



BHUBANESWAR DEVELOPMENT AUTHORITY
Akash Shova Building, Lok Seva Marg, Kharavela Nagar, Unit-III
Bhubaneswar

No. 15689 /BDA, Bhubaneswar,
File No: Planning (Env. & PSM)-15/16

Dated the 22.09. 2020

NOTIFICATION

Whereas, the Comprehensive Development Plan of Bhubaneswar Development Plan Area (BDPA) notified vide Gazette issue No. 474 Dtd. 08.04.2010, prescribed provisions of signage designs for Special Heritage Zones.

And whereas, Regulation 45 of BDA (Planning and Building Standards) Regulations, 2008 (Amended 2013) and Regulation 51 of BDA (P and BS) Regulations, 2018 have the provision for Authority to specify signage design guidelines with approval of the State Government. Similar provision has been prescribed under Sub-rule (1) of Rule 52 of Odisha Development Authorities (P and BS) Rules, 2020 notified vide Gazette No. 1043 Dtd. 12.08.2020.

And whereas, Bhubaneswar Development Authority (BDA) has prepared a "Draft Heritage Signage Guidelines for Ekamra Kshetra" in consultation with various stakeholders from Government sector, local community, heritage managers, urban designers and planners. The aforesaid draft guidelines was approved by the Authority in its 136th meeting held on Dt.20.12.2017 and was forwarded to the State Government for approval of the same.

And, whereas, the State Government vide Letter No. 13569 Dtd. 18.08.2020 have duly approved the guidelines. The same will be applicable to the proposed Heritage District in BDPA as per CDP 2030, which includes Ekamra Kshetra Heritage Zone (Old Bhubaneswar), Aitihashik Kshetra Heritage Zone (Sishupalgarh), Sanskritik Kshetra Heritage zone (Dhauri) as per map attached at Annexure 1.

Therefore, in pursuance to Sub-Rule (1) of Rule 52 of ODA (P & BS) Rules 2020, the "Heritage Signage Guidelines for Ekamra Kshetra" is hereby notified which shall be followed for all planning and design projects, building plan approval, building construction / addition/ alteration/ renovation, Installation of signage / display board/ temporary installations / shop signs within the above mentioned applicable area.

The "Heritage Signage Guidelines" is enclosed herewith at Annexure 2 and the soft copy of the aforesaid guidelines is available in BDA Website (www.bda.gov.in) for reference of all.

This shall come into force with immediate effect.

SECRETARY

BHUBANESWAR DEVELOPMENT AUTHORITY



BHUBANESWAR DEVELOPMENT AUTHORITY
Akash Shova Building, Lok Seva Marg, Kharavela Nagar, Unit-III
Bhubaneswar

Memo No. 15690 / BDA, Bhubaneswar,

Copy forwarded to Sr. Municipal Planner, BMC for information with a request to display the notification in BMC notice board and website.

Dt. 22.09.2020


SECRETARY, BDA

Memo No. 15691 / BDA, Bhubaneswar,

Copy forwarded to Superintending Archaeologist, ASI, Bhubaneswar Circle/ Superintendent, Odisha State Archaeology, Bhubaneswar for information.

Dt. 22.09.2020


SECRETARY, BDA

Memo No. 15692 / BDA, Bhubaneswar,

Copy to P.A. to Commissioner, BMC for kind information of Commissioner, BMC.

Dt. 22.09.2020


SECRETARY, BDA

Memo No. 15693 / BDA, Bhubaneswar,

Copy to P.S. to Commissioner-cum-Secretary to Govt., Works Department for kind information of Commissioner-cum-Secretary to Govt., Works Department.

Dt. 22.09.2020


SECRETARY, BDA

Memo No. 15694 / BDA, Bhubaneswar,

Copy to P.S. to Principal Secretary to Govt., Odia Language Literature and Culture Department for kind information of Principal Secretary to Govt., Odia Language Literature and Culture Department.

Dt. 22.09.2020


SECRETARY, BDA

Memo No. 15695 / BDA, Bhubaneswar,

Copy to P.S. to Commissioner-cum-Secretary to Govt., Tourism Department for kind information of Commissioner-cum-Secretary to Govt., Tourism Department.

Dt. 22.09.2020


SECRETARY, BDA

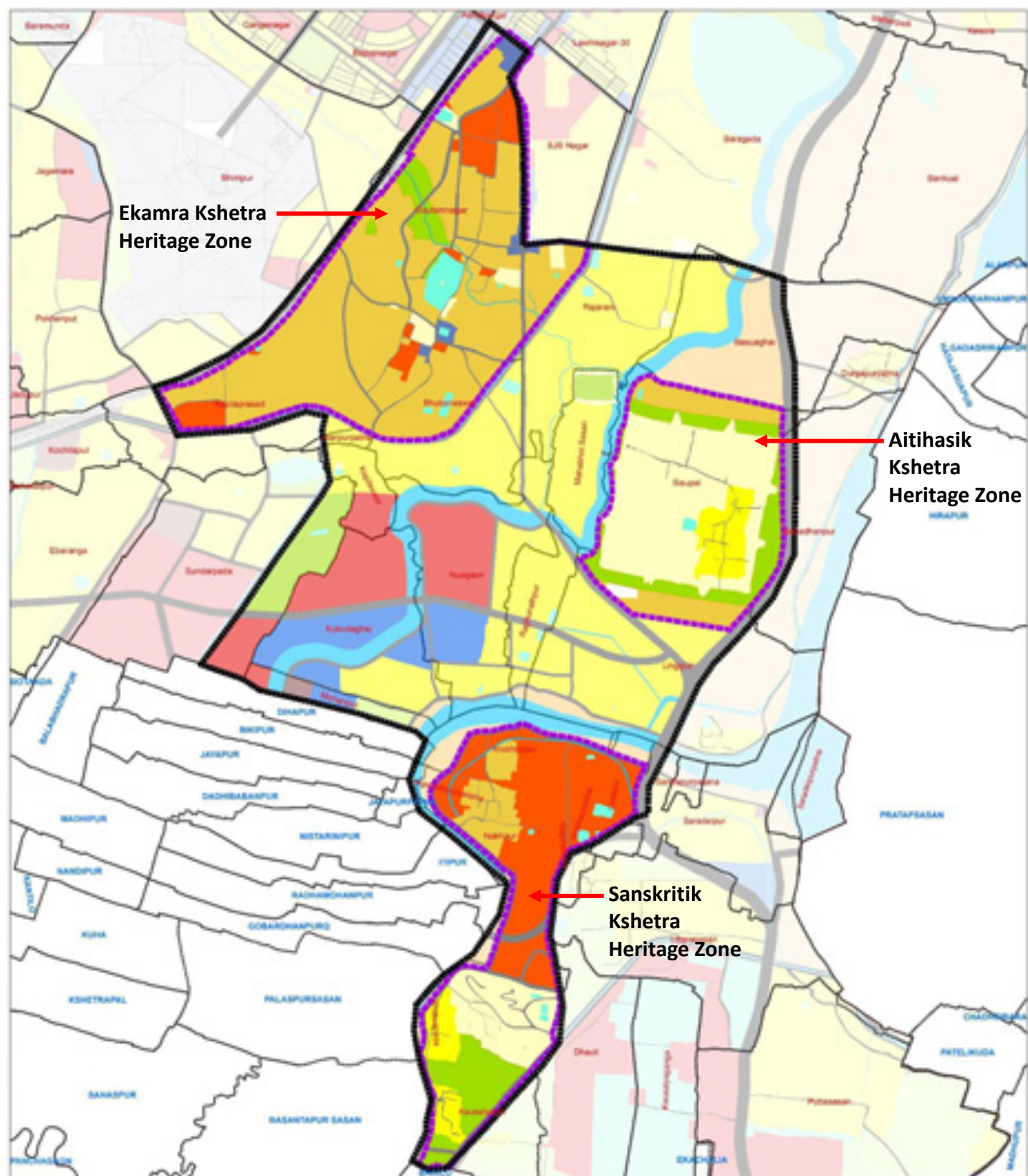
Memo No. 15696 / BDA, Bhubaneswar,

Copy to P.S. to Principal Secretary to Govt., H & U.D. Department for kind information of Principal Secretary to Govt., H & U.D. Department.

