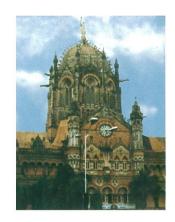


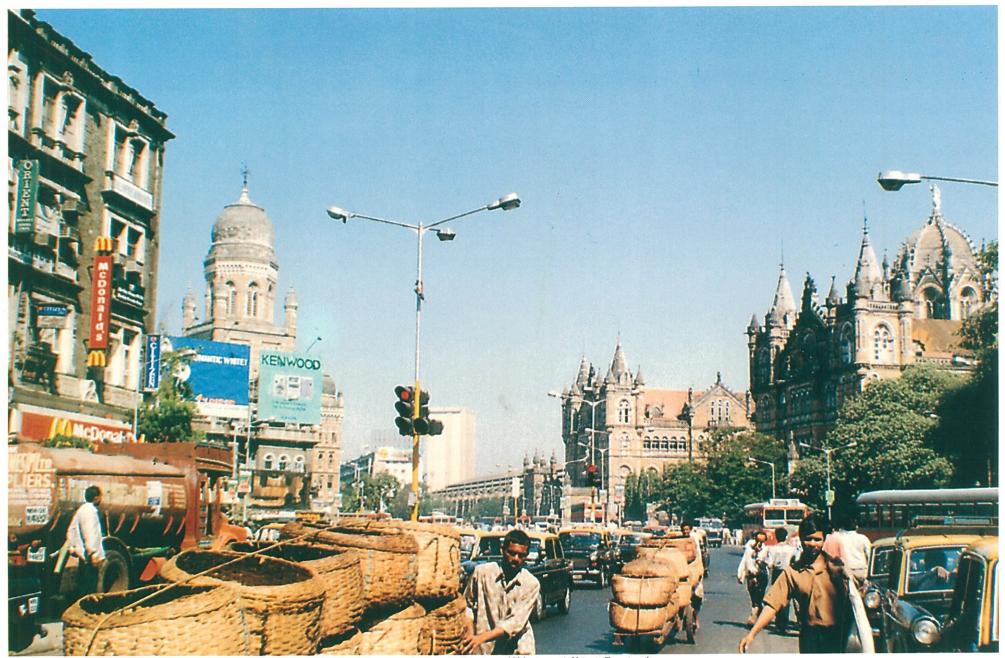
Dr. Dadabhai Naoroji Road, Mumbai Design Handbook for a Heritage Streetscape Guidelines for Street Furniture & Signage



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Contemporary view of Dr. Dadabhai Naoroji Road facing the BMC Head Quarters & Victoria Terminus (Chhatrapati Shivaji Terminus)

HISTORICAL BACKGROUND

The history of Dadabhai Naoroji Road can be traced back almost a hundred and fifty years, when it was a mere street running along the bastions of the old Fort. Along the inner edge of the western ramparts between Bazaar Gate and Church Gate ran Hornby Road (now Dr. Dadabhai Naoroji Road), which was regarded as a fashionable street since the 1850s.

With the demolition of the Fort walls, a vast expanse of new and valuable territory on the Esplanade became available for building. A strategic plan for the area was prepared by James Trubshaw, Architect to the Rampart Removal Committee. Hornby Road was laid out in plots along its western edge and new buildings were constructed along this edge by the 1890s, creating a strong arterial axis in the Fort.

What emerged as a result of this carefully orchestrated urban design exercise, was a strong north-south axis in the form of Hornby Road, anchored at the north by the Crawford Market, and the south by the Flora Fountain, erected in 1869. In fact, this stretch became an integral part of the city's ceremonial axis, which took the visitor coming by boat from the Gateway of India, down to the Victoria railway terminus, on his journey to the great Indian hinterland.

By 1898, under the public design controls imposed by the City Improvement Trust, Hornby Road developed as one of the prime urban design statements in the city. Though the building elevations were conceived and designed by different architects, as part of the greater urban scheme, each building was required to have a ground floor pedestrian arcade. This acted as the unifying element in the design, tying together the various building facades as one integrated urban streetscape. While the western edge of the road had an imposing street elevation of magnificent buildings, the eastern edge retained the older smaller plots and a modest scale reminiscent of the organic development within the old Fort walls. Thus, Hornby Road became the most significant arterial road within the city and after independence, was named after the great leader Dr. Dadabhai Naoroji.



Archival image of Dr.Dadabhai Naoroji Road. Courtesy Eminence Designs

Map of the delineated Fort Precinct indicating the Grade II-A Heritage Streetscape of Dr. Dadabhhai Naoroji Road. Source: "The Fort Precinct: Conserving an Image Centre". Vol 1. The boundary of the Fort Precinct has since been expanded southwards.





URBAN CONTEXT

Connecting the busy commercial node of the Crawford Market (renamed Mahatma Phule Market) on one end and the elegant Flora Fountain on the other, Dadabhoi Naoroji Road is one of the primary arterial linkages within the Fort area. It caters to a phenomenal influx of pedestrians that flow out of the Chhatrapati Shivaji Terminus building each day, swarming into its busy pedestrian arcades and myriad banks and offices lining its stretch. By the very fact of its existence as a dynamic commercial spine and business district, as well as being among the busiest pedestrian thoroughfares in the city, it plays a very critical role in influencing the visitor's perception of the city of Mumbai.

With its typically arcaded bazaars and elegant neo-classical buildings, Dr. D.N. Road is an image center of Mumbai. Designated as a Grade II-A Heritage Streetscape as per the Heritage Regulations of Greater Bombay 1995, the area has immense value as a historic urban streetscape and is the only street in India to enjoy this heritage status.



Map of Dadabhai Naoroji Road indicating building names



- W1. Oriental Building (American Express)
- W2. Albert Building (Sidharth College)
- W3. Standard Building (Great Western)
- W4. U. N. Pursram
- W5. Thomas Cook Building (Cooks Bldg)
- W6. J. N. Petit Institute (HSBC)
- W7. Jeevan Udyog (Khadi Gram Udyog)
- W8. Mac Millan's Bldg (Lawrence & Mayo)
- W9. Cox Building (ANZ Grindlays Bank)
- W10. Navsari Building (Bank of Madura)
- W11. York Building (General Assurance)
- W12. Canada Building (L.I.C. Mutual Fund)
- W13. Kodak House (Deutche Bank)
- W14. Wheelers Bldg (State Bank of Indore)

- W15. Taj Building (Taraporewala Building)
- W16. National Insurance (Singer Building)
- W17. Kitab Mahal (Aptech / Central Bank)
- W18. Shreeji Building (State Bank of India)
- W19. Hornby Building (Kataria Opticians)
- W20. Khandelwal Building (Sandhvi Traders)
- W21. Sheth Girls High School (Mahalaxmi)
- W22. Esplanade High School (Kelkar)
- W23. Mahendra Building-(Empire Hindu Hotel/ Saraswat Bank)
- W24. Mahendra Annexe (Mc Donald's)
- W25. Capitol Cinema
- W26. Brihan Mumbai Municipal Corporation
- W27. Times of India Building

- E1. Ismail Building (Standard Chartered)
- E2. Dariya Building (Phiroz Dastoor Opt.)
- E3. Sailor Building (Saraswat Co-op Bank)
- E4. Bisani Building (Pundole Art Gallery)
- Banaji House (Dawood Shoes)
- Petit Building (UCO Bank / British Ins) E6.
- Dadysett Agiari (Dinshaw & Sons)
- E8. Alice Building (B.E.S.T. House)
- E9. Nawab Building (Satauru's)
- E10. Prospect Chambers (Dharamsi Morarji)
- E11. Bai Pirojbai Dadaboy Vacha Agiari
- E12. Kermani Building (Godfrey Phillips / Dena Bank)
- E13. Bombay Mutual Life (Citibank)

- E14. Elphinstone (Recidency)
- E15. Reliance Building (Meridian Watch Co)
- E16. Kumud House (Excalibur)
- E17. Bilguees Mansion (Wembley)
- E18. Saldahna House (Remidius)
- E19. Saroosh Building (Light of Asia)
- E20. Eruchshaw Building (Mazda)
- E21. Piramal Mansion (Sohrab House / Bank of India)
- E22. Commissariat Bldg (Eastern Watch Co)
- E23. Sadhna Rayon (Bank of India)
- E24. Handloom House
- E25. Badri Mahal
- E26. Sir J. J. Institute (Parsi Panchayat)

- E27. Mumbai Bank Bhuvan
- E28. Fine Mansion (Cafe Shaheen)
- E29. BNG House (Lord Krsna Bank)
- E30. Davar House (Victoria Saloon)
- E31. Saheb Building (Central Camera)
- E32. Ravi Building (Pixtel Computer)
- E33. Bachubhai Building (B.B. Varkak)
- E34. Deo Kripa (Narsi Lodge)
- E35. Shreyas Chambers (Sonica)
- E36. Chhatrapati Shivaji Terminus -(Victoria Terminus)

TITAN DUARTZ EASTER





Top Left and Left: Hawkers crowd the arcade along the heritage street. Bottom Left: The present street furniture is lost in the visual clutter. Bottom: View of the Flora Fountain, with a backdrop of insensitive advertisement hoardings.

