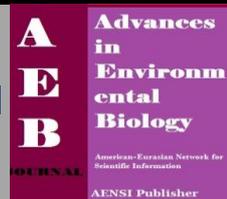




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### Social impact Assessment of Construction of Khordad 15<sup>th</sup> Avenue Pavement (Second Phase)

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#### ABSTRACT

The present article is devoted to answer this question: what would be the social consequences of constructing 15 Khordad sidewalks (12 district of Tehran Municipality)? And what alterations or modifications may be done in order to achieve the best aspect of it? This research has been done by descriptive research method in its path and the data were gathered through applied research method in its purpose. In the documentary section, all the documents involved have been taken into account, and 880 individuals are selected as a sample including: residents, customers, and active shopkeepers limited to the scope of the project and asked to fill the questionnaire. Some subjects including local managers and beneficiary organizations have been interviewed by accessible and purposive sampling method, the other groups of people snowball sampling. This research has been done by some instruments such as fishes, Researcher-made questionnaire, semi-structured interviews, and observation. The research findings indicates that the pavement though leads onto economic growth or increasing tourism and activity and expansion of leisure spaces, but at the same time, it causes conveyance of environmental pollution to the other places of the city and alteration of the identity of its neighbor regions. Finally, creation of loading bays, using furniture and historical elements of old Tehran and so on as public spaces will be proposed as mechanism for achieving to the research goals.

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#### INTRODUCTION

Urban projects can be regarded as phenomena which are able to influence their surroundings through emergence of new norms and values. In other words, urban projects make impacts which can affect the local communities, individuals, groups, organizations, institutions and etc within the scope and sphere of the project's influence and organize or disorganize their function [1]. In this regard, as a contribution seeker and contribution-oriented thought, the dominant thought in urban management intends to study and evaluate the social impacts of urban projects, thereby predicting the realistic, positive, and negative future arising from the consequences of the project through analysis of the current situation, identification of beneficiaries (winner and loser) and determination of positive and negative impacts with the help of scenario writing [2]. Obviously, studying these aspects can help heighten the level of these phenomena's success. By the way, according to prior research experiences (for example, Navvab project), leaving these impacts unexamined may have prejudicial outcomes and lead to the project's failure while injuring the reliability and trust of municipal management. In this regard, if we consider "SIA" (Social Impact Assessment) as an operational knowledge to provide decision makers with advice and mechanisms, then it is true to say that the current research has tried to assess the social, cultural, ecological, and economical impacts of the project to construct a pavement for Khordad 15<sup>th</sup> Avenue (second phase), and hence to study the impact of the project on perspectives and guidelines of the development of 12<sup>th</sup> district of Tehran municipality and Tehran, and identify the interest-group (winners and failures) who are influenced by the execution of this project. So the main question this research explores is "what are the social consequences of execution and construction of pavement in Khordad 15<sup>th</sup> Avenue (situated in 12<sup>th</sup> district of Tehran municipality) in accordance with experts, shopkeepers, inhabitants and pedestrians' viewpoints?"

**Corresponding Author:** Khalil Mirzaei, The present article is the result of a research under the title of "Social impact Assessment of Construction of 15 Khordad Ave. Pedestrian (Second Phase)", achieved through financial support of Department of Social and Cultural Council of District 12 of Tehran Municipality in 2010.

Therefore, this research attempts to analyze these opinions and social consequences and to study possible changes.