Dt. 22.09.2020


SECRETARY, BDA

⑥ PSM & Env. RY.



Legend

- Proposed Heritage District as per CDP
- Heritage Zones as per CDP
- Revenue Village Boundary

Landuse

- Residential Use Zone
- Retail Commercial & Business Use Zone
- Wholesale Commercial Use Zone
- Industrial Use Zone
- Public & Semi-public Use Zone
- Utility & Services Use Zone
- Open Space Use Zone
- Transportation Use Zone
- Road
- Railway

Special Heritage Zone

- SH Protected Monuments & Precincts
- SH-R Residential within Special Heritage Zone
- SH-BC Commercial within Special Heritage Zone
- SH-P Public & Semi-public within Special Heritage Zone
- SH-E Environmentally Sensitive Zone

Agricultural & Forest Use Zone

SH-1 Agricultural

SH-2 Forest

Water Bodies Use Zone

SH-3 Rivers, Canals & Streams

SH-4 Ponds, Lakes & Lagoons

SH-5 Airport

SH-6 Bus Depots/Truck Terminals

0 0.5 1 2 Kilometers

N



Heritage Signage Guidelines

Ekamra Kshetra, Bhubaneswar

Heritage Cell

Bhubaneswar Development Authority

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In 2016, Bhubaneswar Development Authority (BDA) identified the need to develop guidelines for unified signage designs for special heritage zones as specified in CDP - 2030. This followed recognition that there needed to be a stronger bridge between tourism signage as per international standards and the uniqueness of heritage resources existing within the city. Due to heavy congregation of monuments in the Old Town and surrounding areas of Bhubaneswar, it was considered to prepare the **Heritage Signage Guidelines for Ekamra Kshetra** in the first phase which will cover the area extent of Heritage District as proposed in CDP 2030.

The Heritage Cell was established in BDA and after consultation with various stakeholders from Government sector, local community, planners and heritage managers, the draft document was produced by the cell in 2017. The document got approved by the 136th authority meeting of BDA in December 2017 and is also duly approved by State Government on 2020. The guidelines include key elements on standard principles of signage and recommendations on different types of signage to be installed within the Ekarma Kshetra special heritage zone. The guideline also includes control measures to regulate the installation of business signs in the commercial areas of the heritage zone.

For further advice or assistance on heritage signage issues within the concerned area, the **Heritage Cell, BDA** may be contacted.

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ASI

Archaeological Survey of India (ASI) is an Indian government agency founded in 1861 attached to the Ministry of Culture that is responsible for archaeological research and the conservation and preservation of cultural monuments in the country.

BDPA

Bhubaneswar Development Plan Area (BDPA) is the area covered under the jurisdiction of Bhubaneswar Development Authority.

CDP

Comprehensive Development Plan is a statutory vision document for year 2030 prepared as per provisions of Orissa Development Authority Act, 1982, which aims at regulating and guiding the urban growth in the Bhubaneswar Development Plan Area.

Heritage Assets

All heritage monuments within heritage district including temples, traditional buildings, sacred tanks, ancient wells, mandaps, shrines etc.

Heritage District

Heritage District is an area identified under CDP 2030 for unified development around three special heritage zones.

Heritage Monument

Heritage Monument is a structure which is relevant to the historic times or cultural heritage of *Ekamra Kshetra*, due to its artistic, historical, political, technical or architectural importance.

Heritage Tank

Heritage Tank is a water body usually associated with the temples and its rituals.

Heritage Zone

Heritage Zone is an area delineated under CDP 2030 considering significance and concentration of heritage structures within it.

Sahi/ Lane

Sahi/ Lane is a residential street within the heritage district which is typically allocated to a group of people of same occupation (which is related to serving Lord *Lingaraja*).

Ekamra Kshetra represents the old city core of Bhubaneswar, the capital city of Odisha which is testament to an ancient architectural and historical heritage covering almost 2,000 years from the 3rd Century BC to 15th Century AD.

Over a period of time, being the administrative headquarters of the state to recently being an aspiring smart city, the need is felt to balance the development with the responsible use of rich heritage resources of the city. Heritage Cell, BDA has explored issues of common concern in the heritage areas of Bhubaneswar and put in constant efforts in resolving those. Discussions over last few years have demonstrated that introducing proper signage system has much common ground and potential contribution towards immediate makeover of an area and improvement in tourism infrastructure as well.

In this guide, information have been provided to help people clearly understand the usability of different types of signage and some practical examples have also been developed for designing and successfully executing the same in heritage areas. Hope this guide will act as a useful springboard for all concerned.



OVERVIEW



- 1.1 Purpose
- 1.2 Scope
- 1.3 Heritage of Ekamra Kshetra
- 1.4 Need for Heritage Signage Guidelines in Ekamra Kshetra
 - 1.4.1 Existing signage
 - 1.4.2 Issues

1.1 PURPOSE

The purpose of the signage guidelines is to provide clear, concise information which is relevant, aesthetically pleasing and consistent for all sites. This will help in promoting an unified appearance for all signages and eliminate the inconsistent, ineffective and unnecessary signs.

The colour, font, material and scale of all signs should be historically sensitive to the monument/building and the distinctiveness of the old town area.

These signage guidelines will be adopted as part of the BDA (Planning and Building standard) Regulations.

1.2 SCOPE

Heritage Signage Guidelines will be applicable to the Proposed **Heritage District** in Bhubaneswar Development Plan Area as per CDP 2030 (Map 1). The area extends upto approx.19 sqkm of land that includes 3 out of 7 special heritage zones identified in CDP 2030 and their surrounding areas. They are:

- Old Bhubaneswar: *Ekamra Kshetra* Heritage Zone
- Sishupalgarh: *Aitihashik Kshetra* Heritage Zone
- Dhauli: *Sanskritik Kshetra* Heritage Zone

These guidelines address those responsible for the planning and construction of buildings, temporary structures, streets, and neighbourhoods of the heritage district. It will also act as a working tool for the local residents, shop owners, designers and government officials who are responsible for the development as well as preservation work within the heritage district.



Map 1: Proposed Heritage District in Bhubaneswar Development Plan Area as per CDP 2030

Ekamra Kshetra is the synthesis of multi-religious systems namely Brahminical, Buddhist and Jain. *Ekamra Kshetra* was started being celebrated as a Shaiva centre - the seat of *Tribhubanesvara* (another name of Lord Lingaraja) at least from 7th century A.D. Architecturally, the Odishan temples resolve themselves into three broad orders namely *Rekha*, *Pidha* or *Bhadra* and *Khakhara*. While the *Rekha* and *Pidha* *deulas* have surmounting curvilinear spire and horizontal platforms (*pidhas*) respectively as their roofs, the *Khakhara* *deul* has a barrel-vaulted elongated roof.