THE PRESENT SCENARIO - ISSUES

Over the decades, many changes have taken place on Dadabhai Naoroji Road, irrevocably transforming the architectural character of the street. Of these, some like the modern concrete building infills are of a permanent nature, irretrievably damaging the character of the built form, while others are of a less invasive nature and could be corrected with remedial intervention.

The elegant architecture of many historic buildings has been defaced by incongruous air-conditioning units, poorly designed sign boards, addition of upper floors and changes to the original colour scheme and fenestration. The bustling arcades are further congested with a multitude of hawkers and street dwellers, while the pavements suffer from a near breakdown of civic infrastructure with inadequate and poorly designed street furniture.



Proliferation of Sign Boards & Hoardings

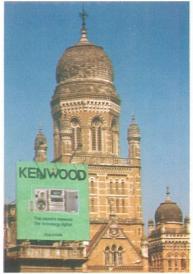
The proliferation of signboards and hoardings has vastly damaged the visual integrity and character of the historic Dadabhai Naoroji Road streetscape. The huge hoardings along the main nodes of the Flora Fountain and Nagar Chowk not only create a visual chaos, but also disturb the fine interplay of architectural elements. Billboards and shop fronts have visually overpowered many fine-building elevations and very often, poor fixing details results in damaging decorative mouldings of heritage buildings and defacing their architectural details.

Existing Policy for Hoardings

The present controls for signage regulations fall within the purview of the BrihanMumbai Municipal Corporation's circular dated 24th September, 1996 titled "Policy Guidelines on Grant of Permission for Display of Advertisements by means of Hoardings, Neon–Signs, Balloons etc.". Under the aegis of its license department, all attract permissions under the provisions of Section 328, 328A of the B.M.C. Act, 1888. On page 2, section B (5) of this publication, the BMC license department upholds the need for better regulation, acknowledging the need for controlling hoardings in "historically and archaeologically important buildings, structures and locations". Clause (x) of Section 17 explitly states, "no hoardings shall be permitted on buildings of archaeological, architectural, aesthetic, historical or hertage importance..." thus ratifying the view.

Given the fact that the entire stretch of buildings of Dadabhai Naoroji Road constitute a Grade II-A heritage street, the BMC license department not only has a statutory jurisdiction over all advertisement hoardings like the ones seen atop Capitol Cinema and buildings forming the backdrop to Flora Fountain, but also the various signboards and shopfronts along the entire length of Dadabhai Naoroji Road.







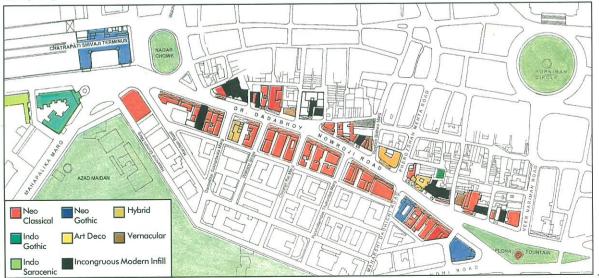
Top Right: A signboard blocking the view of the Municipal Head Quarters building.

Above: Large hoardings obliterate architectural details.

Left: Ugly hoardings behind the Flora Fountain destroy its ambience.

Survey Map of Dr. Dadabhhoi Naoroji Road. indicating Figure Ground Massing

Survey Map of Dr. Dadabhhoi Naoroji Road indicating Architectural Styles



DOCUMENTING THE STREETSCAPE

In order to create a database for any future intervention in the area, a series of detailed surveys and documentation was undertaken as an integral part of the project. Through extensive surveys conducted in 1998 and 1999, the entire stretch of Dadabhai Naoroji Road has been studied in detail, compiling a set of survey maps on building heights, ownership patterns, landuse, facade accretions and building condition. The existing street furniture location along with the condition of paving and hawking in arcades has also been mapped. The documentation process has resulted in the creation of a set of measured drawings of building elevations that painstakingly map both the existing location of sign boards and hoardings, as well as all additions along the facades.

This documentation is confined to the section of the road from Flora Fountain (Hutatma Chowk) to the Victoria Terminus (Chhatrapati Shivaji Terminus) building since this leg of the Dadabhai Naoroji Road forms the tangible street edge as the structures abut the road without any major setback from the street. Beyond the Times of India building and the Victoria Terminus, the plots have major setbacks and no direct building edge is seen along the street. This is the case right up to Crawford Market, where the building edge once again assumes the street line. Thus, the Crawford Market has been documented for preparation of future guidelines, while the other institutions like Sir. J.J. School etc., that are not abutting the street line have not been included in this survey.



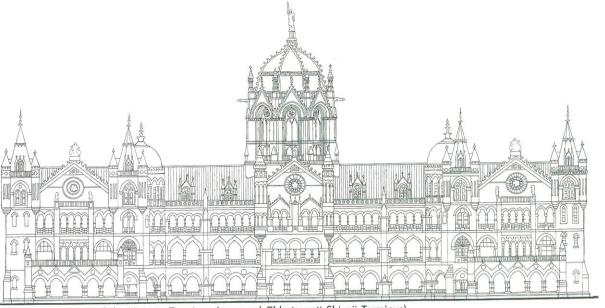
ARCHITECTURAL EXPRESSION

With its pedestrian arcades and elegant neo-classical buildings, the mile long stretch of Dr. Dadabhai Naoroji Road is dotted with some of the finest Victorian and Edwardian architectural edifices in the city. Ranging from the Venetian Neo - Gothic style of the Victoria Terminus and Petit Library; the Indo-Saracenic expression of the Municipal Headquarters and Times of India buildings; Neo Classical features of the State Bank of Indore and Parsi Panchayat; to the "Mumbai Vernacular" of Badri Mahal and the flamboyant Art Deco of the CitiBank and Prospect Chambers, a veritable open air exhibition of magnificent heritage buildings can be witnessed along this single route. With this fantastic ensemble of historic architectural facades, the streetscape truly deserves careful restoration.

Architectural Style - Gothic Revival:

One of the most impressive buildings of this genre, characterised by a revival of the Gothic in the 19th century, is the Victoria Terminus Building (renamed Chhatrapati Shivaji Terminus). This Grade I heritage structure exemplifies the Venetian Neo- Gothic architecture adopted in Bombay, with its flamboyant ornamentation, careful articulation of multicromatic stones and pointed arches. Also seen in this building, are dramatic gargoyles in stone.

The Petit Library Building housing the Hongkong Bank and the American Express Bank housed in the Oriental Building are fine example of Venetian Neo- Gothic, with characteristic elements like spires, turrets and trefoil arches. Interestingly, the Victorian structures form the defining structures that are placed at both the major nodes - Flora Fountain and Nagar Chowk, dominating the skyline with their strong verticality.



Elevation drawing of the Victoria Terminus (renamed Chhatrapati Shivaji Terminus) Image courtesy: The Bombay Collaborative



The Oriental Building



Carved stone friezes of the Victoria Terminus building



Neo Gothic arch of the Petit Library building

ARCHITECTURAL EXPRESSION

Architectural Style - Vernacular:

A response to the local traditions of building, vernacular styled facades are seen along the eastern edge of Dadabhai Naoroji Road. The colourful structures with stone brackets and cantilevered balconies are reminiscent of the old houses in Bora Bazaar and perhaps result from the fact that this edge was originally part of the old walled town. Examples of this type are the Badri Mahal building, with beautiful jafris and the Residency Hotel. The vernacular styled buildings are concentrated along the eastern edge of the road, with the western edge adhering to European styled structures.



Elevation drawing of Elphinstone Building



View of the balconies of Badri Mahal



Islamic features of Elphinstone Building

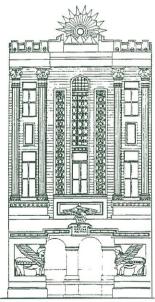
Architectural Style - Art Deco:

The Art Deco came into vogue around the 1930's and with the construction of the Bombay Mutual Life Building (Citibank) at the corner of Pherozshah Mehta Road, the style formally "arrived" on Dadabhoi Naoroji Road. Soon to follow was the stylistically similar Prospect Chambers building. The Parsi Agiaries too were somewhat influenced by this style and the Kermani building and Vatcha Agiary are a somewhat Zorastrian adaptation of the Art Deco. The architectural style is characterised by its curved treatment of corners, stylistic carvings with angular motifs and bas relief panels in polychrome.









