

***Investigation and analysis of construction violations and explaining the key affecting factors (A case study of Yazd city)***

*Manouchehri Ayoub (PhD)*<sup>□</sup>

*Abedin Asghar (PhD)*<sup>□</sup>

*Hekmatnia Hasan (PhD)*<sup>□</sup>

*Received: 21/03/2018 Accepted: 18/02/2019*

**Abstract**

Physical planning of cities is being prepared for the sustainable development of cities, but these plans are always faced with problems, one of these problems is the occurrence of construction violations during the execution of physical plans that change the city's image. This research has two goals, first, the construction violations and the way to deal with these violations will be examined and analyzed, In the next step, the key and affecting factors in the occurrence of construction violations will be explored. The research method is descriptive-analytical and the exploration analysis is based on the exploration of the key factors in the occurrence of constructional violations. The most important factors affected in the occurrence of construction violations were initially investigated with the views of the experts using the Delphi method (three steps) which 46 factors were selected as effective factors, In the next step, using Micmac software, 15 factors were selected as the most influential factors. The results show that, firstly, construction violations have been 5 times higher from 1391 to 1395, and secondary the most constructional violations has been in residential applications with a value of 0.74 and the greatest deal of the municipality with constructional violations was the use of fines with a value of 0.72. Finally, the most important key factors were analyzed and evaluated. The results show that in the case of constructional violations, the four factors, namely, the municipality, laws, income, Profit Seeking and public awareness have the most impact on violations.

---

<sup>□</sup> Assistant prof. Geog. & Urban Planning University of Urmia  
ayub.manochehri@gmail.com

<sup>□</sup> Assistant prof. of Geog. & Urban Planning, University of Urumia.

<sup>□</sup> Associate Prof. of Geog. & Urban Planning, University of Payame Noor

### **Introduction**

Constructional rules and regulations are set up for the protection of public health, safety, public welfare and environmental sustainability for cities. These laws are means which the government controls the use of land resources, buildings and facilities for guaranteed spatial organization and environmental protection by them. The role of observance of building regulations in cities and the determination of executive guarantees for them has increased gradually and simultaneously with the expansion of cities, the complexity of the control of urban development and the emergence the problems of construction violations. Urban construction violations of quality, technical, and urban planning criteria and standards in Iran cities is the deep rooted fact. The most important of these are unauthorized construction, without license, opposed to the terms of the license, opposed to the Principles of Urban planning and Technical, health. According to the statistics, approximately, 7400 building approval certificate with 549562 thousand building area are presented in Yazd city, which is very high in compared with the construction licenses. The purpose of this study is the use of structural analysis method to reveal the factors affecting construction violations in Yazd city.

### **Methodology**

According to the subject, the purpose of the research is applied and its type is "analytical -descriptive". The information needed to understand the status quo collected by the library and documentary method. the statistics of construction permits and cases of violations (field method) in the last 5 years have been studied. In the following, using Delphi technique and obtaining opinions of experts and experts about the factors influencing constructional violations, 46 factors were selected as Delphi results. In the next step, using the ideas of experts of city planning ,50 people were selected by Mick Macs software with the influence of cross-factors of key factors method influencing constructional violations.

### **Discussion and results**

In the city of Yazd, a total of 40 violations occurred. The results show that the 3rd zone has the most violations with 12643 and the historical area of Yazd (region 4) with 1402 cases has the lowest number of violations. Also, the most violations related to the construction of unlicensed building on residential land with a total of 3663 violations. The proportion of municipality awareness of the extent of the occurrence of construction violations shows that the highest awareness of the municipality has been through enforcement and also the municipality awareness of construction violations has been greater at the response stage of Inquiry and the certificate of non-compliance that Most of these are the stages when construction

violations took place. Most of the votes of article 100 were fines. So that 73% of the total number of article 100 were fines from 2012 to 2018. In contrast, the deracination of building had about 11% of the total votes. According to the findings of the research based on structural analysis using Mick Mac software and cross-impact method, the main causes of structural violations in the cities of Iran are affected by four main factors: municipality, laws, monetizing and awareness of people which affect each other Dialectics.

### **Conclusion**

This research was conducted to investigate the constructional violations in Yazd city. For this purpose, the constructional violations of Yazd city have been investigated over five years (2012-2018). the results show that the constructional violations have been 5 times higher from 2012 to 2018 and has reached 7274 since 1366 which it Correspond with the results of Mohammad et al. (2017) and Bahmani Monfared et al. (2012). This increase in violations reflects the lack of control over constructional violations in Yazd city. Also, most of the construction violations occurred in residential use with 75% and at the next level, commercial use had the most structural offenses of 21% which it Correspond with the results of Pazhouhan et al. (2015) and Mohammadi et al. (2017). The results show that key factors are summarized in four main factors which include municipality, constructional laws with people awareness and an income look from the municipality and profit seeking look from people which affect the occurrence of constructional violations dialectically which it Correspond with the results of Zaheri and PourMohammadi (2006), Shabani (2006), Sarkheili et al. (2012) and Kamanroudi Kajouri et al. (2012).