Ekamra Kshetra was divided into *asta-ayatana* or eight sacred precincts that are ritualistically and symbolically connected to the Lingaraja Temple. The heritage zone now consists of around 140 temples which vary in size from the gigantic structures like the great Lingaraja, to the miniatures of a few feet set up in waysides or along the banks of the ancient tanks. In the *Ekamra Kshetra*, reference is made to '*ekonakoti lingas*', i.e. one less to a crore' and a crore is completed when "Lingaraja" is taken into account. These temples are still functional and home to numerous intangible living traditions, rituals, festivals and other observances believed to be centuries old.



1.4.1 EXISTING SIGNAGE



Fig. 1: Protection notice board by ASI



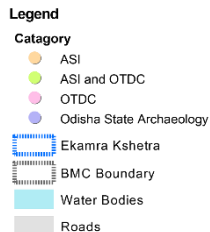
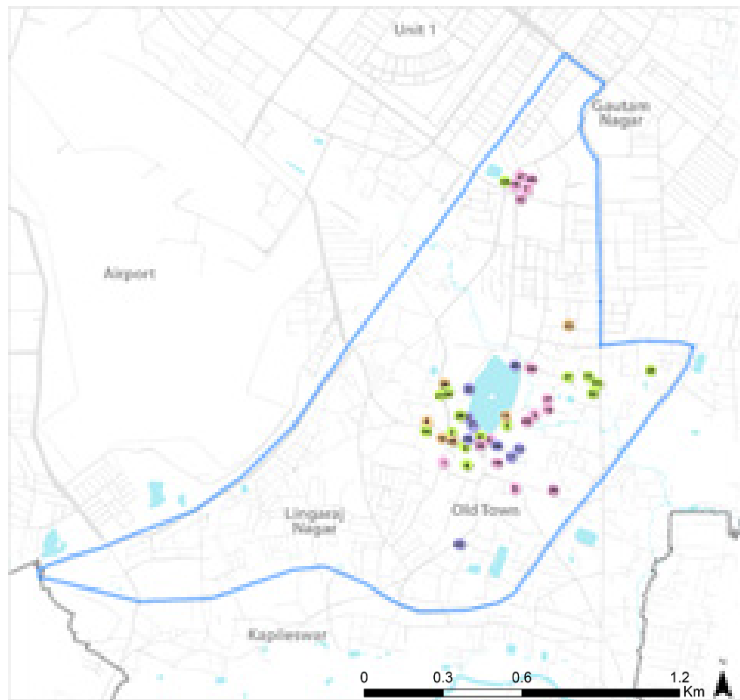
Fig. 2: Name sign board by State Archaeology



Fig. 3: Information Signage by INTACH



Fig. 4: Signage by BDA



SR. NO.	NAME	SR. NO.	NAME
1	AIKANYESVARA SIVA TEMPLE	25	PAPANASINI SIVA TEMPLE
2	AKHANDALESVARA TEMPLE	26	PARAMAGURU SIVA TEMPLE
3	ANANTA BASUDEB TEMPLE	27	PARSURAMESWAR TEMPLE
4	BAKRESVARA TEMPLE	28	PURVESVARA SIVA TEMPLE
5	BHABANI SHANKAR TEMPLE	29	RAJARAM TEMPLE
6	BHARATESWAR TEMPLE	30	SAHASRALINGA TEMPLE
7	BHARATESWAR TEMPLE	31	SARI TEMPLE
8	CHITRAKARINI TEMPLE AND MINOR SHRINES	32	SATRUUGHNESWAR TEMPLE
9	DAKARA BIBHISHANESVARA SIVA TEMPLE	33	SIDDHESVARA TEMPLE
10	DAKSHA PRAJAPATI TEMPLE, BANPUR	34	SISIRESVARA TEMPLE
11	EKAMBARESVARA TEMPLE	35	SUBARNA JALESWAR SIVA TEMPLE
12	GANGA YAMUNA TANK	36	SUKA TEMPLE
13	JALESWAR TEMPLE	37	SWARNA JALESWAR TEMPLE
14	YAMESVARA TEMPLE	38	TALESVARA SIVA TEMPLE - I
15	KOTIRITHESVARA SIVA TEMPLE	39	TRITHESVARA SIVA TEMPLE
16	KUSHESVARA SIVA TEMPLE	40	UTTARESVARA SIVA TEMPLE
17	LAKHESVARA SIVA TEMPLE	41	VAITAL DEUL
18	LINGARAJ TEMPLE	42	SHYAMESVARA TEMPLE
19	MAKARESWAR TEMPLE	43	SHAMPURNA JALESVARA TEMPLE
20	MARKANDESVARA TEMPLE	44	RAMESVARA TEMPLE
21	MOHINI TEMPLE	45	MITRESVARA TEMPLE
22	MUKTESWAR TEMPLE WITH MINOR SHRINES	46	KAINCHI TEMPLE
23	NAGESWAR TEMPLE/ NABAKESWAR TEMPLE	47	LABAKESVARA TEMPLE
24	NILAKANTHESVARA SIVA TEMPLE	48	LAXMANESWAR TEMPLE

Map 2: Existing signage map of Ekamra Kshetra

1.4.2 ISSUES

Different types of signage have been installed in Ekamra Kshetra by various agencies. Due to lack of coordination among agencies and minor consideration of heritage value of the area, the existing signage is not serving the purpose. Over a period of time the old signage have also been weathered and certain issues have been identified.

- Visual clutter due to presence of multiple signage at single location
- Absence of proper interpretation signage creates confusion among visitors
- Masking of built form due to improper placement of advertisements and hoardings
- Poor visibility of wayfinding signs and maps due to weathering



Fig. 5: Existing signage near Daityeswara Temple



Fig. 6: Existing signage in front of Lingaraja Temple (eastern gate)



Fig. 7: Existing signage near Bhajan Mandap Square



Fig. 8: Existing heritage map near Taleswara Temple Square

WHAT IS HERITAGE SIGNAGE?



2.1 Principles of signage

2.1.1 Scale

2.1.2 Placement

2.1.3 Safety

2.1.4 Clutter

2.1.5 Context

2.1.6 Material, Colour and Workmanship

2.2 Types of signage

2.1 PRINCIPLES OF SIGNAGE

2.1.1 SCALE

A heritage signage should be designed in such a way that they respect the age, architecture and scale of historic buildings as well as the historic nature of the overall streetscape. The design should be simple and legible and should not overpower the surrounding monuments and other heritage buildings.

2.1.2 PLACEMENT

Signage are to be strategically placed to provide ready information to visitors also depicting significance of the monument and must be positioned so as to ensure unobstructed visibility. They must not obscure the design elements or architectural features of the monument. Duplication of information through placement of multiple signage should be avoided.

2.1.3 SAFETY

A well designed signage should not obscure road signs or sight lines, should not create distraction to motorists, or obstruct the footpath. They must be clear and legible.

2.1.4 CLUTTER

Signages should avoid proliferation of signs in a confined area. It should not be randomly positioned, should not duplicate information, should not overlap other signs, and should not use shapes or colours out of context with the surroundings

2.1.5 CONTEXT

A well designed signage should integrate architectural features of the heritage zone, must be a cohesive part of the monuments.

2.1.6 MATERIAL, COLOUR AND WORKMANSHIP

The signage design should incorporate traditional construction material like laterite, Sandstone, Khandolite etc. and earthy tones for texts so as not to contrast the built environment. Fixing details should be robust and should be undertaken by qualified professionals.

The signage should be made/ fabricated using durable, low maintenance material.

