

# KATHMANDU CITY BEAUTIFICATION STRATEGY: STREET BEAUTIFICATION AS STRATEGIC INTERVENTION

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## ABSTRACT

Beautification is the improvement of the visual appearance and aesthetics of the City. This can range from simple, purely visual elements, such as annual planting and colorful banners, to functional elements such as street lighting, furniture, and tree planting, as well as major infrastructure projects such as road and sidewalk creation and restoration. To attract visitors and establish city's pride in global arena, it is essential to improve our appearance. We need to create a vision, and give our city a facelift; one that instills pride in the City, one in which the quality of life is important and turns Kathmandu City into both a true tourist destination and a location where people want to live, work and cherish. The goal of the study is to develop community-owned, vibrant, pedestrian-friendly, clean, green and sustainable streetscape of Kathmandu City, with specific objectives to identify various problems and issues regarding the street beautification of Kathmandu City and to formulate strategies and plan of actions to be measured for the street beautification of Kathmandu City.

## NOTES

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# 1. INTRODUCTION

Beautification is the improvement of the visual appearance and aesthetics of the City. This can range from simple, purely visual elements, such as annual planting and colorful banners, to functional elements such as street lighting, furniture, and tree planting, as well as major infrastructure projects such as road and sidewalk creation and restoration.

## 1. 1. WHY CITY BEAUTIFICATION?

A beautiful City can be the source of great civic pride. Also, it is self-perpetuating. The more residents feel their community of which to be proud, the more they are willing to invest in improving it further. City beautification is also important for tourism. Tourism is playing an important role in our City's economy. To attract visitors and establish city's pride in global arena, it is essential to improve our appearance. We need to create a vision, and give our city a facelift; one that instills pride in the City, one in which the quality of life is important and turns Kathmandu City into both a true tourist destination and a location where people want to live, work and cherish.

## 1. 2. CITY BEAUTIFUL MOVEMENT

City Beautiful Movement was initiated in United States between 1890s and the 1920s in response to address various urban issues such as increased immigration from rural to urban area, lack of open space, environmental pollution due to industrial development and traffic growth all contributing to ugly, dirty, crowd and congested urban environment. Advocates of this movement believed that such beautification could thus promote a harmonious social order that would increase the quality of life of urban dwellers and established an order, dignity, and harmony.

## 1. 3. STREET BEAUTIFICATION

Streets are a key component in the urban design laid out along the buildings and other public spaces to fundamentally facilitate the movement of people and vehicles. They are the most visible and key components of the city which directly affects the appeal of city. Well-designed streets contribute significantly in the quality of urban built environment making it more livable, vibrant, inclusive and sustainable. Better streets design ensures the well-being of people along with the significant benefits in local economic, social and environmental fronts.

The overall environment of the street will not improve unless it is intervened with beautification works. Beautification works not only involves the visual improvement and aesthetic consideration but also implies the accessibility, street signage, comfort, and safety issues.

According to the UN Habitat definition,

“Streets serve as democratic, open public space and as platforms for economic and social development. Therefore, streets play a fundamental role for the public life in cities and particularly in slums, where open space is scarce.” (Source: UN Habitat, 2012)

“Streets comprise more than 80% of public space in cities, but they often fail to provide their surrounding communities with a space where people can safely walk, bicycle, drive, take transit, and socialize.”(Source: <http://nacto.org/usdg/>)

As long as the street is perceived as a movement corridor, the urban form and the city life would remain machinist. Hence, the street beautification retains an essential role for city beautification and subsequently improving the quality of city life.

