



# Broader Heritage Protection: Place Identity and Engagement

## 6.0 Introduction

The proposed heritage trail highlights the history and urban character of Sadar Bazaar (see boundaries, **Section 1**). It forms part of a wider promotional strategy to cultivate the area's place identity and public sense of ownership, and seeks to distinguish it as an identifiable historic area with diverse cultural histories and a storied, engaging urban fabric. Well-managed heritage assets and a high-quality urban environment attract visitors to the area and help realize the area's economic and cultural potential. Improving awareness of the economic value of heritage conservation can foster a sense of common ownership among area residents and businesses. Three mutually supportive themes define the promotion strategy: community mobilization initiatives to foster organic, bottom up management of cultural assets; a branding and promotional scheme to consolidate and promote a distinguishable identity for Sadar Bazaar by highlighting its historic significance; and the installation of physical design features to support this identity and visually delineate the historic area of Sadar Bazaar. These measures are elaborated in the following section.



# 6.1 Community Mobilization

*Foster an appreciation of heritage assets in Sadar Bazaar to empower local stakeholders and property owners to preserve and maintain the area's historic character*

The protection and management of heritage assets in Sadar Bazaar relies on local stakeholders, notably residents, business owners, and community groups. As many heritage structures are privately owned, responsibility for these properties falls to individual owners. While some value their buildings and invest in proper maintenance, others neglect their properties or sell them for redevelopment to profit from rising land values. Key challenges to preserving heritage properties in Sadar Bazaar include the financial burden, the difficulty of finding traditional craftsmen, and preference for modern architecture. Community mobilization strategies can assist by increasing public

appreciation of heritage, encouraging local owners to invest in heritage structures' protection. As demand for labour skilled in traditional methods increases, proper maintenance becomes easier. Local residents and businesses stand to benefit from the economic potential of heritage conservation.

Outreach and educational programming can improve public understanding of the value of heritage conservation. Heritage walks and heritage festivals are excellent initiatives, though a comprehensive strategy should provide additional avenues for people to learn about heritage conservation. These measures, which can be undertaken without or with little government involvement, engage with the public and cultivate respect for heritage. Local inhabitants who may not yet consider heritage an integral part of Sadar Bazaar's identity and appeal may be mobilized with appropriate programming.

## 6.1.1. Heritage Awards

Many communities are already committed to heritage conservation, and these efforts should be recognized as a local example of best practice. Singapore offers a Heritage Town Award to acknowledge communities that are working to protect and promote their heritage. Adopting this initiative and recognizing communities that have taken ownership of their heritage assets would draw attention to local conservation efforts and potentially promote architectural and cultural stewardship in neighbouring communities.

## 6.1.2. Youth Programming

Key informants drew attention to the importance of engaging youth to cultivate an awareness and interest in heritage conservation from a young age. There are several schools in Sadar Bazaar, including Saint Vincent School, which is also a notable her-



itage site. Opportunities abound for partnership with these educational institutions to deliver programming on heritage conservation. This could include classroom presentations and activities that complement the curriculum while teaching students to recognize key architectural features and to reflect on their personal attachment to the area.

Programming could also include heritage walks tailored to children, and older students could be recruited to develop these

heritage walks. Many would already be familiar with the area and have unique insights to offer. Encouraging students to design walks would expose them to conservation principles and promote respect for heritage structures. Similar programs have been initiated elsewhere. Singapore's Preservation of Monuments Board initiated a Monument Ambassadors Programme for students in 2011, asking students to design and guide their own trails and to conduct tours to their peers and members of the public. Ul-

timately, youth engagement should involve interactive and fun ways to deliver heritage messaging, empowering youth to develop a respect for area heritage.

### 6.1.3. Scavenger Hunts

Another fun and interactive engagement strategy is the development of scavenger or treasure hunts around Sadar Bazaar. These activities represent an excellent way of engaging youth, while also appealing to the