**Key world:** Construction violations, Article 100, penalty, Yazd

### **References**

1. Kumar, A., Pushplata (2017) Problems and prospects of building regulations in Shimla, India – A step towards achieving sustainable developmen, *International Journal of Sustainable Built Environment* 6, 207–215.
2. Jawaid, M. F., & Khan, S. A. (2015). Evaluating the need for smart cities in India. *International Journal of Advance Research in Science and Engineering*, 4(Special Issue (01)), 991–996.
3. Jawaid, M. F , Satish Pipralita, Ashwani kumar(2018)Review of environment responsiveness of building regulations in Jaipur, *Journal of Urban Management*, Volume 7, Issue 2, September, Pages 111-120
4. Sarvari, J. (2006) Statutory Material Violations Commission Article 100, Mashhad: Azar Borzzin in cooperation with Mashhad Municipality.

5. Saeed Nia, Ahmad (1999), Green Book - Guide for Municipalities, Urban Land Use (Volume II), Urban Studies and Planning Center - Ministry of the Interior, First Edition, Tehran.
6. Shokoohi, m., & Samadhi, R., & Goodarzi, N.,& Goodarzi, Ghanbari; M. (1395). Analysis and investigation of the causes of construction violations in all cities, with emphasis on urban planning rules (case study: Mashhad Municipality 3rd and 9th places), Geography and Development Magazine Urban Space, Year 3 Issue 2, Pages 1-18.

## ***Spatial analysis of the road network role in the city's physical resiliency (A Case Study of zone 1, Tehran)***

**Tavalaei Simin (PhD)<sup>a</sup>**

**Zanganeh Ahmad (PhD)<sup>b</sup>**

**Parizadi Taher (PhD)<sup>c</sup>**

**Shakibaei Asghar<sup>d</sup>**

***Received:20/11/2018 Accepted:06/03/2019***

### **Abstract**

The network of streets as vital arteries is a central part of the structure of the urban system, which has a very effective role in helping and resilient in times of crisis. The impassability of the northern part of the region, Extremely high construction density, the existence of three major faults in the north (North Tehran fault), the central fault (Niavaran Driven) and the southern fault (Mahmadiyah fault), and ... from the resilience perspectives have given a special place in the 1 district municipality Tehran. Therefore, the role of the streets of the region during the crisis is very important. The purpose of this study is to evaluate and promote the resilience of the road network in the 1 district against the earthquake. Therefore, in terms of purpose, including applied research and in terms of the methodology based on the evaluation approach, the method of collecting data in a documentary manner and in terms of data type is a mixed research (quantitative and qualitative). Based on the 21 indicators of humanity and their combined weight, in determining the status of the roads in District 1 for the time of crisis, most of the roads in the center of the region have a very unfavorable situation in terms of the risk of a crisis. At the time of the crisis, the road of the center of the region can cripple the aid process completely. According to the results of the research, strategies such as the creation of the northern belt of district 1 and the connection of

---

<sup>a</sup> Prof. of Geog. & Urban Planning, University of Kharazmi

<sup>b</sup> Assitant Prof. of Geog. & Urban Planning, University of Kharazmi  
Zanganeh45@yahoo.com

<sup>c</sup> Asitant Prof. of Geog. & Urban Planning, University of Kharazmi

<sup>d</sup> PhD Candidate of Geog. & Urban Planning, University of Kharazmi

Shahid Babae highway to the intersection of Chamran-Yadgar Imam and ... are proposed.

### **Introduction**

Cities are complex and continuous systems that are vulnerable to natural and human hazards. Between 2006 and 2015, environmental hazards affect an average of 224 million people a year, causing 70,000 deaths each year and \$ 135 billion in damage.

The district 1 of Tehran municipality due to the presence of many faults near and within its limits, the existence of old and organic textiles with a rural origin with little sustainability against the natural earthquake and limited access of the region has caused this area, including areas vulnerable.

The role of the passageways network in this vulnerability and its impact on other sectors is enormous. The main question of the present research is: What is the passageways network physical resilience of districts of the district 1?

### **Materials and Methods**

The purpose of the present research is to measure and enhance the resilience of the passageways network in the district 1 against earthquakes. Therefore, in terms of purpose, such as applied research and in terms of the methodology based on the evaluation approach, the method of data collection based on the documentary way and in terms of data type is a mixed research (quantitative and qualitative).

### **Discussion and Results**

The present study was used to analyze the resilience of the passageways network of 21 human indicators. Based on these indicators and their combined weight, in determining the status of the 1st district passageways for the time of crisis, most passageways of the districts of the center of the region have a very unfavorable situation in terms of the risk of crisis. At the time of the crisis, the central passageways of the region can completely cripple the relief process.

### **Conclusions**

Urban passageways networks, like blood arteries for living creatures, play a very important role in the cities. During the crisis and after that, the network will be a city that will transport the population, services and relief goods, and if the roads have problems, part of the city will be paralyzed. According to the results of the research, suggestions such as the creation of the northern belt of district 1 and the connection of Shahid Babaei highway to the intersection of Chamran-Yadgar Imam highway and ... are presented.