Art Deco features: Bombay Mutual Life Building (left); Prospect Chambers (middle top); Vatcha Agiary (middle below); and Elevation drawing of Vatcha Agiary (right)

Handbook for a Heritage Streetscape

Arched windows of the Times of India Buildina

HB BEEFFERENCE BEE

Elevation drawing of the Times of India Building



Above: Pediments of the Kodak Building

Right: Elevation drawing of

Albert Building



ARCHITECTURAL EXPRESSION

Architectural Style - Indo Gothic/ Indo Saracenic:

This particular style is characterized by an interesting blend of Indian and European elements, with a melange of architectural elements inspired by the Islamic dome, or the Hindu temple. A very good example on Dadabhai Naoroji Road, is the Municipal Corporation building, designed by F. W. Stevens. This Grade II A heritage structure presents an imposing street facade, with pointed arches juxtaposed with bulbous domes to create an architectural vocabulary that is uniquely its own. The Times of India building, with Islamic arches and domes is another good example of the Indo Saracenic genre.

Architectural Style - Neo Classical:

Strongly influenced by the 19th century eclecticism in Europe, most of the older buildings along Dadabhai Naoroji Road fall into this category. Buildings like the State Bank of Indore, Taraporewala Building, Kodak House, Empire Building, Canada Building, Parsi Panchayat and Capitol Cinema are some examples of this genre. These facades present a range of interesting elements, from Hellenistic pediments and decorative friezes, to Corinthian and Doric column capitals. Another typical feature is the ground floor rusticated stone bands along the arcade levels. Each of these buildings was designed to incorporate a mandatory pedestrian arcade.

KENWOOD

View of the visual clutter of signboards and hoardings near the Municipal Head Quarters.







Views of incongruous shopfronts and signboards that obliterated architectural details of heritage buildings

EXISTING SIGNAGE & SHOPFRONTS

Many of the signboards seen on the buildings along D. N. Road exhibited a complete absence of any regulatory control, or defined pattern. Arbitrarily placed signboards cut across arches and obliterated architectural features such as keystones and ornately carved friezes. In many cases, vertical signboard panels completely surrounded arcade columns, disturbing the rhythmic lines of the arcades. Apart from this, there was a whole gamut of shopfronts that exhibited a chaotic visual scenario and needed to be regulated to better project the heritage streetscape.

Extensive surveys were conducted to analyse the relationship between the signboards exhibited along the façade and arcades of the buildings, with respect to building typology, occupancy, ownership, or the type of establishment that owned the sign, viz; retail or institutional. This information was translated into architectural drawings representing the existing design and placement of these shopfronts and façade signs.

The surveys indicated that multiple tenanted buildings that were observed to have more than 5 occupants tended to have a worse clutter of signboards on the façade. These buildings also typically had a larger percentage of retail establishments that were seen to be the main perpetrators of this proliferation of sign boards. A classic example was the Mahendra Chambers building and Nawab buildings with more than 20 occupants per building.

There were however, cases where multi-tenanted buildings had only one single signboard on the façade, allowing a single sign reserved for the ground floor occupant of the building. This was a more acceptable situation that was seen in cases such as the Thomas Cook and Citibank signs, but required some alteration to the size and placement, to allow for better visibility of architectural details.

RATIONALIZING THE SIGNAGE & SHOPFRONTS

The surveys indicated that the primary cause of signage clutter along the building facades was not as much the number of signboards, but the poor and insensitive location of these signs. For example, even if a building had eight ground floor arches and in fact fewer signboards, they were poorly located in a manner that would either disregard the profile of the arches altogether by cutting across them, or create a visual incongruity by being placed in a haphazard fashion without any concern for uniformity of size, colour or proportion.

Proposed Location of Signs

The design team embarked on an exercise of rationalising the signboards by indicating through drawings, the proposed re-location scheme for the façade signboards. This was done for each building by first drawing up an elevation showing the existing sigbboard location and then re-locating these in a sensitive manner that would create a visual harmony. Thus each signboard could be accommodated within the new scheme in a more visually acceptable format without compromising on the size of the signboard or reducing the number of signs.

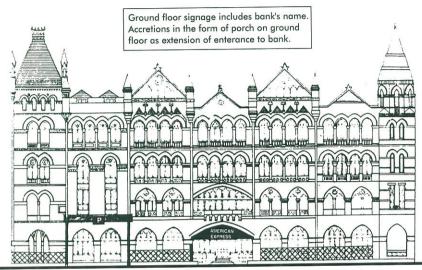




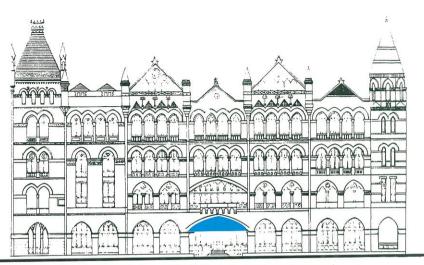
View of before (top) and after (above) images of signboard re-location implemented after the preparation of the guidelines.

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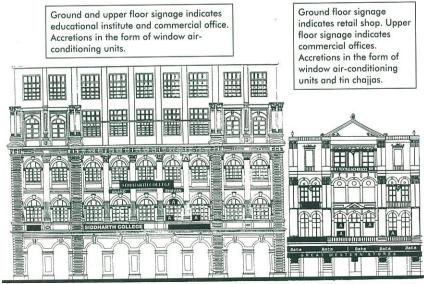
PRESENT & SUGGESTED PLACEMENT OF SIGNBOARDS



W 1 - Oriental Building (American Express)

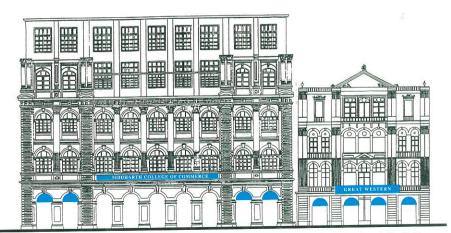


W 1 - Oriental Building (American Express)



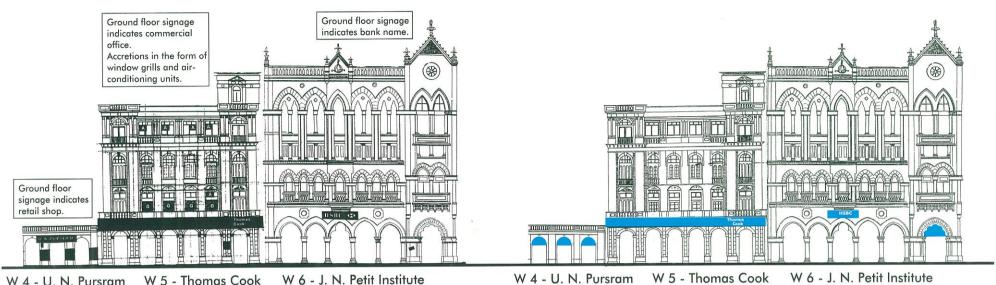
W 2 - Albert Building Sidharth College

W 3 - Standard Building



W 2 - Albert Building Sidharth College

W 3 - Standard Building



W 4 - U. N. Pursram **Building**

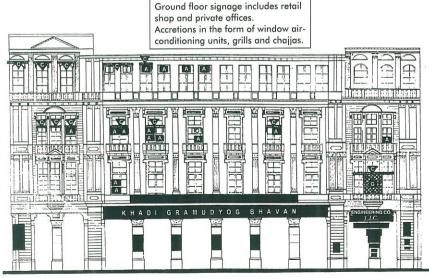
W 5 - Thomas Cook Building

(HSBC Bank)

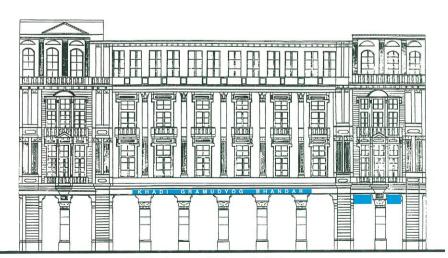
Building

Building

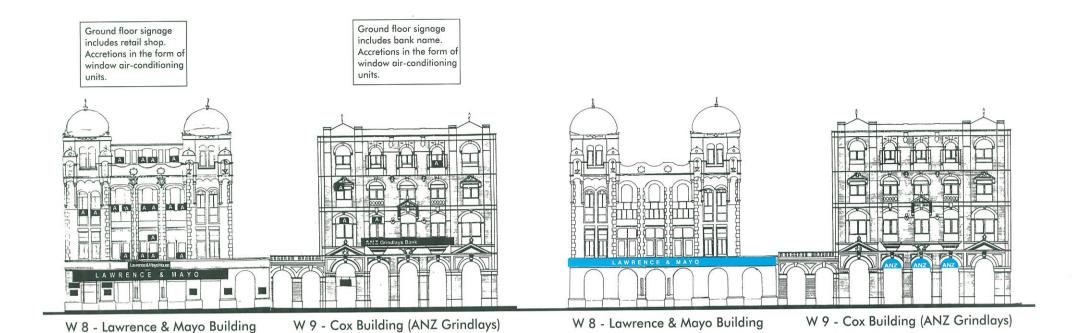
(HSBC Bank)