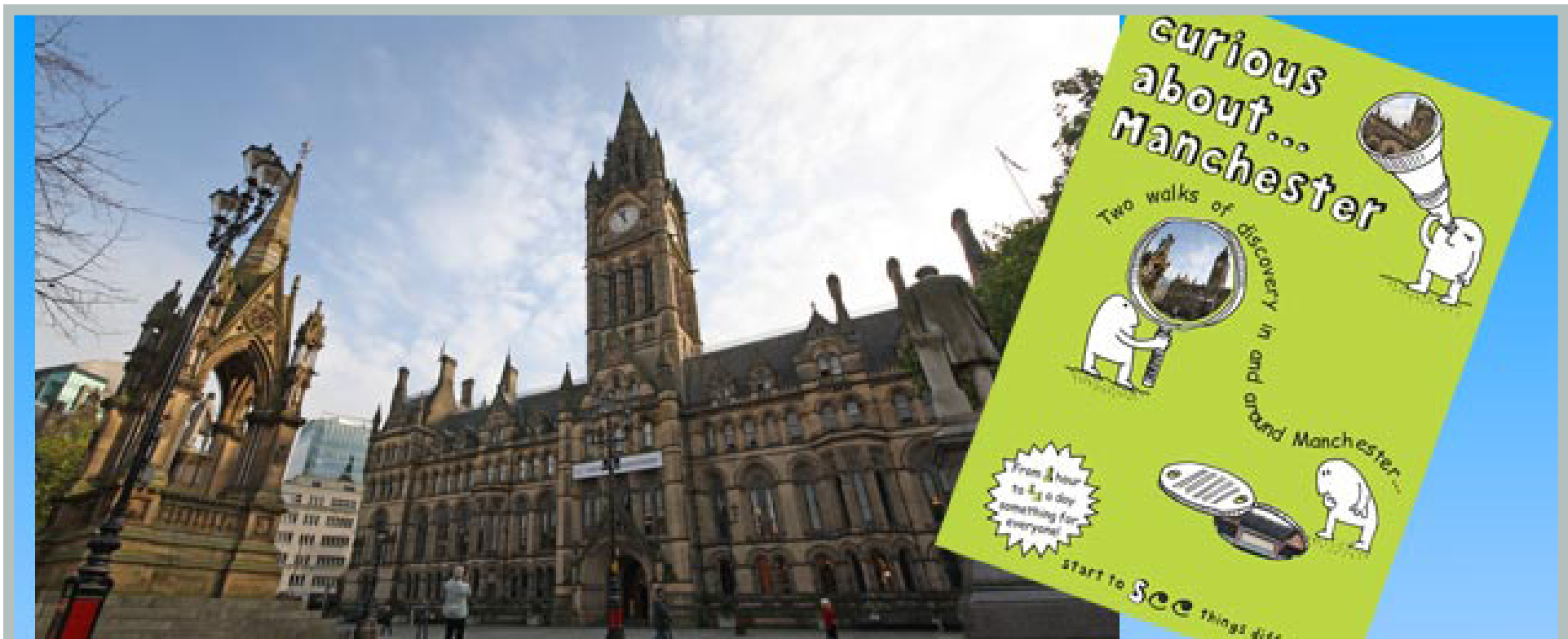


Figure 35: Curious About...? Scavenger Hunts (Courious About...?, 2014)

wider public. They may also be used to animate heritage trails. As part of a scavenger hunt, participants would be challenged to follow clues to find hidden features around Sadar Bazaar or along the heritage trail. These features could be architectural elements such as stained glass, key religious or commercial sites, or otherwise relate to the history of the area. While promoting heritage education as fun and interactive, this activity would also encourage a sense of independent discovery, helping participants appreciate the area's less well-known, or 'hidden' heritage, and generate discussion on continuity and change. As an exciting and unique challenge, a heritage scavenger hunt has the potential to reach out to a broader demographic, including those who may not be as interested in participating in a heritage walk.

Heritage treasure hunts are already well-established in cities around the world. Singapore's Fun on Foot, an annual heritage-based treasure hunt, invites participants from educational institutions as well as the wider public. Participants travel around the city to find Singapore's 'firsts' – such as the first harbour or first bridge – based on clues and questions provided on mobile devices. An-

swers are submitted via SMS. A recent initiative, Fun on Foot has succeeded in drawing over 2,000 participants each year.

Similarly, the United Kingdom's "Curious About...?" walks challenge visitors to search for clues on plaques, signs, and building facades along walk routes to answer questions about local heritage (**See Figure 35**). The routes are planned and managed by a private firm that sells the brochures for a nominal fee.

A heritage scavenger hunt for Sadar Bazaar either promoted as a festival event, as in Singapore, or as an optional activity as part of a heritage walk, such as in the United Kingdom, can attract a wide range of participants and encourage active engagement with area heritage.

#### 6.1.4. Mobile Application

As mobile technology becomes increasingly pervasive, the potential of these devices to convey information on heritage conservation is considerable. Mobile apps for major platforms can help users follow a heritage trail or otherwise navigate and discover Sadar Bazaar. In addition to providing key facts,

apps can be used to convey stories about the area, connecting physical features to associated feelings and experiences.

Both Singapore's Kampong Glam and Boston's Freedom Trail included mobile apps to enhance the visitor experience of the walking trails (**See Figure 36**). Much like scavenger hunts, apps can be used to animate a heritage walk and provide visitors with useful information. Key elements of a mobile app for Sadar Bazaar include:

- An interactive map that indicates key points in the area. By selecting these points, users access important historic and locational information. Heritage walk routes are clearly shown.
- Audio clips that provide personal insights into the significance of various sites. Audio is preferable to written text, as it enhances the testimony and is a more engaging format.
- Historic images that illustrate the changes to the area. Before and after photographs that users can compare by switching back and forth can prompt reflection on physical change and the destruction of built heritage.
- Interactive games, such as matching

architectural details or quizzes, engage younger users while promoting a deeper understanding of the area's significance. Links to these app downloads should be easily accessible and indicated on a website for heritage trails or Sadar Bazaar. QR

codes could also be installed at key landmarks, which upon scanning assist mobile users in accessing information about their location. The creation of a mobile app could complement the introduction of a new heritage walk in the area.

### 6.1.5. Pilot projects

Initiating heritage restoration pilot projects was identified in case studies and by key informants as a promising way of generating community interest in preserving heritage structures. These pilot projects would directly demonstrate to local property owners that conservation projects can be feasible and successful in Sadar Bazaar. Restoring historic buildings would showcase the beauty of traditional architecture, promoting appreciation of the potential of heritage buildings. Restoration can significantly revitalize a building, drawing commercial success or tenancy interest.