### **Key words**

urban system, crisis, road network, physical resilience, district 1 of Tehran

## References

- 1- Beatley, T. & Newman P. (2013). Biophilic cities are sustainable, resilient cities , **International Journal of Sustainability** 5(8), 3328-3345.
- 2- Katarina Rus, Vojko Kilar, David Koren (2018), Resilience assessment of complex urban systems to natural disasters: A new literature review, **International Journal of Disaster Risk Reduction** ,31 , 311–330.
- 3- Mcntire, D. A (2014). **Disaster response and recovery: strategies and tactics for resilience**, Publishers of John Wiley & Sons, 2 edition.
- 4- Nazmfar, H & Eshqi Chahrborj, A (2016) Assessing the vulnerability of urban road networks to possible earthquakes Case Study: Zone3 of Tehran Municipality, **Journal of Crisis Management** No. 9: 48-61.
- 5- Sharifi, A. (2016), A critical review of selected tools for assessing community resilience, **Ecological Indicators**, 69: 629-647.
- 6- Soltani Fard, H., Zangnee, A., Nodeh, M., Hosseini, F.(1394), Spatial Analysis of the Impact of Transit Network on Urban Vulnerability to Earthquake, **Journal of Environmental Spatial Analysis**, 3(1) 31-49.

## ***Urban underground space, new Strategy in Urban Development 1810-1633***

*Molaei Asghar (PhD)<sup>a</sup>*

*Received: 14/11/2018 Accepted:14/04/2019*

### **Abstract**

Underground spaces have been used in residential, religious, Services spaces because of their security and climate aspects for a long time. Furthermore, nowadays because of the high value of lands, shortage of spaces, especially in highly crowded cities, traffic and environmental problems, with different approach in transportations and infrastructures urban utilities basis are highly attracted. Aim of this paper is introduction of underground space, their dimensions and advantages. Underground development will be an excellent solution for problems and complementary contemporary urban requirements without destruction of culture heritage and damage of the environment. Underground development approach in this research has been done with historic, descriptive, analytical and case study research methods. The result of this paper shows: Underground space has basic and positive potentials in sustainability context.

### **Introduction**

Underground space has been used by humans for many different purposes from past ages. Water extraction, hiding assets at specific times, providing safe and secure space in cold and severe heat, and enemy attacks are among the most commonly used basements. What is nowadays also desirable in the different dimensions and purposes of the human being in achieving a place of life. In order to realize this, there is a good place to live and work as well as various functions such as supplying and storing energy, transportation, and etc. The need to use Underground spaces is affected by three major trends: the conversion of agricultural land to urban development, the increasing urbanization of the world and the growing concern for the preservation and improvement of the environment.

### **Materials and Methods**

---

<sup>a</sup> Assistant Prof of Art University of Islamic Art Tabriz.  
molaei.2488@gmail.com

The purpose of this study is to definition the importance of urban underground spaces in solving urban problems, supplying urban needs and developing cities. This article, try to explain the basics, necessities and design considerations of underground spaces in development of cities. In this regard, the research questions are: What are the necessities, dimensions and contexts of underground spaces in the contemporary urban development? What are the strategies and urban environmental qualities for developing underground spaces? This paper requires an analytical and descriptive research method with a qualitative and interdisciplinary approach. Considering the interdisciplinary nature of urban development in different environmental and human dimensions, it seems necessary to the use of documentary and library study methods, swot analytical technique has been done.

### **Discussion and Results**

The Needs of Subsurface Development in the Contemporary era are: Lack of space and economic value of land; Appearance technology in urban development; Solving traffic problems and environmental issues; Solving the climatical problem; Use of underground spaces to protect cultural heritage; Crisis management and passive defense; Strength, ability to maintain and maintain optimum in critical situations; Flexible subsurface spaces; Protection and development urban infrastructures (water, sewage, electricity, gas and telecommunications); Potential issues of subsurface spaces.

### **Conclusions**

Comprehensive development plan for urban underground spaces for metropolitan cities is one of the important steps in urban planning, which utilizes urban, environmental, civil and traffic specialists, economics, geography, sociology and feasibility studies for the development of subterranean spaces. The map of feasibility study in terms of environmental, geology, urban planning and technical limitations will be the basis for decision making in the development of sub-urban development program. Station complexes utilizing underground spaces, subway lines with diverse and flexible urban subterranean spaces, surface water transfer tunnels, underground pipelines and urban spaces at the negative levels of these.

The use of subsurface space offers opportunities that help improve and improve these three trends in general, the underlying causes of the contemporary era are: Creating a climate with climatic comfort in adverse climatic conditions; Developing or solving urban transport issues; Helping to sustain the environment; Increasing the productivity of land economics; Providing spatial needs and functional; creating a safe environment in times of crisis and accidents.

### **Keywords**

Urban underground space, urban development, urban problems, urban infrastructure, sustainability.

**References:**

1. Bobylev, Nikolay (2009) "Mainstreaming sustainable development into a city's Master plan: A case of Urban Underground Space use". *Land Use Policy*.Vol.26, pp. 1128–1137
2. Gamayunova, Olga. Gumerova, Eliza (2016) "Solutions to the urban problems by using of underground space." 15th International scientific conference "Underground Urbanisation as a Prerequisite for Sustainable Development". **Procedia Engineering** 165 ( 2016 ) 1637 – 1642
3. Golany, Gideon& Ojima, Toshio. (1996) *Geo-Space urban design*. John Wiley. 1th edition.
4. Molaei, Asghar (2015) *Development of Subterranean Spaces with Approach to Urban Design*, Tehran: Órmanshahr Publication, First Edition.
5. Sterling, Raymond. Carvedi, John (2009) *Designing Underground spaces*, Translated by Vahid Reza Ebrahimi, Marandiz Publishing, First Edition.
6. Zaini, Farah. Hussin, K. Raid, M.M. (2017) "Legal considerations for urban underground space development in Malaysia." *Underground Space*. Volume 2, (2017) 234–245.

