DOI: https://doi.org/10.38027/ICCAUA2024IN0354

Urban Metamorphosis: Enhancing Imageability through Vertical Hybrids

[1] B.Arch. Student **Ananya Gehlot,** [2] B.Arch. Student **Arham Jain**
[1 & 2] *School of Art & Architecture, Bachelor of Architecture 2020-2025, Gurugram, Haryana, India*
E-mail [1]: ananya@cscontractor.co.in, E-mail [2]: iamarhamjain@gmail.com

Abstract
To create a vertical ecosystem of hybrid urban forms to enhance imageability. This paper proposes a transformative approach to elevate the imageability of cities through a fusion of innovative urban forms, vertical ecosystems, and sustainability principles. Drawing inspiration from theories of vertical urbanism and universal design, the research emphasizes the strategic utilization of vertical space to optimize land use in densely populated areas. The approach strategically suggests constructing new high-rises on existing risk-prone structures slated for demolition. The design incorporates an elevated green area functioning as a recreational zone, fostering a healthier and more sustainable urban environment. The paper emphasizes Transit-Oriented Development in the design process, aiming to integrate public transportation with urban development to reduce private vehicle dependency, promote sustainable mobility, and enhance accessibility. The objective is to craft a dynamic urban experience that encourages connectivity and a sense of belonging within the existing fabric.
Keywords: Vertical Ecosystem; Hybrid Urban Forms; Imageability; Risk-prone structures; Elevated Green Space.

1. Introduction

The aim is to envision a transformative approach to enhance the imageability of the area, blending innovative urban forms, vertical ecosystems, and sustainability principles. The objectives draw inspiration from theories of vertical urbanism and universal design, aiming to create a distinctive, vibrant, and inclusive urban experience that enriches the social fabric of any given urban landscape (Aziz Amen, 2017; Aziz Amen & Nia, 2018). At the heart of the proposal is the integration of hybrid urban forms, seamlessly combining traditional architectural elements with modern, sustainable structures. The design incorporates elements that reflect the cultural heritage of a place while embracing contemporary concepts. This fusion contributes to the creation of a unique and memorable urban identity for a district centre

A key feature of the project is the introduction of an elevated green area, establishing a vertical ecosystem within the urban fabric. This elevated space serves multiple purposes, providing a green oasis amidst the urban hustle, improving air quality, and promoting biodiversity. The integration of greenery also aligns with the principles of sustainable urban development, contributing to the overall well-being of the community. Transit-Oriented Development (TOD) is a fundamental aspect of the design, emphasizing the importance of creating a walkable and accessible urban environment. The careful planning of transportation infrastructure ensures connectivity and encourages the use of public transit, reducing dependence on private vehicles. In a strategic move, new high-rises are proposed only on current risk-prone structures, which are scheduled for demolition in the coming years. This approach not only minimizes environmental impact but also addresses safety concerns. The phased implementation ensures a seamless transition, allowing for the gradual integration of new architectural elements without disrupting the existing urban fabric.

The paper aspires to be a model for sustainable, visually captivating, and socially inclusive urban development, where the principles of vertical urbanism, universal design, and Transit-Oriented Development converge to shape a dynamic and resilient urban landscape suitable for the rapid increase in the stakeholder's due to urban sprawl while enhancing the imageability and keeping the essence of the urban fabric alive.

2. Material and Methods

2.1 Imageability

Urban areas worldwide are undergoing rapid transformation fuelled by population growth, urbanization, and environmental concerns. As cities expand, traditional urban planning methods often struggle to meet the demands of burgeoning populations, resulting in inefficient land use, social disparities, and environmental degradation (Wu, 2008). In this context, the concept of "imageability" in urban design emerges as a crucial factor in shaping the identity and livability of cities. Imageability refers to the distinctiveness and memorability of urban spaces, influencing how individuals perceive and interact with their surroundings (Scott et al., 2016). Enhancing imageability not only contributes to a city's aesthetic appeal but also fosters a sense of place and community among residents and visitors alike (Herranz-Pascual et al., 2019).

2.2 Architectural Trends & Imageabilit

Architectural trends play a pivotal role in shaping the spatial and urban character of emerging urban commercial hubs. These trends influence not only the physical form of the built environment but also the way people interact with and perceive these spaces (Wu, 2008). The concept of imageability, which refers to the quality of a place that makes it distinct, recognizable, and memorable, is deeply intertwined with architectural trends. This essay

explores how architectural trends applied in the development of urban commercial hubs influence their spatial and urban character, thereby affecting their imageability.

2.2.1 Modernist Principles and Functional Design

Modernist architectural principles, which emphasize functionality, simplicity, and the use of new materials and construction techniques, have been a dominant influence in the development of urban commercial hubs (Weizman, 2008). The application of these principles typically results in high-rise buildings with clean lines, geometric forms, and minimal ornamentation. These structures are designed to maximize space utilization and efficiency, catering to the needs of businesses and commercial activities.

The spatial character of a commercial hub developed under modernist principles is often defined by a clear and rational layout. The grid-like street patterns and systematically arranged buildings enhance navigability and legibility, making it easier for people to find their way around. This functional approach contributes to the imageability of the area by creating a coherent and orderly environment that visitors can easily recognize and remember. However, the emphasis on utility can sometimes lead to a monotonous urban landscape, where the lack of variety and aesthetic interest may detract from the overall experience (Nethercote, 2018).

2.2.2 Postmodernism and Aesthetic Diversity

In contrast to modernism, postmodern architectural trends introduce a greater emphasis on aesthetic diversity, historical references, and eclectic design elements (Gamez & Lin, 2018). The application of postmodern principles in the development of urban commercial hubs results in a more visually engaging and contextually rich environment. Buildings might feature a mix of styles, colors, and materials, creating a vibrant and varied urban fabric.

The spatial character of a commercial hub influenced by postmodernism is often more dynamic and unpredictable. The incorporation of public art, decorative facades, and unique architectural features can create focal points and landmarks that enhance the area's imageability. These elements contribute to a richer sensory experience, making the commercial hub more memorable and inviting. However, the eclectic nature of postmodern design can sometimes result in visual clutter and a lack of coherence if not carefully managed (Scott et al., 2016).