A small-scale commercial building or a street of such buildings restored as a pilot project is recommended. These buildings characterize Sadar Bazaar, and many shopkeepers and property owners would identify with such a restoration initiative. Throughout the pilot project there should be sustained engagement of local contractors, craftsmen, and tradesmen familiar with traditional building techniques and access to traditional materials. These efforts would demonstrate that there can still be a demand and use for these traditional skills. Moreover, shopkeep-

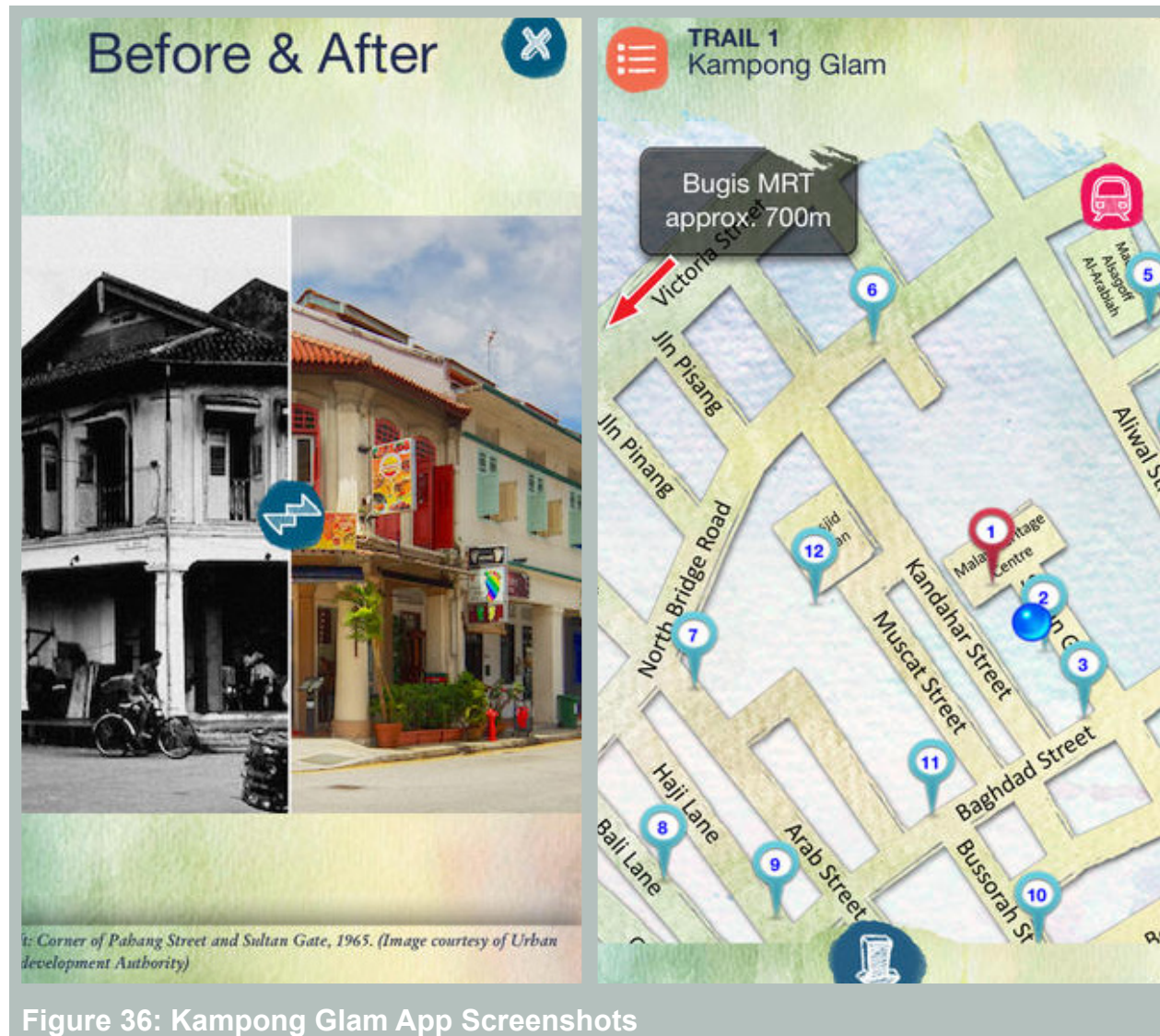


Figure 36: Kampong Glam App Screenshots



ers and building owners would see directly how heritage restoration and preservation could be linked to economic success, encouraging greater investment of resources to preserve their heritage buildings.

There have been many instances where heritage restoration pilot projects have catalyzed broader heritage preservation and restoration efforts in the surrounding community. Singapore's Kampong Glam Historic District spurred heritage preservation in the area through a pilot project that restored a row of traditional shophouses (See **Figure 37**). The project was conducted by the city-state's Urban Redevelopment Authority (URA), a local government body responsible for planning and urban conservation policy. The URA focused on repairing the shophouse facades and refurbished the interiors to demonstrate that buildings could accommodate contemporary commercial needs and be commercially successful. Once restored, the shophouses were sold to local merchants, whose businesses benefited from the area's historic character.

There is a range of successful businesses operating in heritage buildings in Sadar Bazaar, and historic character likely contributes

to the businesses' success. Marz-O-Rin Bakery, on M.G. Road, is a popular establishment among locals and tourists alike. It is located in a restored and well-maintained colonial structure, with a spacious balcony overhanging the busy street below. The

owner has used some of the profits to maintain and restore the historic structure. The building has become part of business's success, attracting regular customers who enjoy both the food and the historic ambience.