Directional

- Directional free standing signage
- Directional wall mounted signage
- Wayfinding signage



Fig. 9: Example of directional signage



Fig. 12: Example of facility signs

Facility signs

- Parking signs
- Tourist facility signs

Interpretive

- Information signage



Fig. 10: Example of interpretive signage



Fig. 13: Example of business signs

Business signs

- Shop signs
- Hoardings

Orientation

- Location signage
- Heritage map
- Guide Map



Fig. 11: Example of orientation signage



Fig. 14: Example of building name signs

Building signs

- Buildings names
- Building numbers

DESIGN CRITERIA



- 3.1 Colour
- 3.2 Text style
- 3.3 Line spacing
- 3.4 Paragraph style
- 3.5 Arrows and icons
- 3.6 Architectural elements

“ The brown colour reserved for tourist attraction signs must never be used for other road signs. It is recommended that countries using other colours for tourist attraction signs should replace them gradually with signs having a brown background and white symbols and/or lettering or brown symbols and/or lettering on a light background. ”

- World Tourism Organization, TOURISM SIGNS & SYMBOLS - A Status Report & Guidebook, 2001

- As recommended by the Convention on Road Signs and Signals (Vienna, 1968), tourism signs should be clearly differentiated from other types or road signs by creating square or rectangular or arrow shaped signs and using brown or white or a combination of these two colors
- In *Ekamra Kshetra*, **brown background** and **white symbols and/or lettering** is recommended for using in heritage signage



Fig. 15: Recommended colour for signage

ENGLISH/ English

Frutiger LT Std 55 Roman is the designated font for English text and numbers

ଓଡ଼ିଆ

Sarala is the designated font for Odia text and numbers

3.3 LINE SPACING

- 140-150% for related text
- 170-200% for separate unrelated text or lists
- Preferred spacing for 1 inch text is shown below:

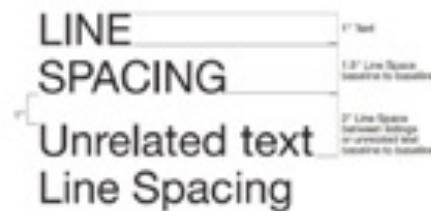


Fig. 16: Recommended line spacing

3.4 PARAGRAPH STYLE

The content should be centrally aligned in case of single line and flushed left in case of paragraph

Designs for arrows and icons used for different signage should be uniform in nature. Few examples may be referred as below.

- Arrow design as shown below should be used wherever direction needs to be shown in a signage.



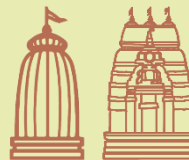
Fig. 17: Recommended arrow design

- In order to show the tourist facilities like toilets, drinking water, tourist information, no shoes and parking etc. within the heritage zone, standard international icons to be used as shown below.



Fig. 18: International standardized icons for facility signs

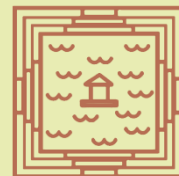
- The following sample icons should be used for depicting various heritage assets:



Temple



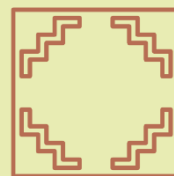
Matha and Dharmshala



Sacred tank



Mandap



Haat



Ekamra Van

Fig. 19: Recommended icons for different heritage assets

The design of the signage should be in harmony with the *Kalingan Style* of temple architecture. The basic elements that have been considered while preparing these guidelines are mentioned below:

3.6.1 TRIRATHA PLAN OF TEMPLE

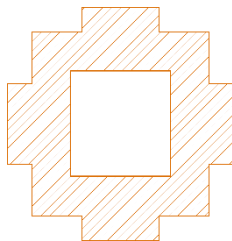


Fig. 20: Triratha plan of temple

According to *Silpashastra*, Kalingan temples are divided in four classes based on their plan. The outer projections on temple walls run along the entire height of the temple up to the end of the *gandi*. If there be one projection, the wall becomes divided into three *rathakas* or *pagas*, two of which lie in the same plane, the other being disposed a little forward. This type of plan is called *tri-ratha* temple.

3.6.2 FOLIAGE PATTERN OF TEMPLE CARVINGS

The façade of Kalingan style of temples are usually decorated with sculptures and different types of foliage patterns. The patterns are composed of wave-like curves, tendrils, leaves and flowers etc.

3.6.3 PISTA OR PEDESTAL OF TEMPLES

a. *Bhadra Pista*

The sum of the different elements of the *Bhadra pista* is 18, of which the *khura* covers 6, the *jangha* 6 and the *basanta* 6 parts. The *basanta* can also be replaced by two mouldings of equal height.

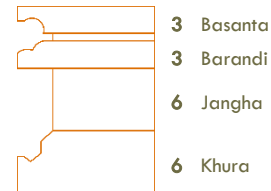


Fig. 21: *Bhadra pista* of temple

b. *Singha Pista*

Parts of the *Singha pista* should be in the following proportion:

- *Khura* 5, *jangha* 6, *barandi* 2, *basanta* 2,
- *Khura* 4, *noli* 1, *jangha* 7, *barandi* 2 and *basanta* 2

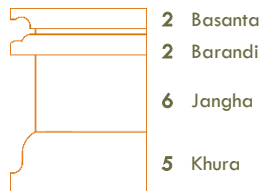


Fig. 22: *Singha pista* of temple

c. *Kani Pista*

The usual proportion of the mouldings of a *Kani pista* is *khura* 6, *kani* 5, *basanta* 4. But deviations are seen in many temples

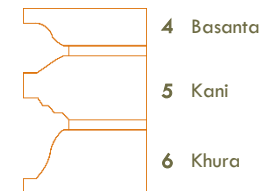


Fig. 23: *Kani pista* of temple

d. *Parijangha Pista*

The specifications of the *Parijangha pista* are *khura* 5, *jangha* 6 and *basanta* 3; total 14.

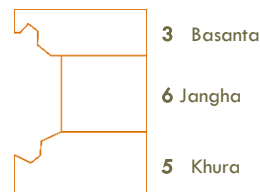


Fig. 24: *Parijangha pista* of temple

SIGNAGE DESIGNS



- 4.1 Directional free standing signage
- 4.2 Directional wall mounted signage
- 4.3 Way finding signage
- 4.4 Location signage
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- 4.8 Facility signage
- 4.9 Business signs
- 4.10 Building names and numbers

4.1.1 USAGE

- For giving direction to heritage assets and other important places within the heritage zone
- Meant for pedestrians as well as vehicular traffic
- To be used on main roads which are wide with footpaths and have heavy vehicular movement, such that they can be seen from a distance



