

Urban Governance and Development Management (UGDM)
Prof. Uttam Kumar Roy
Department of Architecture and Planning
Indian Institute of Technology - Roorkee

Lecture – 51
Enhancing City Image

Welcome to lecture 51, in this lecture, we are going to discuss the element of the city image, remaining the 2 weeks' lectures, we are going to discuss the various aspects of the competencies required at the individual level and the organisation level, so far we have discussed various aspect of the urban governance and the management aspect but there are some element which is required at the individual level to develop the skills and competency.

Now to discuss all those competencies and skills, let us discuss, what is the city image and how we perceive a city and what is the image we make in our mind and how an image of a city matters for the cities growth and prosperity.

(Refer Slide Time: 01:14)

Contents

- ❖ **City Image: Concept and Definition**
- ❖ **Theoretical framework**
- ❖ **City Image Index**

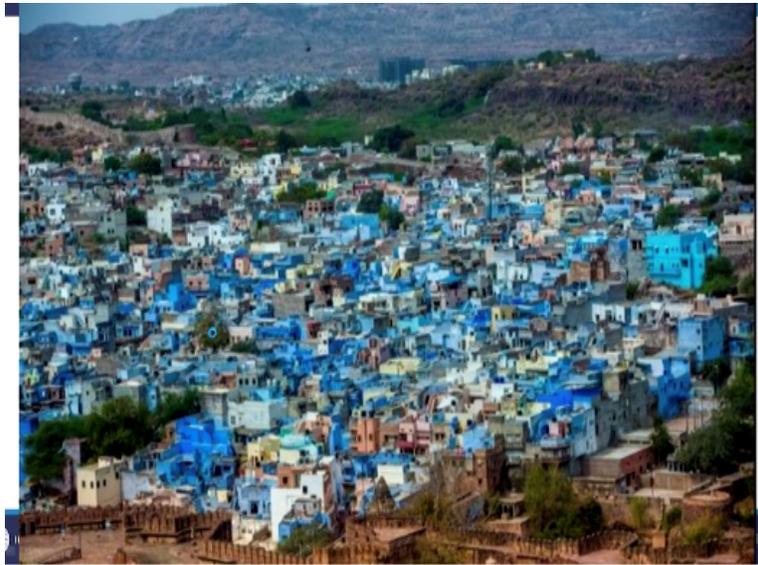
So, in this lecture we are going to discuss basically, the concept and the definitions of the city image, then some theoretical framework of the city image, past and present and how city image can be made through an index and how it can be used for the purpose for the further progress. Now, for the concept and the definition, let me show you some pictures first and then we will discuss.

(Refer Slide Time: 01:39)

City Image: Concept and Definitions

0

(Refer Slide Time: 01:40)



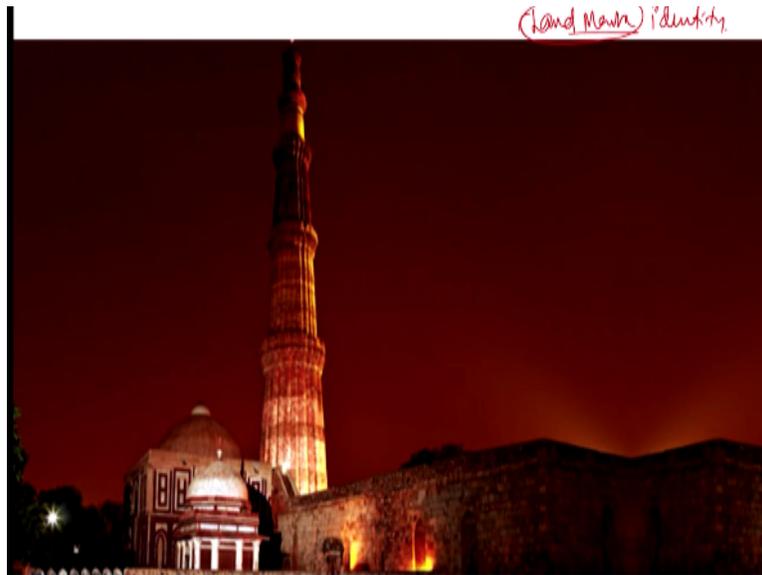
Now, see this picture, this is the bird's eye view or the top view of a city taken from our country, I hope some of you have guess the name of the city and the city is the predominant colour of the city is blue and it is the city of Jodhpur in Rajasthan, so people all it Jodhpur, in another terms, people call it Jodhpur is also known for fort and the history but the colour of the general built up areas shows that it is a blue city.