#### 1. .4 HISTORICAL DEVELOPMENT OF STREETScape IN KATHMANDU CITY

Before the advent of automobiles, urban streets of historic core of Kathmandu city were well developed as a shared community space for multiple social gatherings, economic activities and religious performances. Flourished particularly in Malla period, then streetscape demonstrate a lively, vibrant and pedestrian friendly street environment. An arrays of residential buildings on the either side of the street were well constructed keeping the similar height of the building, continued rooflines, similar building design and facades. The overall result is the creation of singular composition thereby strengthening the unity of many streets. Ranas extended the town with new urban fabrics based on new planning principles without destroying the old historic core. They constructed many huge neo-classical style palace complexes with extensive gardening to the north, northeast and east of the Kathmandu City. In order to connect between these palaces and with old historic core, the streets were constructed which are wide and straight, with sidewalks for pedestrians and a monumental character focused towards the palaces. Streets in the historic core that were damaged by the 1934 earthquake were realigned and widened, and sidewalks were added on both sides during reconstruction. In addition, identical four-story houses with white plastered walls were built on both sides of the streets. Except for the reconstructed streets of the core areas, all other streets developed during this period basically facilitated vehicular movement only, rather than acting as a place for socialization.

In today's context, the streets of this city are developed on an ad-hoc basis in a piecemeal process and have different shapes, sizes and configurations without any clear hierarchy. In fact, they are the spaces left between boundary walls of private houses, after constructing buildings in the best locations at the site. They also act as "no man's land" or wasteland, used for dumping leftover construction material or household waste. Such streets are often unpaved and lack drainage, sewer lines, sidewalks and even streetlights. The haphazard advertisements, graffiti, posters pasted on street walls and power poles, leaflets and pamphlets and the like have been creating a visual pollution in the city. Increased number of polluting vehicles and the lack of greeneries in the streets is one of the major reason for environmental pollution. The capital has turned into as one of the dirtiest cities in the world. With regard to these issues, Strategy for the beautification of Kathmandu city has been devised with particular focused on Street Beautification.

## 2. GOAL AND OBJECTIVES OF THE STUDY

The goal of the study is

“To develop community owned, vibrant, pedestrian-friendly, clean, green and sustainable streetscape of Kathmandu City”

The objectives of the study is to

- To identify various problems and issues regarding the street beautification of Kathmandu City
- To formulate strategies and plan of actions to be measured for the street beautification of Kathmandu City

## 3. EXISTING SITUATIONS

### 3. 1. STREET IMPROVEMENTS PROGRAM IN KATHMANDU

After the political developments of 1951, as Kathmandu gained international exposure, there was a realization that the city and its infrastructure needed to be improved and modernized. The Coronation Committee, which was formed prior to 1955, performed some of the earliest city improvements works. It widened the King's Way road and blacktop the airport-Kathmandu and Thankot-Tripureswore roads.

The city beautification program for Kathmandu was launched in preparation of Queen Elizabeth's state visit to Nepal in 1962. The Kathmandu Valley Construction Committee also known as the Upatyaka Nirman Samiti was constituted to undertake various urban renewal and city beautification works. In the absence of any broad comprehensive plan for the city, the approach tended to be ad hoc and piecemeal. Some of the projects completed were City Hall, Bhrikuti Mandap, Ratna Park, Royal Nepal pavilion at Tundikhel, widening of Tripureswore-Kalimati road etc. Conflicts soon occurred with the Roads and Building Department because of overlapping interests and activities and the Committee was dissolved in 1967.

Similarly in 2002 when SAARC summit was hosted by Nepal, Streets of the Kathmandu City were improved in no time with the leadership of then Mayor of KMC. Some of the streetscape improvements were the tree plantations, pavements works, drainage works, coloring the walls, extension of roads and mostly populist is the dismantling of illegal construction in Maitighar and Ratnapark clearing out for making open space for parks. Now, the city government are engaged voraciously in the beautification of Kathmandu city without any guided plan.

### 3. 2. LEGAL MEASURES

As per National Transport Policy 2001, the overall management of National Highways and Feeder Roads comes within the responsibility of the Department of Roads (DOR). These roads are collectively called Strategic Roads Network (SRN) roads. District Roads and Urban Roads are managed by Ministry of Local Development, Municipalities and respective District Development Committees. These roads are collectively called Local Roads Network (LRN) roads.