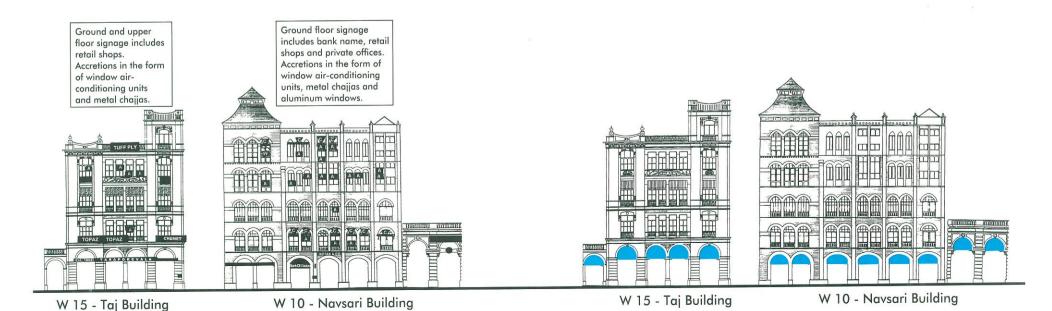


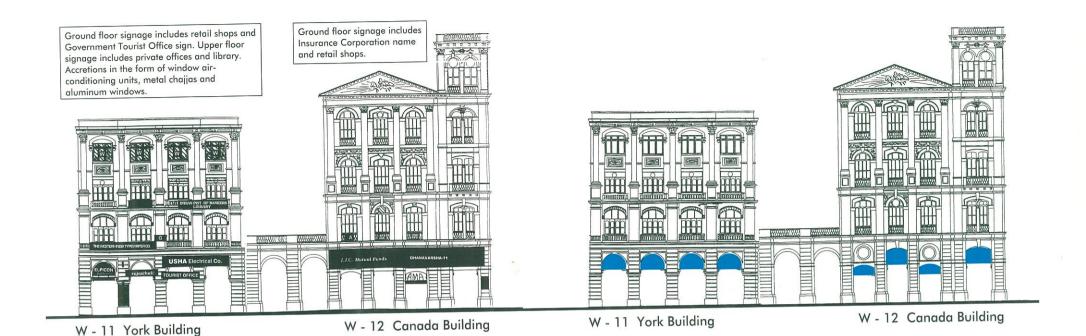


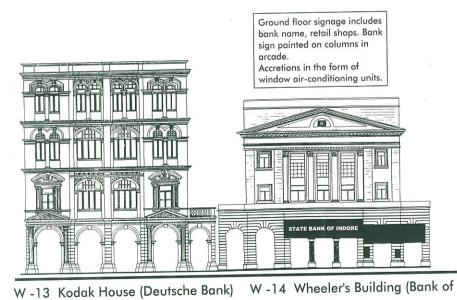


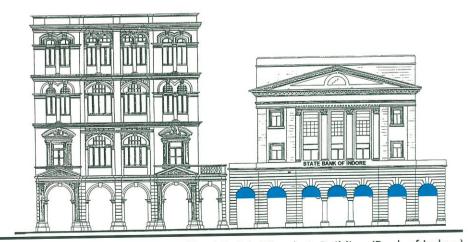
W 7 - Jeevan Udyog Building











W -14 Wheeler's Building (Bank of Indore)

W -14 Wheeler's Building (Bank of Indore) W -13 Kodak House (Deutsche Bank)

Ground floor signage includes restaurant name and retail shops. Columns in arcade also obliterated by sianboards. Upper floor signage includes private offices. Accretions in the form of window airconditioning units and tin chajjas.

Ground floor signage includes bank name and retail shops. Upper floor signage includes commercial institute. Accretions in the form of window airconditioning units and aluminum windows.



Ground floor

name of

educational

arcade also

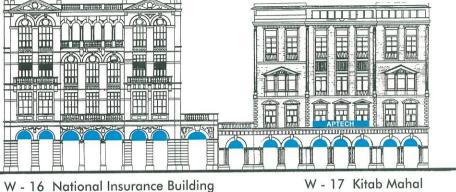
signboards.

obliterated by

signage include

institute and retail

shops. Columns in



W - 16 National Insurance Building

W - 17 Kitab Mahal

W - 17 Kitab Mahal

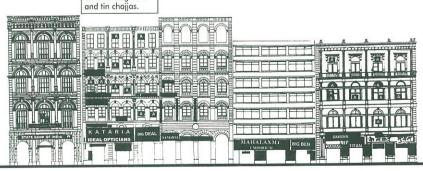
Ground floor signage includes bank name. Accretions in the form of window air conditioning units. Entire arcade facade on incongruously clad with tiles.

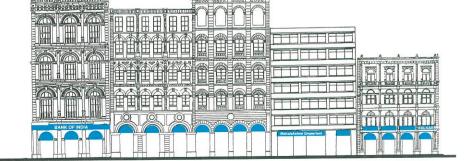
Ground floor signage includes retail shops. Upper floor signage includes private offices. Columns in arcade also obliterated by retail signs. signboards. Accretions in the form of window air-

conditioning units

Ground and upper floor signage include retail shops. Columns in arcade are painted over with

Ground floor signage includes restaurant name and retail shops. Columns in arcade also obliterated by signboards. Accretions in the form of window air-conditioning units.





W - 22 W - 20 W - 21 W - 18 W - 19 Shreeji Bldg Hornby Bldg Khandelwal Bldg Sheth Girls High School Esplanade High School Ground floor signage includes restaurant name, retail shops, private firms and bank signs. Upper floor signage includes hotel signs and private offices. Columns in arcade also obliterated by painted signs and signboards.

Accretions in the form of window airconditioning units and metal chajjas.



W - 23 Mahendra Building

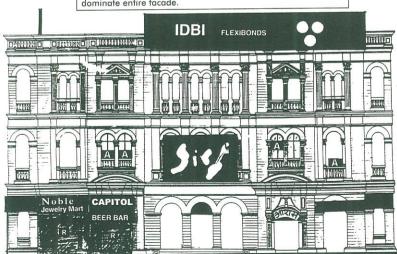
W - 24 Mahendra Annexe (Mc Donalds)



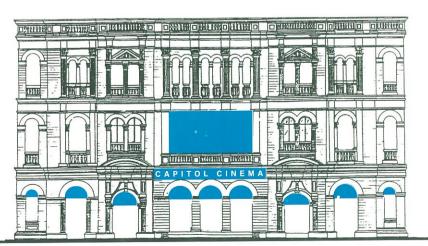
W - 23 Mahendra Building

W - 24 Mahendra Annexe (Mc Donalds)

Ground floor signage includes restaurant name and retail shops. Accretions in the form of window air-conditioning units. Film posters and two large hoardings on the top of the building dominate entire facade.