(Refer Slide Time: 02:12)



Then, I hope you know that the pink city Jaipur, Jaipur is known as pink city predominant colour of the building is as a pink city, it is also historical city, so building of the city to be known by the outsiders as a; as per the colour or as per the built quality of the built environment.

(Refer Slide Time: 02:37)



Then, this is a very common picture, the city could be known as by its landmark also, so this is the city of Delhi, sometimes we see the Qutub Minar as the identity of the city as a landmark, so this kind of architectural remains, architectural elements also iconic architectural elements also used for a city landmarks.

(Refer Slide Time: 03:03)



Not only that like you this enormous building, this is the Victoria Memorial of city of Calcutta, so an again an architectural masterpiece is also used for depicting a city identity so, city is known by the external people, by the architectural element also.

(Refer Slide Time: 03:21)



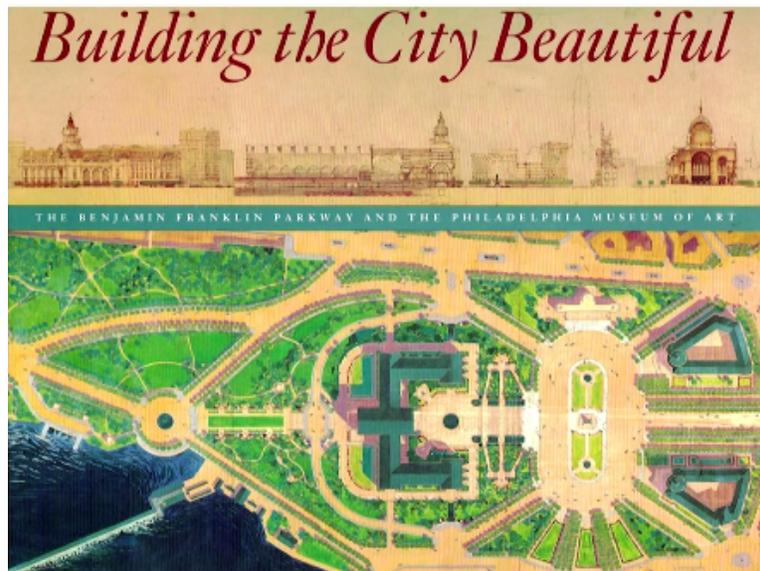
This is the typical known skyline of city of Mumbai, you know that this is the gateway of India and the Taj hotel complex, the together we see this as a identity of the Mumbai, sometimes we see the city of Mumbai as a city of slums also, city of fantastic riverfront development also, so there could be various aspect of the city development which makes a city identity or the image.

(Refer Slide Time: 03:49)



Now, see this picture, this is from some Japanese country, you can see that the city is having the place for the walkers, people are walking with freedom for their work or education purpose, so city of walkability, city of people.

(Refer Slide Time: 04:06)



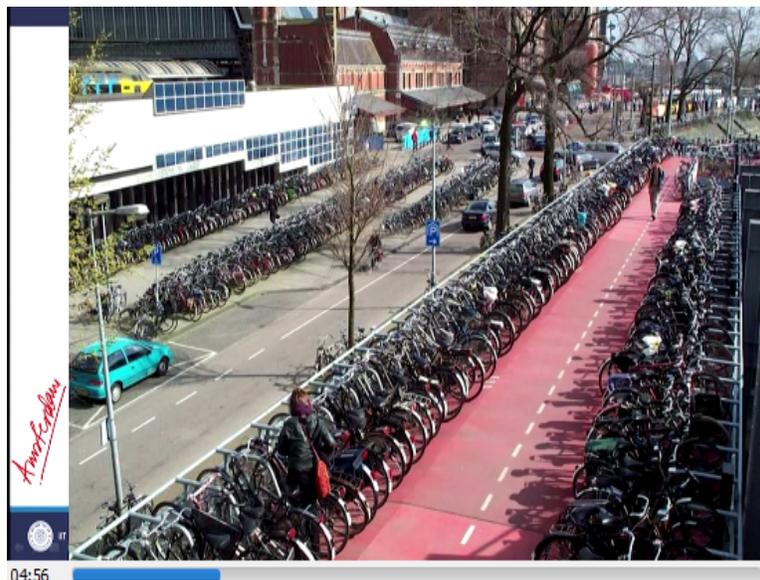
Then, I think you know this term also, city of city beautiful, to make the city beautiful by making fantastic road ways, fantastic green areas.

