



Integrated Museum and Tourism Project

redevelopment of city beach front : an urban rejuvenation project



VUDA

a project by

VISAKHAPATNAM METROPOLITAN
REGION DEVELOPMENT AUTHORITY



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redevelopment of city beach front : an urban rejuvenation project

*picture above
view showing the entire stretch of
the proposed project*



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**Visakhapatnam Metropolitan
Region Development Authority**

Udyog bhavan, Siripuram Junction, Visakhapatnam

Salient Features



Enlarged Green Public Space

increase in the green open space by 100% by taking the existing Beach Road underground



Underground vehicular carriage way

800 Mts Long, underground carriage way to make the beach front pedestrian friendly recreational space



Barrier free accessibility

provided with sufficient numbers of ramps and lifts both at Ground level and also at the parking level



Improved Signages/Information System

integrated signage and information display system matching with international standards



Submarine and Sea-Harrier Museums

two dedicated museums for recently acquired Sea Harrier and the Submarine artifacts, with world class architecture



Sunken Courts as lighting wells

improving lighting & ventilation of the underground parking and place for food courts and souvenir shops



More Public Amenities

public toilets and drinking water facilities at regular intervals, with special provision for Physically challenged people



Designated Vendors' Zone

designated platforms for vendors, to facilitate hygienic, hassle free and enjoying experience to the visitors



Dedicated Cultural Spaces

large amphitheatres, dedicated hall for music concerts and cultural events, statues of legendary personalities



Health and Fitness Zone

jogging track, open to sky gymnasium, yoga hall and lawns, special kiosks for health food and drinks in food court area

Car Parking **800**



09 Sunken Courts

Two Wheelers Parking **1400**



05 Museums

Food Courts **20**





picture above
Beach Road stretch, selected for the integrated Tourism and Museum Complex.
Photo credit: Navin Bahirwani / South Report



“ if you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places”

Fred Kent



The proposed integrated Tourism and Museum complex will be one of its kind in the country, consisting of many citizen centric projects integrated into one single civic infrastructure project. The proposed project area consists of the beach front starting from the YMCA Junction upto the Police Guest House. This stretch of the beach road already has the Kursura Submarine on the beach side, Victory at Sea and the recently established TU 142 Museum. Subsequent to this, many new touristic features like Sea Harrier Museum and an exclusive Submarine Museum, are proposed in the same area.

Considering that the beach road is one of the most important and prominent recreational zone of the citizens of the Visakhapatnam, this particular stretch of the beach road has seen many fold increase in the numbers of visitors, especially during the week ends. This has resulted in overcrowding of the space with limited green open space and restricted parking facilities and thus resulting in some traffic problem and safety of the citizens and the tourists.

With an aim to provide improved civic facilities, the proposed integrated Tourism and Museum project will address some of these issues in a very innovative and unique manner. Visakhapatnam Urban development authority has identified the following key objectives for the proposed project.