## ***An Analysis of the National Place of the Mashhad City on the Socio-Economic Development Based on the City- Competitive Brand on the Horizon of 2024***

*Shahkarami Kian<sup>a</sup>*

*Rahnama Mohammad Rahim (PhD)<sup>b</sup>*

*Chaharrahi Masoud<sup>c</sup>*

*Heydarinesar Mina<sup>d</sup>*

*Received:21/10/2018*

*Accepted: 11/03/2019*

### **Abstract**

Today, one of the most important parameters affecting the economic, social, urban development is competition, and competitiveness issue in the introduction and illustration of customer-friendly branding in global, national, and regional arenas. During this process, one of the challenges of urban management to increase efficiency by urban brand building is regarded as a solution to the urban development process. Therefore, the purpose of this study was to evaluate the national status of Mashhad in the field of socio-economic development based on urban-competitiveness brand by the year 2024 using the Meta-SWOT technique. The research method is descriptive-analytical and the purpose is applied. Data and information are collected through library studies, (the development document of Mashhad) and surveys. The statistical population is consisted of 40 experts and researchers related to the research topic. The results show that the location of the city of Mashhad in the competitive map from the point of view of the economic development parameter (Y-axis) with a score of 3.05 from 5 possible points in 2024 among its rivals is after Tehran, which with a score of 3/90 is in the highest position. Also, in the context of the social development parameter (Chart X), the city of Mashhad in the target year with a score of 2.90 out of

---

<sup>a</sup> PhD Candidate of Geog. & Urban Planning, University of Fedosi Mashhad.

<sup>b</sup> Prof. Of Geog. & Urban Planning, University of Ferdosi Mashhad  
rahnama@um.ir

<sup>c</sup> MA Student of Geog. & Urban Planning, University of Yazd

<sup>d</sup> MA Student of Geog. & Urban Planning, University of Yazd

the 5 possible points would have a lower position than Tehran with a score of 4.45, and Shiraz and Isfahan with the common score of 3.45. The most important macroeconomic variables affecting socio-economic development of Mashhad with respect to its competitive brand include international sanctions, rulers, and urban management in Mashhad, tensions between Iran and some Islamic countries of the region, and the existence of Atabat Aliat in neighboring countries (Iraq, Syria).

### **Introduction**

Development can be considered as a political, social and economic process that results from living standards and improves the standard of living (Meshkini & Muazez Brabadi, 2017: 122). It is necessary to carry out a comprehensive assessment of the state of the parameters affecting economic, social and environmental development to formulate a scientific and rational infrastructure for development policy, (Yu et al. 2010: 1218). Indeed, in the modern era, all countries and metropolises try to gain the most profit and profit-making in this compactness and proximity than their other competitors. (Liu & Sun, 2015: 275). As Larry Wright of 1995 has said, the future war of cities will be marketing for production and competitive competition for introducing top-notch urban brands (Pfefferkon, 2005:11). Now considering these definitions, one of the most important parameters influencing the economic and social development of countries is competition and the competitiveness of brands in the global arena. Branding and improving the image of a city is an essential and vital strategy for participating in intergovernmental and regional competition areas in the new global economic equations (Changelvaei & Saleh Kashani, 2017: 1) because urban competitiveness is considered as the ability of urban economics to grow continuously or maintain a standard of living (Rabieh & Khajui, 35: 2014). The metropolis of Mashhad has the potential to compete with its national and regional rivals in various sectors due to its ability and potential in various fields including tourism, as the most important urban brand by better illustrating this valuable city brand to excellence position to achieve an impact on socio-economic development at the national level.

### **Research method**

The method of research is descriptive-analytical, and the purpose is practical. Data collection and research data have been carried out in two phases. Field information was collected through questionnaires and interviews with 40 experts and specialists in related organizations and universities. Among the total of 40 questionnaires, 20 were distributed to researchers and academics, and 20 to experts of related organizations (municipalities, governorate) in Mashhad and other rival cities.

### **Results**

Based on the competitive map, the status of the city of Mashhad in terms of the economic development parameter is in a tight position rather than some rival cities in the prospective year of 2026. After Tehran, having a point of 3.90, the city of Mashhad has the highest position with a point of 3.05 out of 5 possible points in 2026 among its rivals based on the economic development parameter (Y-axis). In the context of the next parameter, namely, social development (Chart X), as it is known, the city of Mashhad in the target year with a point of 2.90 out of 5 possible points has a lower position than Tehran with a point of 4.54, Shiraz and Isfahan, with a common point of 3.45. Also, according to the findings, among the macro variables affecting socio-economic development of Mashhad based on its urban branding, the tensions and issues that have arisen between Iran and some Islamic countries of the region, including Saudi Arabia, the existence of the holy shrines in the neighboring countries of Iraq and Syria, the rulers of Mashhad and international sanctions have the most effect.