2.2.3 Sustainable Design and Green Architecture

Contemporary architectural trends increasingly emphasize sustainability and green architecture (Beatley, 2011). The integration of environmentally friendly design principles, such as energy-efficient systems, green roofs, and sustainable materials, is becoming a hallmark of modern urban commercial hubs. These trends not only address environmental concerns but also contribute to the well-being of occupants and the broader community

The spatial character of a commercial hub developed with a focus on sustainability is often defined by the presence of green spaces, pedestrian-friendly areas, and buildings that harmonize with their natural surroundings. The introduction of parks, plazas, and green corridors enhances the urban environment, providing spaces for relaxation and social interaction (Li et al., 2005). These features significantly improve the imageability of the area by creating a pleasant and healthful atmosphere that resonates with users. The commitment to sustainability can also become a defining aspect of the commercial hub's identity, attracting businesses and visitors who value environmental responsibility (Mangone, 2016).

2.3 Existing Urban Design Challenge - Urban Sprawl

Existing urban spaces often grapple with a myriad of challenges stemming from inadequate planning and development practices. Urban sprawl, characterized by horizontal expansion and inefficient land use, contributes to congestion, traffic gridlock, and environmental degradation (Zambon et al., 2019). Additionally, the neglect of existing infrastructure leads to the deterioration of urban spaces, diminishing their aesthetic appeal and functionality. Moreover, social disparities are exacerbated in poorly planned urban environments, with marginalized communities facing limited access to essential services, green spaces, and recreational amenities (Matan, 2011).

Imageability, the quality that makes urban spaces distinctive and memorable, is intricately connected to various urban dynamics, including infrastructure fragility, urban sprawl, and verticality. Infrastructure fragility undermines imageability by contributing to the deterioration of essential services and public spaces, leading to an environment that feels neglected and disorganized. Urban sprawl exacerbates this issue by spreading development horizontally, making it difficult to maintain cohesive and efficient infrastructure systems. This scattered growth pattern increases the burden on transportation networks, utilities, and public services, further diminishing the distinctiveness and aesthetic appeal of urban spaces.

Conversely, the concept of verticality, which involves the strategic use of vertical space in urban design, offers a solution to these challenges. By concentrating development vertically, cities can optimize land use, reduce infrastructure strain, and enhance the functionality and aesthetics of urban spaces. Urban design measurements play a crucial role in implementing verticality, ensuring that buildings and public spaces are designed to be both

functional and visually appealing. The integration of imageability, verticality, and hybrid urban forms creates a holistic approach to urban development. Hybrid urban forms, which combine residential, commercial, and recreational spaces within vertical structures, promote a dynamic and interconnected urban fabric. This approach not only enhances the distinctiveness and memorability of urban areas but also addresses infrastructure fragility and mitigates the negative impacts of urban sprawl, resulting in sustainable, resilient, and vibrant cities.

Table 1. Methodology.

<table>
<tr><td colspan="2">URBAN DESIGN MEASUREMENTS</td><td>VERTICALITY</td><td rowspan="2">HYBRID URBAN FORMS</td></tr>
<tr><td colspan="2">RISK PRONE STRUCTURE</td><td>IMAGEABILITY</td></tr>
<tr><td colspan="4">URBAN SPRAWL</td></tr>
</table>

Infrastructure Neglect Inadequate planning may result in the neglect of existing infrastructure, leading to the deterioration of urban spaces. Decaying infrastructure diminishes the functionality and aesthetic appeal of urban areas, impacting the quality of life for residents (Wu, 2008).

Social Disparities Poorly planned urban environments exacerbate social disparities, with marginalized communities facing limited access to essential services, green spaces, and recreational amenities. This leads to social isolation, reduced opportunities, and diminished well-being among vulnerable populations (Artmann et al., 2017).

Environmental Degradation Inadequate planning contributes to environmental degradation through factors such as urban sprawl, pollution, and habitat destruction. Unsustainable development practices harm ecosystems, exacerbate climate change, and pose risks to public health and safety (Meerow & Newell, 2017).

Economic Inefficiency Lack of strategic planning leads to economic inefficiencies, including wasted resources, increased infrastructure costs, and missed opportunities for economic growth. Inefficient land use patterns and infrastructure investments hinder economic development and competitiveness (Wu, 2008).

Public Health Challenges Poorly planned urban environments contribute to public health challenges such as pollution-related illnesses, inadequate access to healthcare facilities, and lack of safe and accessible recreational spaces. These factors negatively impact the physical and mental well-being of urban residents (Beatley, 2011).

Traffic Congestion Inadequate transportation planning results in traffic congestion, particularly in densely populated urban areas. Congestion not only leads to productivity losses and increased travel times but also contributes to air pollution, road accidents, and overall reduced quality of life for residents (Zambon et al., 2019).

Lack of Resilience Cities lacking comprehensive planning are more vulnerable to natural disasters and climate change impacts. Inadequate infrastructure, unchecked development in hazard-prone areas, and limited disaster preparedness exacerbate the risk of property damage, loss of life, and disruption of essential services during emergencies (Wu, 2008).
These challenges underscore the urgent need for innovative urban design solutions that address the shortcomings of traditional planning approaches.

Table 2. Methods subdivided further with their parameters.

PERMEABILITY	EXPERIENTIALITY	PUBLIC GREENS	VERTICAL LANDSCAPING	DEMOGRAPHIC CHARACTERSTICS	FOOTFALL DENSITY
ECONOMIC CATCHEMENT	SAFETY	ACCESSIBILITY	GREEN TERACES	PROGRAM DENSITY	ROAD WIDTHS
ADEQUATE LIGHTING	CULTURE	WALKABILITY	3D-INTERIOR PUBLIC SPACE	GREENS	FABRIC HEIGHT
ECONOMIC DISPARITY	GLOBAL GOVERNANCE FAILURES	PROGRAM DENSITY	IMAGEABILITY	PLOT AREA	OPEN SPACES
TRAFFIC CONGESTION	ENVIROMENTAL DEGRADATION	SOCIAL DISPARITIES	ECONOMIC INEFFICIENCY	FRAGMENTED COMMUNITIES	EXISTING INFRA NEGLECT

Impact on Imageability

Infrastructure fragility is a critical issue in urban environments, often exacerbated by the phenomenon of urban sprawl. As cities expand horizontally without strategic planning, infrastructure systems become overstretched and vulnerable to failure. Urban sprawl leads to the inefficient use of land, resulting in scattered developments that increase the burden on transportation networks, utilities, and public services. This scattered growth pattern not only strains existing infrastructure but also makes it challenging to maintain and upgrade essential services, leading to frequent breakdowns and reduced service quality. The fragility of infrastructure in sprawling urban areas diminishes the overall imageability of the city, as deteriorating roads, unreliable utilities, and inadequate public services create a sense of neglect and disorganization. Consequently, the distinctiveness and memorability of urban spaces are compromised, affecting how residents and visitors perceive and interact with their surroundings. Addressing infrastructure fragility through comprehensive urban planning and the promotion of vertical urbanism can enhance imageability by creating more cohesive, resilient, and visually appealing urban environments that efficiently support growing populations and economic activities.