(Refer Slide Time: 04:16)



And in India also, the city of Chandigarh was made based on city beautiful concept to make fantastic roads and define neighbourhoods, green corridors, identified iconic buildings, architectural masterpieces all those and not only that the apart from the iconic buildings or the architectural building, all the general characters of the building like pink city or the blue city, there could be elements like these.

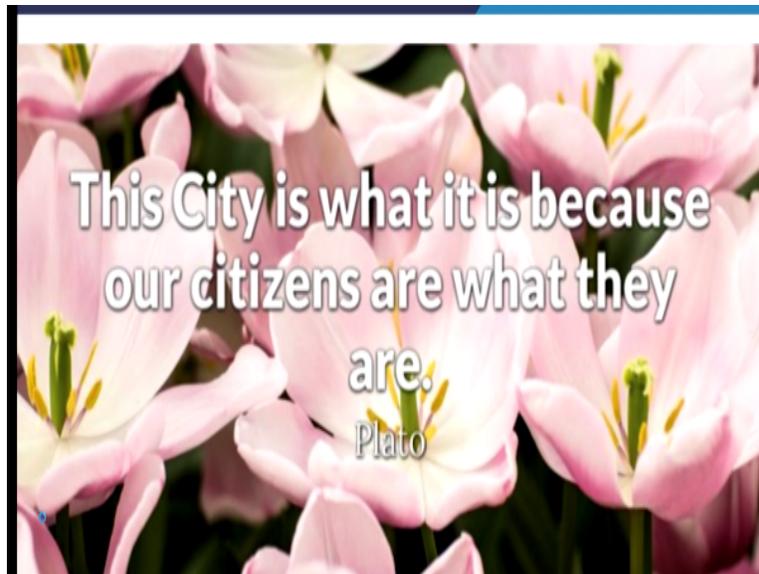
(Refer Slide Time: 04:44)



I hope some of you at least know that you can see that this city is known for their cyclist, the city of Amsterdam, for people with freedom they use the cycle and you can see the scale of the using of the cycle how huge it is and definitely, the number of cars is so less, so city of cycle, city of

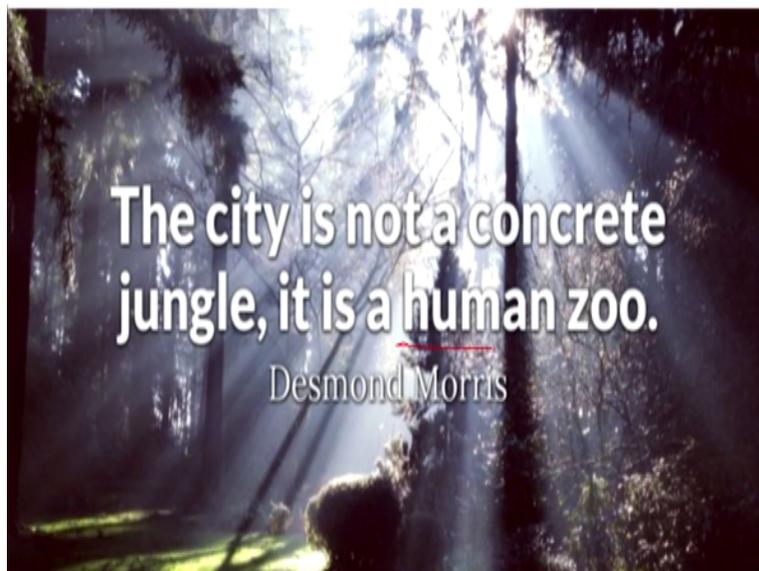
movement, city of people, city of Amsterdam, this is another identity or the image what we get when you visit this city.