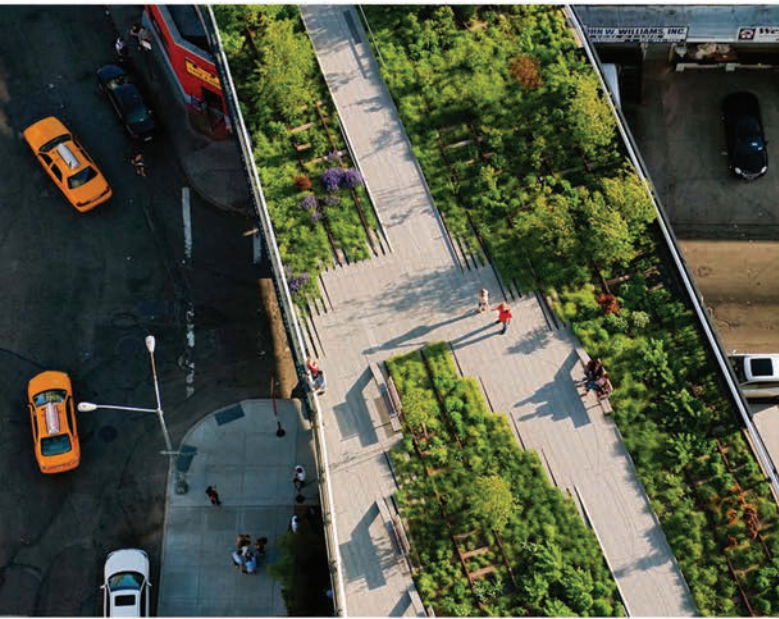


1. Safe and secure recreational space for the citizens
2. Increased Parking facilities.
3. Better Signage and information display system
4. Creating unique Urban Green Space
5. Addition of Sea Harrier Museum and Exclusive Submarine Museum
6. Re-adoptive use and restructuring of Rajiv Smriti Bhavan
7. Integrating and improving Victory at Sea Monument and surroundings
8. A single entry ticket for all museums thus proving a seamless hassle free connectivity and movement.
9. Provide barrier free urban space for the senior and differently abled citizens.
10. Developing a unique Tourism destination with a futuristic look
11. And Finally giving the city back to its people in the form of reclaiming the road as a green urban space.



With the above objectives, a detailed master plan has been prepared and presented to the Honorable Chief Minister Sri N Chandrababu Naidu, in a review meeting on 21st June 2018, at Visakhapatnam.

pictures: from top to bottom- view of the beach road stretch identified for the project; people on the beach, a major place for recreation; local vendors occupying the footpath; movement and parking of vehicles, a huge concern for the pedestrians



International bench marking

..... giving the city back to its people

Many of the big international cities like Boston, New York and Dallas, have realised importance of green open public spaces. Adopting people centric planning approach, many of these cities have redesigned and reorganised their large public infrastructure projects in order to provide more people friendly green public spaces, which provide the much needed interaction areas for the citizens. With the successful implementation of such projects, some of these have now become role models for many other cities from across the world, to take such initiative towards making cities more green, habitable, enjoyable and provide unique urban spaces for social, cultural and recreational activities.

One of the first one was launched in New York, popularly known as the High Line Project, where an existing overhead railway trackline has been converted into a long stretch of beautifully landscaped green space. In Boston, a big eight lane expressway was moved underground to create a large public garden at the street level. This is very effectively used by thousands of people working in the building in the down town area. The latest example is the Dallas city based Klyde Warren Park, where huge public park and recreational zone has been created by taking the highway to sub terranian level.

Following these wonderful example, it is proposed to take the existing Beach Road underground and thus create a landscaped public place and a recreational plaza in the reclaimed land. This will surely be one of its kind in India and Visakhapatnam may very well lead a new movement in giving the city back to its people, by providing green open spaces and better civic infrastructure.



Some of the salient features of the proposed master plan of the project consist of taking the existing stretch of Beach Road underground and thus providing an enlarged and extended area for green open space above. Along with this, there will be a provision for very comfortable and convenient underground parking for 800 cars and two wheelers, thus releasing the space constraints on ground level. After a detailed survey, the underground portion of the beach road is so designed that it will be still approximately 3.0 Mts above the MSL and thus will be naturally ventilated and lighted, addressing any concerns for smoke choked subway and underground driving of automobiles.

Similarly the underground parking area is punctured with large courtyards which are open to sky and provide natural light and ventilation to the parking area. This not only makes the project environment friendly and green, but also saves a lot of electricity for lighting and exhaust fans for ventilation.

These courtyards will have many foodcourts, souvenir shops, theme based exhibition halls, place of all engineering and maintenance services, circulations cores with staircases, lifts and Ramps.

