master Plan/ Sub-Site Master Plan/ DPR (Pilot) Designs. The scales can be confirmed as per the area of the site and the templates for the submission of the drawings can be designed and approved by the teams.

**PROCESS IN COIMBATORE**

As specified earlier, the Koundampalayam site Overall Master Plan was designed at a broader level (for the entire site) with broad conceptual details of the interventions in the entire site, whereas the Sub-Site Master Plan was designed in detail (for eg. a neighborhood design level) with the built and unbuilt spaces, vegetation, etc. However, the DPR designs were developed at a Pilot Scale for a zoomed-in area (approximately 3000 Sq.M.) within the Sub-Sites. The level of Designs for the DPR was "Good for Tendering/ RFP" consisting of furniture, material, vegetation, services, electrical points, etc.

# Stakeholder Consultations, Survey & Data Collection

### 3 Strategies For DPR And Implementation Plan

#### STAKEHOLDER CONSULTATIONS

Once the roles, responsibilities, contractual procedures and defining the scope of work is complete, it is important to discuss the winning designs with the relevant stakeholders. These stakeholders can be selected based on their accountability and functions towards the decision-making process as well as implementing the design. (For eg., Municipal Corporation officials, Smart City Officials, Citizens, Private organizations, Resident Welfare Associations, etc.)

#### PROCESS IN COIMBATORE

For the Koundampalayam Site, we had conducted a detailed discussion, individually with the Coimbatore Municipal Corporation Official, MGR Market Association Head, Citizens (Children, Adults and Elderly), Vendors, MGR market users and Local NGOs. These discussions were conducted online due to COVID scenario, but the citizen surveys were conducted offline by our local team members. The discussions were recorded (Audio and written) and shared with the teams, to consider the requirements/ inputs/ feedbacks from the stakeholders and modifying the designs accordingly.