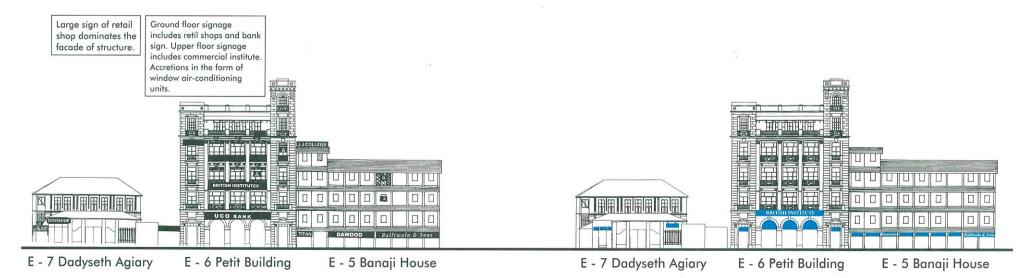


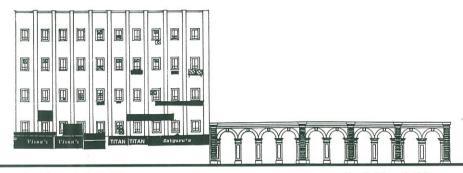
W - 25 Capitol Cinema

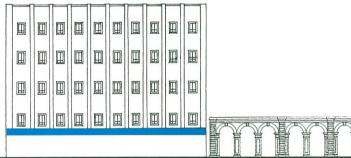


W - 25 Capitol Cinema











E - 9 Nawaab Building

E - 8 Alice Building

E - 9 Nawaab Building

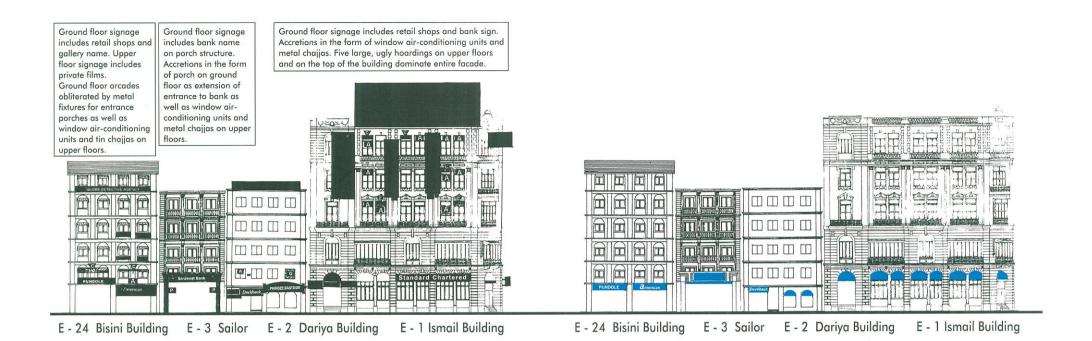
E - 8 Alice Building

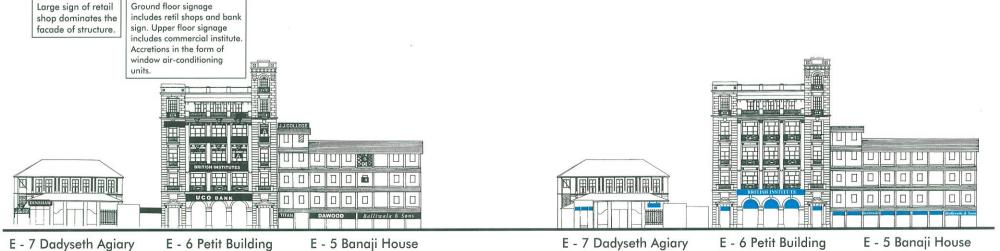


E - 12 Kermani E - 11 Vatcha Agiary E - 10 Prospect Chambers



E - 12 Kermani E - 11 Vatcha Agiary E - 10 Prospect Chambers





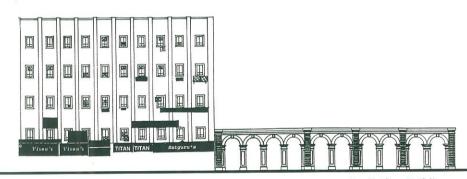
E - 6 Petit Building

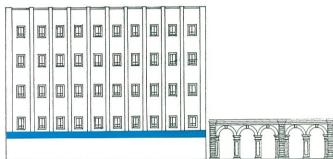
E - 5 Banaji House

E - 7 Dadyseth Agiary

E - 6 Petit Building

E - 5 Banaji House







E - 9 Nawaab Building

E - 8 Alice Building

E - 9 Nawaab Building

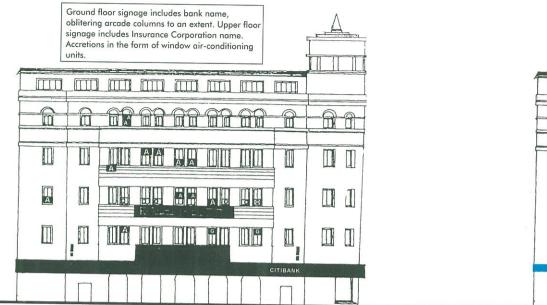
E - 8 Alice Building



E - 12 Kermani E - 11 Vatcha Agiary E - 10 Prospect Chambers



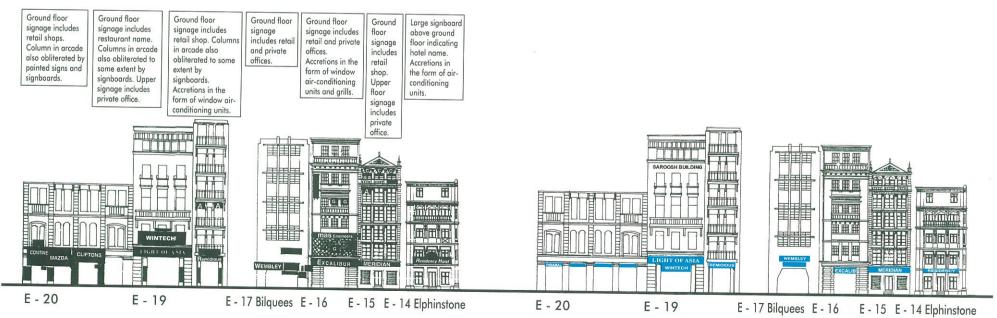
E - 12 Kermani E - 11 Vatcha Agiary E - 10 Prospect Chambers



CITIBANK

E - 13 Bombay Mutual Life

E - 13 Bombay Mutual Life



Ground floor signage includes retail shops and columns in arcade obliterated by painted signs and signboards. Upper signage includes private offices. Accretions in the form of window air-conditioning

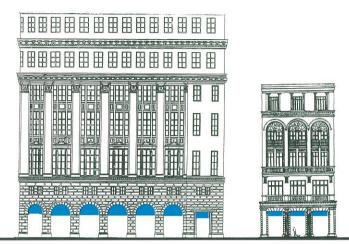


E - 22 Commisariat Building

Ground floor signage includes retail shops and bank sign along with building name. Upper signage includes private offices.

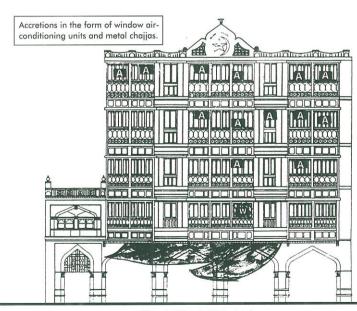


E - 21 Piramal Mansion

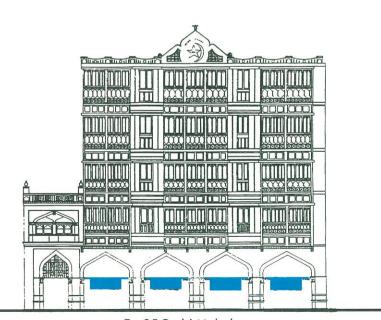


E - 22 Commisariat Building

E - 21 Piramal Mansion

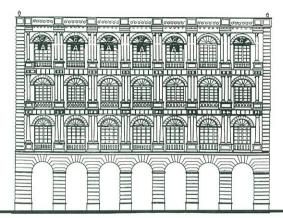


E - 25 Badri Mahal

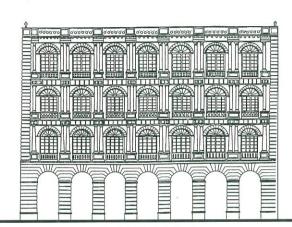


E - 25 Badri Mahal

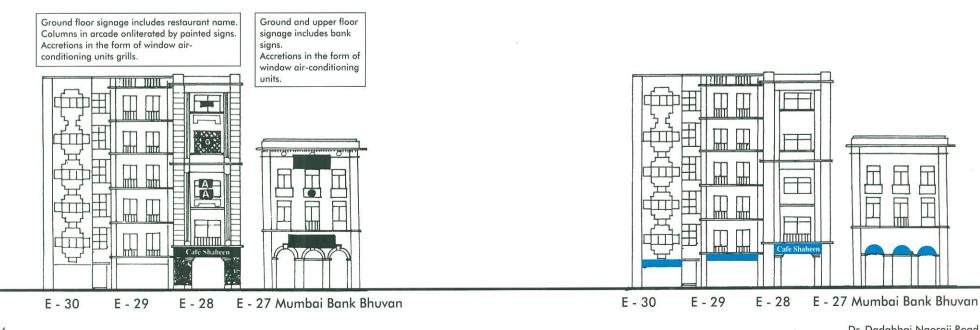
Accretions in the form of window airconditioning units and rolling shutters on the ground floor. Incongruously tied temporary canvas covering also mar the lower facade.



E - 26 Sir J. J. Institute



E - 26 Sir J. J. Institute



Ground floor signage includes retail shops and Goverment welfare centre and Housing Corporation. Colmuns in arcade obliterated by painted signs and signboards.