Figure 37: Showing before and after a pilot restoration project in Kampong Glam, Singapore



## 6.2 Branding

**Develop a recognizable brand to highlight Sadar Bazaar's distinct heritage character by showcasing unique characteristics and supporting community identity**

Heritage promotion for Sadar Bazaar should encourage place identity, linking the geographic area to associated memories, stories, and experiences. This requires the development of a recognizable brand that unifies the area by highlighting representative or unique characteristics. Today, Sadar Bazaar is better known as part of 'Camp' or 'M.G. Road,' associated with the larger Cantonment. A branding strategy should differentiate the commercial area around the Shivaji Market from the predominantly residential areas to the north and east, while visually linking this identity to the physical area. Similar to Ottawa's Byward Market (See case study, Section 4.1.2) (See Figure 38), branding should promote a unified

image of the area and highlight the values and activities associated with Sadar Bazaar, distinguishing it as a heritage destination.

Today the Sadaar Bazaar is viewed as dynamic and cosmopolitan, with many cultural, commercial, and religious activities. By contrast, 'heritage' is more commonly associated with central Pune, especially the area around Shaniwar Wada. A branding scheme should highlight key features of Sadar Bazaar, such as its diverse architecture and traditional occupations. By capitalizing on these elements, a branding scheme would enhance public regard for heritage buildings by embracing their role in the area's identity.

A branding strategy should reintroduce the name 'Sadar Bazaar' to emphasize the historic continuity of commercial operations and distinguish the district from the wider Cantonment. A logo may also be created, as seen in Ottawa's ByWard Market, which

incorporates key motifs respecting architecture or commercial activities. Website development and printed materials for Sadar Bazaar would reinforce this branding while providing information on key sites, historical highlights, programming, and festivals. Urban design is another tool for delineating the visual identity of the area, unifying the physical features of Sadar Bazaar. It is covered in the following section.

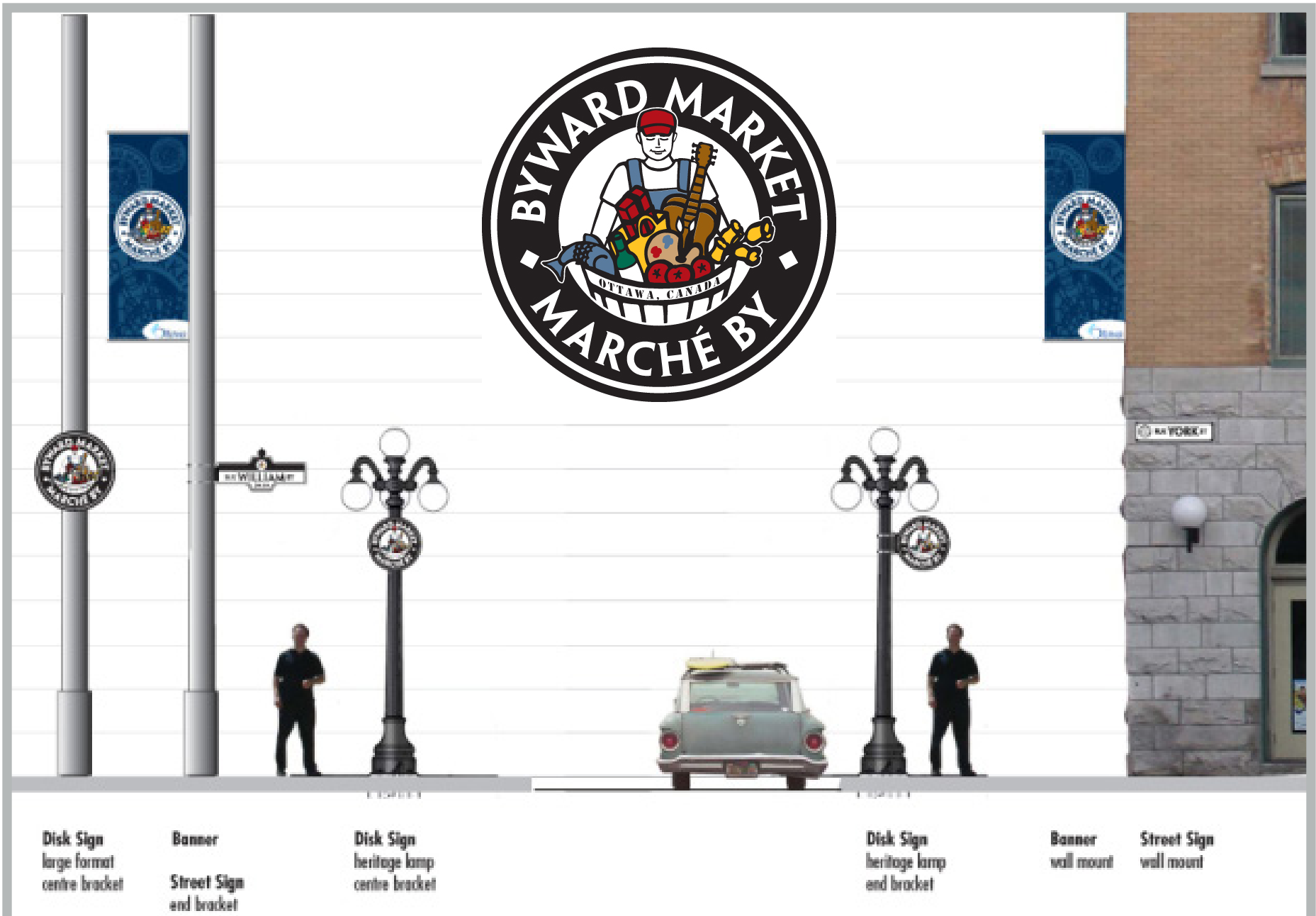


Figure 38: Branding strategy for the Byward Market showing urban design elements and unique logos and banners (Evolution Design, 2014)