#### **LOCAL SELF GOVERNANCE ACT (LSGA), 1999 AND LOCAL SELF GOVERNANCE REGULATIONS, 2000**

The Act is designed to implement decentralization in Nepal and it entrusts local bodies with various responsibilities and rights with respect to city beautification. LSGA defined the following scope of works for the municipality regarding the development and beautification of street:

- To develop, or cause to be developed, green zones, parks and recreational areas in various places in the Municipality area.
- To prepare plans of unpitched and pitched roads, bridges and culverts as needed within the Municipality area, except those roads which are under the responsibility and control of Government of Nepal, and construct, maintain and repair or cause to be constructed, maintained and repaired, the same.
- To do plantation on either side of the roads and other necessary places in the Municipality area.

LSGA has mentioned about the necessity of coordination between municipality, government and non-government organizations while formulating any plans and program services

primarily in order to remove duplication of works, maintaining roles in the method and achieve maximum benefits by following the method. However, this act doesn't hold the legitimacy to work out on the mechanism of coordination model and show clear demarcation of roles of responsibilities of different organizations working together for the plans and projects.

### **1999 BUILDING ACT**

This act provides disaster-resistant building design and construction standards to make buildings safe from natural disasters like earthquake, fire, floods, among others. It provides that buildings will be categorized in different classes and the need to issue the building permit prior to construction in the municipal areas. It helps to formulate and adopt a building code and implement the same with the end in view of improving the quality and safety of each building.

### **2007 BY-LAWS FOR CONSTRUCTION IN KATHMANDU VALLEY**

With the enactment of Kathmandu Valley Town Development Act of 1976, a building construction by-laws were formulated and implemented to safeguard life, health and public welfare. It was a framework containing minimum standards and requirements to regulate and control the construction of a new building in the Valley. The building by-laws were updated in 1993 and in 2007. It mention about the development controls which regulate the areas such as maximum ground coverage, maximum floor area ratio, maximum height of the building, maximum number of stories, and setback to adjacent plot as well as widths to road approach. Similarly, types of road within the city are classified as circumferential (ring road), highways, arterial road, connector road, feeder road, special road, link road, river corridor, etc. Right of ways and setback for different roads are classified, accordingly. But by-laws doesn't accounts on the needs of harmony of the buildings in line with the streets or vice versa. The notion of enhanced streetscape in terms of built environment has been overlooked in this act.

### **KATHMANDU VALLEY DEVELOPMENT AUTHORITY, ACT, 1988**

The Act establishes the Kathmandu Valley Development Authority (KVDA), which is empowered to formulate policies regarding the implementation of physical development plan, and is authorized to protect natural and cultural heritages, public properties, uncultivated land, rivers and rivulets; to prohibit any activities causing pollution. The act has been in effect since two years with the formation of Kathmandu Valley Development Authority.

### **ADVERTISEMENT BOARDS AND PROMOTIONAL MATERIAL REGULATION POLICY, 2070**

The vision of this policy is the management of advertisement hoarding board and signage within Kathmandu Metropolitan by making it socially fruitful along with advance technology and environment friendly. Main aim of policy is to lead proper supervision management and improvement in municipality income source. There are all together 26 clauses for management and control on hoarding boards and signage.

However, this policy does not include control on overlapping of street signage by other hoarding boards in terms of text size and color and does not include any compensation for those who are injured by advertisement hoarding boards. There is no control mechanism included for height clearance from the ground surface and hoarding board above, projection distance, permissible size per width of the street, proper connection to the structure of the building including beam, pillars, slab and charge on them who keep like that. It does not include activities concerning public awareness, impacts of haphazard and unsystematic placement advertisement signage like hoarding boards on city's streetscape and aesthetics. It does not talk about proper placement of portable signage and street signage including way finding signage, traffic signage and other city identification signage which is essential for visitors, pedestrian and drivers.