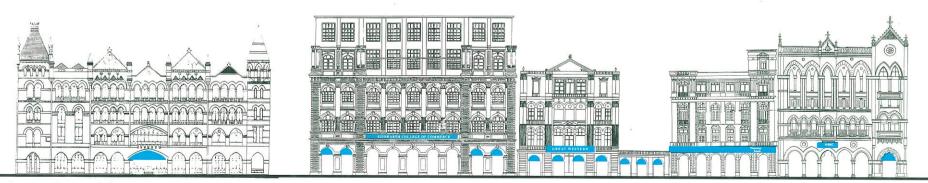
Accretions in the form of window air-conditioning



E - 34 Deo Kripa E - 33 Bachubhai E - 32 Ravi E - 31 E - 35 Shreyas Chambers

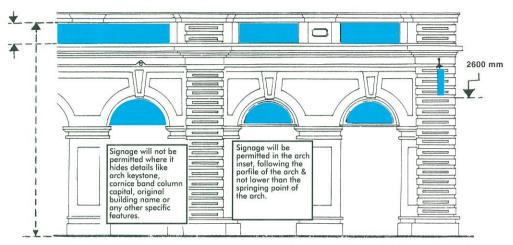


E - 34 Deo Kripa E - 33 Bachubhai E - 32 Ravi E - 31 E - 35 Shreyas Chambers

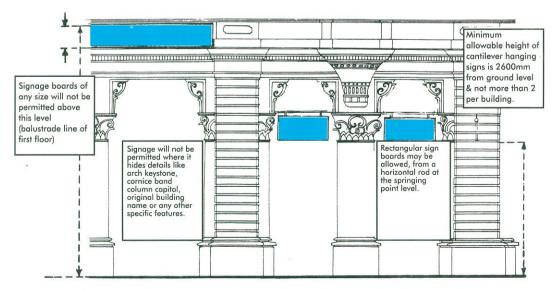


Elevation of west side from Oriental Building to J. N. Petit Institute

Signage boards of any size will not be permitted above this level (balustrade line of first floor) Minimum allowable height of cantilever hanging signs is 2600mm from ground level & not more than 2 per building.



Schematic sketch diagrams showing zones for location of signage at ground floor arcade level.



Views of arcades with the rectangular signage which may be acceptable if the entire façade uses only one design and signage placement scheme.

PROPOSED CONTROLS FOR SHOPFRONTS & SIGNAGE

Suggested Location of Signboards on Building Facades

The location of signboards on each building façade should be carefully regulated, so as not to conceal or obstruct any architectural detailing, cornice band or keystone and such decorative element that is integral to the building façade. All horizontal cornice bands like those seen on the Great Western Stores and ground floor arcades like those on the Canada Building and Esplanade High School which at present are obliterated by signboards, should be freed of such accretions, and the signage restricted to be inset within the arch profile or at the fascia band above the arches.

Similarly, the present location of horizontal bands of signage that conceal keystones of the ground level arches should be moved up to expose the keystones, or alternatively, restricted to signs inset within the arches.

No signboards shall be allowed on the upper floors. The signs shall be no higher than the balustrade line over the ground floor arcade along the facades of any building. Signs concealing arcade columns should be removed and no arcade columns shall be painted over with signage, advertisement or any lettering.

In case the entire building façade adopts only one signage arrangement at the arcade level, rectangular signs may be allowed to be inset within the arched profile at the springing point level of the arcade.

Businesses on the upper floors shall exhibit their firm's name within an integrated arcade signpost, designed to carry the names of all occupants floor wise. Or, based on floor space occupied and owner's consent, shall alternatively introduce signs within the recessed arches along the ground floor arcade, or at the fascia band over the arcade.

PROPOSED CONTROLS FOR SHOPFRONTS & SIGNAGE

Building Names & Shopfront Lettering

There is a tradition of mounted lettering in stucco or embossed wood or even engraved stone to indicate the original name of the building. Many buildings along Dadabhai Naoroji Road have originally carried building names and numbers viz; Prospect Chambers, Commisariat Building etc., in metal or stucco lettering and these should be encouraged.

It is necessary to respect these original names and no panels, boards or signboards should be allowed to conceal these. Moreover, these should be restored and highlighted as they form an indelible part of the history of Hornby Road. Only subtle illumination should be allowed.

Lettering at Fascia band level

As a general rule, most shopfronts in Dadabhai Naoroji Road have a horizontal fascia band just above the arcade level where it is appropriate to apply lettering. Individually applied letters are usually preferable as they do not conceal façade elements and allow the stone texture to show up.





Building such as Prospect Chambers (left) and Lawrence and Mayo (right) have their names appearing on the facade.

Lettering Styles

The lettering fonts may not be flexible in the case of some branded company names, but wherever possible, the lettering style and font design should adhere to the architectural style and period of the building. For example, the building names on Art Deco structures like Prospect Chambers and Citibank could be more akin to the lettering style contemporary with that period, while the neo classical buildings could have more conventional lettering designs like Book Antiqua, Times Roman etc. or contemporary lettering made more discreet.







Regulated shopfronts in the historic area of Bond Street-London. Source: City of Westminster, Department of Planning and Transportation

GARAMOND

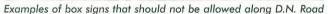
TIMES

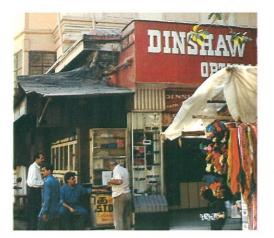
BODONI

ART DECO

BOOK ANTIQUA

Above: Some lettering styles that may be well suited to the architectural ambience of the buildings.

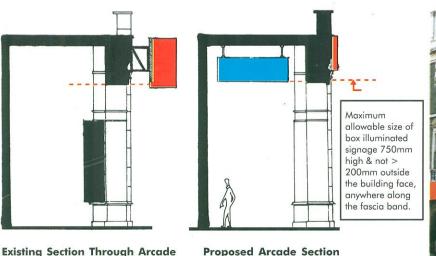




PROPOSED CONTROLS FOR **SHOPFRONTS & SIGNAGE**

Projecting Box Signs & Rigid Canopies

Box signs should be discouraged as a rule and especially those which form porch like sun-shade projections on the external face of the building, viz the sign of Noble Jewellery Mart on Capitol Cinema building; Pheroze Dastoor Opticians on Dariya Mahal building, American Dry Fruits store on Bisni building and Dinshaw & Sons Opticians on Wacha Agiary building. Also unacceptable, is the projecting canopy of Standard Chartered Bank on Ismail building. These neither follow the arcade profile, nor relate in terms of material, form or fenestration pattern, to the building.



Existing Section Through Arcade

Left & Centre: Sketch of proposed arcade section & elevation of box illuminated sign Right: Example of box signs that were later altered as per the signage guidelines



Back lit Signs and Illuminated Box Signs

In the case of existing back lit signs like the Thomas Cook and Citibank signs, that follow a horizontal band along the fascia, these should be allowed only if this single horizontal band is the only signage on the building. It should be limited to a single background colour and that too, placed within the fascia band above the keystones so as not to obscure any decorative detailing on the building.

Backlit signs should only be allowed if they incorporate a single corporate name and fixing is done in a manner not damaging to the building fabric, preferably in non corrosive metal. Special permissions should be required from the Heritage Committee before approval for installation is given and the box should not be more that 10 inches wide at any place.

PROPOSED CONTROLS FOR SHOPFRONTS & SIGNAGE

Corporate Image & Logos

It is necessary to exercise discretion in the application of a corporate image, especially on listed buildings and within conservation areas and heritage precincts like Dadabhai Naoroji Road.

It is usually possible to retain the graphic style with careful selection of materials, location and adapting the size to be better suited to the building lines and still retain the corporate image. Especially in the case of large retail chains, banks and high profile companies, a certain level of responsibility and discretion in respecting the streetscape is expected.







Corporates such as Citibank, Mc Donalds and ANZ Grindlays are among the many establishments on D. N. Road

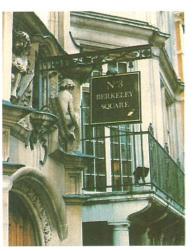
Directive Controls for Materials

Materials for signboards should be selected carefully so as to relate to the style of the building and the character of the streetscape. As a general rule, traditional materials like painted timber, wrought and cast iron, bronze or other alloys should normally be preferred and excessive use of painted board, asbestos, aluminium and perspex in modern designs, which do not follow the building lines should be discouraged. The material for fixing the signs into the building should be carefully chosen in non-corrosive metals like steel and phospho-bronze or in epoxy or enamel painted mild steel to check corrosion. Harsh or gaudy fluorescent colours, unsympathetic to the building should be avoided.

Well-designed lighting, using yellow instead of bright white fluorescent light should be accepted. Moreover, extreme care should be taken in the routing of electrical wires and placement of light fixtures; making them least obtrusive and ensuring that the routing and fixing is done sensitively and does not damage the heritage building, either visually or physically.







Images of consistent and sensitively selected materials for signage. Source: City of Westminster, Department of Planning and Transportation

1000 mm 350 minimum 1m. 600 mm minimum 2.6 m. Schematic section showing the acceptable height & distance for any cantilevered sign.

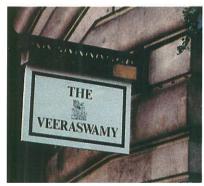
Source: City of Westminster, Department of Planning and Transportation

PROPOSED CONTROLS FOR SHOPFRONTS & SIGNAGE

Cantilevered Signs

There shall be not more than 2 such signs allowed per building, in the suggested design as exhibited in the diagrammatic sketch, with the size of projection not to exceed 3 $\frac{1}{2}$ feet out of the building line, the actual board not to exceed 2" in width and 1'-6" height and mounted in a manner that it is at fascia level, or slightly below and does not damage, either visually or physically, any decorative moulding or façade.