## 6.3 Urban Design

Employ design strategies for the public realm to support a branding scheme with uniform elements that showcase Sadar Bazaar's historic character while enhancing the urban environment

Targeted urban design interventions in Sadar Bazaar can reinforce the character of the area, highlighting its distinguishing features and enhancing its public spaces. Urban design features draw attention to architectural and cultural heritage and can enhance the sense of place. Key physical street features were identified during site analysis and fieldwork: footpaths, signage, public art, vegetation, lighting, and seating. These were selected based on conversations with key informants and with consideration for their suitability in the Sadar Bazaar context. Local and international precedents were studied in the development of recommendations. While many initiatives are inexpensive and

unobtrusive, major street enhancements may require the permission and financial support of the Pune Cantonment Board. Others may require consultation with local property owners. Each provides an opportunity to physically distinguish Sadar Bazaar and highlight its unique character and heritage value.

### 6.3.1. Footpaths

Footpaths represent an opportunity whereby urban design strategies can highlight Sadar Bazaar's historic identity. Area footpaths in the area often feature a red and yellow paving stone pattern. Street assessments found that footpath presence varies throughout the area. While M.G. Road has pedestrian footpaths on both sides of the street, most streets in the study area have footpaths on one side or none at all. Most footpaths are discontinuous and are interrupted by breaks and changes in elevation,

and are used for many activities other than walking, appropriated for parking or by vendors and shopkeepers for their businesses. Interviews and field observations indicated that residents are comfortable walking on the road and often do not use footpaths as their main course of travel.

Urban design enhancements to footpaths have the potential to enhance the quality of streetscapes and increase uniformity in a manner that is supportive of Sadar Bazaar's heritage attributes. These could include the replacement of paving tiles to establish a uniform design throughout the area. The implementation of footpaths made of a consistent material, colour, and pattern would distinguish Sadar Bazaar from the rest of the Cantonment. Stone pavers have greater longevity and would reflect historic stone construction found in the Sadar Bazaar. Such a durable material may in addition reduce long-term maintenance costs. Such





Figure 39: Stone footpaths within Sadar Bazaar (Taboot St)



Figure 40: Alternate paving in front of a private business

footpath designs are already present in the area such as on Taboot St. (**See Figure 39**).

Key considerations for footpath design guidelines in Sadar Bazaar include affordability, ownership, and physical continuity. Upgrades to footpaths can be an expensive process. However, it can be completed in phases and implemented when reconstruction is necessary. Policies could mandate replacement of existing footpaths with a uniform design that complements Sadar Bazaar's heritage character.

Many footpath segments in front of shops

are on private property (**See Figure 40**). To facilitate the gradual introduction of a uniform footpath network, implementing authorities should work with these landowners to ensure these footpaths are replaced along with the rest of the footpath in that area.

Continuity of footpaths in Sadar Bazaar requires long-term attention. Footpaths should be continuous to create a safe shared space with minimal grade differences and adequate clear width for to facilitate ease of pedestrian travel (ITDP, 2011). As a long term objective, authorities should consider pedestrian infrastructure improvements in Sadar

Bazaar, and the construction of additional footpaths in a design that contributes to local identity.

### 6.3.2. Signage

Signage and wayfinding elements are tools that can contribute to the streetscape environment while highlighting the historic character of Sadar Bazaar. Functional signage can improve the legibility of the urban environment for visitors who are not familiar with the area, and helps residents identify with their local community. Consistently implemented signage in Sadar Bazaar pro-



Figure 41: Rendering showing the addition of a street name tile into footpath pavement (Taboot St)

vides an opportunity for the reinforcement of branding and visual language that distinguishes the area.

Analysis of Sadar Bazaar found minimal presence of street signs, and the nonlinear street network can be difficult to navigate. While there are many commercial signs and advertisements that sometimes provide wayfinding cues, they crowd the streetscape and make it difficult to establish visual landmarks.

An example of signage that does not disrupt the functionality of the street or occupy scarce public space would involve the integration of street names into footpath paving design (**See Figure 41**). Street names could be engraved into select paving tiles, and when footpaths are scheduled to be repaired or replaced, these tiles could be placed intermittently or in key areas along the footpath. The paving tile should be consistent with the Sadar Bazaar branding scheme, communicating that the portion of the street is located in the historic area. Decorative paving tiles to communicate street names have been implemented in the French Quarter of New Orleans (**See Figure 38**) to improve wayfinding with a design that reflects the distinct



identity of the historic area (Lukoff, 2014). Indeed, distinct decorative footpath tiles are already present in Sadar Bazaar (**See Figure 39**). Street name tiles should be placed along major thoroughfares where they would have maximum visual exposure, such as M.G. Road, Sachapir Street, East Street, and Taboot Street. As streets in Sadar Bazaar may be known by different names, limiting these tiles to the larger thoroughfares would reduce controversy attached to name selection. Public consultation with local residents is key to determining appropriate names for streets, though multiple names could be displayed in tiles to show the diver-

sity of the area and its many layers of history. To ensure these unique paving tiles are incorporated consistently into future footpath repairs and replacements for the area, the use of this unique street name paving tile in Sadar Bazaar could be eventually mandated in the formal infrastructure regulations governing the Cantonment.