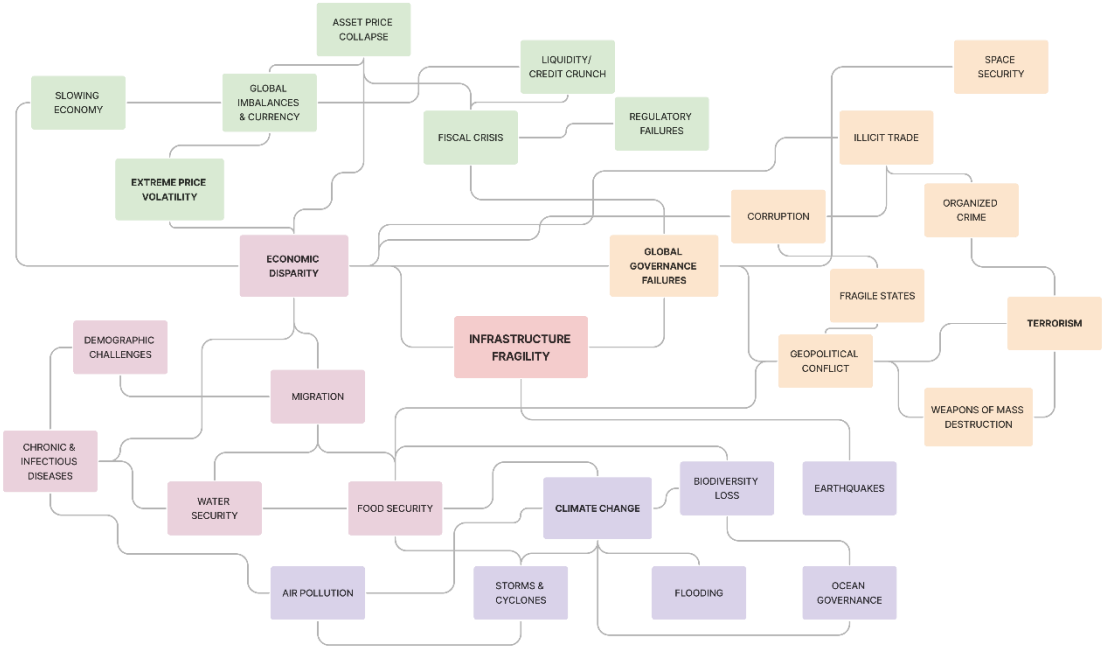

Figure 1. Infrastructure Fragility and its resultants (Developed by Author).

3. Results

The introduction of hybrid urban forms into the urban fabric of a place has the potential to significantly enhance the area's imageability while addressing some of its existing challenges. These hybrid forms, which embody mixed-use programs and better internal connectivity, can create a vertical ecosystem that not only optimizes space usage but also contributes to the area's visual and experiential quality. This transformation can be seen through several interrelated aspects.

Firstly, hybrid urban forms can introduce greater diversity and visual interest into the architectural landscape. The current built environment, characterized by utilitarian high-rises and a somewhat monotonous architectural style, can

benefit from the varied and dynamic designs that hybrid forms often entail. By integrating residential, commercial, recreational, and green spaces within single structures, these buildings can break the monotony and create a more engaging and visually appealing environment. This architectural diversity can enhance the imageability by making it more distinctive and memorable.

Secondly, the mixed-use nature of hybrid urban forms can significantly improve the functionality and liveliness of a place. By combining different uses within one structure, these buildings can foster a more vibrant urban life, where people can live, work, shop, and relax within proximity. This integration of functions not only makes daily life more convenient for users but also ensures that the area remains active throughout the day and into the evening. The continuous activity and varied uses contribute to a sense of place and identity, reinforcing the place's imageability as a bustling urban centre.

The improved internal connectivity that comes with hybrid urban forms also plays a crucial role. By facilitating easier movement between different parts of a building and connecting adjacent structures, these forms can enhance the overall navigability and user experience of a place. This internal connectivity can create seamless transitions between different spaces, reducing the need for extensive travel and making the urban environment more cohesive and user-friendly. Enhanced connectivity can also support the integration of public and private spaces, fostering a more inclusive and accessible urban fabric.

Additionally, the creation of a vertical ecosystem within these hybrid forms can address environmental and sustainability concerns, aligning with contemporary urban development goals. By incorporating green spaces, such as rooftop gardens, vertical gardens, and green terraces, these buildings can improve air quality, reduce urban heat island effects, and provide residents with access to nature. These green elements can enhance the aesthetic appeal, creating a more pleasant and healthful environment for users. The presence of greenery can also contribute to the area's imageability by adding natural beauty and fostering a sense of well-being.

Table 3. Results based on the connection of Imageability with hybrid forms and verticality.

Factors of Imageability	Hybrid Urban Forms	Vertical Urbanism
Iconic Architecture	Combines various architectural styles and forms to create a distinctive skyline.	High-rise buildings and skyscrapers serve visual anchors and landmarks.
Distinctive Urban Form	Integrates mixed-use developments, historic structures, and green spaces.	Features tall buildings with diverse functio creating a layered urban fabric.
Pedestrian Connectivity	Promotes walkable neighbourhoods with interconnected streets and plazas.	Includes vertical streets like skybridges a elevated walkways, enhancing pedestrian flow.
Transit-Oriented Development	Integrates public transit systems within mixed-use neighbourhoods for better accessibility.	Enhances connectivity by linking high-r developments directly to transit hubs.
Green Spaces	Creates open spaces and parks within and around urban developments.	Provides green areas through vertical garde and rooftop green spaces.
Economic Vitality	Supports local businesses and cultural activities through diverse land use.	Stimulates economic growth by attract businesses and residents to high-rise areas.
Internal Transportation	Enhances mobility within the district with well-designed pedestrian pathways and public transit.	Facilitates movement within tall buildings and between levels through elevators a escalators.
5-Minute Bubble	Ensures essential services and amenities are within a short walking distance.	Promotes the idea that residents can acc daily necessities within vertical complexes.