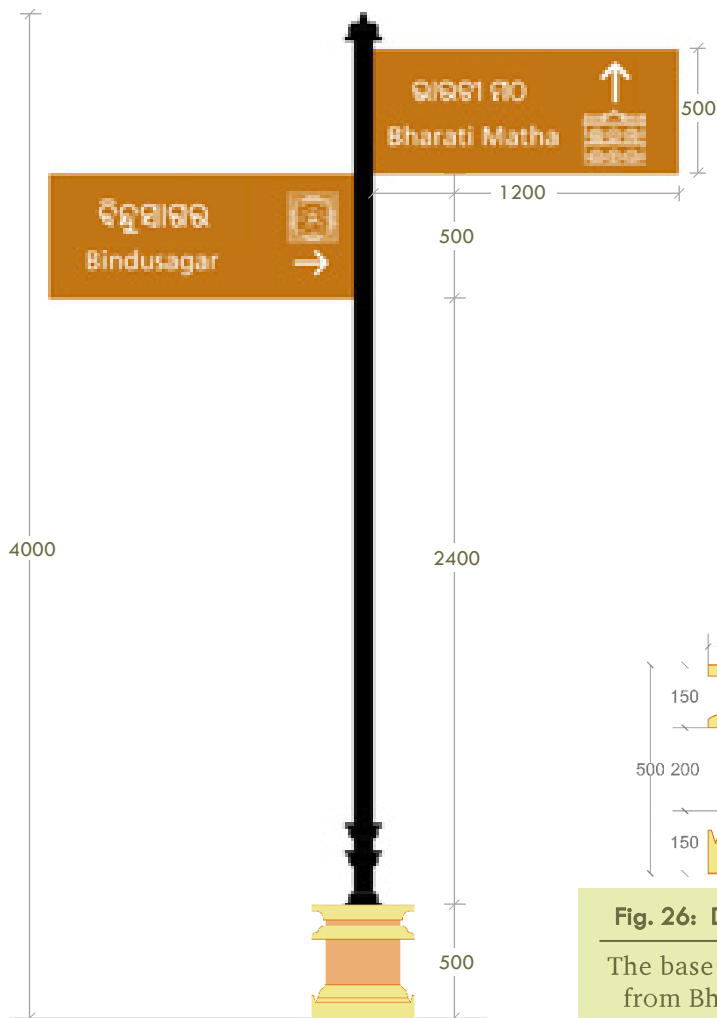


Fig. 25: Directional free standing signage

4.1.2 LOCATION

- On all main crossings and turnings of roads wider than 9 m
- Should be positioned in such a way that they indicate clearly the access routes to heritage assets and other important places

4.1.3 SPECIFICATIONS

- The signage structure is a combination of wrought/cast iron pipe structure with sandstone base and capping
- Stainless Steel Panel flags with symbol and text digitally H1625-RS printed on micro prismatic retro reflective boards conforming to type XI DG3 (diamond grade) 4000 series. 2-4 panels can be added as per requirement
- Text language: Odia and English
- Text height: Odia 80-85 mm; English 75-80 mm
- Icon height: 200-220 mm

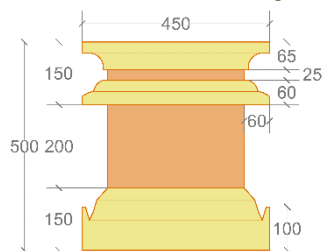
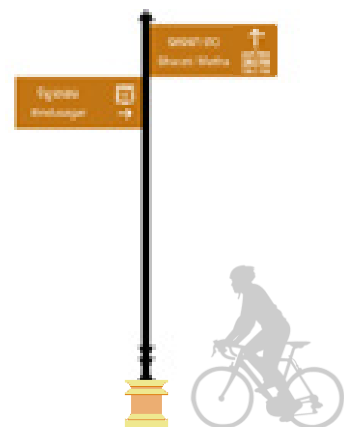


Fig. 26: Details of base

The base design has been derived from Bhadra Pista (Ref. Clause 3.6.3)



4.2.1 USAGE

- For giving direction to a monument
- For indicating the name of a specific heritage asset

4.2.2 LOCATION

- On a wall or pole located on a road of width lesser than 10m to indicate the direction of the monument ahead

or

On a wall or pole directing towards the lane within which a monument is located

or

On a wall or pole outside a heritage monument indicating its name and location

- To be placed leaving a clear height of 2400 mm from ground level
- Suitable height for placement to be decided w.r.t roof height and lintel level of the concerned building





Fig. 27: Directional wall mounted signage

4.2.3 SPECIFICATIONS

- Mild steel panels (with/without wrought iron frame) screwed directly on wall. Text printed digitally H1625-RS printed on micro prismatic retro reflective boards conforming to type XI DG3 (diamond grade) 4000 series
- Text language: Odia and English
- Text height: Odia 70-75 mm; English 65-70mm
- Icon height: 150-170 mm

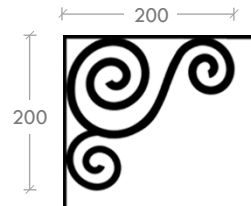
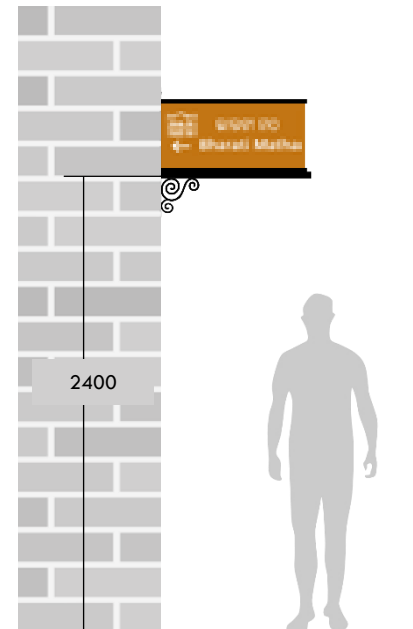


Fig. 28: Details of bracket

The ornamental bracket design below the signage has been derived from the foliage patterns found in the *Kalingan* style temple architecture (Ref. Clause 3.6.2)



4.3.1 USAGE

- To orient visitors to a nearby monument leading the way from their present location
- Can also be used as a name sign for the monument in case of space constraint

4.3.2 LOCATION

- On walls of lane approaching a monument (within 100-200 m distance from the monument) or

On the boundary wall of the concerned monument

- To be placed leaving a clear ht. of 1500 mm from ground level.
- Suitable ht. for placement to be decided w.r.t availability of space on the wall





Fig. 29: Wayfinding signage

4.3.3 SPECIFICATIONS

- Mild steel panels (with/without wrought iron frame) screwed directly on wall. Text printed digitally H1625-RS printed on micro prismatic retro reflective boards conforming to type XI DG3 (diamond grade) 4000 series
- Text language: Odia and English
- Text height: Odia 40-45 mm
English 40-45 mm
Century 30-35 mm
- Icon height: 155-175 mm

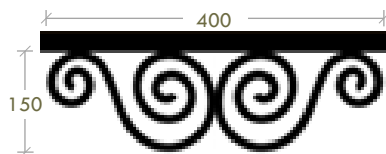
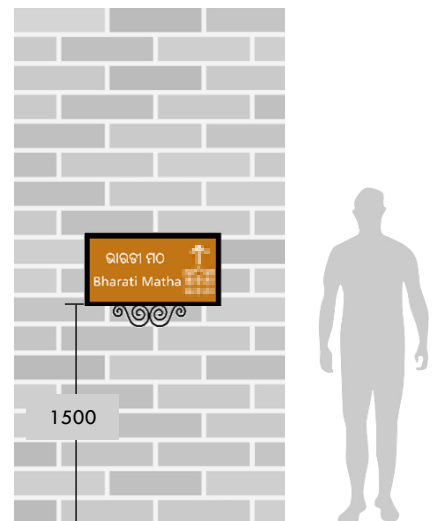


Fig. 30: Details of bracket

The ornamental bracket design below the signage has been derived from the foliage patterns found in the Kalingan style temple architecture (Ref. Clause 3.6.2)





4.4.1 USAGE

- For indicating the name and direction of the old residential lanes (*sahi*)
- For indicating the names of major crossings
- For indicating names of natural features like wetlands, ponds etc.
- Meant for pedestrians as well as vehicular traffic

4.4.2 LOCATION

- Near entry points to residential lanes of heritage importance. e.g.: *Kunjapatana sahi*, *Barik sahi*, *Mishra sahi*, *Pujapanda sahi*, *Badu sahi*, *Behera sahi*, *Harachandi sahi*, *Kancha Bhoi sahi* etc.
- On major crossings
- On the road adjacent to natural features like wetlands, ponds etc.

