Strategies for Improving the Imageability of Moodbidri in Historic Precinct

Priya Kulkarni
FOA, MIT, Manipal University, Karnataka, India

Abstract:
Image of a city can be characterized as a feeling of having a place portrayed by the general population with the particular spots. The feeling of place in legacy towns or urban communities must be accomplished when urban legacy is as yet in place and saved in the meantime obliging for new improvement. The town of moodbidri is noted for its eighteen jain temples. The saavira kambada basadi alongside 10 on jain street and seven more in the region is the main destination in dakshina kannada wherein such an expansive number of legacy structures are situated inside a span of 500 mts. The point is to comprehend the image ability of a city and by what method can be enhanced on account of moodbidri by recommending procedures for improving the picture of the city, which add to the character or appearance.

Keywords: basadi, image of the city, moodbidri, sense of place, urban heritage.

I. INTRODUCTION
Moodabidri begins from two words: moodu and bidiru. Moodu suggests east and bidiru infers bamboo. Moodbidri and its surroundings known for various vital havens, shorelines and spots of love, this region has also ascended as a recognizable focus purpose of master guideline. A couple of jain asylums (basadis), some of them backpedaling to tenth century a.d. Worked out of hard stone and with eccentrically cut sections and distinctive sheets. Other name for moodabidri is jain kashi or mecca of the jains.

Aim
To identify the urban design elements which added to picture of the city and recommend methodologies of urban plan to improve and which add to the character or appearance of the territory.

Objectives
• To identify the image ability parameters of moodbidri.
• To evaluate the existing image of moodbidri,
• To identify the guidelines and design code to enhance the imageability.

Scope
To give strategies for improving the imageability of moodbidri by related to heritage zone.

Need of the project:
Since all heritage structures in moodbidri are still in use, there is an urgent requirement to accommodate the needs of the people using and living around them. ‘unregulated developments have been mushrooming in and around the monument complex without any control or sensitivity to the heritage monuments. The town of moodbidri is noted for its eighteen jain temples but saavira kambada temple is considered the finest among them. Guru basadi is the earliest of the jain monuments. Here the rare jain palm leaf manuscripts of 12th century a.d. Known as ‘dhavala texts’ are preserved. The saavira kambada basadi along with 10 on jain street and seven more in the vicinity is the only destination in dakshina kannada wherein such a large number of heritage structures are located within a radius of 500 mts. "this close knit fabric of heritage monuments along with the adjoining old domestic houses built in the regional architectural style makes moodbidri an ideal investment destination for attracting international, national, state and local tourists.

II. BACK GROUND STUDY
Moodabidri as a historic place
Moodabidri, (also spelled as mudabidri, mudbidri, moodbidri etc.) ~34 kilometres to the northeast of mangalore, in dakshina kannada (south canara) district of karnataka, is a small town in the midst of hills. Often referred to as the jain kashi of south india, moodabidri was a center of jain religion, culture, art and architecture during 7th 16th centuries with 18 jain basadis (temples) dedicated to the memory of the jain tirthankaras. The tribhuvana tilaka chudamani basadi (which means, the crest jewel of the three worlds) is the largest of 18 jain basadis and considered to be the finest and the most ornate of the jain temples in coastal karnataka. It was originally built in 1430 ce by the chowta ruler devaraya wodeyar, and completed in three stages. The land to construct the temple was donated by the vijayanagara king.

Figure.1.Architectural elements
Two finely carved granite elephant balustrades adorn the front steps to this mandapa. Elephant balustrades can be seen in many major Vijayanagara era temples, at the world heritage site Hampi.

**What is heritage?**
Heritage is deemed to mean those buildings, artefacts, structures, areas and precincts that are of historic, aesthetic, architectural or cultural significance. Criteria for listing heritage building

- Historic significance- historic significance is the importance of a property to the history, architecture, engineering or culture of a community, region or nation.
1. In selecting a building, particular attention should be paid to the following:
2. Association with events, activities or patterns
3. Association with important persons
4. Distinctive physical characteristics of design, construction or form, representing work of a master
- Historic integrity- historic integrity is the authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's historic period.
- Historic context- historic context is information about historic trends and properties grouped by an important theme in the history of a community, region or nation during a particular period of time.