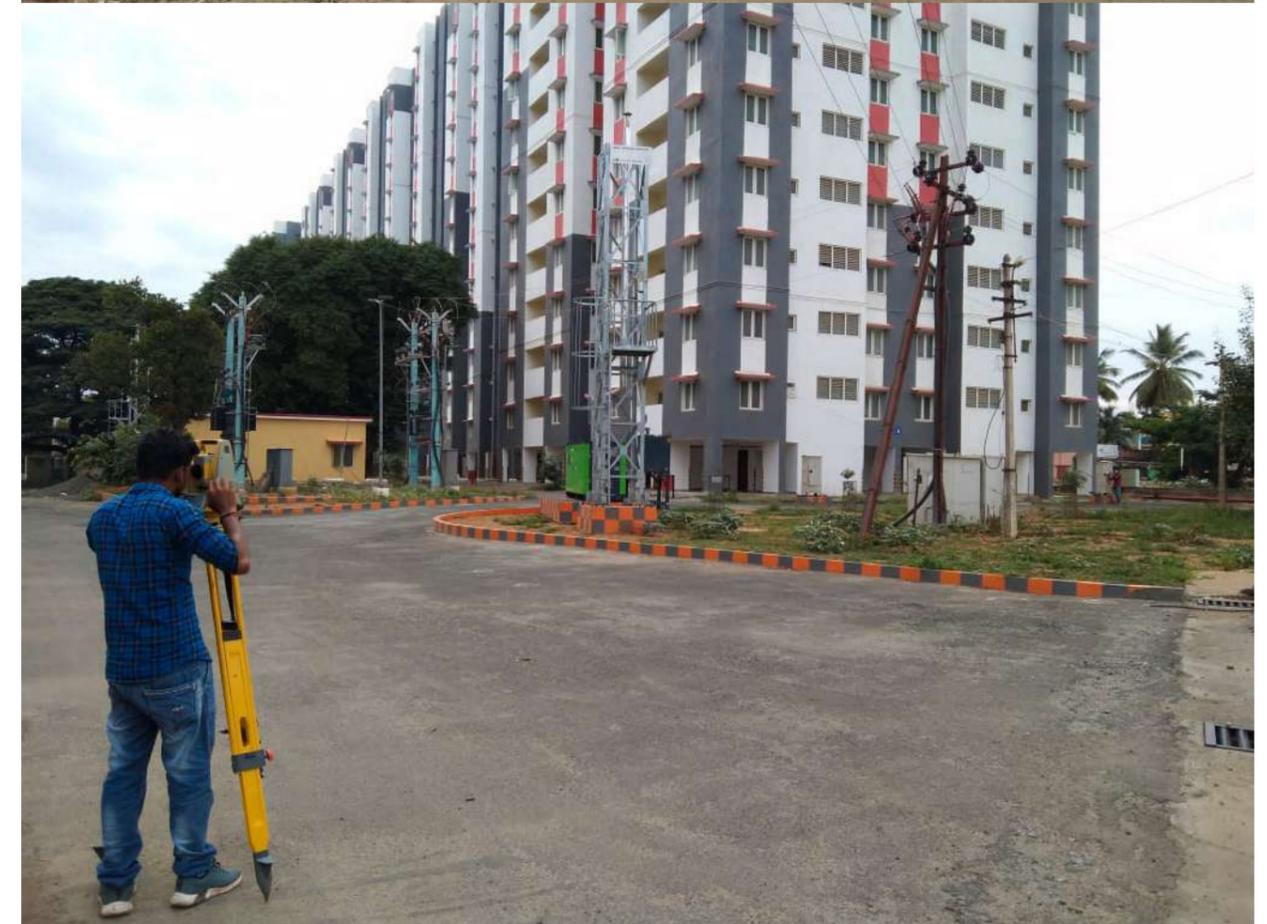
#### SURVEY & DATA COLLECTION

Along with the qualitative inputs from the stakeholders and the Design Brief Packet (shared in the Competition Phase), some additional data might be required to be collected and shared with the teams. This data can be a combination of Primary and Secondary information, required towards effective design details and efficiency in the implementation of the designs.

#### PROCESS IN COIMBATORE

For the modification of the Master Plans and developing detailed DPR designs, the organizing team has conducted extensive research towards:

- **Secondary Data:** The study included providing the publicly available and important reports/ articles/ information from the secondary resources and networks in Coimbatore. For eg., ongoing projects, previous DPRs, relevant reports, etc.
- **Topographical and Contour Survey:** The study was conducted to provide exact topographic details and contour levels as per the existing conditions on the site. This survey was conducted by a professional team by visiting the site and measuring all the required details. This survey is important to understand the exact elements (vegetation, electrical substation, lamp posts, manholes, sewers, composting yards, etc.) on the site.
- **Video/ Photo documentation:** The photos and videos of the site were clicked by our local team and shared with the winning teams to gauge the site conditions (since, due to COVID, the winning teams were unable to directly visit the sites).



# Implementation Strategy And DPR Development

Based on the Stakeholder Consultations and the survey information, the winning teams will prepare the Detailed Project Reports. The scale of these DPRs as decided in the section 3.1, will be as a Pilot Project within the selected Sub-Sites. DPRs generally consist of the detailed designs with dimensions, labels, services plan (Water Supply, Sanitation/ drainage, Electrical layouts), materials, Bill of Quantities, Measurement Sheets along with the Step-by-step implementation plan and phasing of the activities.

## SUB-SITE A DPR

The area for the DPR (Pilot) for the Sub-Site A was selected on the basis of the land ownership and the potential upcoming project by the CCMC for the mound area. Therefore, the area demarcated for the Corporation Park was selected. A comprehensive report with the entities as listed above was prepared and submitted to the relevant department in CCMC.



Subsite A Master Plan and DPR Pilot. Maps by Purni Bhatt Chhadva, Nikhil Rodrigo, Sushma Aradhya, Amrapali Sharma, Devki Bhatt, Anukriti Sharma

### 3 Strategies For DPR And Implementation Plan

#### SUB-SITE B DPR

The area for the DPR (Pilot) for the Sub-Site B was selected on the basis of accessibility and functionality of the design for the Sanganoor Pallam area. Therefore, an area considering the canal edge, adjoining spaces, highlight of the community spaces and proximity of the Mettupalayam road was selected for the Pilot Project. A comprehensive report with the entities as listed above was prepared and submitted to the relevant department in CCMC.