Another approach to communicating the historic character of Sadar Bazaar is by affixing date stones or date plaques to heritage buildings (**See Figure 44**). Small and subtle so as not to disrupt the building facade, they would indicate the date when the

building was first built, generating interest and awareness of the diversity of historic buildings in the area. Date signs can also connect people to wider stories, increasing insight into the historical context of buildings' construction and their place in the timeline of the neighbourhood. The subtlety of the plaques would increase the area's charm and readers' sense of discovery. Date signs have been used to mark historic buildings in Savannah, Georgia, (**See Figure 46**) with the Historic Savannah Foundation offering bronze plaques to property owners who wish to commemorate the history of their buildings (Historic Savannah Foundation,

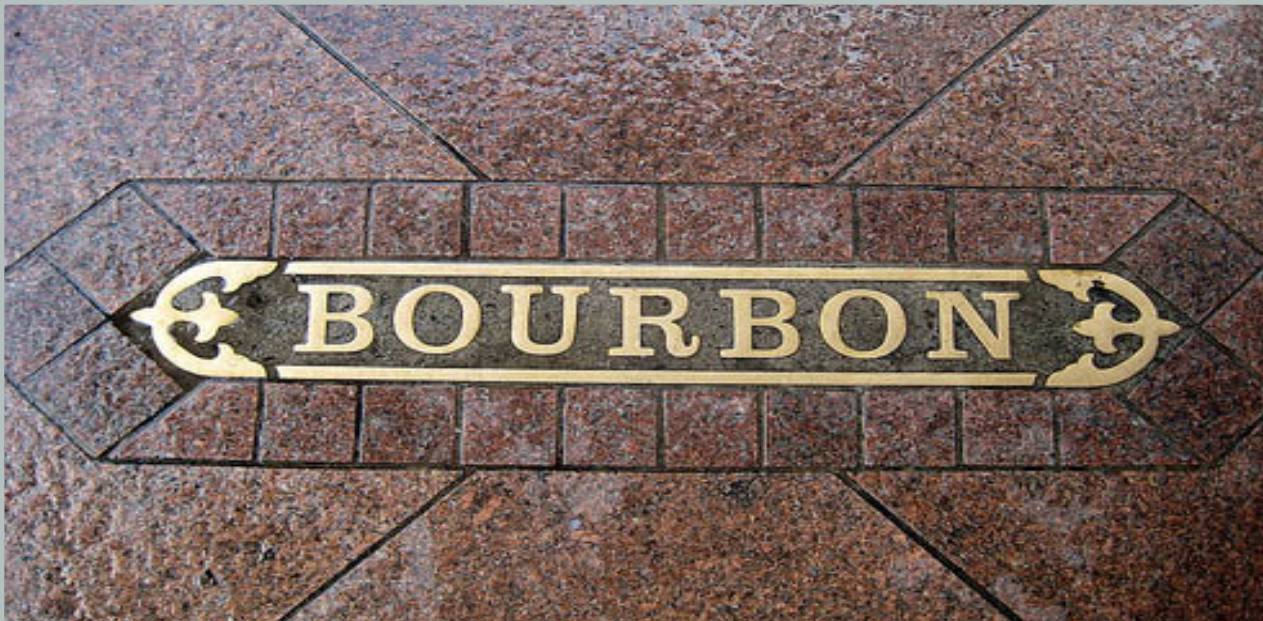


Figure 42: An inlaid street name tile in New Orleans



Figure 43: A Decorative inlaid street tile in Sadar Bazaar (Taboot St)





Figure 44: Rendering of a date plaque on the front of a building (charcoal merchant near Shivaji Market)



Figure 45: date plaque on a tree in Koragaon Park



Figure 46: Date plaque in Savannah, Georgia

2014). A similar program has already been implemented by the Pune Municipal Corporation for the large, old-growth trees located in Koregaon Park. For example, the plaque in **Figure 45** identifies that the tree is a Banyan Tree more than 75 years old and is the 149th tree in the area. The plaques highlight how the trees are important environmental assets and should be protected to maintain the neighbourhood's character. Date plaques in Sadar Bazaar would provide an opportunity for the implementation of an unobtrusive design and branding scheme that reinforces the historic character of the area. A non-governmental organization would be well-placed to begin such an initiative, adopting the design and branding scheme for the area and offering these signs to property owners.

In a more direct approach to drawing attention to the heritage assets in Sadar Bazaar, signboards could be installed beside the footpath to describe major landmarks and focal points in Sadar Bazaar. These signboards would include a street map of the area, a description if the signboard is placed by a major intersection or landmark, and potentially a before and after photograph to connect readers to the story of the area.

These would be targeted at pedestrians and placed at key locations where there is space to avoid obstructing traffic. One challenge when considering the installation of these sign boards is the potential for vandalism or the placement of advertisements upon the board. This can be avoided by raising signboards beyond reach of vandals (**See Figure 49**).

Signboards integrating both wayfinding and heritage interpretation functionality were implemented in Alexandria, Georgia, USA (**See Figure 47**). These signs show directions to major nearby streets and landmarks, a map of nearby features of the street or neighbourhood, and historical photos of the street to show how it has evolved. Similar maps showing landmarks or attractions in the area have been implemented in a tourism context in India, at the Old Fort (Purna Quila) in New Delhi (**See Figure 48**).

This map shows a simplified streetscape but highlights major tourist attractions and landmarks nearby, and could be easily adapted to highlight other heritage assets in Sadar Bazaar. Signboard design should reflect the branding and design scheme developed to highlight Sadar Bazaar's heritage and cul-



**Figure 47: Wayfinding sign in Alexandria, Georgia (City of Alexandria, 2014)**

tural identity. These signboards could be installed quickly, either standalone or attached to light standards and traffic signals. Nonetheless, policies implementing a comprehensive wayfinding strategy are advised to entrench these measures as part of the area's essential streetscape infrastructure.