(Refer Slide Time: 05:17)



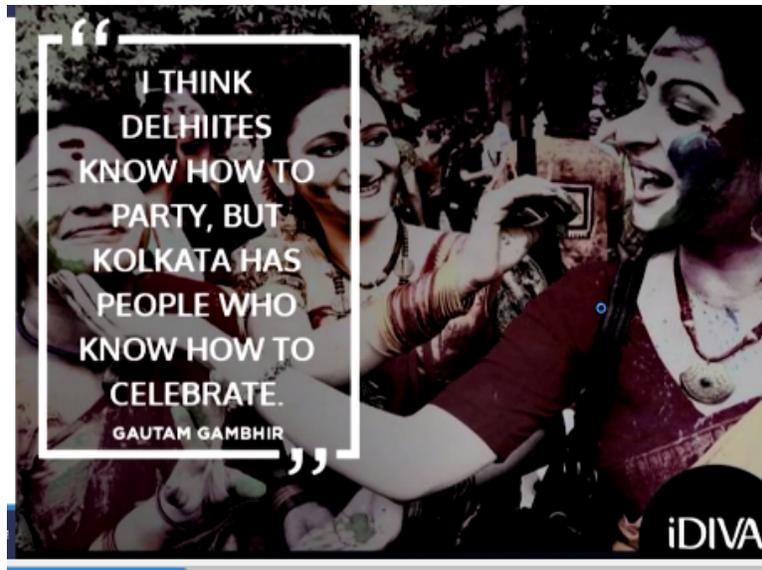
Then, now I show some of the quotations about the city how people perceive city, so this is one quotation, the city is what is to be because our citizens are what they are, so it is the citizen which makes the image of the city, we perceive city through the introduction of the citizens.

(Refer Slide Time: 05:37)



Next is; city is not a concrete jungle, it is the human zoo, so therefore the again, the focus is on human that is the people who are living in the city.

(Refer Slide Time: 05:46)



And also there are contemporary comments like these, I think Delhiites how to party but Kolkata has people who know how to celebrate, so these are few examples how people perceived city based on their own perception.

(Refer Slide Time: 06:00)

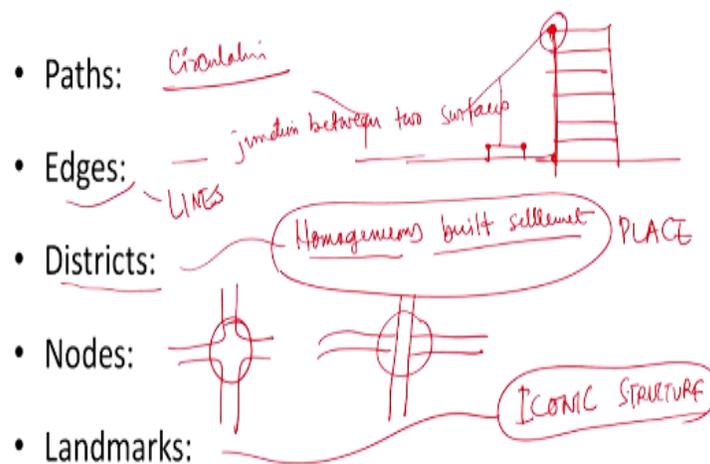
Theoretical basis

But the thing is that this perception sometimes are personal, individual and its perception can be based on the physical environment, built environment, architectural elements, streets or everything, apart from that there could be other elements like that how you are perceiving a service, how you are getting a good behaviour from the city people or the organisation or the particular service provider.

So, those kind of elements are also involved in the city image, so city image is basically, the experience of the common people when we experience a city that is and based on that we make a mental image or mental perception of that particular city, when you come back from the city that is called the city image but definitely, the identity of the city is the basically the definition of the city in shorter form which is known by the outside people at and that is little different from the city image concept.

(Refer Slide Time: 07:10)

Kevin Lynch: Image of the City



So, this theoretical basis of the city may started long back with the great scholar like Kevin Lynch who first propagated the idea of the image of the city and to explain the concept of the image of the city, he propagated that when you walk through the city, when we see the city, when we experience the city public spaces basically, we see or we identify or we keep in our minds few elements and those elements make an image of the city, those images are given like this.

First is the paths; path means basically, the walkways, the cycle tracks, the carriageway, the MRTS or rail line tracks, all the pass which is basically giving you the circulation tracks, those are giving a first time impression of your city when we experience or walk through the city. Second is the edges; edges is basically, the junction point of 2 elements, so whenever path is basically circulation and edges is the junction between 2 surfaces.