The introduction of hybrid urban forms can facilitate the redevelopment of risk-prone structures. By replacing old, unsafe buildings with new, multi-functional structures, the area can improve its safety and resilience. This redevelopment can be done in a way that respects and enhances the existing urban fabric, ensuring a smooth transition and continuity in the area's identity. The careful integration of new forms with existing elements can preserve the character of Nehru Place while introducing modern and sustainable features.

4. Model Discussion & Analysis

4.1 Site Analysis: Nehru Place, New Delhi

Site Overview Nehru Place, located in the southern region of Delhi, is renowned as Asia's largest IT market. This commercial hub is strategically approached via the Outer Ring Road, a major arterial road in the city. Nehru Place serves as a bustling center that offers a wide array of retail products and services related to the IT industry, making it a vital economic zone within New Delhi.

Urban Layout and Structure Nehru Place exhibit a diverse urban fabric characterized by different types of clusters. The site includes a prominent bus terminal that serves as a critical node for public transportation, facilitating connectivity across the city. Adjacent to the bus terminal is a dynamic hawker market, which adds to the vibrancy of the area by offering a variety of street food, electronics, and other goods. These clusters together create a heterogeneous urban environment that caters to various user groups and activities.

Architectural Characteristics The architecture of Nehru Place is predominantly brutalist, with buildings constructed 50 to 70 years ago. These structures are marked by their rugged, raw concrete forms, which are characteristic of brutalist design. The buildings range from 6 to 20 floors in height, contributing to the dense vertical landscape of the area. Despite their age, these buildings remain functional but face challenges related to modern urban demands and infrastructure fragility.

4.2 Issue Mapping

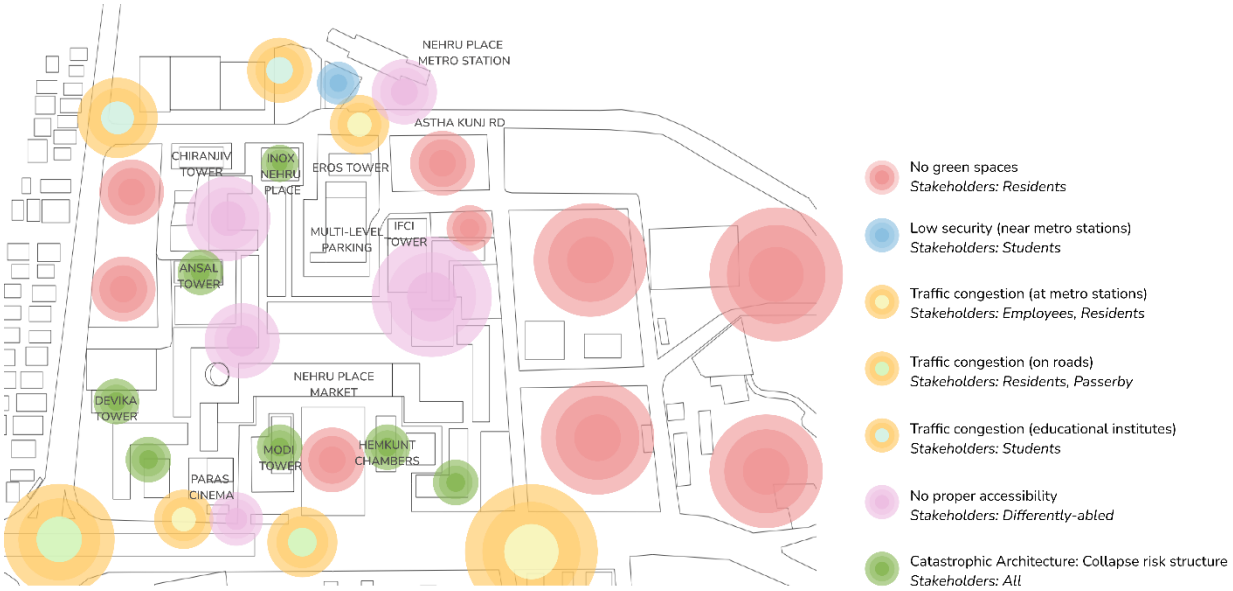

Figure 2. Issue Mapping of Nehru Place (Developed by Author).

Figure shows the issues faced at Nehru Place, affecting various stakeholders including residents, students, employees, passersby, differently-abled individuals, and others. The key issues identified are:

1. Lack of Green Spaces
2. Low Security
3. Traffic Congestion
4. Poor Accessibility
5. Collapse Risk Structure

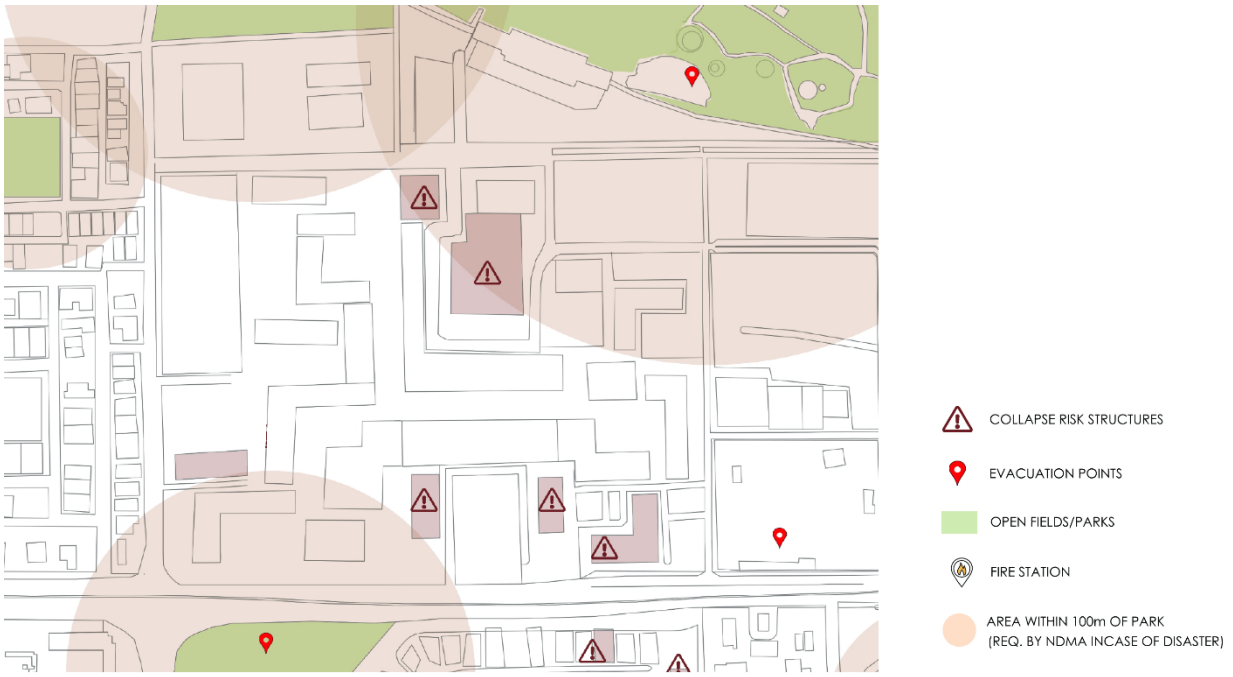

Figure 3. Risk-prone Structure Mapping of Nehru Place (Developed by Author).

Risk-Prone Structure Figure 3 highlights risk-prone structures in Nehru Place, identifying aging brutalist buildings at significant risk of collapse. It marks evacuation points for swift egress during emergencies and identifies open

fields and parks as essential refuges and assembly areas. The plan also highlights areas within a 100-meter radius of these parks, emphasizing their importance for easy access during emergencies and enhancing overall disaster preparedness for residents, employees, and visitors.

The existing fabric of Nehru Place includes a diverse mix of hotels, cinemas, offices, and a bustling computer market, making it a vibrant commercial hub. However, after the proposed design intervention, the area will be significantly enhanced with the addition of green spaces, residential units, entertainment venues, retail outlets, and spaces for partnership businesses. This transformation will not only enrich the urban environment with recreational and green areas but also foster a more dynamic, mixed-use community that supports sustainable living and a thriving local economy. The integration of these new elements will create a more balanced and interconnected urban fabric, promoting a healthier, more engaging, and resilient neighborhood.

4.3 Context Cluster Mapping

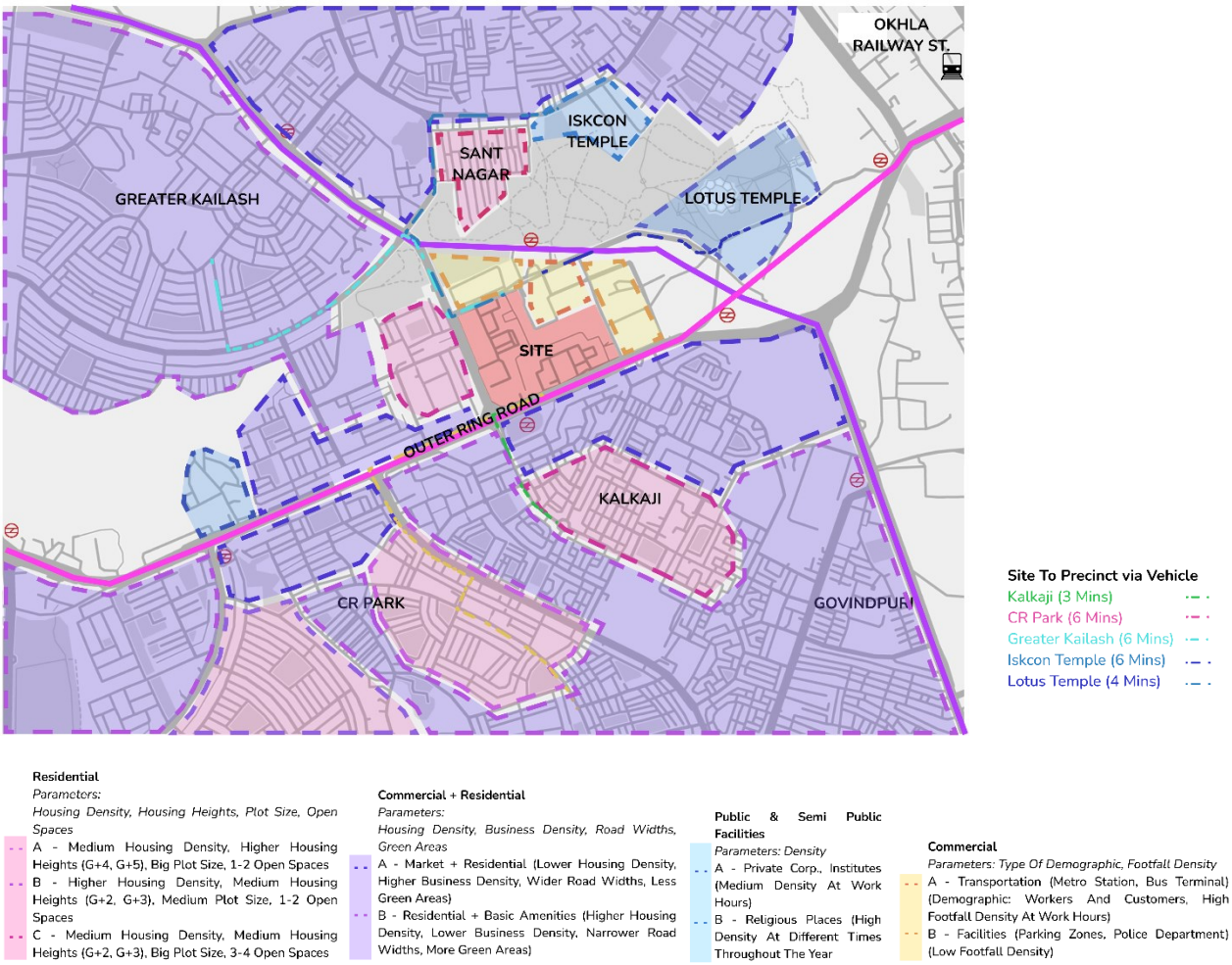

Figure 4. Context Cluster Mapping of Nehru Place (Developed by Author).