### 3. 3. ORGANIZATIONS AND INSTITUTIONS

#### **KATHMANDU VALLEY DEVELOPMENT AUTHORITY (KVDA)**

The KVDA act reads thus: “It is expedient to establish and manage the Kathmandu Valley Development Authority in order to provide essential services and facilities to the public and maintain the health, convenience and economic interests of the common people by restructuring, expanding and developing existing towns as well as ensuring physical development in a planned manner in the context of growing population and urbanization of Kathmandu Valley.” On the basis of KVDA act, the government formed the Kathmandu Valley Development Authority (KVDA) on April 27, 2012.

The KVDA not only has powers to impose ban on any type of physical change in any property, but also the authority to stop any action taken without its prior approval or in violation of its given terms and conditions. It also has been empowered to carry out land development programs for the purpose of arranging residential plots and other urban activities. Most importantly authority plans to merge the efforts of separate agencies working on the project to avoid duplication, curb the misuse of budget and bring the valley development into a one-window system.

#### **DEPARTMENT OF ROAD**

Department of Road is a government organizations under the Ministry of Physical Infrastructures and Transport whose major objective is to develop, expand and strengthen the road network in a sustainable way for enhancing the overall socio-economic development and integration of the country through balanced regional development by providing due consideration for remote areas and deprived communities.

#### **KATHMANDU METROPOLITAN CITY OFFICE (KMC)**

KMC is local autonomous government formed under the Local Self Government Act (LSGA) which has empowered to execute the local development works. The Municipality have to obtain guidance and prior estimation of the resources and means from Government of Nepal, District Development Committee and other concerned bodies for the Fiscal Year. Even the Municipality itself have to provide guidance on selection of projects and formulation of plans to the different Ward Committees for the formulation of service and development program for the forth-coming fiscal year. Projects have to be invited from the Ward Committees, consumers’ committees, and non-governmental organizations in the municipal area, and plans have to be formulated on the basis thereof.

#### **KATHMANDU UPATYAKA KHANEPANI LIMITED (KUKL)**

It is a public company registered under the Nepal Government’s Company Act 2063 and operates under the Public Private Partnership (PPP) modality. KUKL is responsible for the operation and management of water and wastewater services in the Valley. It operates the water supply and wastewater services under a License and Lease Agreement with the Kathmandu Valley Water Supply Management Board (KVWSMB) for 30 years.

#### **DISTRICT DEVELOPMENT COMMITTEE, KATHMANDU**

According to LSGA, District Development Committee has to prepare a master plan of district-level roads in the district development area and get it approved by the District Council. And also to build, operate, monitor, evaluate and maintain and repair the approved District level roads, and cause to be done the same.

## 4. ISSUES

### **LACK OF LOCAL REPRESENTATIVE IN LOCAL AUTHORITY**

The last elections for local government were held in 1997. Since 2002, when the central government postponed local elections, District Commissioners, Municipal Chief Executives, and VDC Secretaries have all been civil servants appointed by the central government. Although many of them proactively engage with local communities, they lack the formal accountability of elected Councils and Development Committees.

### **LACK OF APPROPRIATE POLICY AND PLANNING FOR STREET BEAUTIFICATION**

There is no any comprehensive or inclusive policy or planning which addresses the issue of city beautification and improvement. This can be inferred that the aesthetic of the city has no significance in the planning measures. In the City of Winnipeg, the local government has adopted an 'aesthetics' policy in 1990 for all its future public works projects in order to show its commitment to beautification and its acknowledgement that aesthetics are an important part of the quality of life of the community. The policy states that aesthetics of public works shall be considered essential, fundamental and integral elements and shall be reflected in the initial project statement.

Building by-laws of Kathmandu illustrates on ground coverage, floor area ratio, maximum height of the building, maximum number of stories, and setback as a development control but no specific control mentioned for the aesthetics of the building and its harmony in relation to the street they faces. With the objectives of achieving consistency in road design and construction, Nepal Road Standard (NRS) was first introduced by Department of Roads in B.S. 2027 (1970 A.D.) and was revised in B.S 2045(1988 A.D), B.S 2051 (1994 A.D.) and in 1997 A.D. However, these standards were applicable only for the design of strategic roads only but not for the urban roads being constructed within the municipalities of Nepal. However, layout of junctions, street beautification and other design parameters are not included by these standards.

