



सत्यमेव जयते

Ministry of Urban Development
Government of India



National Institute of Urban Affairs

HERITAGE CITY DEVELOPMENT AND AUGMENTATION YOJANA - HRIDAY

**TEMPLATE FOR DEVELOPMENT OF CONCEPT PLAN FOR
ESTABLISHMENT/RENOVATION OF CITY MUSEUM/CULTURAL
PARK**

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INDEX

- 1 Introduction & Overview of the project
- 2 Situational Analysis
 - Condition of the existing Museum/Cultural Centre
 - History
 - Infrastructural and Tourist Facilities
 - Current Tourist Footfalls
 - Organizational structure for O&M/Staffing
- 3 Project Site Analysis
 - Location and Connectivity
 - Existing Natural features
 - Connection to external Infrastructure
 - Study of applicable Bylaws
 - Any Other Factor
- 4 Market analysis & Area Programming
 - Study of the similar Cases
 - Stakeholder Consultation
 - Key Segment Identification and product sizing
 - Area Programming
- 5 Architecture Concept and Designing
 - Concept
 - Architectural Plan
 - Mechanical and Electrical services plan/HVAC
 - Structural Layout
 - Firefighting
 - Landscape
 - Timelines for completion/Project schedule
- 6 Cost Estimation
- 7 Operation and Maintenance
- 8 Investment/Funding Opportunities
- 9 Promotional Activities

1. Introduction & Overview of the project

2. Situational Analysis

- ✓ **Condition of the existing Museum/Cultural Centre**
 - Analysis of existing condition of structure/Building, Popularity, ownership, O&M etc.
- ✓ **History of the Museum/Cultural Centre**
 - It includes the study of the City Museum/Cultural Park's history when it was established, theme of the City Museum/Cultural Park, Collection of the City Museum, revenue pattern etc.
- ✓ **Infrastructural and Tourist Facilities**
 - It includes the study of the Architecture concept, design of the City Museum/Cultural Park and visitor amenities such as parking place, drinking water, cafeteria, lawns, visitor seating, Lighting, Sanitation, information kiosk, Info panels, Barrier free environment, Guides etc.
- ✓ **Current Tourist Footfalls**
 - Information on Current tourist footfall, seasonal inflow of tourist, etc.
- ✓ **Organizational structure for O&M/Staffing**
 - Current Operational and maintenance responsibility, Staff available, effectiveness of O&M, ETC.

3. Market analysis & Area Programming

✓ Stakeholder Consultation

- Stakeholder consultation is important in introducing a new concept for the City Museum/Cultural Park or new facilities or up-gradation of existing facilities. Ideas suggested by the local communities for an existing City Museum/Cultural Park can be very useful for overall success of the project objective.

✓ Key Segment Identification and product sizing

- Market analysis of the nearby region to City Museum/Cultural Park to study and identify the variety of local culture, art, craft and religion groups in the area on the basis of which the theme of the City Museum/Cultural Park can be decided keeping in mind to meet the needs of every unique community.

✓ Area Programming

- It includes the identification of the new concept or facilities like parking, cafeteria, lawns, visitors seating, wash rooms, library, meeting rooms, multimedia centres etc. which are required to be developed in the City Museum/Cultural Park on the basis of the market analysis.

4. Project Site Analysis

✓ Location and Connectivity

- It includes information of existing/proposed project site on Allotment of land, Total Site area, any litigation issues or not, Permission from the local authority, municipal corporation or from panchayat, Connected locations, Approach roads availability and condition, transportation connectivity, Neighborhood, etc

✓ Existing Natural features

- Study of the natural features water bodies, rivers, trees, rocks, bushes, flowerbeds etc. in nearby region of the site

✓ Connection to external Infrastructure

- Study of a complete site keeping in consideration the City Museum/Cultural Park & monuments and all existing physical features roads pattern, drainage system, water supply system, Street Light, electrification, solid waste management and discharge point for liquid waste and rain water etc.

✓ Study of applicable Bylaws

- It includes the study of the applicable building bye laws in the area to get information related to Ground coverage, FAR/FSI, Setback and projections, Building height and other service spaces, basement and parking spaces, site design etc

5. Architecture Concept and Designing

✓ Concept

- This will include the theme of the City Museum/Cultural Park, number and types of gallery divisions necessary coupled with a display plan, designing of the gallery outlay, display cases, lighting design, City Museum/Cultural Park shop, ticketing counter, visitor facilities like parking, Drinking Water, cafeteria, lawns, signage, visitor seating, wash rooms, Library, meeting rooms, multimedia centres etc

✓ Architecture Plan

- This will include an architectural plan for the City Museum/Cultural Park which contains the architectural drawings, specification of the design, calculation, landscape and floor plan etc.

✓ Mechanical and Electrical Services and HVAC

- This will includes the scope for electrical and Mechanical components like HVAC, Electrical wiring, internal lighting, etc.

✓ Firefighting & Security

- This will include the plan for firefighting, evacuation and security (Refuge area, Exits, sprinklers, smoke detector, fire hydrants etc.) in compliance with the applicable Norms.

✓ Landscape

- Development of a landscaping plan for outdoor areas and landmarks along with the supporting detail specification of Hardscaping (pavers, stones, rocks etc.) and Softscaping (flowers, plants, shrubs, flower beds, trees, etc.

✓ Project schedule & Timelines

- HCA needs to provide project schedule with milestone

6. Cost Estimates

Estimation of the cost for City Museum/Cultural Park includes

- Civil Work Cost
- Infrastructure/site Development Cost
- Equipment and Artifacts cost

7. Operation and Maintenance

- Proposed Administration structure (It includes a staffing model for the City Museum/Cultural Park)
- Operating and Facilities costs

8. Investment and Funding Opportunities

- A potential source of the capital for the development of New City Museum/Cultural Park or for up-gradation of Existing City Museum/Cultural Park shall be identified through different modes(Public Private Partnership, Dovetailing from other schemes, Non Profit Organizations, CSR etc.) of funding

9. Promotional Activities & IEC

- ✓ **Marketing Strategies**
 - Suggestion and Ideas to promote the City Museum/Cultural Park among the local community and nearby areas

- ✓ **Education Plan/Workshops**
 - Development of informal programs to cater the visitors interests and workshops specifically for local residents

- ✓ **Any other Component/Initiative**