Figure 4 presents a comprehensive plan detailing four distinct clusters within Nehru Place, classified according to various parameters. These clusters are defined based on demographic types, footfall density, housing density, business density, road widths, green areas, housing heights, plot sizes, and open spaces. The map also highlights the different localities within Nehru Place, including the location of temples, the metro line, and the Okhla railway station. Each cluster is analyzed to provide a nuanced understanding of the area's urban fabric, identifying zones with high pedestrian traffic, densely packed residential areas, and bustling commercial hubs. The map also illustrates the variations in road widths and green spaces, essential for planning efficient transportation and recreational areas. The integration of these diverse elements into the cluster mapping offers a detailed blueprint for targeted urban interventions, aimed at enhancing connectivity, accessibility, and the overall livability of Nehru Place.

4.4 Proposed Site Plan

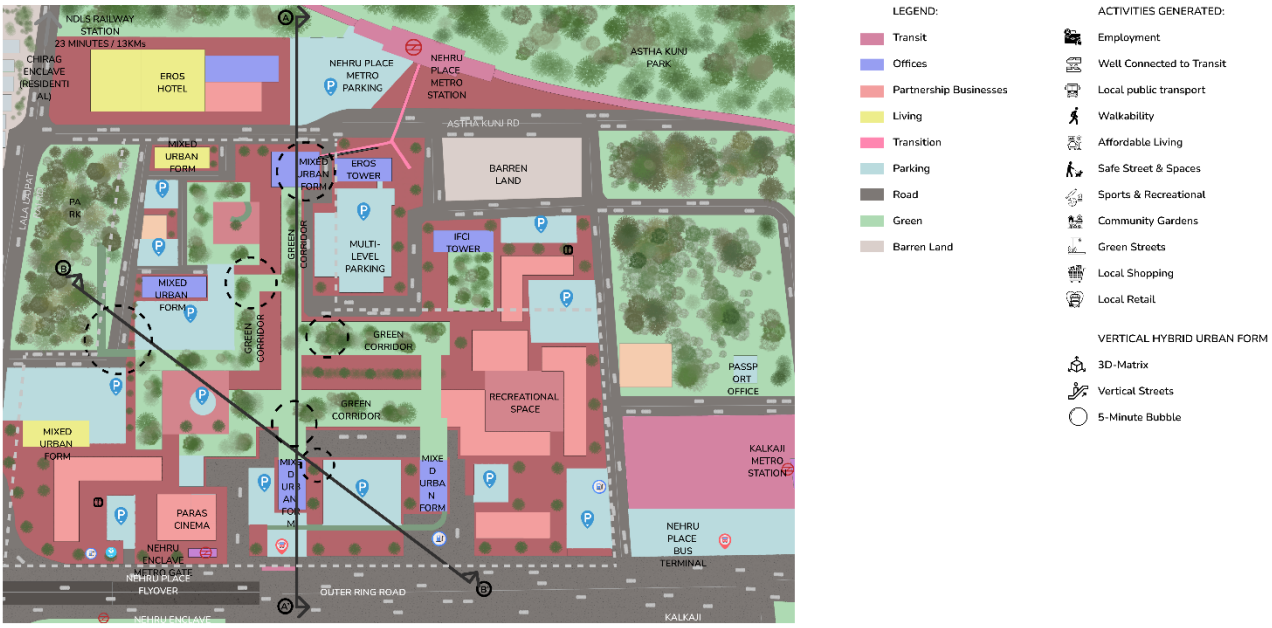

Figure 5. Proposed Site Plan of Nehru Place (Developed by Author).

The proposed site plan for Nehru Place outlines a strategic approach to transforming the area into a more sustainable and vibrant urban space. The plan begins with an enhanced approach from the Outer Ring Road, ensuring seamless access to the site. Key elements include the existing bus terminal and metro station, with specific attention to the metro station's gates to facilitate smooth pedestrian flow. Parking areas are strategically located to reduce congestion and improve accessibility.

The plan integrates transit-oriented development with offices and partnership businesses, creating a dynamic environment for economic growth. Residential living spaces are interspersed within the commercial areas, promoting a mixed-use community that enhances the quality of life. The road network is restructured to improve connectivity and traffic flow, while green spaces such as parks and green corridors are introduced to provide recreational areas and enhance environmental quality.

A crucial aspect of the plan involves demolishing the risk-prone structures and replacing them with vertical hybrids. These new buildings will optimize land use and incorporate green terraces, balconies, and other sustainable features. This transformation aims to create a resilient and visually appealing urban landscape that caters to the needs of residents, employees, and visitors alike, fostering a sense of community and belonging within Nehru Place.

4.5 Sections

The section provides a detailed comparison between the existing and proposed urban sections of Nehru Place, highlighting significant improvements in pedestrian connectivity and the overall urban program. This analysis focuses on the vertical and horizontal dimensions of the site, illustrating how the proposed changes will enhance functionality and accessibility.