### **LACK OF ADEQUATE RESOURCE MANAGEMENT**

No separate resource is allocated in the government for the beautification of the city unless foreign officials made a state visit in the city. There is a lack of human resources, skilled person, and professional qualifications pertaining the city beautification such as landscape architect, urban designer and conservationist etc.

### **LACK OF OPERATION AND MAINTENANCE STRATEGY**

Implementation of beautification projects is not the big deal unless there is an associated operational and maintenance plan. Lack of maintenance plan hinders the sustenance of the project. For examples many NGOs, institutional organizations as well as government organizations are involved in "Tree Plantations" along the road in the name of "Green Kathmandu" campaign. But not a single organizations had thoughts of its sustenance in terms of regular maintenance. Similar is the case with other beautification activities such as wall/street paintings, cleaning the roads, monitoring, supervision etc.

### **LACK OF COMMUNITY INVOLVEMENT AND PARTICIPATION IN BEAUTIFICATION ACTIVITIES**

The city become beautiful when local citizens and local government shared their journey in envisioning city's outlook and participating and involving in the implementation process. Current system in the government hinders this opportunity as local government initiate and implement their program approved from the central government without any information to the local community of what is and about to be doing. This in turn helps in developing wrong assumption that the government is the sole organizations involve in the planning, development and implementation process. And then the operation and maintenance part became loose as there will be none assigned to look after once the project is completed.

## OVERLAPPING MANDATES AND DUPLICATION OF FUNCTIONS

Different departments and organizations are involved the development and improvement of urban streets and street services for Kathmandu city. Particularly Department of Road (DoR), Kathmandu Valley Development Authority (KVDA), Kathmandu Metropolitan City (KMC), Kathmandu Upatyaka Khanepani Limited (KUKL), Nepal Electricity Authority (NEA) have overlapping duties and duplication of works and most importantly lack the coordination and collaboration between these agencies for development of Urban Streetscape. Moreover, these agencies are under different ministries which poses difficulties in integrated development.

| S.N. | Agencies                                      | Ministries  | Description/Remarks   |
|------|---|---|---|
| 1    | Kathmandu Metropolitan City (KMC)             | Ministry of Federal Affairs and Local Development | Though the municipality is an autonomous body powered by LSGA, funds and direction are received from the ministry |
| 2    | Kathmandu Valley Development Authority (KVDA) | Ministry of Urban Development                     |   |
| 3    | Kathmandu Upatyaka Khanepani Limited (KUKL)   | Ministry of Urban Development                     | a public company made an agreement with the Kathmandu Valley Water Supply Management Board (KVWSMB)               |
| 4    | Nepal Electricity Authority (NEA)             | Ministry of Energy                                |   |
| 5    | Department of Road                            | Ministry of Physical Planning and Works           |   |
| 6    | District Development Committee                | Ministry of Federal Affairs and Local Development |   |
| 7    | Nepal Telecommunication                       | Ministry of Informations and Communications       |   |

The establishment of the KVDA created the institutional framework for strengthening oversight in a fragmented institutional environment, but the enforcement powers of the KVDA are weakened by the lack of clarity in the division of responsibilities among central, metropolitan and local levels, often resulting in overlapping mandates and duplication of functions.

## LACK OF COORDINATION AND COOPERATION BETWEEN AGENCIES

Coordination between local government, KVDA and central agencies remains a challenge. At the central level, several departments within various ministries (the MoUD, the Ministry of Federal Affairs and Local Development [MoFALD], the Ministry of Physical Infrastructure and Transport and the Ministry of Home Affairs) are involved not only in regulation and monitoring but also in the delivery of some metropolitan services, raising coordination challenges.