### **Conclusion**

It is necessary that the metropolis of Mashhad pay attention to a number of macro variables that have a strong and sometimes unpredictable effect on its success or failure to benefit from the brand of its city and subsequently socio-economic development. The tensions and issues that have arisen between Iran and some Islamic countries of the region, such as Saudi Arabia, the presence of the holy shrines in the neighboring countries of Iraq and Syria, the rulers of Mashhad and international sanctions have the highest impact on the success of the competitive brand in Mashhad and socio-economic development. Therefore, it is imperative that the planners of Mashhad, with coherent planning, try to manage these issues in cooperation with national management in the country. Is it not that after a political tension between Iran and Saudi Arabia, the number of 700 thousand pilgrims entering the city of Mashhad in the Gulf states has declined annually, and the same has led to many consequences, including the collapse of the business improvement under these severe unemployment conditions in Iran and Mashhad? Also, other target markets, including Muslims in Iraq, Turkey, Afghanistan, Pakistan, and Central Asia, Azerbaijan, and even India, can be scheduled.

**Keywords:** Socio-economic development, Urban branding, Competitiveness, Meta-SWOT, City of Mashhad

### **References**

- 1- Meshkini, A, and Moazabarabadi, M (2017), "Ranking of the cities of Khorasan Razavi province in terms of development indicators using factor analysis method", *Quarterly Journal of Social Culture Study*, 10(3): 121-143.

- 2- Lee, T.H. and Liu, R. T (2011). Strategy formulation for the recreational areas of Central Taiwan: An application of SWOT (strengths, weaknesses, opportunities, threat) analysis Journal of Hospitality Management and Tourism, Vol.2, No.3.
- 3- Liu.Y, Sun. Q. (2015). A Comparative Study of Competitive Brand Based on Customer-Perceived Value—Evidences from IAT
- 4- Pfefferkorn. J.W. THE BRANDING OF CITIES, Exploring City Branding and the Importance of Brand Image, MasterThesis, Syracuse University, August 2005
- 5- Rabieh, M and Khajui (2014), "Explaining Competitiveness Strategies of Tehran City, Strategic Management Studies", No. 15, Autumn 2014, p. 37-56.
- 6- Yu, L., Hou, X., Gao, M. and Shi, P., 2010, Assessment of Coastal Zone Sustainable Development: A Case Study of Yantai, China, Ecological Indicators, No. 10, PP. 1218-1226

## ***Investigating the role of urban branding in realizing the creative city (A case study of Urmia)***

*Mahmodi Azar Shirzad<sup>□</sup>*

*Davoudpour Zohreh(PhD)<sup>□</sup>*

*Received:21/10/2018 Accepted: 14/03/2019*

### **Abstract**

The famous cities are constantly trying to establish themselves as one of the new ideas for consolidating their place. One of these ideas is a creative city. By joining the Creative Cities Network, cities are struggling to boost their economic potential, and in pursuit of this growth, they have developed policies and strategies, one of which is city branding, since the city's main city branding mission is to contribute to the city's economic growth. The present research seeks to examine the role and effect of city branding on the realization of the concept of a creative city. The research is applied in terms of purpose, application and method of doing descriptive-analytical research. The results show a significant correlation between branding components and indicators of the creative city and adds and reinforces each other. Also, the results of urban areas ranking from the perspective of these components show that regions 5 and 1 are better than other regions, and given the fact that the title of the city is creative and not creative urban areas, therefore, the recommendation Urban management, in line with the balance of urban areas and the proper and equitable distribution of services, infrastructure, and ... to adopt appropriate policies and strategies.

### **Introduction**

The formation of a globalized network of cities and the incentive to compete with it have, in recent years, led all cities from large to small to re-evaluate and redefine their role from the global, national, and regional perspective. Cities are rethinking and reflecting on their opportunities and threats, seeking to increase the power of attracting and raising themselves among the crowds of famous cities, and in the meanwhile trying to link themselves with one of the new ideas that one of these ideas, the city is creative. Considering the paradigm and the idea of the creative city as a strategic way of thinking and planning since the late 1980s, it is emphasized on exploitation of cultural

---

<sup>a</sup> Ph.D. Candidat t of Urban Planning University Islamic Azad, Qazvin Branch.

<sup>□</sup> Associate Prof of Urban Planning, University Islamic Azad, Qazvin Branch.

resources and encouraging the acceptance of different ideas and the minimum use of natural resources. The philosophy of the creative city is that there are always more potential possibilities in the city than we think at first glance. And it is based on the assumption that if given the opportunity to ordinary people they can make it impossible. The idea of a creative city supports the need for a culture of creativity that fits in the way urban stakeholders operate. Creativity is the most important factor for innovation and prosperity in a creative city, but creativity in cities depends on the environment in which creativity occurs, and in fact, it can be said that a favorable urban environment is a driving force for citizens and indeed a provocative cause. But the urban environment's desirability in joining the creative cities network involves the use of specific strategies where city branding is one of the most common ones, because branding as a strategic tool can quickly transfer the city's core value to living qualities. In the city, through the establishment of an environment favorable to attracting the creative class, it is influenced by many, and by identifying and strengthening the identity of cities, brought economic sustainability to them. In fact, city branding has been transformed into a conventional action to promote the competitive advantage of a city through which history, quality of place, lifestyle and culture are promoted, and the opportunity, power or influence of a city in a competitive environment will increase, as well as the status of a city as a local To stay, the business or tourist destination is strengthened. The purpose of the present research is to investigate the role and effect of city branding on the realization of the concept of a creative city.