Signs on timber or metal handing boards of good proportions are a historic feature and traditional brackets in wrought iron or copper, bronze and such traditional materials should be allowed. Projecting signs should ideally be located at fascia level and preferably on the pilaster, unless this would damage important architectural features.



Acceptable designs for cantilevered signs

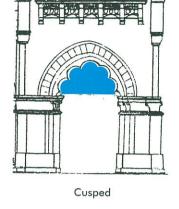


DIRECTIVE GUIDELINES FOR ARCADES

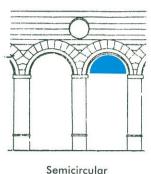
Addressing the Arch Typology

In order to simplify the understanding of the signboard re-location scheme, the entire series of arches along the pedestrian arcades of Dadabhai Naoroji Road have been reduced to a set of seven basic types. This enables a schematic re-location proposal based on the arch type and its recommended signboard design. A list of buildings falling within each arch typology have been given alongside the arch profile to enable a building occupant to re-design his signboard in the suggested manner.



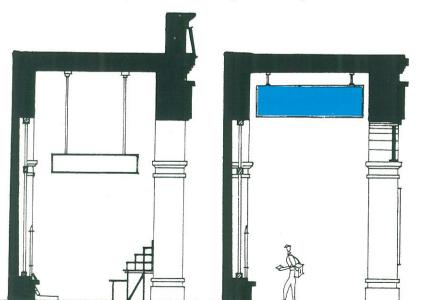






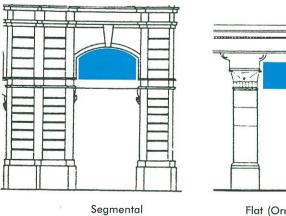
Directive Guidelines for Arcades

Schematic sections through the pedestrian arcades showing the existing and proposed signboards, paving etc. in a bid to restore the arcades, have been drawn up to facilitate the regulation of signs.

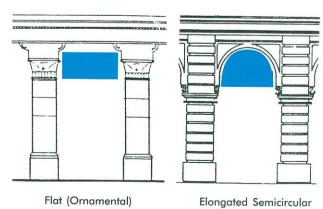


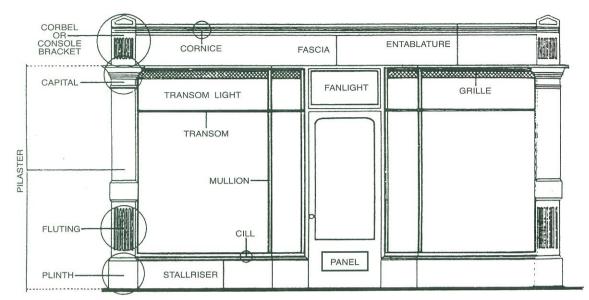
Existing Section Through Arcade

Proposed Arcade Section



Schematic typology of arcades that appear on Dadabhai Naoroji Road





The design and location of grills and shutters should respect the traditional proportions of historic shop fronts.

DIRECTIVE GUIDELINES FOR ARCADES

Blinds, Canopies and Shutters

Today, there are a large number of plastic canopies arbitrarily hung up by ground floor shopkeepers, hawkers etc. These deface the building façade and should be curtailed. In cases however, where the single occupant of a building installs rolling blinds as a traditional feature of the building, e.g. Khadi Gramudyog Bhawan with its fabric blinds, these would be allowed to be retained, and renewed only in similar fabric, and with the identical fixing mechanism.

Rolling shutters too are an issue regarding the aesthetics of the D.N.Road shop fronts and is particularly an issue along the eastern streetscape where many buildings do not have the mandatory arcade to conceal all such accretions. Better location of these shutters is suggested and internally fitted shutters or sliding shutters should be advocated. Alternatively, sensitively designed fascia boxing should conceal the rolling shutters.





Images of existing signs that need to be redesigned.

Other Signs on Arcades & Pavements

Upright signs on the public pavements, arcades and such arteries of pedestrian traffic shall not be allowed because of the obstruction they cause to the pedestrian traffic.

Signs that are mounted on the arcade columns, or painted on the arcade columns on either the internal arcade side, or any plane visible to pedestrian movement shall not be allowed. At present many columns along the Mahendra building and annexe are painted over to exhibit shop signs. This needs to be summarily removed. All other removable signs, or boards that are either leaned against the columns or mounted on them should also be removed.

DIRECTIVE GUIDELINES FOR RESTORATION

The buildings on Dadabhai Naoroji Road exhibit deterioration caused by a wide range of issues that pose a structural and architectural threat to the buildings. These range from biological infestation that spreads its root systems through the masonry, to stone deterioration and insensitive accretions such as introduction of air conditioner units, grills and changes to the fenestration scheme

Stone Cleaning & Plant Removal

All ficus plants should be uprooted and injected with a biocide. Stone bands and cornices should be carefully cleaned with non-abrasive methods, such as water misting, gentle non-ionic surfactants or poulticing. The process should be only conducted under the guidance of a qualified conservation architect, in the best practices of minimal intervention.

Finishes for External Walls

Stone should be ideally left exposed and should not be obliterated by any surface coat, tile work or fascia. Lime based paints must be the only allowable paint finish for all historic masonry since they are not only economical, but also allow the walls to "breathe". Ideally, stone should be left unpainted.

Re-pointing of Damaged Masonry in Lime

Any re-pointing or re-plastering work, should adopt a lime based mortar since Portland cement and materials such as epoxy reduce the breathbility of the joint.







Window Restoration and Removal of incongruous accretions

The original design for window frames and shutters should be strictly adhered to in all cases of repair, restoration or renewal. Location of window air-conditioner units and compressors for split units should be ideally restricted to the side elevation and service alleys in order to avoid visibility along the main façade.

Internal Partitioning

Care should be taken to use lightweight construction materials that do not overload the structure. Partitions should not be allowed to obstruct existing window openings, but if at all a junction is created between the two, they should match window mullions.

Restoration of Arcades & Paving

For internal arcades, the original basalt paving must be advocated after careful levelling. Additional features like rolling shutters, window boxes etc within the arcade spaces, must be made to conform to a uniform design scheme. Some arcades are in a state of deterioration and require structural consolidation.

Regulation of Street Dwellers and Hawkers

There should be a stricter monitoring against the proliferation of uses within arcades and street dwellers and hawking activity should be regulated as per the High Court's decision on Non- Hawking Zones. Additionally, it would be in the long-term interest of the civic bodies and citizens, if the existing hawker stand designs were improved to look more visually harmonious with the heritage streetscape's ambience.

Standard Chartered









Many banks and financial institutions have a stake in the improvement of this heritage street.



Map of the area showing points of tourist interest in and around D. N. Road.

MANAGEMENT STRATEGY: SPONSORSHIP & TOURIST

In terms of Public image and citizen participation, Dadabhai Naoroji Road has a greater potential than perhaps any other monument or urban precinct in Mumbai. This is largely due to the fact that no other area in the city has as much pedestrian traffic as more than a million commuters spill out on to its busy arcades from the Victoria Terminus station each day. Moreover, the area forms the commercial spine of the Fort Area, threading together three of the most important nodes in the city, viz: Crawford Market, Municipal Corporation Headquarters and Flora Fountain. Therefore, this streetscape affects the public psyche more than any other public artery in the city.

Apart from the various public bodies, corporates and municipal agencies that could be involved in the issue of the revival of Dadabhai Naoroji Road, there are a large number of banks, financial institutions and corporate houses that have a presence in the area and could be approached to actively contribute to the cause. For all these reasons, and also due to its inherent value as a Grade II A heritage streetscape, the area offers immense possibilities towards public sponsorship and corporate funding for its improvement and restoration.

Some of the agencies which have offices on D.N. Road are:

Government Bodies & Organisations

Brihanmumbai Mahanagar Palika Western Railways Headquarters

Corporate Houses

The Times of India Mc Donald's Life Insurance Corporation General Insurance National Insurance Company Thomas Cook

Banks & Financial Institutions

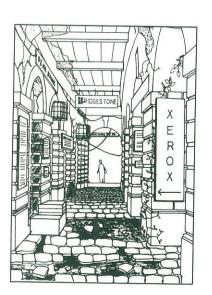
State Bank of India Dena Bank Deutsche Bank ANZ Grindlays Bank Bank of India The Mumbai Dist. Central Co-op Bank Lord Krisna Bank Limited State Bank of Indore **HSBC** Citibank Central Bank of India Mogaveera Co-op Bank ICICI Bank UCO Bank Standard Chartered Bank Saraswat Bank

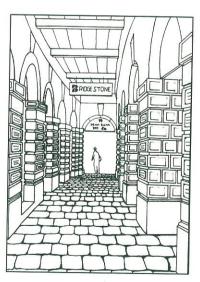
American Express Bank

IMPLEMENTATION & CITIZENS PARTICIPATION

Public Awareness & Implementation of the Signage Scheme

In 1998, the MMR Heritage Conservation Society instituted by the Mumbai Metropolitan Regional Development Authority appointed conservation architect Abha Narain Lambah to create urban architectural controls and provide guidelines for the regulation of its signage and street furniture. This study entitled "Design Handbook for a Heritage Streetscape: Guidelines for Signage & Street Furniture" was presented to the BMC in 1999. From July 2000 to February 2001, the project architect and the A Ward officer of the BrihanMumbai Municipal Corporation conducted monthly meetings with the occupants of the heritage road, creating awareness about the guidelines and enlisting public support. By 2001, a majority of the shop fronts on the street had conformed to the guidelines and a citizen's group representing a public initiative towards conserving this street scape was formed.



