

From Chairman's Desk



**Beautification and City Development**

Preserving the high quality of life for its citizens by providing on-going and needed public improvements is a key priority for the City. Well-maintained and updated public infrastructure represents a key foundation for vital communities. Every City should commit a portion of its annual budgetary fund towards infrastructure and beautification oriented improvement activities pertaining to its fiscal and other situations. Just one community beautification project, such as a planting or new park benches, generates positive impression in the mind of the stakeholders- all who dwells somewhere or all who passes by that place publicity for you. Everybody wants their neighborhood to be looking good. A pleasant community appearance adds to home values, helps attract business investment, and just improves the neighborhood reputation. Research shows that beauty is one of the top three factors in creating community attachment, or loyalty, to your particular town or city. Some research even indicates that an attractive neighborhood may lead to better behavior. Check out the topics in this section below; this article continues after the grid. To make the neighborhood look great, it is very helpful to understand some urban design principles. When people take what is called visual preference surveys, usually the results are lop-sided. If your neighborhood is completely built up, you often can't alter the most critical parts of community design, but it's good to be aware of them and do what you can to encourage a pleasing design through zoning and other means.

To improve community appearance, neighborhoods often try to update what is known as streetscape, which pertains to the area between the driving lanes and the edge of the private property. Partly this is a popular strategy because it is public space, and it's easy for the Local Body to dictate what will happen there. In truth, streetscape can be quite effective in uniting block faces (the half of a block facing a particular street) or a series of blocks that are discordant in some way. Because streetscape often includes plantings, the effect is to soften the view created by streets and hopefully sidewalks. In addition to streetscape, sometimes you need a focal point. This might be public art, fountains, a clock tower, or even a particularly striking garden or grouping of tall grasses. Like all forms of community development, beautification benefits from thinking in terms of critical mass. A tree planting project, either on a vacant lot, in a park, or in the parkway between the sidewalk and the street, is great for improving community appearance over the course of a few years at a relatively low cost. Removing the negatives through clean ups is a great community building exercise, the best beautification campaigns would have been better as prevention campaigns.

THANKS AND REGARDS

**Project Progress Status FY 2015 - 2016 under AMRUT-Baranagar**

Sl No	Project Name	Rs. In actual			Physical Progress %
		DPR Amount	Fund Received	Fund Spent	
1	Development of Park within Municipal Office at ward no 10	8.31	11.88 lakh	7.95	100
2	Development of Deshapriya Nagar Park at ward no 23	4.25			0
3	Development of Park near Sinthi Maidan at ward no 24	12.4			0