For example, if this is the road and this is the building, we can see this edges of the building or this edges of the building or if there is another area like this, we can see this edges, the edges, so every edges defines a 3 dimensional view of the city and it makes an image of the city. The next point is the districts; districts are basically homogeneous built settlement which creates a permanent impression of a particular place.

So, basically the districts make an impression of place, edges makes an impression of lines and paths makes the impression of the circulation and then further it is a nodes, which makes the further impression when we walk how a nodes between the water track and a another is none, so this kind of nodes are also important when making image; mental image of a city, then the landmarks.

Landmarks are the iconic structure mainly iconic structures which make our mind to identify that some particular space for example, earlier we have shown the Qutub Minar or some other landmarks, these are physical phenomenon which makes permanent impression in your mind when we experience a city but the question is; is it the only the physical phenomenon which makes the impression of the city in your mind, it may not be.

There are various other aspect likes there could be social, cultural even the governance factors which matters and which makes a permanent impression in your mind also but yes, this fundamental elements; paths, edges, districts, nodes and landmark, fundamental elements which is propagated by the scholar Kevin Lynch is fundamental element to make the impression of the city image.

(Refer Slide Time: 11:00)

What do we mean by City Image

- Is it only physical?
- What are the social and cultural elements making city image?
- Is governance linked with image? How we experience city services?
- Which are beautiful? Which are ugly/ nonfunctional?
- Which are useful? Which requires modifications?
- Which function/feature etc they identify with the city?

Then the salient questions which come in your mind that is it only physical or there are other elements like social, cultural elements in making city image and not only that is the governance linked with the image suppose, you are travelling in a city and you are trying to get better law and order service or a better public service in terms of the transportation or the city services.

So, what is your experience about getting their services, so it is governance which is working in background or for providing that particular essential service what you are experiencing, so governance is also linked with the city services? Then, which are the beautiful element, which are the ugly element which is non-functional, can you differentiate, which are the useful element, which are the; which are requires for modification and the up gradation or augmentation?

Which function or feature etc. identify with the city, so these are the salient question you should keep in your mind to think about this image of your own city so therefore, in short it is not only physical, it can be physical, social, cultural, economical and governance factor and based on that it is also important to identify what is beautiful and what is the asset, what is the strength of your city and what is not so good which could be modified, which could be revised, which could be enhanced.

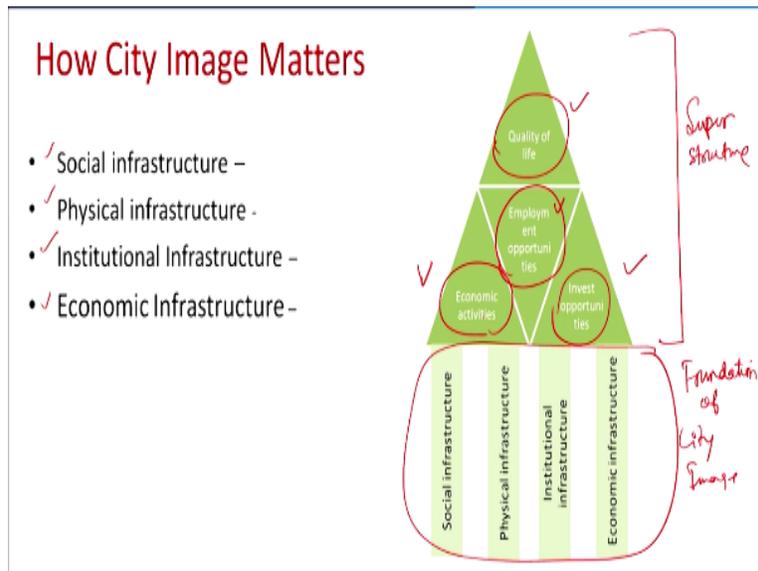
(Refer Slide Time: 12:23)

Constituents of City Image

- ❖ Physical ✓
- ❖ Social ✓
- ❖ Economic ✓
- ❖ Institutional/Governance ✓

So, those kind of questions are relevant for the city image, then therefore, the constituents are physical, social, economic, institution and governance, these 4 constituent is very basic very important for the city image.