The proposed project will also provide for much needed public amenities like toilets, drinking water facility, solar power based smart street lights and information display systems, dedicated rain shelters, large landscaped lawns areas for family get together.

picture top - Klyde Warren Park in Boston; **middle above** - High Line project in New York; **middle right** - proposed people's plaza above the underground carriage way on Beach Road, Visakhapatnam; **above** - Boston Greenway in downtown Boston City



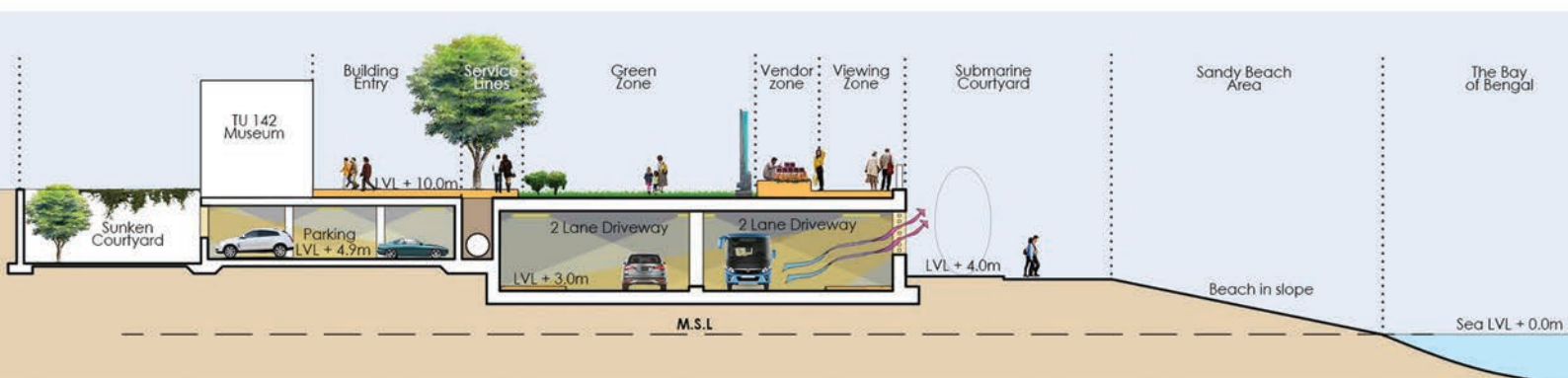
pictures above
top -view showing entrance to the subway from the southern end near the Police Guest House; **left above** -the plaza area above the subway, near Victory at Sea; **left** - underground parking overlooking the courtyards; **above** - approach to subway from northern end, near YMCA.



picture above
 top - conceptual visualisation of the proposed project; above- Plan at basement parking and underground carriage way level



picture above - view showing the Integrated Museum Complex with the existing Submarine in the fore front, TU 142 Aircraft Musuem on the right top side, proposed Submarine Museum in the middle, and Sea Harrier Museum in the redesigned Rajiv Smruti Bhavan on the left top side; below - Cross section showing the position of under ground car parking area and well ventilated subway with vehicular carriage way.





pictures above
top -Museum Plaza with Sea Harrier and Submarine Museum; **middle left** -Submarine museum Entrance; **middle right** - TU142 Museum Entrance yard; **above from left** -Submarine Interior view, Sea Harrier Museum, Submarine Museum courtyard with shops tourism stalls; **right** - graphics on the building facade as a deisgn element, **extreme right** - Information display panel with lighting poles and vendor platform





VICTORY
AT SEA

VICTORY
AT SEA

1971

1971

VICTORY AT SEA
1971 Indo-Pak War
[TELUGU]



In the 1971 Indo-Pak War, the Indian Navy played a crucial role in the victory. The Indian Navy's operations were a key factor in the final outcome of the war. The Indian Navy's operations were a key factor in the final outcome of the war. The Indian Navy's operations were a key factor in the final outcome of the war.