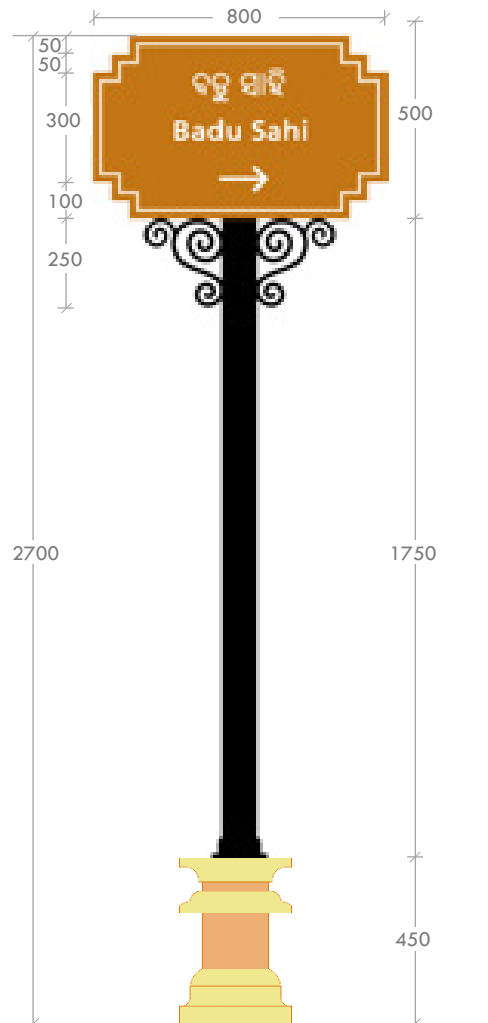


Fig. 31: Location signage

4.4.3 SPECIFICATIONS

- The signage structure is a combination of wrought/cast iron pipe structure with sandstone base and iron brackets.
- Stainless Steel Panel flags with symbol and text digitally H1625-RS printed on micro prismatic retro reflective boards conforming to type XI DG3 (diamond grade) 4000 series.
- Text language: Odia and English
- Text height: Odia 55-60 mm; English 55-60 mm

The shape of the panel has been derived from the *Tri-ratha* plan of *Kalingan* style temple architecture (Ref. Clause 3.6.1)

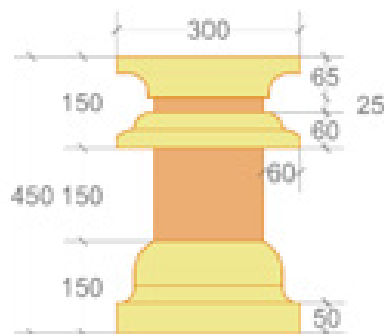
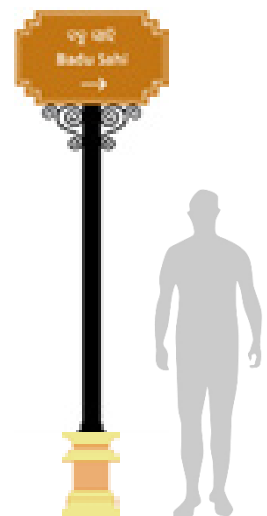


Fig. 32: Details of base

The base design has been derived from *Singha Pista* (Ref. Clause 3.6.3)



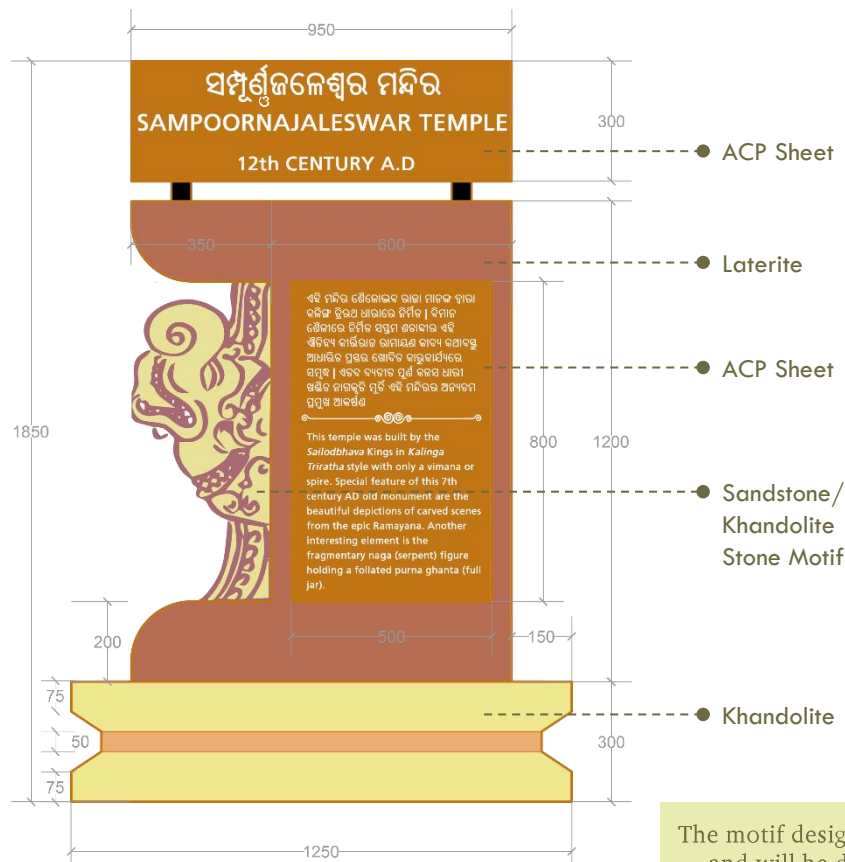
4.5.1 USAGE

- To be used as name sign of the heritage monuments
- To be used as a reference to its period of construction
- To disseminate information on heritage structures/monuments, such as their history, architecture, associated legends and folklore etc.

4.5.2 LOCATION

- To be placed near a heritage precinct
- To be placed near the entry of monuments (preferably to the left)
- In case of space constraint and for minor structures, only the name sign board along with information on period of construction should be installed on a nearby wall





Details of base

The base design has been inspired from *Parijangha Pista* (Ref. Clause 3.6.3)

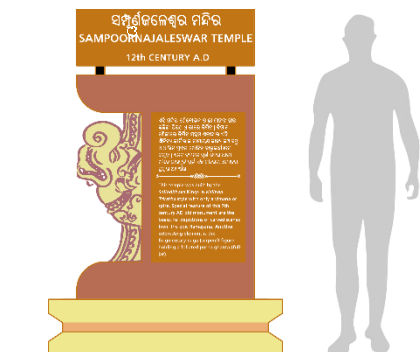
4.5.3 SPECIFICATIONS

- The name of the monument is to be written on composite aluminium panel fixed on top.
- The signage structure is a combination of laterite wall, sandstone figurine and stainless steel panel fixed on the laterite wall with text printed on eco-solvent stickers on a vinyl base.
- The text containing information about the monument (supporting text), should be written in Odia followed by English with the paragraph break design in between as shown below:



- Text language: Odia and English
- Heading text height: Odia 55-60 mm
English 40-45 mm
Age 30-35
- Supporting text height: Odia 15-18 mm
English 15-18 mm

The motif design can vary and will be designed taking into consideration one of the distinct features of the monument where it will be installed





4.6.1 USAGE

- To display congregation of all major temples, mathas/dharmashalas, sacred tanks and other heritage assets w.r.t. major roads enabling visitors to navigate within the heritage zone

4.6.2 LOCATION

- On major public congregation spaces and important junctions (to be installed subject to availability of open space where none of the monuments shall be visually obstructed)
- Location maps with respect to visitor position should be installed at all major entry points to the heritage zone



- DG3 digital printing series (super high efficiency reflective sheeting) with alphabets/ numerical/ pictorials digitally printed and laminated using 1170c laminate in matt finish
- External LED flood lighting should be fixed on top
- “You are here” sign, North sign and QR Code for tourism website of the city should be included in the map
- Text language: Odia and English
- Heading text height: 75 mm
Sub-heading text height: 55 mm
Supporting text height: 30 mm
- Icon height: 110 mm

Fig. 34: Heritage map

4.7.1 USAGE

- To show location of all important monuments and tourist facilities within approx. 500 m radius
- For easy navigation of visitors providing all information on tourist infrastructure facilities like toilet, parking, souvenir shop, drinking water, authentic food destinations etc.