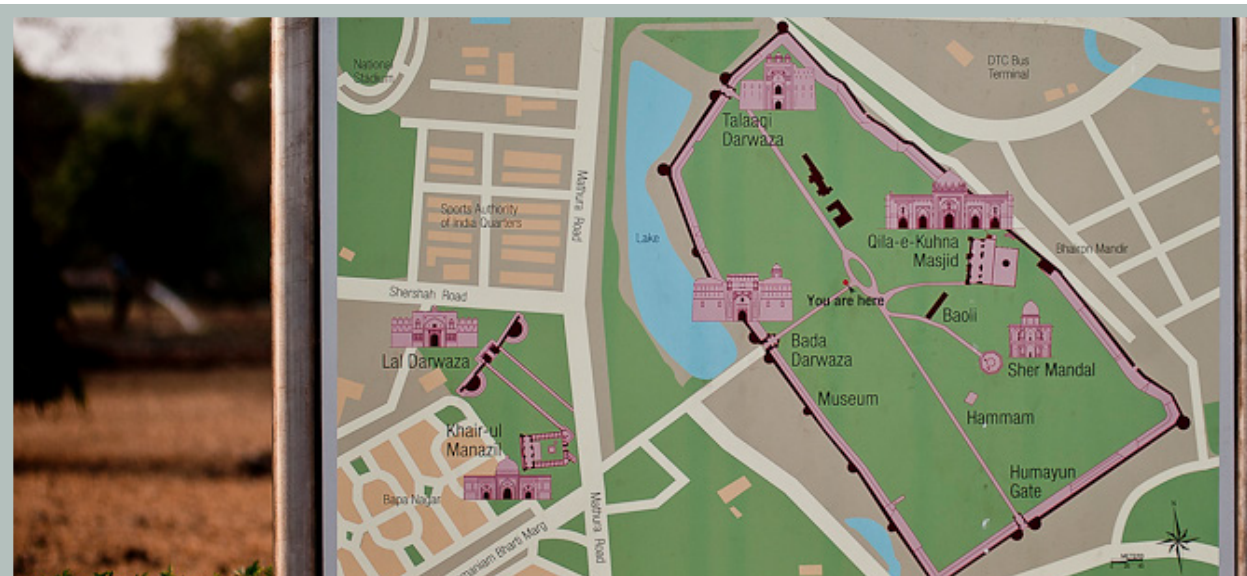


Figure 48: Wayfinding map at the Purna Quila in New Delhi (Photojourney, 2014)



Figure 49: Rendering showing an elevated signboard along MG Road

Installation of signage in Sadar Bazaar should avoid exacerbating the visual pollution of excessive signage. With streetscapes and building facades busy with advertisements, hoardings, and brightly lit storefronts, capacity for additional signage is limited. Design elements that are installed should be subtle and located where there is not already excessive visual pollution. While it shopkeepers may be dismissive of formal regulations for signage on their properties, longer-term discussions with shopkeepers about complementary signage styles should be considered.

### 6.3.3. Public Art

Public art displays in Sadar Bazaar can contribute to place identity and community ownership by providing space for creative expression that reflects the character of the area. Field observations found concrete and stone walls surrounding some of the properties in the Cantonment were sometimes painted over with advertisements, but otherwise usually left blank (see, for example, the J.J. Gardens and J.J. Agiary). With considerable street visibility owing to their height and continuity, these walls offer an excellent opportunity for enacting a public art program



involving community members of all ages and backgrounds, allowing them to creatively express their stories and interpretations of the Sadar Bazaar. Its historic character could be brought to the fore by encouraging art that reflects the branding and design scheme. In addition, public art could show historic imagery and celebrate key heritage features (**See Figure 50**). Such an initiative would assist in create future heritage. Many

years from now, public art projects such as these will be visual landmarks of the particular moment in time when they were created, adding to the story and interpretation of the neighbourhood.

Consideration to be taken into account in the implementation of public art programs is the ownership of the space. Blank wall space may be privately owned, and owners

may not wish to give up this space to public art when advertising revenue is an alternative. For this reason, the publicly-owned J.J. Gardens may be a good starting point. For long-term public art programs in Sadar Bazaar, projects can be incorporated into school curriculums and community outreach programs.



Figure 50: Rendering showing a mural of a Shivaji Market historic photograph on a blank wall in Sadar Bazaar (J.J. Garden).

### 6.3.4. Vegetation

A key aspect of the urban environment that helps to define the character of Sadar Bazaar are the mature trees that line many of its streets. They contribute natural beauty and comfortable shade that provides relief in hot weather. The addition of more greenery in the form of potted plants can further enhance the streetscape with pedestrian-scaled vegetation. As a key informant noted, the use of potted plants is an attractive urban design strategy in that it enhances streetscape quality and acts as a buffer between the street and building facades and storefronts (See **Figure 51**). Field research found assorted potted plants along Dastur Meher Road in front of stores, creating an inviting space. Potted plants are, moreover, a flexible urban design feature that can be moved and are inexpensive to introduce. Materials and designs used for potted plants should be complementary to the area's heritage character and branding scheme. Potential challenges for potted plants, such as the cost and responsibility of maintenance, can be reduced by planting native species that require little maintenance.