#### **Resrech Method**

The research is applied in terms of purpose, application and method of doing descriptive-analytical research. The case study of this research is Urmia, which, due to its ethnic and cultural diversity, has historical, geographical, cultural, political, physical and natural infrastructure with potentials that are capable of being branded in order to achieve economic sustainability and Ultimately, getting the status of a creative city.

In order to achieve the research goal, firstly, the indices and components to be extracted from the theoretical foundations are confirmed using the Delphi method, and then using the fuzzy network analysis to prioritize the components and indices. Finally, the effect of city branding components on the index the creative city is measured using Structural Equation Modeling and using Lisrel software.

#### **Results**

The results of prioritizing city branding components showed that the reputation and reputation of the city with a weight of 0/028 in the first priority, and unique buildings and architectures in the second priority and the ease of travel from Urmia with a weight of 0/009 have the least priority. Therefore, it was discovered that the reputation and reputation of the city

played a major role in portraying the city in public associations and as a result of transforming the city of Urmia into a destination brand. Also, the historical and natural potential of the city of Urmia is considered to be its intrinsic property, and cities that lack such potentials should take other strategies. The results of prioritizing the indicators of the creative city also showed that the relative tolerance index of each other with a weight of 0/109 in the first priority and an index of area with a weight of 0/079 in the second priority and accessibility and distance to work index with weights of 0/008 and 0/009 have the least priority. So, with a review of the research background, social diversity, city size, and population size are among the prerequisites for the realization of a creative city, as is Florida, apart from the knowledge base, social contexts such as social diversity, social equity and desirability of the place Life and ... as the cornerstone of the realization of the creative city. On the other hand, the coefficient of the path of the city branding on the creative city is 0/65 and the value of t is 16/61. The value of t for this parameter is greater than 1/96. Therefore, there is a significant relationship between city branding and creative city and city branding affects the creative city. Finally, the results of urban ranking (through Friedman test) showed that regions 1 and 5 are in the first priority and in better condition than the 2, 4 and 3 areas in terms of indicators of the city of creative.

### **Conclusion**

Regarding the ranking of urban areas, the relative situation of the first and fifth areas is mainly due to the housing of prosperous classes, high quality of life, suitable infrastructure, per capita of urban services, and so on. While the second region, although Urmia University and some research units and knowledge-based companies are based there, due to more informal settlements, lack of proper urban infrastructure, social maladministration and poor quality of life, and ..... It does not have a favorable situation. Therefore, urban management should be in line with the realization of the principle of social justice and the reduction of regional inequalities in the equitable distribution of services and facilities and facilities.

**Keywords:** City branding, Creative city, Economic sustainability, Fuzzy ANP, Urmia

### **References**

1. Dinnie, Keith (2011). City branding: theory and cases, published by palgrave macmillan.
2. Cozmiuc, C. (2011). City branding- just a compilation of marketable assets? Economy.
3. Lang, J. T. (2005). Urban Design: A Typology of Procedures and Products. NewYork: Elsevier/Architectural Press.

4. Stigel, J., & Frimann, S. (2006). City branding – allsmoke, no fire? *Nordicom Review*, 27(2), 268-245..
5. Zenker, s., & Braun, E. (2011). Place brand management. Retrieved 2017, from Erasmus School of economic: <http://www.placedbrand.eu>

***Historical analysis of the strategic principles of  
Ilkhanate ‘Abwab-al-berr’ cities’ structure with an  
approach of Carmona urban design indicators***

*Belali Oskoyi Azita (PhD)<sup>a</sup>*

*Received:14/11/2018 Accepted:20/03/2019*

**Abstract**

There are two general parts in the foundations of special ilkhanate cities ‘Abwab-al-berr’ (Shanbe Qazan), Rab’e Rashidi and Soltanieh) including central core and the ‘shahrestan’, which were constructed with a regular and pre-designed geometric appearance and essentially two perpendicular axes which were leading to the gates. One of the axes was the bazaar and the other axe was called ‘Mamer’ i.e. a path which led to the central core that was te religious zone in ‘Abwab-al-berr’ cities. Furthermore, the surrounding gardens in addition to the bulwark, had enclosed the outer limits of the city and enformed them as city gardens. This article aims to explain the relation among principles of factors affecting the formation of ‘Abwab-al-berr’ cities foundation and to categorize the mentioned factors with the Carmona’s indicators. This historical research is based on precision in the context and tips of the historical texts using the content analysis method and with a contemporary approach to the analysis of the strategic principles of urban structure uses exploratory method. Although primary physical studies on reviewed ‘Abwab-al-berr’ cities represents differences in appearance like size, location and context, but a deeper analysis of indicators which form these cities, show us that considering philosophical approach and purpose of construction, All the three cities have similar principles with a unique goal and all of them are based on Islamic values and ‘waqf’ system. These principles, as spirit of the cities, beside physical features of the cities, lead the different spiritual and physical aspects of urban life. The mentioned principles, according to the Carmona’s theory, are classified in morphological, perceptual, social, visual, functional, chronological and environmental indicators.