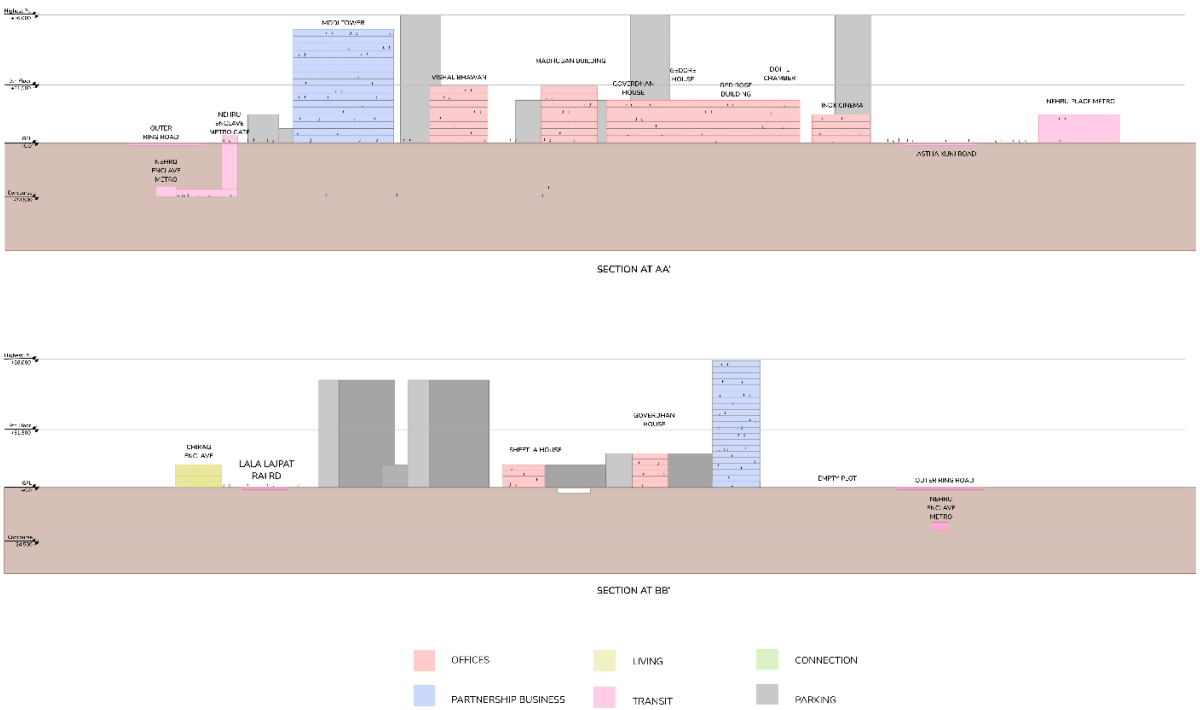

Figure 6. Existing Section of Nehru Place (Developed by Author).

Existing Sections: The existing sections of Nehru Place reveal a dense and somewhat fragmented urban fabric. Key characteristics include:

- **Pedestrian Connectivity:** Limited and poorly integrated pedestrian pathways make it challenging for people to navigate the area efficiently.
- **Built Environment:** Predominantly brutalist architecture with buildings ranging from 6 to 20 floors, lacking cohesive design elements and green spaces.
- **Transportation:** Existing metro connectivity is primarily underground, with minimal integration into the upper-ground built environment.

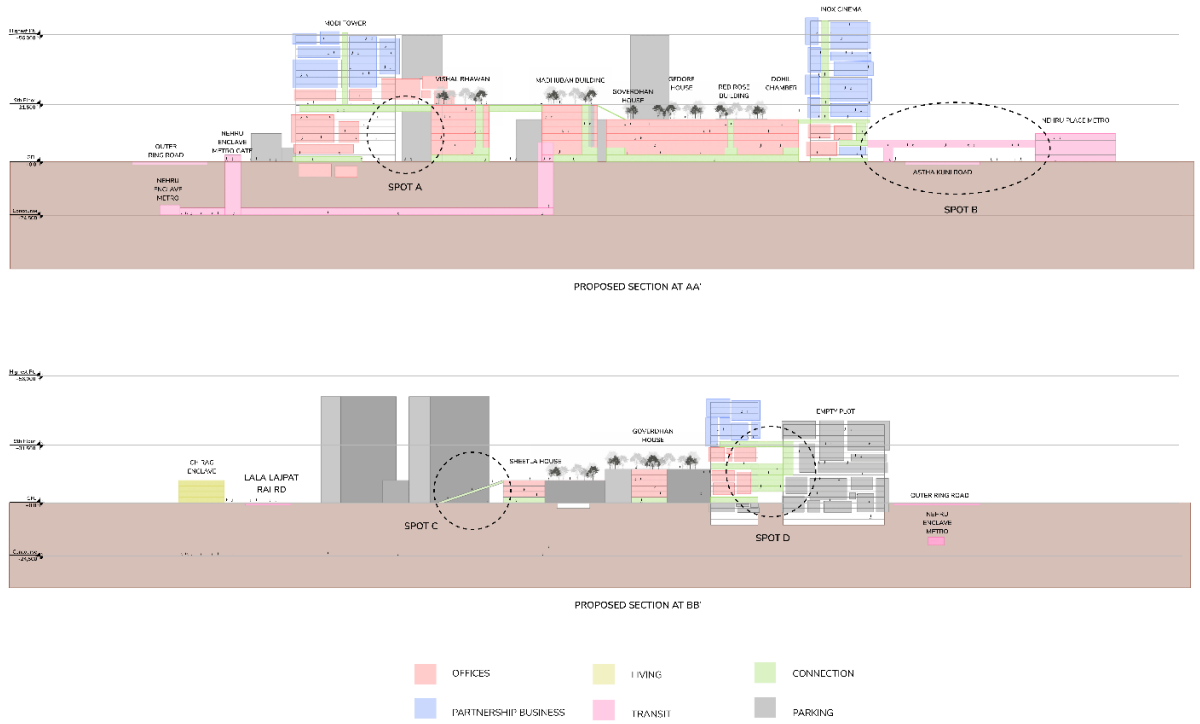

Figure 7. Proposed Section of Nehru Place (Developed by Author).

Proposed Sections: The proposed sections introduce transformative changes that address the shortcomings of the existing layout:

- **Pedestrian Connectivity:** Enhanced pedestrian pathways and connectivity are central to the new design. Sky bridges and elevated walkways provide safe, efficient routes for pedestrians, linking various parts of the site.
- **Green Terraces and Sky Bridges:** The incorporation of green terraces and sky bridges between buildings creates elevated green spaces that offer recreational areas and improve aesthetic appeal. These features also facilitate better pedestrian flow above ground level.
- **Mixed-Use Program:** The new sections support a mixed-use program, integrating residential, commercial, and recreational spaces within the same buildings. This vertical hybrid approach optimizes land use and enhances the urban experience.
- **Transportation Integration:** Improved metro connectivity includes both underground and upper-ground components. The addition of sky bridges links metro stations directly to key buildings, streamlining access and reducing the need for surface-level crossings.
- **Environmental Enhancements:** Green terraces ranging across buildings not only provide aesthetic and recreational benefits but also contribute to environmental sustainability by increasing green cover and improving air quality.