(Refer Slide Time: 12:34)



Now, how the city image matters, now please see these diagram which I should earlier, when we discuss the smart city concept, in the small city concept we discuss that there are social, physical, institutional and economic infrastructure and based on that there are few important elements like quality of life, investment opportunity, economic activities and employment opportunities.

Now, these 4 element are basically in this diagram is acting as a superstructure and these 4 element is basically a foundation of city image, so based on this foundation, based on this quality of this social, physical, institutional, economic all these phenomenon, we create a quality of life, we attract the investment, we attract; we create the employment and we develop the economic activities.

And more the economic activities, more the investment, more the employment opportunities, more the quality of life, it is the good for the city population and good for the outsider also, you have seen that in many cities I have, before I talked about the city of Curitiba, where the city mayor was a urban planner and he made all these possible improvement in the city image and based on now, Curitiba is known as one of the greatest city in the world.

Similarly, there are various great cities were they have built upon on their strength and made the city image and the city identity so nice that people are visiting their place, contributing their economy, sitting up industries, factories, creating the job, contributing in their revenue augmentation and ultimately it is helping to helping them to quality; improve the quality of life of the city citizens.

So, those are the advantage of the city image, if the city image is better, city has a brand identity in the outside world better, so city can attract better investment and better employment opportunity, so that is why the city image matters to you also.

(Refer Slide Time: 14:49)

Systematic assessment of City Image

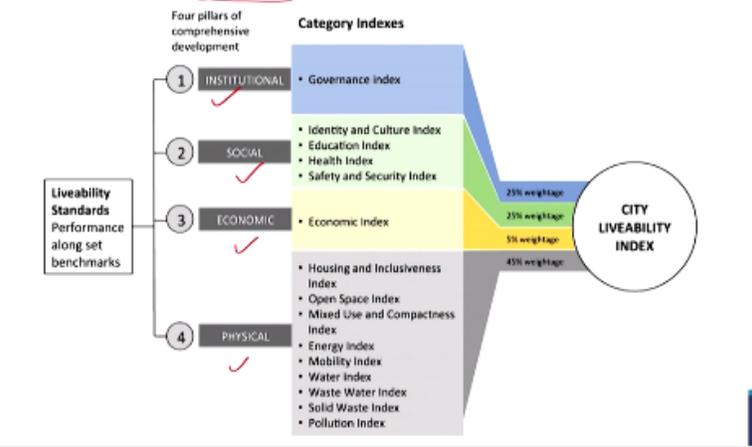
Now, based on this theoretical basis, we can do a systematic assessment of city image, now worldwide, there are various approach and methods to assess the city image by which the city has marked or rent or given the some kind of scoring criteria.

(Refer Slide Time: 15:11)

Table 3: Weights assigned to pillars of comprehensive development

INSTITUTIONAL	SOCIAL	ECONOMIC	PHYSICAL
25% weightage	25% weightage	5% weightage	45% weightage

The model to compute the Liveability Index is given in Figure 1.



In India, we have done during the smart city projects, some city liveability index, we just see this diagram, in this liveability index it is based on 4 parameters like institutional, social, economic and physical, so we are not calling it as directly as a city image but we are calling it a liveability index therefore, but definitely, liveability index will represent the quality of the city that means how far the city offers a better quality to the citizens of their city.

So, based on this benchmark, you can see some indicators like governance, culture, education, health, safety security, economic index. In the physical, there could be housing and inclusiveness, open space, mixed use, energy, mobility, water index, waste water index, solid waste index, pollution index, so physical part is predominant, so there could be some weightage, you can see that weightage of physical is 45% followed by institutional and the social 25 each.

And followed by economic weightage which is 5%, now this weightage can vary time to time based on some different assessment tool but here they have taken this kind of weightage factor, now please see that what kind of liveability index your city has. Now, I am not telling that this kind of index are the supreme or the final statement on the city quality of life but definitely, the whenever there is an index prepared at the national level or international level and it is done based on some actual data and actual benchmark.

Definitely, it carries some meaning and it represents and covenants some meaning, so why not we take the advantage of those scoring and the indexes, so that our city get the maximum investment and maximum potential, maximum attraction in terms of the business, so that is the main message.

