



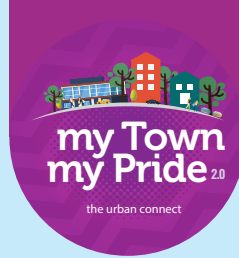
Transforming Urban J&K



28 November to 6 December, 2022

CITY BEAUTIFICATION PLAN

Housing and Urban Development Department
Government of Jammu & Kashmir



1. Overview

Beautification is the improvement of the visual appearance and aesthetics of the City. This can range from simple, purely visual elements, such as annual planting and colorful banners, to functional elements such as street lighting, furniture, and tree planting, as well as major infrastructure projects such as road and sidewalk creation and restoration. A beautiful City can be the source of great civic pride. Also, it is self-perpetuating. The more residents feel their community of which to be proud, the more they are willing to invest in improving it further. City beautification is important for tourism and improves the quality of life of its residents as well.

2. Issues/Concerns

The major issues that needs to be addressed to enhance aesthetics of the city are :

- Insensitive addition and alterations in the built form.
- Non-compliance to development control regulations.
- Visual clutter of physical infrastructure like electrical wires and communication cables.
- Lack of appropriate planning and policy for city beautification.
- Getting approvals for work from multiple private ownership.
- Weak operation and maintenance strategy of public infrastructure.
- Changing the mindset of people towards a new concept and getting them onboard.

3. City Profile

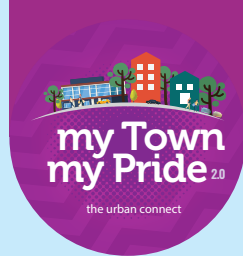
General Information	
Geographical Location	
Areaã	
Population	
Number of markets	
Number of Heritage Structuãres	
Number of Flyovers	
Railway Land (Total Area)	

Beautification Initiatives	
Projects/Programs	

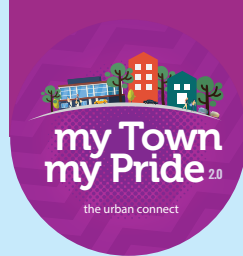
4. Proposals of City Beautification Plan



City Beautification is a comprehensive process which involves various stakeholders to come together to achieve the desired outcome. The elements and their sub-elements require thoughtful planning and prioritizing as per the funding and time available. Following checklist aims to guide the beautification initiatives that can be taken at city level.



S.No	Component	Interventions	Identified Location	Funding	Implementing Agency	Timeline		
1	Streetscape							
1.1		Landscaping	Parks	Govt., PPP, CSR	Social Forestry, Jal Shakti, Municipal Committee, Development Authority etc.			
			Along roads					
			Rotaries					
			Medians					
			Under Flyovers					
			Along railway track					
1.2		Lighting system	Parks		PDD, Municipal Committee, Development Authority etc			
			Along roads					
			Market					
			Other					
1.3		Signagesā	Stretch 1	Govt., PPP, CSR	PWD, Municipal Committee, Development Authority etc			
			Stretch 2					
			Stretch 3					
			Other					
1.4		Benches	Parks	Govt., PPP, CSR	PWD, Municipal Committee, Development Authority etc			
			Chowks					
			Other					
1.5		Bollards	Sidewalks	Govt., PPP, CSR	PWD, Municipal Committee, Development Authority etc			
1.6	Fountains	Chowks	Govt., PPP, CSR	PWD, Municipal Committee, Development Authority etc				
		Market Squares						
1.7	Sidewalks	Along Roads	Govt., PPP, CSR	PWD, Municipal Committee, Development Authority etc				
1.8	Bus Shelters	No -		PWD, Municipal Committee, Development Authority etc				
2	Public Art	Visual appeal of public spaces through art depicting history and culture of the city.						
2.1		2D Paintings	Building Facades	Govt., PPP, CSR	Municipal Committee, Development Authority etc			
			Retaining Walls					
2.2		3D Paintings	Building Facades					
			Retaining Walls					
2.3		Sculptures	Chowks					
			Parks					
	Other							



3	Unused Spaces	Parcels of lands below flyovers, along roads, open spaces in between buildings and railway tracks.				
3.1		Vertical Gardens	Flyovers	Govt., PPP, CSR	Municipal Committee, Development Authority etc	
			Chowks			
		Adaptive reuse of old buildings	No -			
		Other				
4	Traffic and Transportation	Regularizing parking spaces				
4.1		On road designated parking space		Govt., PPP, CSR	Municipal Committee, Development Authority etc	
5	Physical Infrastructure	Laying of cables and undergrounding of physical infrastructure				
5.1		Laying of drains Slabs over drains Landscaping over/around drains	Location 1 -	Govt., PPP, CSR	PWD, Municipal Committee, Development Authority etc	
			Location 2 -			
			Other			
5.2		Transformers and electric cables	Location 1 -	Govt., PPP, CSR	PWD, Municipal Committee, Development Authority etc	
			Location 2 -			
			Other			
6	Facade Development	Improvement of facades of old structures and rules for new structures.				
6.1		Facade improvement	Buildings	Govt., PPP, CSR	Municipal Committee, Development Authority etc	
			Gates			
			Other			
6.2		Facade lighting	Buildings			
			Bridges			
			Other			

5. Overall Plan Assessment

Total Projects for Beautification(No)	
Total Budget Allocation	
Collaborations(with NGOs, Departments and Agencies)	
Overall Time for Implementation and Completion	
No of Projects Proposed	