**Introduction**

---

<sup>a</sup> Associate Prof. of Architecture, University of Tabriz Islamic Art Tabriz.  
[a.oskoyi@tabriziau.ac.ir](mailto:a.oskoyi@tabriziau.ac.ir)

Including the major changes during the ilkhanate period was that religious beliefs became bold among the Ilkhanate leaders. Among other changes were the advent of the cities named 'abwab-al-berr'. The first idea of building these cities was to build a social welfare for people so as the name tells the rewards of these heritages open the doors of heaven to the benefactor of them. In the historical texts of this period construction of the 'abwab-al-berr' has been abundantly mentioned which confirms the importance of reviewing these cities in order to achieve the ilkhanate cities structure.

### **Materials and Methods**

The purpose is to mentally communicate between historical facts of the city and physical forms of them. Research strategy is a commentary-historical strategy which is based on precision in the context and tips of the historical texts using the content analysis method and with a contemporary approach to the analysis of the strategic principles of urban structure uses exploratory method.

### **Discussion and Results**

Some of the parameters of the 'abwab-al-berr' cities can be categorized like this due to the Carmona's indicators.

*Morphological indicators:* these cities had a coarse texture in the core and fine texture scattered in all 'shahrestan'. In the core we witness the accumulation of different functions based on the principle of hierarchy and neighborliness which emerged a coherent atmosphere. Communication network and component pattern which were partially systematic and partially organic led to the qualities such as attractiveness.

*Perceptual indicators:* the chainsaw perceptual indicators of these cities has created readable spaces by creating a strong impression in the minds and it made it possible for citizens to make a whole image of the city which created an emotional attach due to the Islamic-Iranian identity.

*Social indicators:* In these cities, suitable spaces for communication and social activities were considered and also the construction of open spaces and multi functionalities of religious spaces were for the same reason. Construction of different neighborhoods for different social groups, confirms the attention of the creators to all aspects of society.

*Visual indicators:* in locating the core the highest section was selected so that the city could have a visual identity which was the mosques. The skyline was homogeneous everywhere and it rises in the core and takes its peak in the highest form of the Islamic values of the mosque.

*Functional indicators:* Throughout the historical texts of this period, they refer to a pre-designed plan for these cities which coordinated design of functions and their responsiveness to the needs of residents has been emphasized in all of them.

*Chronological indicators:* The 'waqf' system has been the basis for the construction and survival of the 'abwab-al-berr'. The benefactors of these cities have been looking for a historical continuity with the old architecture and urbanism.

*Environmental indicators:* The presence of green spaces on a large scale, in addition to creating visual qualities, led to a favorable psychological environment, such spaces, evoked the concept of the "garden of the city". Preventing environmental pollution as a principle has created sewage disposal, treatment and etc. which provides a suitable environment for promoting environmental conditions and sustainable urban development.

### **Conclusions**

Features and spatial structure of 'abwab-al-berr' cities are extracted according to the historical texts and the principles, according to the Carmona's theory, are classified in morphological, perceptual, social, visual, functional, chronological and environmental indicators.

**Key words:** Abwab-al-berr, Ilkhanate, historic texts, indicator, Carmona

### **References:**

1. Hofman, Brigitt (2000) Wagf im Mongolischen Iran. Rasiduddins Von. Frand Steiner Verlag Stuttgart.
2. Kosebay, Yonca (1998). An interpretive Analysis of matrakci Nasu s Beyan-I anazil: Translating Text into Image. Ph.D.diss. Massachusette Institute of Tech nology.
3. Kaynezhad, M. A. & Bilali Skoei, Azita (2011), Rivne quarter recreation based on historical texts, Tehran, Azad University Press
4. Lang, Ann Katherine Swine Ford (2002), A review of the Iranian history after Islam, translation by Yaghoub Ajand, Amir Kabir, Tehran.
5. Shekari Tiri, J. (2005), "Findings of the Shahnaz Ghazan", Fine Art, 24, pp. 80-73.

## ***A comparative study of the sustainability level of development in regions 1 and 2 of the Mashhad***

*Ajza Shokouhi, Mohammad (PhD)*<sup>□</sup>

*Baghban, sajedah*<sup>□</sup>

*Rahnama, Mohammad Rahim (PhD)*<sup>□</sup>

*Received:02/11/2018      Accepted:25/03/2019*

### **Abstract**

The rapid increase of urbanization has made unavoidable changes in the cities, so Sustainability analysis in urban zones has always been one of the goals of urban managers. The purpose of this study is to analyze the indicators of sustainability in zone 1 of region 1 and zone 1 in region 2 of Mashhad. This research is operational in terms of purpose and has been done using descriptive-analytical method. The data collection is done by the library and document methods with a field survey. So, 30 sustainability indicators were weighed by using the views of 15 experts and also using the MACBETH technique in order to evaluating five dimensions of physical, environmental, institutional, economic and socio-cultural dimensions in the studied area. Based on paired comparisons, among the five dimensions, economic dimension is the most important dimension of sustainability. The results of the research indicate the physical, economic and socio-cultural sustainability of zone 1 of region 1 and physical sustainability of zone 1 of region 2. Totally, zone 1 of region 1 is relatively sustainable and zone 1 of region2 is evaluated unsustainable. Therefore, it can be concluded that only attention to physical and functional conditions is not enough and factors such as the economic situation also affect the sustainability of a zone. Considering that the economical dimension is more important than other dimensions, it is suggested that any planning mechanism for sustaining the studied areas in the first step should be based on the improvement of the economic indicators.