4.7.2 LOCATION

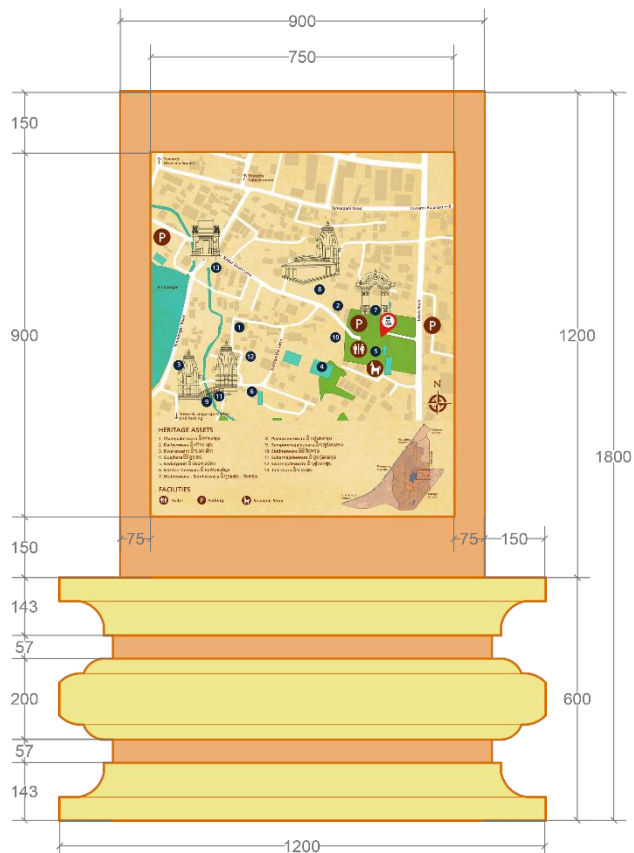
- On public congregation spaces or small junctions where concentration of heritage assets is more



4.7.3 SPECIFICATIONS

- DG3 digital printing series (super high efficiency reflective sheeting) with alphabets/ numerical/ pictorials digitally printed and laminated using 1170c laminate in matt finish
- The base corresponds to a specific kind of pedestal i.e. *Kani Pista*, with three mouldings with 4:5:6 proportion
- Concrete structure with text etched and painted on top.
- Sandstone cladding at the base text
- Language: Odia and English
- Text height: Heading -10 mm
Supporting text - 8 mm

A key map should be provided marking the area extent of the concerned guide map with reference to the map of special heritage zone - *Ekamra Kshetra*. This will enable visitors to get an understanding of their present location and make them familiar with the entire heritage area facilitating their movement with ease.



Details of base

The base design has been inspired from *Kani Pista* (Ref. Clause 3.6.3)

Fig. 35: Guide map with base details

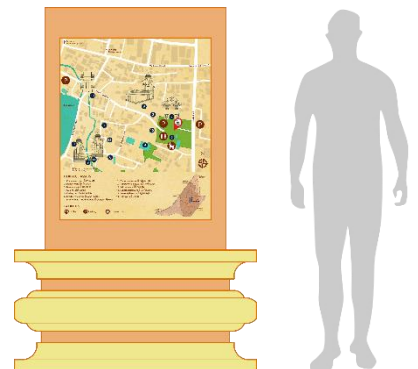




Fig. 36: Parking Signs

Signage related to transportation facility e.g. parking, bus stops, Public Bicycle Sharing & e-rickshaw stations, taxi drop off points etc. should be marked along with suitable icons. Few such signage are shown above for reference.



Fig. 37: Tourist Facility Signs

Tourist facility signs may include signage for tourist information centre, toilets, drinking water facility, ATMs, authentic food joints etc. Few such signage are shown above for reference.

4.8.1 USAGE

- For identification and location of public facilities and emergency signage around heritage structures and within a complex such as:
 - Parking signs
 - Tourist facility signs

4.8.2 LOCATION

- To be placed outside facilities on free standing poles or on walls as well as common points in the complex which can be easily viewed by visitors

4.8.3 SPECIFICATIONS

- Digitally H1625-RS printed on micro prismatic retro reflective boards conforming to type XI DG3 (diamond grade) 4000 series
- Panel size: 450 mm x 450 mm
- Icon height: 150-250 mm
- Text height: 60-65 mm
- In order to give direction to a particular facility, the direction arrow should be added below the icon along with information on walking distance (Ref. Fig. 38)
- All accessibility signs shall follow National Building Code 2016



Fig. 38: Directional sign for facilities

Bhubaneswar Development Authority shall frame urban design guidelines to regulate residential and commercial development along the major corridors of *Ekamra Kshetra* which would complement its surroundings and make a positive contribution to the built environment.

4.9.1 CONTROL MEASURES

Till the Urban Design Guidelines are framed, the following measures should be followed:

- The *Ekamra Kshetra* Heritage Zone has been declared as a 'No Hoarding Zone', the hoardings from all Govt. private open spaces buildings are to be removed. The advertisement designs need to follow the advertisement rules of the state.
- All hoardings and signage which obscure, destroy and damage the architectural character of the building should be removed.
- The signage should be in harmony with, be sensitive towards and not encroach upon the existing fabric.
- No signage shall be painted on the original face of brickwork, laterite, sandstone, terracotta and tiling or any other surface that is traditionally built.
- Advertisement through painting on the walls is strictly disallowed within the heritage zone. Any such painted advertisement needs to be repainted with original building/wall colour or restored using original material specification.

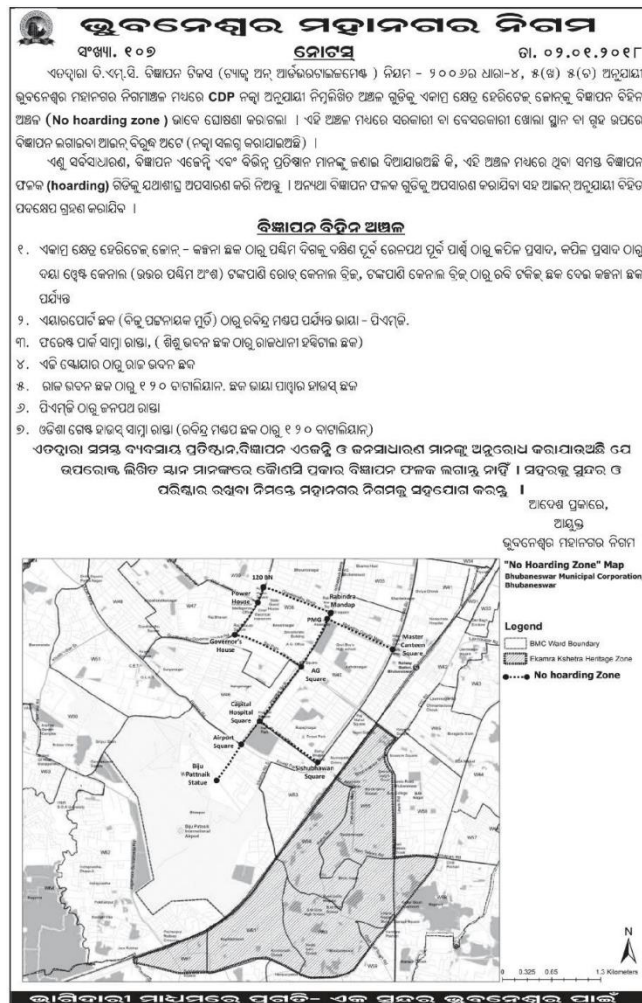


Fig. 39: Notice by Bhubaneswar Municipal Corporation to declare *Ekamra Kshetra* Heritage zone as 'No Hoarding Zone'