(Refer Slide Time: 17:04)

INSTITUTIONAL	Governance			
<i>INDICATORS</i>		1.1 Percentage of citizen services available online	C ^o	Target 16.6
		1.2 Percentage of services integrated through Command Centre	S	Target 16.6
		1.3 Percentage of citizens using online services	C	Target 16.6
		1.4 Average delay in grievance redressal	C	Target 16.6
		1.5 Tax collected as percentage of tax billed	C	Target 17.1
		1.6 Extent of cost recovery (O&M) in water supply services	C	Target 17.1
		1.7 Capital spending as percentage of total expenditure	C	Target 16.6
		1.8 Percentage of population covered under Ward Committees/ Area Sabhas	C	Target 11.3 Indicator 11.3.2

So, based on these conceptual framework, they have made various indicators like these, indicators, so this is institutional indicators, you can just have a look how they have targeted or

mention, so percentage of the city and service, so percentage of the services integrated with the common centre that in the central organisation using the online services, average delay, then tax collection, percentage, extent of the cost recovery, capital's expenditure and percentage of the population covered under ward committee an area sabhas.

So, this indicators may changed time to time but based on that some indicators are compulsory, some are optional, so those kind of variations in the indicators are also made, so that people can improve based on the indicators, I am not showing all the indicators just one set of indicators, I have shown for the institutional, earlier I have shown the basic other indicators, so you can have a look, I will share the document with you.

(Refer Slide Time: 18:04)

Way forward

- Scientific, useful, functional, logical, economic services for present as well as future is **Beautiful**
- Each services should be in **harmony** with the **surroundings** and other services
- Each service must be considered **sympathetically** with the **users** and the **environment**
- **Images** cannot be imposed but it **emanates**

So, to summarise the basic points are that we can make scientific, useful, functional, logical, economic, services for the present as well as future to make the city beautiful, so that the citizens the people who are working in the city, they can have a better quality of life, they can say, they can enjoy, they can feel beautiful and also at the same time, city is perceived by the other people and can be identified by the other people as a beautiful city as a green city as a clean city like that.

And next is each services should be in harmony with the surroundings and other services, it is not only building and the roads, it is the service, it is the essential service of the governance

which also matters, so essential service should improve the quality of life and the liveability of the city and not at the cost of the environment and the surrounding that is what is required to improve the city image.

Each service must be considered sympathetically with the users and the environment, so whenever there are conflicting services, so we have to integrate them sympathetically and with the users and the environment, environment is very important because city will grow definitely and with the growth of the city population, we have to take new and new land, so how we can convert those land in a beautiful city built environment without affecting the; without making the polluted areas or without affecting the existing environment that is important.

And also images cannot be imposed but it emanates now, we cannot create an image in one day, it emanates time to time by creating all the relevant and the meaningful intervention, architectural fantastic building, architecturally well-articulated public spaces, ensuring better citizen service, ensuring better cities, governance and essential service for the outsider as well as for the citizens, so those are the elements not only the physical, physical, social, cultural and economical and governance aspect, institutional that can create an emanates city image from not so good to good city image.

So that is the way forward for today's lecture, so I just summarised today's lecture, we mention that the city image is important because city image creates attraction of the; attraction for the investor and outsiders and the tourist and once it makes the investors and the attraction, city gets the investment and more employment opportunity and with that city can eliminate the poverty, city can eliminate the unemployment and also create better infrastructure to improve the quality of life.

And we have told about the theoretical construct about the image of the city given by the Kevin Lynch and then we talked about the systematic assessment of the city image which is done by the government of India based on the smart city liveability index as an example we have seen that based on various parameters and the indicators, they have tried to assess the city image systematically.

And these image cannot be made in one day, if we start today, definitely within few years, we can enhance the city image, so to improve the city image, it is important to and better awareness about the city governance and government people, so that they can make the citizens aware about it and can make a joint action for the improvement of the city image. So, what is your role in city image that is the main question in improving the governance, in improving the city infrastructure, in improving the liveability?

(Refer Slide Time: 21:58)

Next LECTURE

52. Essential Competencies of City Managers

0

So, and your role as an individual is very important in improving the city image so, next lecture we will discuss about the essential competencies of a city and manager to improve the governance, to improve the development, to improve the city image as a whole and what are the competence you can polish, you can practice to improve your performance and the performance of your government and to enhance the city image all together, so thank you very much for attending this lecture.