4.6 Population Analysis

The population analysis of Nehru Place focuses on the floating populations that contribute to the area's vibrancy and economic activity. These stakeholders include visitors, buyers, shopkeepers and informal market vendors, and office workers. Understanding the dynamics of these groups is essential for planning and designing interventions that cater to their needs and enhance the urban experience.

Stakeholders

Visitors Tourists and casual visitors who come to Nehru Place for its unique offerings and vibrant atmosphere.
Buyers Individuals who visit the area specifically to purchase goods and services, particularly within the IT market.
Shopkeepers + Informal Market Vendors Business owners and vendors who operate within the formal and informal sectors contribute significantly to the local economy.
Office Workers Employees who work in the numerous offices within Nehru Place, form a substantial part of the daily population.
The existing and projected footfall categorized by average daily count of people, age group, and transportation used, the analysis reveals significant trends. The comparison indicates a notable increase in overall footfall, reflecting the growing popularity and economic activity in Nehru Place.

Table 4. Population Analysis.

Footfall	Avg. Daily Count		Age Groups (Years)		Transportation	
Existing	Visitors, Buyers & Shopkeepe	90,000	18-24	20%	Metro + Bus	70,000
	Corporate Workers	40,000	25-30	61%	Motorcycle	20,000
			35-50	19%	Car	37,600
					Others	2,000
Projected	Visitors, Buyers & Shopkeepe	1,24,000	18-34	25%	Metro + Bus	1,09,500
	Corporate Workers	58,500	35-54	35%	Motorcycle	14,000
			55-64	15%	Car	26,000
			65+	10%	Others	33,000

Increase in Footfall The projected data shows a substantial rise in the number of people visiting Nehru Place daily. This increase is attributed to the enhanced urban environment and improved amenities resulting from the proposed interventions.
Transportation Trends There is a marked increase in the use of public transportation, including buses and the metro, while private transportation usage shows a decline. This shift towards public transport contributes to sustainability by reducing traffic congestion, lowering carbon emissions, and promoting more efficient land use.
Age Group Dynamics The analysis also highlights the diversity in age groups among the population. Younger demographics, including students and young professionals, frequent the area for its vibrant market and recreational spaces. Middle-aged and older individuals primarily visit for work and business purposes. This mix of age groups generates a variety of activities, from shopping and leisure to professional and commercial engagements.
By accommodating the needs of these diverse groups through targeted urban interventions, Nehru Place can evolve into a more inclusive, sustainable, and dynamic urban space. The increase in public transportation use and the diversity in age groups underscore the potential for creating a balanced urban environment that supports economic growth and enhances the quality of life for all stakeholders.

5. Conclusions

This paper has examined the critical challenges posed by urban sprawl and infrastructure instability, which collectively degrade the imageability of urban environments. Through a comprehensive methodology that combines theories related to hybrid urban forms and verticality, we propose a transformative approach to urban design interventions aimed at uplifting the imageability of urban districts. This approach focuses on key factors such as architecture, distinctive urban form, pedestrian connectivity, transit-oriented development, green spaces, economic vitality, internal transportation, and the concept of a 5-minute bubble.

By implementing these strategies, the study anticipates a notable increase in footfall, as the enhanced urban environment becomes more attractive to various demographic groups. The projected data reveals an increase in the use of public transportation, driven by improved transit infrastructure, and a corresponding decrease in private vehicle usage, contributing to greater sustainability. The diverse age groups frequenting the area—from students and young professionals to middle-aged and older individuals—create a dynamic urban space with a wide range of activities. This diversity generates a vibrant mix of shopping, leisure, professional, and commercial engagements, further enhancing the economic and social vitality of the urban district.

Acknowledgements

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

Conflict of Interests

The Author(s) declare(s) that there is no conflict of interest.

References

Artmann, M., Bastian, O., & Grunewald, K. (2017). Using the concepts of green infrastructure and ecosystem services to specify leitbilder for compact and green cities: The example of the landscape plan of Dresden (Germany). *Sustainability, 9*(198).

Aziz Amen, M. (2017). The inspiration of Bauhaus principles on the modern housing in Cyprus. Journal of Contemporary Urban Affairs, 1(2), 21–32. https://doi.org/10.25034/ijcua.2017.3645

Aziz Amen, M., & Nia, H. A. (2018). The dichotomy of society and urban space configuration in producing the semiotic structure of the modernism urban fabric. Semiotica, 2018(222). https://doi.org/10.1515/sem-2016-0141

Beatley, T. (2011). *Biophilic Cities: Integrating Nature into Urban Design and Planning*. Island Press.

Gamez, J. L. S., & Lin, Z. (2018). Vertical urbanism: Re-conceptualizing the compact city. In *Vertical Urbanism: Designing Compact Cities in China*. Routledge.

Herranz-Pascual, K., Aspuru, I., Iraurgi, I., Santander, Á., Eguiguren, J. L., & García, I. (2019). Going beyond quietness: Determining the emotionally restorative effect of acoustic environments in urban open public spaces. *International Journal of Environmental Research and Public Health, 16*(1284).

Li, F., Wang, R., Paulussen, J., & Liu, X. (2005). Comprehensive concept planning of urban greening based on ecological principles: A case study in Beijing, China. *Landscape and Urban Planning, 72*, 235–336.

Mangone, G. (2016). Constructing hybrid infrastructure: Exploring the potential ecological, social, and economic benefits of integrating municipal infrastructure into constructed environments. *Cities, 55*, 165-176.

Matan, A. (2011). Rediscovering urban design through walkability: An assessment of the contribution of Jan Geh (Ph.D. Thesis). Curtin University, Perth, Australia.

Meerow, S., & Newell, J. (2017). Spatial planning for multifunctional green infrastructure: Growing resilience in Detroit. *Landscape and Urban Planning, 159*, 62–75.

Nethercote, M. (2018). Theorising vertical urbanisation. *City*.

Raymond, K. (2015). *Vertical City: A Solution for Sustainable Living*. China Social Sciences Press.

Weizman, E. (2008). *The Politics of Verticality*. Birkbeck.

Wu, J. (2008). Making the case for landscape ecology as an effective approach to urban sustainability. *Landscape Journal, 27*.

Zambon, I., Colantoni, A., & Salvati, L. (2019). Horizontal vs vertical growth: Understanding latent patterns of urban expansion in large metropolitan regions. *Science of the Total Environment, 654*, 778–785.