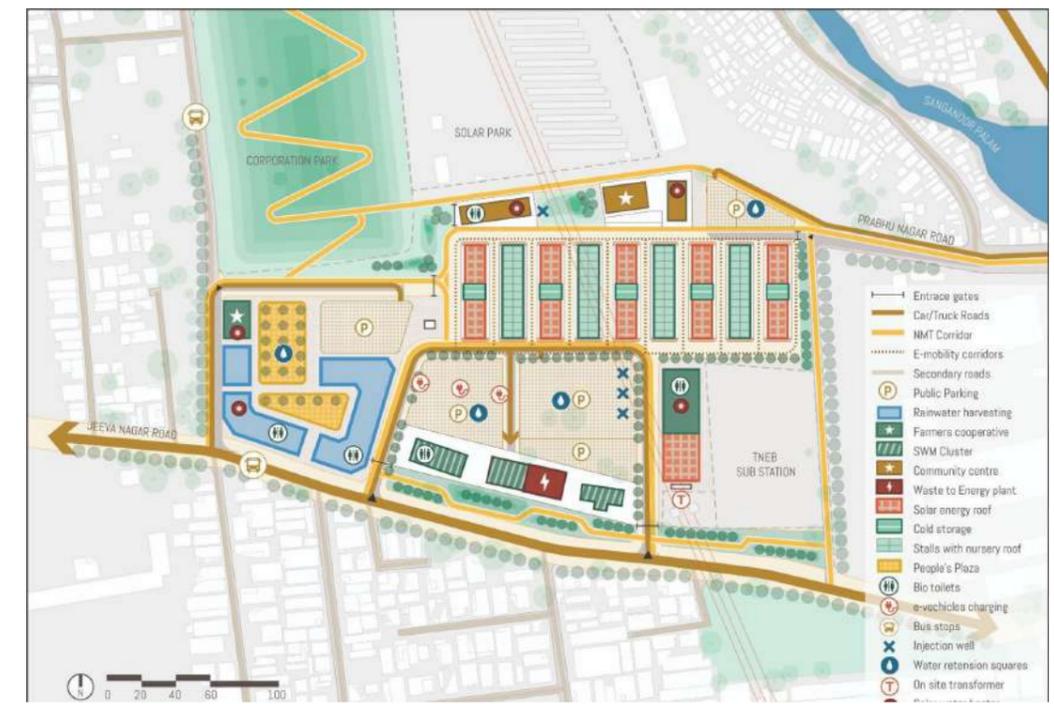
CO-CREATING RESILIENT COMMUNITIES KODAMPALAYAM - COIMBATORE



Subsite B Master Plan and DPR Pilot. Purvi Bhatt Chhadva, Nikhil Rodrigo, Sushma Aradhya, Amrapali Sharma, Devki Bhatt, Anukriti Sharma

#### SUB-SITE C DPR

The area for the DPR (Pilot) for the Sub-Site C was selected on the basis of the potential upcoming project by the CCMC for the proposed MGR Market area. Therefore, an area highlighting the proposed modules for the MGR Market and the adjoining services was selected for the Pilot Project. A comprehensive report with the entities as listed above was prepared and submitted to the relevant department in CCMC.



Subsite C Master Plan and DPR Pilot. Preetika Balasubramanian, T R Radhakrishnan, Bala Nagendran M, Ganesh Babu R P, Mona Vijaykumar, Yash Deepak Gogri, Rohit Lahoti

# 4 SUMMARY AND OUTLOOK

Urban Design Competitions can become vital tools for participatory and integrated urban development. They can ensure a holistic approach in the development of urban areas by involving citizens and practitioners from various professions.

The design brief for the competition can help steer sustainable urban development goals into civic processes in a very effective way. They can be flexible and applied to any urban area by being customised in terms of specific size, area, core focus, scope of detail or desired outcome.

This manual addresses governmental officials, professional planning practitioners and academia. We encourage them to use it as an instrument for integrated and sustainable urban development - through the process of conducting urban design competitions.

Activities in the next phase of the GIZ project "Sustainable Urban Development – Smart Cities" will help develop the manual further and encourage various stakeholders at a City, State and National level to get involved by organising UDCs. It is envisaged to be included in training for planning practitioners and to conduct Urban Design Competitions geared towards concrete sustainable development projects in a truly participatory way.



### **About: Sustainable Urban Development - Smart Cities**

The Ministry of Housing and Urban Affairs (MoHUA) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH India are jointly implementing the "Sustainable Urban Development - Smart Cities" (SUD-SC) project, as part of the Indo-German Bilateral Cooperation. The objective of the project is to support different levels of governments in achieving sustainable development in the background of India's rapidly growing cities. This is to be achieved through the implementation of a holistic and integrated approach to urban planning in the selected smart cities of Kochi, Coimbatore and Bhubaneswar.

#### **Project Organizers:**

##### **Mr Raja Gopal Sunkara I.A.S.**

Commissioner  
Coimbatore City Municipal Corporation  
commr.coimbatore@tn.gov.in

##### **Mr Georg Jahnsen**

Project Manager,  
Sustainable Urban Development - Smart Cities, GIZ India  
georg.jahnsen@giz.de

For more details visit: [www.covaidesign-competition.org](http://www.covaidesign-competition.org)

November 2021