VICTORY AT SEA
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pictures above
top -view showing the Victory at Sea surroundings;
left below - approach to the coffee shop sunken court; **right middle** - entrance view of the Victory at sea monument; **right bottom** -view of the courtyard from the coffee shop; **left page** - View of Victory at Sea monument and Tourist information panels

Scope of work

Underground Carriage Way

Shifting of the vehicular traffic carriage way to 5.0 Mts below the existing Beach Road level

Creating landscaped Public Plaza

redevelopment of the entire street level surface into landscaped lawn area with pathways, jogging track and vendor platforms

Construction of Underground Parking

creating well ventilated underground parking space for approximately 800 Cars and 800 of two wheelers

Submarine Museum

three floors high unique architectural master piece to show case rare and select artifacts of submarines, along with attached courtyards for outdoor display

Sea Harrier Museum

Retrofitting of the existing **Rajiv Smruti Bhavan** into a modern and state of the art museum complex to house the recently acquired Sea Harrier fighter aircraft

Sunken Food Courts and Souvenir Shops

sunken courts at 3.5 Mts below the existing road level, to provide much needed natural ventilation and lighting for the underground parking area and also to accommodate food courts and souvenir shops

Redevelopment of TU 142 Aircraft Museum Entrance Block

redesign and restructure the existing TU 142 Entrance Building to match with the architectural and design styles of various other components of the project, in order to bring unique character to the entire project

On site parking facility at AU Convention Centre

develop on - ground parking facility over the underground parking structure, as an additional facility for the AU Convention Centre.

Innovative Lighting Design

design and implement innovative lighting design solutions for street level lighting, under ground carriage way lighting, signage and information display lighting and some decorative lighting designs as tourist attraction

Sculpture and Art Installations

invite local and artistes of international repute to design and create art installations in the landscaped plaza area, re-installation of existing statues of famous personalities

Public Amenities and vendor's Zone

provide public amenities like toilets, drinking water facility, phone booth, Wi-Fi Smart Poles, Bicycle Stands, waste collection bins, pre designated vendor platforms, smart signage and information display system



Visakhapatnam Metropolitan Region Development Authority

a nodal agency for holistic development of the region

Visakhapatnam Metropolitan Region Development Authority was constituted on 17th June 1978, under AP Urban Areas (Development) Act, 1975 with its jurisdiction extending over Visakhapatnam Municipal Corporation and four municipal towns namely Vizianagaram, Bheemunipatnam, Gajuwaka and Anakapalli including 287 villages in 178 Gram Panchayats, comprising an area of 1721 Sq.Km.

The objectives of VMRDA are :

1. To regulate and enforce the development as per the plans
2. To formulate and implement projects for housing infrastructure and
3. To coordinate various developmental projects for implementation of the Master Plan proposals.

VUDA replaced erstwhile Town Planning Trust, a similar body constituted in 1962, which was operating in a limited area of Visakhapatnam municipal area. VMRDA, as part of its specified objectives, is responsible for preparing the **Master Plan** for the entire **Visakhapatnam Metropolitan Region (VMR)**, preparing **Zonal Development Plans [ZDP]** of Vizianagaram, Bheemunipatnam, Gajuwaka and Anakapalli towns. In addition to this VMRDA also prepares **Peripheral Area Zonal Development Plans**, such as for areas like Madhurawada, Rushikonda and Gopalapatnam. VUDA also has the responsibility of coordinating and implementing important Urban Development Plans.

Visakhapatnam Urban Development Authority proposes to redevelop the beach road between the YMCA junction and Police Guest House, as a unique urban rejuvenation project.

The aim of this project is to provide improved civic facilities, better parking facilities, larger and bigger green open spaces, interlinking of various existing touristic attractions, adding two additional museums dedicated to Sea Harrier and Submarine, improved information and signage system, recreational and cultural activity spaces, pedestrian friendly and barrier free for all, sunken courtyards and food courts, underground parking facility for approximately 800 cars and 1400 two wheelers.



a project by

 Visakhapatnam Metropolitan
Region Development Authority

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