Figure 51: Potted plants lining the street within Sadar Bazaar

### 6.3.5. Lighting

Many historic districts have implemented historically sensitive lighting to create a recognizable ambience and enhance the heritage aesthetic of the neighbourhood. These lighting schemes can be designed to

reflect the heritage of the neighbourhood and contribute to a consistent branding scheme. They are, however, a major infrastructure investment and occupy considerable space in the streetscape. Moreover, in Sadar Bazaar there is already a great deal of ambient light from storefronts, advertisements, and com-



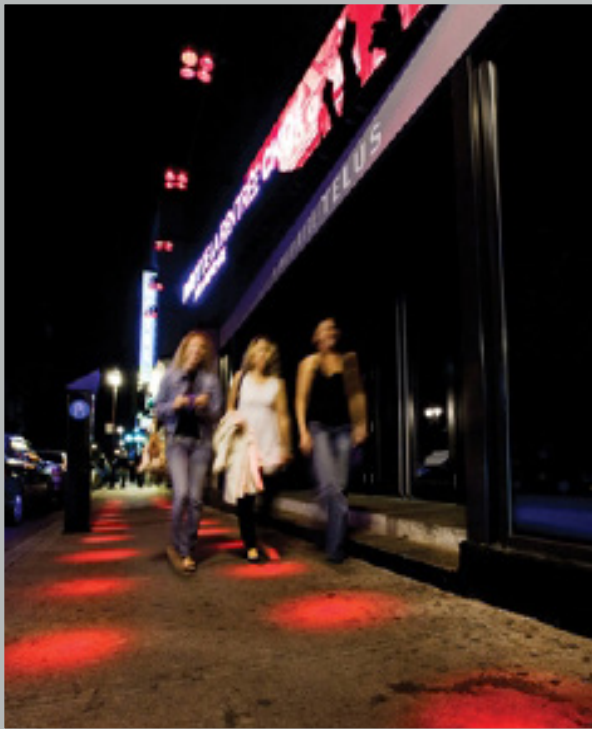


Figure 52: Montreal's Quartier des Spectacles uses a red lighting to lead visitors to cultural venues and to showcase the district's visual identity (Helfenbaum, 2011)



Figure 53: Character lighting in Old Quebec (canada-photos.com, 2014)

mercial hoardings. Consequently, a heritage lighting scheme should only be considered as a long-term project, and should be prioritized in areas where it would have the greatest exposure and visual effect.

### 6.3.6. Seating

Seating is an important design aspect of urban spaces, providing people an opportunity to rest, enjoy spaces for a longer period of time and gather with others. In Sadar Bazaar, field observations found little formal seating, such as benches. However, secondary seating options including steps and ledges are sometimes used, such as the steps located on M.G. Road (see **Figure 54**). Enhancement strategies for streetscapes in Sadar Bazaar may include the implementation of more seating options along streets and in key public spaces. These should be designed in a manner that is reflective of heritage character and is uniform throughout the area to support place branding. This can be considered a longer-term goal.



Figure 54: Steps along MG Road used as seating



Figure 55: Benches around trees in San Francisco (sf.streetsblog.org, 2009)





# Further Study and Conclusion

# 7.0 Further Study

Further research is needed to identify ways to link heritage management with economic opportunity for independent business owners in Pune. A follow-up report might include a more extensive discussion of economic models specifically relevant to heritage management in Sadar Bazaar.

Further research should include conducting a comprehensive inventory of heritage assets in Sadar Bazaar. Whereas the current project was based on a list of heritage properties provided by the client, a heritage asset inventory would include extensive consultation with members of the public to achieve a clear understanding of the businesses, communities, lifestyles, and structures with heritage significance in the area.

Stakeholder outreach should also include empowering local residents and business owners to conceive and implement their

own heritage management strategies. With greater input from the community, heritage projects will have greater support from the community, and a greater chance of succeeding.





# 8.0 Conclusion

Sadar Bazaar is a unique area distinguished by its diverse architecture, small-scale businesses, and cultural mosaic. Heritage conservation seeks to both preserve historic structures and maintain sense of place and tell stories of local people, past and present.

The project team developed a heritage walk to capture the essence, stories, and history of Sadar Bazaar, and produced a broader promotion and engagement strategy. The team conducted background research on international case studies to identify best practices, ran a workshop with local students and professionals familiar with the study area, consulted key informants in interviews, and undertook a systematic assessment of sites and routes in Sadar Bazaar. Local input was instrumental in refining the project scope and identifying areas of interest. The improved site and route assessment tool can be used to develop future heritage walks.

The proposed Sadar Bazaar Heritage Walking Trail offers a sense of the area's heritage character. It showcases 21 sites along a 2.7 kilometre route, traversing bustling thoroughfares, market lanes, residential streets, and public and semi-private spaces. Visitors can glimpse the lively and eclectic activities of Sadar Bazaar and stop in local businesses.

The broader engagement and promotion strategy seeks to enhance heritage conservation efforts by cultivating public sense of ownership. The recommended community engagement initiatives aim to develop organic, bottom-up management of cultural assets, assisted by a branding scheme that promotes a recognizable heritage-based identity for Sadar Bazaar, and by the installation of supportive urban design features that visually delineate the historic area and enhance its urban environment. These mea-

sures assist in distinguishing Sadar Bazaar as a heritage destination attract visitors and help realize its economic and cultural potential. Improved awareness of the economic value of heritage conservation can foster a sense of common ownership among area residents and businesses and create support for heritage conservation.

Heritage conservation strategies may take several paths. This report outlines measures that are community-based. Sadar Bazaar has a long history and a unique character deserving of protection and celebration. There is much to do. These recommendations are an excellent start.