---

<sup>□</sup> Associat Prof of Geog. & Urban Planning, University of Fedowsi Mashhad  
a.shokouhim@gmail.com

<sup>□</sup> MA Student of Geog. & Urban Planning, University of Fedowsi Mashhad

<sup>□</sup> Prof. of Geog. & Urban Planning, University of Fedowsi Mashhad

### **Introduction**

The explicit difference in the level of development of various urban areas from the 40s in the urban spaces of Iran has caused the rapid development and expansion of contradiction and also incompatibility in the city. Furthermore, imposing abnormal biological conditions and creating heterogeneous zones with inferior developmental characteristics, not only caused an unfair allocation of resources, but also challenges the sustainable development of urban spaces (Nazmfar & Roshan roudi,1394). Mashhad is affected from this situation as the second largest metropolis in Iran as well. According to the population of 1385, 1390 and 1395 of Mashhad, the average population growth rate in this city was 7.1% between 1385 and 1390 and was 8.2% between 1390 and 1395. This heterogeneity and unbalanced distribution of resources and services are also seen in various regions and zones of Mashhad (The statistics of the city of Mashhad, 1385, 1390, 1395). Therefore, in this research, two heterogeneous regions were selected due to different economic, physical and urban characteristics with the aim of measuring and evaluating them in terms of sustainable development, so that the relationship between urban sustainability indicators and economic and physical characteristics of these areas was studied and then using Macbeth model to compare them with each other. In this regard, zone 1 of region 1 of the Mashhad Municipality and zone 1 of region 2 of Mashhad Municipality were selected due to heterogeneity and differences in the availability of facilities and differences in their economic situation and their central location in Mashhad. selected research indicators are also picked up from different sources and then divided into five categories: physical, ecological, socio-cultural, economic and institutional (Jepson & Edwards, 2010 & Hon & Mokino, 2013). According to the current approach of the research, the present article is to answer the question about the status of different dimensions of sustainability in zone 1 of region 1 and zone 1 in region 2 of Mashhad, and also is about to find which of these zones is more sustainable, based on the principles of sustainability.

### **Materials and Methods**

This paper has been conducted by descriptive-analytical method, using Geographic Information System (GIS) as well as Macbeth method. In this paper, data collection has been done by using library studies. then, the status quo of the areas was surveyed by studying the detailed plan of the regions, field observations and completion of the questionnaire in terms of sustainable development principles. based on this information and with regards to zone 1 of region 1 and zone 1 of region 2 of Mashhad as the unit of analysis, the principles of urban sustainability were analyzed by using Macbeth method.

### **Discussion and Results**

The results of Macbeth's technique show that the economic criterion is the most important criterion for sustainable development and the institutional is

less important than the other criteria. Among the principles of economic criterion, the level of income is more prevalent and the employment rate is less important than the other principles. Also, among physical principles, worn texture is more important than others. Among socio-cultural principles, security has the greatest impact on the sustainability of studied areas. per capita green space is the most important ecological principle and participation in plans is also the most significant institutional principle of sustainable development.

### **Conclusions**

The results of this research show that zone 1 of District 1 is physically, economically and socio-culturally, and zone 1 of District 2 is physically sustainable. Given that the final score of zone 1 of region 1 is equal to 18.3 and the final score of zone 1 of region 2 is equal to 24.2, so zone 1 of region 1 has a more sustained status than the other. Although the result of the research shows the superiority of zone 1 of region 1 to zone 1 of region 2, this zone still requires the attention of urban managers, especially in ecological and institutional aspects. Since zone 1 of region 1 has a more stable status in terms of socio-cultural and economic dimensions than the other, it can be concluded that only attention to physical and functional conditions are not enough, and some other factors such as the economic situation of households and security also affects the sustainability of an area. Based on the viewpoint of the research which is sustainable developmental and considering that the economic dimension is more important than the other aspects in view of experts, it is suggested that Any planning mechanisms to sustain the mentioned zones should be based on improvement of the economic indicators.

**Keywords:** Sustainable Development, Urban Sustainability, Desirability Measurement by Baseline Comparison Assessment through MACBETH, Mashhad.

### **References**

1. EDWARD J. JEPSON, JR. & MARY M. EDWARDS. (2010). How Possible is Sustainable Urban Development? An Analysis of Planners' Perceptions about New Urbanism, Smart Growth and the Ecological City. *Planning Practice & Research*, 417–437.
2. Hon, s & Makino, A. (2013). Learning citieas in East Asia; Japan, the republice of korea and china. *International Review of Education (Int Rev Educ)*, 443-468.
3. Nazmfar, Hossein, and Roshan Roudi, Somayeh (1394). assessment of the level of developmental sustainability in the neighborhoods of 9th district of Mashhad based on hierarchical models and network analysis, *Geography and Urban Area Journal*, No. 15, pp. 68-49.

4. The statistics of the city of Mashhad, 1395 (1396). Mashhad: Human Resource Planning and Development Department of Mashhad Municipality, with supervision of statistics management, analysis and performance evaluation.
5. The statistics of the city of Mashhad 1390 (1391). Mashhad: Human Resource Planning and Development Department of Mashhad Municipality, with supervision of statistics management, analysis and performance evaluation.
6. The statistics of the city of Mashhad 1385(1386). Mashhad: Human Resource Planning and Development Department of Mashhad Municipality, with supervision of statistics management, analysis and performance evaluation