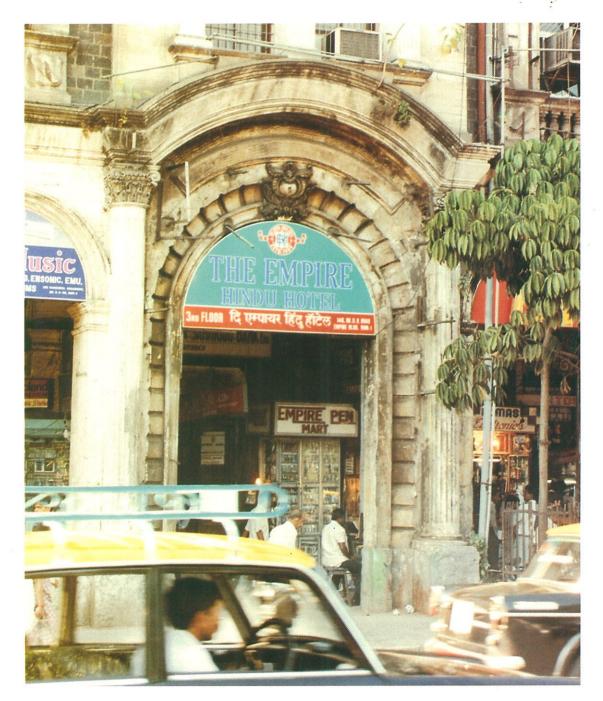


Schematic representation of a 'before and after' scenario in an arcade





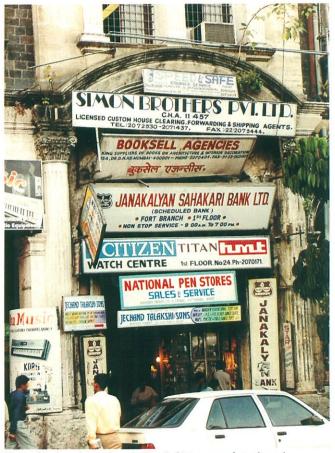
View of before and after images of signboard re-location implemented after the preparation of the guidelines.



IMPLEMENTATION & CITIZENS PARTICIPATION

The Heritage Mile Association & Public Initiative

Encouraged with the success of the signage relocation scheme in some sections of the road, the various occupants, corporates and business establishments along Dadabhai Naoroji Road have formed a citizen's association. The Heritage Mile Association, a non-profit group, aims at restoring the heritage character of Dr. Dadabhai Naoroji Road through public participation and private sponsorship.



View of before (above) and after (left) images of signboard re-location implemented after the preparation of the guidelines.

STREET FURNITURE: DESIGN FOR A HERITAGE STREET

The purpose of this exercise was to review the existing designs and location of the street furniture, study the municipal provisions and evolve street furniture systems compatible with the sensitive heritage streetscape of D. N Road. Extensive studies have also been carried out listing probable colour schemes and materials to be adopted with detailed specifications for each system.

The surveys indicated a dire need for better designed street furniture items not only from the point of view of the convenience of pedestrians using the services but also from the aesthetic and material point of view. The present use of thin gauge mild steel was found to be extremely vulnerable to corrosion and many items such as road medians and litter bins were wholly inconsistent with the ambience of a heritage precinct.

Rationale for the Design

Being a heritage streetscape, the designs have been largely in keeping with those adopted in heritage areas all over the world. As a part of this study, an inventory of old archival images of street furniture such as lamps, benches, bollards and railings in British Bombay and other European models was also carried out and modifications to these classical forms were worked out to suit modern-day requirements.

The suggested materials aim at being sensitive to the historic setting and at the same time, adaptable to contemporary usage. This has been resolved with the combination of cast iron with epoxy coatings and contemporary stainless steel for maximum durability. The colour scheme adopted is black glossy finish for cast iron members with brushed stainless steel set against a background of rough granite cobblestones.

Contemporary use factors have also played a role in fashioning the items of street furniture. This is seen in the design of backlit sponsor panels in the street lamps to promote sponsorship and the design of bus stops. The seating proposed is aimed at short term use, also known as 'perch' seating, in order to not obstruct the constant pedestrian traffic.













Images of street furniture elements prior to the implementation of the Pilot Project.





IMPLEMENTATION & CITIZENS PARTICIPATION

Pilot Project for Heritage Sensitive Street Furniture

A pilot project for street furniture based on architect Abha Narain Lambah's street furniture guidelines has also been initiated by the Times of India Group. Using traditional materials such as cast iron and cobblestones, the street furniture scheme aims at reviving the historic ambience of the heritage street and providing improved civic infrastructure in the form of telephone booths, benches, street lamps, information signs, litter bins and improved paving. The pilot scheme of a 100 running meter stretch is now complete and is proposed to be replicated through the entire street.

Street furniture items installed as part of the Pilot Project











Handbook for a Heritage Streetscape



ared by

Narain Lambah, Conservation Architect

ct Team

Narain Lambah, Abha Kapadia, Anjali Parmar, Asumi Shah, Birwa Sheetal Gandhi, Bhavisha Kaku, Brinda Gaitonde, Meenakshi gaonkar, Rene Kopp, Shagufta Sheikh

shed by

-Heritage Conservation Society

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MMR-Heritage Conservation Society Project Report on the D. N. Road Area.

Design Handbook for a Heritage Streetscape

Volume 1 : Documentation

Volume 2: Guidelines for Facade Regulation & Signage Control

Volume 3 : Suggested Design for Street Furniture

For further information on the D. N. Road Area contact

Heritage Conservation Committee, MCGM, Mumbai 400 001

Director, Engineering Services, MCGM, Mumbai

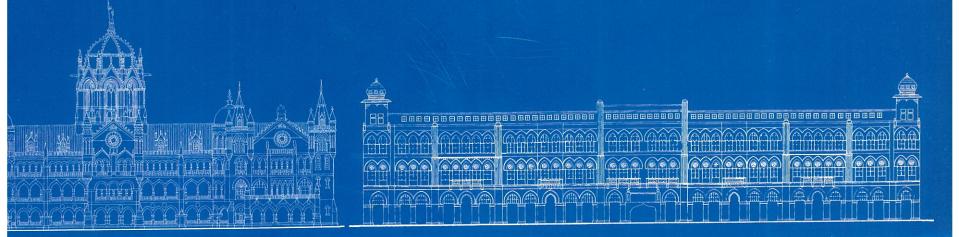
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The Mumbai Metropolitan Region - Heritage Conservation Society was established on November 14, 1996 by the Mumbai Metropolitan Region Development Authority (MMRDA) to focus attention on various environmental and heritage concerns in the Mumbai Metropolitan Region (MMR). The Society is registered under the Societies Registration Act, 1860 and under the Mumbai Public Trust Act, 1950. Jurisdiction of this Society lies within the Mumbai Metropolitan Region.

The objectives of the Society are

- Promoting, preservation, conservation, protection, development and improvement of natural, built and related cultural heritage within MMR;
- Developing a heritage conservation-related data base for MMR;
- Training, education and awareness in heritage conservation;
- Providing financial assistance to conservation;
- Promoting networking of various agencies in MMR including local historical societies; and
- Acting as advisors, consultants, appraisers and assessors with respect to all aspects of heritage conservation.

The Society is an autonomous body. Its affairs are managed by a Board of Governors, which is headed by the Metropolitan Commissioner, MMRDA. It consists of representatives of eminent institutions like: INTACH, Asiatic Society, concerned Government Departments, Local Authorities, NGOs and individual experts in the heritage conservation field.



Map of the delineated Fort Precinct indicating the Grade IIA Heritage Streetscape of Dr. Dadabhhoi Naoroji Road.

Source: "The Fort Precinct: Conserving an Image Centre", Rahul Mehrotra and GuenterNest. Vol I. The boundry of the Fort Precinct has since been expanded south.

For further information contact: The Secretary, MMR - Heritage Conservation Society MMRDA Building, Bandra Kurla Complex, Bandra (E), Mumbai 400 051. Tel: 659 1267. Fax: 659 1264. Email: mmrda@giasbm01.vsnl.net.in Web: www.mmrdamumbai.org