The division of functional responsibilities between the KVDA and local governments needs clarification. Local bodies are required to plan their areas, including green zones, parks, and recreational areas, and ensure the delivery of local services. They also have extensive mandates on greening and development of road and its maintenance. There are ambiguities in the functional responsibilities of the KVDA and local governments, particularly in urban planning, land development and greening as prescribed in the KVDA Act of 1998 and the LSGA of 1999. The KVDA's broad mandate can potentially overlap with those of local bodies in several areas, if the division of responsibilities between metropolitan and local levels is not clarified.

## 5. RECOMMENDATIONS

### AESTHETIC AS BASELINE

It is recommended that the Kathmandu City adopt an aesthetic based development works and initiatives in order to show its commitment to beautification and its acknowledgement that aesthetics are an important part of the quality of life of the community. The aesthetics of the City shall be considered as an integral part of the social, economic and psychological well-being of the City and therefore the City shall, by example, establish a standard of excellence through the enhancement of public works projects.

The following principles shall form the basis for aesthetics to be applied in the development of major public works projects throughout the City:

- o Aesthetics of public works shall be considered essential, fundamental and integral elements and shall be reflected in the initial project statement.
- o Public works projects shall enhance and complement the surrounding environment.
- o Public works projects shall, when practical, be integrated and supplemented with other complementary programs including private sector programs to enhance the surrounding environment.
- o Public works projects shall consider the multi-use potential of the proposed works.

The following guidelines are suggested as a means of achieving the aforementioned principles:

- o Aesthetics criteria should be part of the terms of reference for capital works projects.
- o Financial limits on aesthetics should be not be set as a fixed percentage of the Capital Budget.
- o Where possible and practical, the scope of the project should include acquisition of additional lands for municipal benefit.
- o Appropriate expertise should be retained on major projects to address aesthetic considerations.
- o All relevant City departments should be provided the opportunity for input into the aesthetics of public works projects.
- o Public and local Community Committee input should be sought during the design process, to address aesthetics considerations.
- o Design competitions should be considered on significant public works projects.
- o Aesthetics should be reflected through the establishments of adequate related maintenance and support programs.

### REVISITING THE POLICY AND PLANNING MEASURES

An issue of urban streetscape inclusive of its design, development and implementation needs to be adopted by existing “Building by-laws” as buildings are an integral part of streetscape enhancement. Apart from strategic road network centered “Nepal Road Standard”, a separate “Urban Road Standards” or “Urban Street Design Guidelines” needs to be developed to guide the developments of urban streetscape in harmony with the prevailing building by-laws creating so called a beautiful streets.

Besides, Local Self Governance Act 1999 and Kathmandu Valley Development Authority (KVDA) Act needs to be revisited in order to clear out the roles and responsibilities of local government (KMC) and KVDA preventing the overlapping and duplication of works.

### DEVELOPING COORDINATION MECHANISM

The role of KVDA needs to be strengthen and reinforced in order to make it a strong

coordinating agent to any physical developments pertaining to aesthetics of the city. KVDA shall develop a separate subcommittee to cross check and balance and coordinating with different line agencies in development, implementation and maintenance works.

### **COMMUNITY FRIENDLY INCENTIVES AND POLICIES**

Envisioned policy and incentive mechanism shall be made citizen friendly which serves as a tool for citizen to voluntarily involve in beautification activities, and maintain them. Particularly in Streetscape enhancements, individual house owner should be given the roles and responsibilities to maintain the space from its front yard to center line of the road. In this way, every house owner, be it be institutions, commercials or any organizations shall be involved in the tree planting, cleaning and maintaining of its' front yard up to the half line of the streets eventually helps in retaining aesthetic appeal in the streetscape.

### **COMMUNITY PARTICIPATION**

Community participation not only helps to endow the feeling of community ownership towards the common goods such as the street but also helps to pass along the maintenance costs onto the community and thereby lessening the burden of maintenance costs which otherwise would solely be imposed on the government. In order to build a long term partnership between the community and public authority it is very important to develop effective community participation process from the very beginning of the project.