### III. METHODOLOGY

<table>
<thead>
<tr>
<th>Aim</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Literature review of imageability of a city</td>
<td></td>
</tr>
<tr>
<td>Analysis</td>
<td></td>
</tr>
<tr>
<td>Site study</td>
<td></td>
</tr>
<tr>
<td>Existing issues</td>
<td></td>
</tr>
<tr>
<td>Analysis</td>
<td></td>
</tr>
</tbody>
</table>

- Analysis
- case studies-hazratganj precinct, lucknow.
- Comparing with study area
- Providing guidelines

**Imageability is needed for the town**

- Be proud as a status symbol
- Identify the different zone(recognize the parts of the town)
- To have a meaning for the town and its parts
- To have better understanding of the town
- Organize in to a coherent pattern of movement
- Plan for better action

**Imageability, the term coined by (kevin, 1960), “is the quality of a physical object, which gives an observer a strong and vivid image. It might also be called legibility.”**

**Image has also been used to describe conceptions of the city, either in terms of images or such as the city as an important tower, a giant switch board, a clover-leaf intersection etc. (Yadav, 1987)**

Images have been described as the “points of contact between people and their environment” thus linking them to behavior (Roger M. Downs, 2005)

An image also refers to memory and this has become dominant in planning and urban design (kevin, 1960), (Carr, 1969).

An image is an internalised representation and, regarding the environment, it is “an individual’s mental representation of parts of the external reality known to him via any kind of experience”, including indirect experiences (Roger M. Downs, 2005).

An image stands for a notion, stereotype, plan or map, plan of action, concept, self-concept and so on (Rapoport, 1977).

**Analysis**
Meaning of a city is different for different people at different place or a space.

**Case study**
Lucknow has been honored with deeprooted culture and legacy (both substantial and impalpable). Hazratganj is one such place with rich inheritance and legacy (200 year old heritage) and “reevaluating and refreshing itself in type of up market high
road of lucknow. Not exclusively was hazratganj the focal point of the lucknowites' business life, it was likewise an imperative piece of its social life; individuals thronged the road at ends of the week to meet companions, see a motion picture and window-shop (action privately known as ganjing). In the previous 30 years, the quick urbanization has brought about development of rural focuses with shopping centers and multiplexes outside the conventional regions, which were more helpful and open. The prime issues on hazratganj street before the intervention were:

• Lack of pedestrian facility and public amenities
• Domination of skyline by large scale hoardings, signage and banners.
• The building façade and architectural details had been screened off with advertising boards
• Indiscriminate parking and traffic chaos, encroachment and lack of organized open public spaces
• Collapse of infrastructure services.
• Lack of architectural control

Formulation of objectives and strategies
The objective of the project was to revitalize not only the tangible aspect, such as street facade and street elements, but also conserve intangible aspect of hazratganj. The priorities can be defined as:

• Identification of stakeholders and their role in the project.
• Creating awareness among local stakeholders (shop owners and residents) to respect and know about once heritage which was done by the architect, local intelligentsia, media and historians.
• Political support for such a complex project was another priority.
• Development of design and conservation strategy of the project by the architect consultant.
• Execution of project in a limited time (only five months) to complete it towards the 200th anniversary of the hazratganj.

Stakeholder
Govt bodies
• Lucknow development authority
• Municipal corporation lucknow
• Jal santhan
• Jal nigam
• State power corporation
• Department of communication, government of india. (bsnl)

Private bodies
• Hazratganj traders association
• Halvasia market traders association
• Connect lucknow (group of eminent citizens of lucknow)

Process
The prime test of the venture was to restore the first building veneers. The harmed parts of the building were reestablished in attachment with the pilgrim design. The points of interest on the building like jack curves, crescent curves, grids on the façade, cornices and cast press subtle elements were reestablished. The auxiliary test was to bring open association back in the city. This was achieved by pedestrianizing the road and control the disturbance brought about by the vehicles. Eight to ten feet wide pathways were presented at both the edges of the road.

The major highlights of the rejuvenation project are stated below:
• Restoring character of the street and improvement of views and vistas
• Development of activity nodes and piazzas for general public
• Development of open spaces and restoration of architectural features
• Introduction of soft scape in the area
• Improvement of infrastructural facilities.

The implementation strategy thus framed comprised the following prime features:
• Removal of the hoardings and banners, wires & cables
• Simultaneous dismantling and removal of the encroachments on the pavements, open spaces and terraces of the properties
• Laying the street infrastructure features & development of pedestrian infrastructure.
• Façade restoration and painting and installation of common signage system
• Road carriageway and circulation pattern suited to traffic analysis.

Results achieved
• The area has become a tourist spot with every visitor coming to lucknow visits this place at least once to experience the revived "sham-e-awadh".
• The property owners on the street themselves renovated their own premises on the basis of the standard code for the buildings.
• A uniform code for the architectural façade stating the colour scheme of the buildings and the purposeful strategy releasing the architectural features of the street façade was followed and a signage system was developed and was agreed upon by the stakeholders, and applied to the street.