- vi. Fixing of advertisement boards of third party retailers on shop fronts will not be permitted.
- vii. The signage of individual shops need to be consistent to the maximum possible extent in the streetscape.
- viii. The signage of individual shops need to coincide with the existing historic facades and not pose damage to the original architectural character of the precinct.
- ix. Where a number of tenancies occupy the same building or row of properties, the signage is to be consistent in regard to shape, background colour, size, fixing methods and lighting.
- x. Consistency in placement of signs between neighbouring buildings which have a common architectural style, whether traditional or contemporary is encouraged.
- xi. Fixing of any new signage needs prior permission of the authority.
- xii. In case of ATMs, the name and logo of the concerned bank would be written inside the interior surface of the glazed area for recognition by visitors. The signboard above the ATM would follow the design criteria as prescribed for all other shops.



Fig. 40: Existing shop signage at Kedar Gouri Plaza



Fig. 41: Suggested shop signage at Kedar Gouri Plaza

4.9.2 SPECIFICATIONS

a. Size of signboard

- Size of the signboard is to be 600mm in height and width as per the space available which is to be consistent in regards to size, fixing methods and positioning for a single building if there are multiple shops (Ref. Fig. 42).



Fig. 42: Size specifications of shop signage

b. Placement

- Sign boards should be placed in between the lintel band and subsequent roof level. Multiple sign boards used in a single building should be of same size. They should be fixed as per availability of space and should match with the placement of signboards in consecutive buildings.
- To ensure that signs do not dominate or obscure the architectural character and elements of a building or a group of buildings, the signage is not directly fixed by any means to brickwork or stone wall surface, but should be fixed into mortar joints.
- Vertical positioning/alignment of the signboard should follow the centre line of the available opening/arches visible in the front elevation (Ref. Fig. 42).



Fig. 43: Existing shop signage at Ratha road



Fig. 44: Suggested shop signage at Ratha road

The design and placement of appropriate **business signage** is functional, adds interest to commercial areas and enhances its amenity value

c. Colour

- Background colour for all shop signs should be in off-white
- Border and font should be in terracotta red
- There would be no colour restriction on the logo

d. Content

- The number of signs is limited to those necessary to display the name of the business and/or proprietor and the name of the building (if applicable)
- The content of the signage has minimum reference to the particular service provided or products retailed from the premises
- No graphics is allowed on the signboard except logo



Fig. 46: Existing shop signage at Mausima Square

e. Border

- A simple border resembling the *tri-ratha* plan of a *Kalingan* Style of temple may be used as a border as shown below



Fig. 45: Suggested border design for Business signs

f. Lighting

- Where lighting is required, the sign is to be externally spot lit
- Internally lit signs, neon signs or signs with neon lettering is prohibited



Fig. 47: Suggested shop signage at Mausima Square

g. Letter Height

- For optimum visibility, the sign's lettering, graphics or logos must be 100-200mm
- Supplementary lettering for supporting text on the signboard should be 75-90mm high



Fig. 48: Illustration for suggested shop signage

h. Letter Case

- Name of the shops and supporting text are required to be all upper case

i. Language

- Language used for text should be mandatorily in Odia along with English (if required)
- As per provision of The Odisha Shops and Commercial Establishments (Amendment) Act, 2018, display of name of an establishment in Odia Language is mandatory
- If need be, the name can be written in English as an supporting text
- The sub-content related to the service provided by the establishment or address of the same should be displayed in Odia as per the height specification mentioned at 4.9.2 (g)



Fig. 49: Existing shop signage at Tala Bazaar Road



Fig. 50: Suggested shop signage at Tala Bazaar Road

- Name of all old buildings are found to be written in a typical pattern by engraving the name in the wall itself. This type of pattern is to be retained and followed for naming of buildings wherever possible



Fig. 51: Vernacular style of writing building names

- It was common for the name of the buildings and/or the date of construction to be included on the facade, either raised or incised
- This information is historically valuable and if it has survived, it should be preserved
- It should not be removed or obscured by new signs
- Similar style and pattern should be replicated in other newer buildings



As per Clause 51 of Bhubaneswar Development Authority (Planning and Building Standards) Regulations 2018, these guidelines will be applicable to the heritage district of Bhubaneswar (Ref. Section 1.2).

- a) All new constructions or addition/alteration of existing structures within the heritage district shall comply to the provisions as laid out in the guidelines.
- b) As per Notice No. 107 dated 02.01.2017 issued by Bhubaneswar Municipal Corporation (Ref. Fig. 39 of Section 4.9.1), installation of advertisement hoardings within *Ekamra Kshetra* heritage zone is not permitted. As per Clause 8.3 of Odisha Outdoor Advertisement & Hoarding Policy, 2015 framed by Works Department “Legal proceedings or the issue of an infringement letter may be undertaken for an unauthorized Advertising Device (in addition to removing the device). The unauthorized advertisement will be removed immediately, at the cost of the advertiser, for which no legal notice is required to be given. All legal action can be taken which falls in the jurisdiction of District Court”. Further as per Clause 9 (v) “If any advertisement erected, exhibited, fixed or retained on any land and building unauthorized and in contravention of provision of the Act and the bye-laws framed there under, such advertisements or hoardings shall be removed by the Commissioner without any notice whatsoever and expensed regarding removal of such unauthorized advertisement or hoardings shall be recovered from the concerned as per instructions of respective competent authorities of road owning agencies”.
- c) As per provision of The Odisha Shops and Commercial Establishments (Amendment) Act, 2018 all existing commercial establishments shall display their name in Odia language within one month from the date of commencement of the said Act i.e. Dt.27.04.2018. Whoever contravenes the provisions of the Act shall, on conviction, be punishable with fine which for the first offence shall not be less than one thousand rupees and may extend to five thousand rupees and for the second or subsequent offence shall not be less than two thousand rupees and may extend to twenty-five thousand rupees as per the provision of the said act.
- d) The heritage signage installations shall be executed to ensure quality and sturdiness of the structure so as to make them disaster resilient.
- e) After installation of heritage signages, for any kind of vandalism or physical damage deliberately done to the signage structures, applicable penalty as decided by the Bhubaneswar Municipal Corporation will be imposed.



- BDA. (2010). Comprehensive Development Plan for Bhubaneswar Development Plan Area. Bhubaneswar.
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- ICZMP. (2013). Training Manual for Stone Artisans. Bhubaneswar: ICZMP, Odisha and Odisha State Archaeology Department of Culture.
- NCCPD. (2009). Napier City Signage Guidelines. Napier City Council Planning Department.
- WTO. (2001). Tourism signs & symbols : a status report & handbook. Madrid: World Tourism Organization.



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www.bda.gov.in