### **MAINTENANCE PLAN**

Maintenance strategy/plan needs to be developed for the beautification project. Each beautification activities or project should incorporate the maintenance plan along with design proposals as primary components in order to guide the operation and maintenance of the project in long term. It should cover clear roles and responsibilities of various stakeholders, implementing agencies, and community. It should cover time bound activities and required funds and human resources for the maintenance. Along with this separate Capital Maintenance Funds needs to be created for equipment, replacement, laborers, volunteers, services etc. A separate maintenance working group should be formed in order to effectively and efficiently deliver the implementation part. This group shall be assigned with the following routine performances with regard to street beautification:

- o Cleaning sewer inlets of debris as needed
- o Cleaning sump lines with sewer truck as needed
- o Picking up of trash and recycling receptacles as scheduled
- o Maintenance, repair, re-lamping and inspection of special district lighting
- o Repair and re-coating in the streets
- o Attention to paver and other streetscape repair as needed
- o Removing litter from the travel lanes, and parking areas
- o Street sweeping, including travel lanes, and parking areas
- o Preparation and major cleanup
- o Tree pruning as needed
- o Installing replacement benches and furniture

### **INCREASE CITIZEN PRIDE AND INTEREST IN CITY BEAUTIFICATION**

- o Educate and inform the public about the positive changes that Beautification initiatives can bring about. The delivery of ideas to the public in an informed and timely manner will help to “sell” beautification projects. Again this has the potential to be self-perpetuating. As the citizens feel more positive about their City, they will be more willing to improve their own environments. A vibrant, interesting, aesthetically pleasing urban fabric will evoke a sense of pride and encourage residents to take ownership in the City and to welcome visitors.

- o Create opportunities to have the public directly participate in the process of beautification to help encourage interest and ownership

### **BE FORWARD LOOKING**

- o Be creative, make the most of existing opportunities and create an environment for new opportunities.
- o Be unafraid to challenge the old stereotypes. (i.e., that development will not located here if forced to consider aesthetics and that the City cannot afford to improve its aesthetic image).
- o Create a progressive, identifiable City image that functions on many levels, from the pragmatic, to the aesthetic, to higher thought and interpretation.
- o Design a solution for Kathmandu City, realizing the constraints and opportunities of our climate. Multi-seasonal appeal is important to success.

### **ADVANCE THE GOAL OF SIGNIFICANTLY BEAUTIFYING THE CITY WITHIN FIVE YEARS**

- o Create an overall vision, but clearly prioritize by most benefit to the community.
- o Prioritization is paramount, as five years is a very ambitious time line.
- o Achieve a greater positive overall effect by choosing a few key projects to do very well, rather than doing many disjointed smaller projects.

### **PROVIDE A TEMPLATE FOR BEAUTIFICATION BEYOND FIVE YEARS**

- o Create a lofty overall vision of what the City can become in the long term and implement key projects as discussed above.
- o Establish a precedent by setting a high standard of design and quality, with the aim to be self-perpetuating. Once part of the vision is deemed successful, it is easier to carry on and encourage more support both from the public and private sectors
- o Recognize the good design costs in the short term but pays large dividends in the future.

### **HELP STRENGTH THE TOURISM INDUSTRY IN THE CITY**

- o As a first step, improve the aesthetic and functional aspects in areas that are popular with visitors; then, visitors will left with a better overall impression of the City. This will result in favorable word of mouth advertising, in addition to a desire to stay for a longer period of time.
- o Utilize components of beautification as a catalyst to encourage visitors to make Kathmandu City a destination location.

## 6. CONCLUSION

A Beautification Strategy for the Kathmandu City should be the starting point for a new way of thinking and an aesthetic vision for the City, where all new development and construction by both the City and the private sector, works toward one unified vision and each new elements builds upon those already completed. The City must set a positive example in improving its visual environment; while encouraging the community and corporate sector to follow suit, further improving the image of our City. First and foremost a beautiful city enhances the quality of life for its residents, and provides them with a desirable place to live.