Site study

Figure 2. Base map of moodbidri
The thousand pillar basadi’s the most conspicuous point of interest of moodbidri, pulling in guests and travelers from everywhere throughout the world. The sanctuary is otherwise called "chandranathatemple", whose eight-foot icon is venerated in the shrine.the name "1000" or "saavira" indicates immensity and hugeness.

Major stakeholders in this site Primary stakeholders
- Jain trustee
- Tourists
- School children
- Residents

Secondary stakeholders
- Passerby
- Government

Issues
- NH-13 is passing through the heritage site which has a proposal for widening from 7 mts-24mts. if that happens nearby 2 basadi’s will be demolished.

Approach to the temple complex: a turn at nh-169 directly creates a vista to the temple, which is marked by the mahavir sculpture nearby. Still the vista is not very prominent, leading to difficulty in wayfinding for tourists. (figure 4)

Traffic survey
Traffic survey is done on week day and weekend at 3 interval of day.

Figure.5 traffic survey at NH-13 near historic precinct at 8-00pm-8:30pm

since NH_13 pass through historic precinct the traffic volume is more. therefore Trucks and non stop inter city busses can be diverted by providing alternative or bye pass road.

Figure.6 traffic survey at NH-13 near historic precinct at 12 noon-12:30pm
Figure 7: Traffic survey at NH-13 near historic precinct at 8:00am-8:30 am.

Figure 8: Traffic survey at junction C at 8:00pm-8:30 pm.

Figure 9: Traffic survey at junction C at 8:00am-8:30 am.

Figure 10: Traffic survey at junction C at 12 noon-12:30 pm.

Since this road has less traffic, a new bypass for NH-13 can be proposed here.
Design proposal

- No widening of road are allowed in this zone.
- Minimum of 1 mts width walkway is required.
- Where the road width is 9mts in NH-13,huge archway/gateway of 4 mts is required where only 2 and 4 wheeler can pass obstructing heavy vehicle.

Two historic are connected from the parking area(2 acres) by solving parking issues. Ornamentation to building façade, street furniture will be gradually increasing from non heritage zone to heritage zone which helps in way finding.

![Figure 11 Ornamentation To Bollards Increases Towards Historic Site](image1)

![Figure 12 proposed archway/gateway to the historic site](image2)

![Figure 13 semiotics-way finding](image3)

![Figure 14 historic site](image4)

Elements derived from heritage building which are used as a landscape elements in the site

**Elephant at entrance** - the notion that elephants bring good luck has a long history. The elephant is a symbol of strength, power, stability and wisdom. Instead of rock cut, elephant topiary at entrances can be used at entrances. Other side of the compound wall will be the space for street vendors. Again this structure will be having two functions.

![Figure 15 proposed carriage way for NH13](image5)

![Figure 16 existing carriage way in NH-13 of ROW as 9mts-7 mts](image6)

**Seating space** – typical seating space derived from existing houses and basadi’s even this element has another function like it is a entrance to the house(gateway for houses)
Figure 20. Design proposal for street vendors and seating space

Signage—symbol for jainism is being taken as a abstract and used as a signage in heritage zone

Figure 21. This symbol indicate Jainism

Walkway + seating space + buffer on either side of seating space, compound wall for the support and on

Urban design elements which exist in the core area need to be protected to enhance the aesthetic quality.
- Architectural control in connection to building stature, veneers treatment, building style, character, shading, materials utilization, and so forth., might be forced in the castle encompassing structures/regions of essential zone.
- All signages, hoardings, legacy plaque, data signs, to be perfect and intended to suite the current design of the place.
- Street furniture to be intended to suite the legacy ranges and put at proper interims.
- All the railings, sitting seats, compound divider subtle elements, electric light shafts and sign sheets ought to similarity with the legacy range

IV. CONCLUSION

Every town or city has its own image. the new development should be happen according to the elements which define the image of the place. moodabidri has an image where as in the new developments doesn’t consist of elements which define the image of the town. all the design proposal are derived from the existing urbn design elements. thats how the imagebility of moodabidri enhances with respect to its historic character.

Acknowledgment

I take this opportunity to greatly acknowledge the assistance and contribution of people who had faith in belief of this undertaking, those who listened to my proposal in patience and stimulated the growth of my project I have been indebted to preparation of dissertation paper in the guidance of, prof. Ar. Yogesh chandra, prof. Ar. vridhii, prof. Ar. Betty, whose patience as well as in depth knowledge and experiences have been invaluable to me. I thank them for immense support and interest she provided in gauging my abilities & encouraging me to do as much justice to the design i am grateful to our director prof. Nishanth and i am thanking him for helping me tame my overactive imagination and providing a reality check to my project. The experience has been interesting and rewarding one. The encouragement of my family has been indispensable. I thank them for their moral, emotional and financial support, for creating an environment in which following this path seemed so natural.

V. REFERENCE