#### *Statement of the Problem:*

The simplest classification of a city's spaces introduces two groups of architectural and urban spaces. In this regard, some functions of urban spaces which reinforce and improve social system, include: facilitating social relations and refining the society's structure, developing a sense of trust and confidence, boosting cooperation and sense of responsibility among citizens and fostering self-reliance and self-possession of people, facilitating individuals' socializations etc. Urban spaces could improve social and municipal system when they were converted into "public space". In other words and from social point of view, those groups of open urban spaces, where "collective action" occurs and which are significantly and socially influential (resting, finding refreshment, communication and social interaction and etc), are among actual public spaces. Meanwhile, pavements can be regarded as the most important urban public place and its most essential element [3], in addition, improving movement in the commercial heart of the city, encouraging people not to use personal vehicles, encouraging the use of public transportation, improving trade in a city center, attracting new investments, reducing levels of pollution, preserving historic areas and boosting their conditions, allocating space for pedestrians' activities and strengthening and improving the social face of a city, are all considered as benefits of developing such place [4]. In other words, the formation of roads and municipal spaces in ancient cities of Iran was based on the scale and requirement of pedestrians' movements. While in the current custom of city building, planning for vehicles is constantly prior to planning for humans (pavement as a manifestation of city life, July 2009). This inattention to pavements in Tehran, as an archetype for other cities of the country, is obviously apparent. The current pavements are, presently, facing such difficulties and problems as issues of traffic (movement of motorcycles' and parking of vehicles in a pavement etc), problems with skeletal problems (uneven surface of pavements, lack of bridges, ruinous or inadequate ground etc) and public service issues (lack of seats and water cooler in pavements, poor light etc).

In this regard, Khordad 15<sup>th</sup> avenue as one of the most important avenues of 12<sup>th</sup> district of Tehran's municipality and Tehran, is economically (existence of Bazaar), socially (remarkable daily interactions and relations) and culturally significant and for these reasons, Tehran's municipality has decided to refine this avenue to facilitate transportation and content people (including inhabitants, shopkeepers, customers and etc) but there are different groups benefited or suffered from the current and future condition of this project; these groups may have different opinions in this regard and enquiring into their ideas can make the decision makers' and executives' attempt more efficient. In this regard, this research has intended to identify, analyze, predict and manage the social effects of the mentioned project. Therefore, the most important question this research attempts to answer is what are the social and cultural consequences of execution and construction of pavement in the 15<sup>th</sup> Khordad Avenue (situated in 12<sup>th</sup> district of Tehran municipality) from experts', trades people's, inhabitants', and pedestrians' viewpoints?

#### *Research Questions:*

The questions this Research addresses are mentioned below:

- 1) What is the current status of the project of pavement construction in the 15<sup>th</sup> Khordad Avenue?
- 2) What is the project scope of influence of the project of pavement construction in the 15<sup>th</sup> Khordad Avenue?
- 3) Who are the possible interested people in the project of pavement construction in the 15<sup>th</sup> Khordad Avenue & how much does the project influence each of these interested groups?
- 4) In businessmen's point of view (who work in the 15<sup>th</sup> Khordad Avenue), how does the project of the pavement construction in the 15<sup>th</sup> Khordad Avenue affect their economical pursuits?
- 5) In organization and institutions views, which are situated in the sphere of the project's influence (2<sup>nd</sup> phase) how does the project of pavement construction in the 15<sup>th</sup> Khordad avenue influence their functions?
- 6) How will be the effects of the project of pavement construction in the 15<sup>th</sup> Khordad Avenue from inhabitants' viewpoints that live in the plan's domain?
- 7) From the viewpoints of Traffic Department and department of Transportation of the district municipality, what are the effects of the project of pavement construction in the 15<sup>th</sup> Khordad Avenue on the general pattern of the region's transportation network?
- 8) Based on the opinions of the adjutancy such as Department of Planning and Coordination, Department of Architecture, Technical assistance and development, how does the project of pavement construction in the 15<sup>th</sup> Khordad Avenue influence the perspectives, strategies and patterns of the district and urban development?

#### *Research's literature and theoretical bases:*

##### *Urban space:*

Urban space can be regarded as a type of geographical space which is formed through the interaction of natural environment and socioeconomic structure [5]. As Madanipoor indicates, urban space is a material space

which incorporates social and psychological space, he further emphasizes that the form of a city is the geometry of this space [6]. Urban space can be considered as a container filled with contents of traffic, social activities, daily activities and cultural economical... aspects [7]. As municipal experts emphasize, metropolitan spaces are places which provide foundation for execution of intellectual policies [8] and from another point of view, it can be said that social interrelationships creates space and space affects the social interrelationships [9]. In this part of the paper, the definition and significance of public domain can be addressed as a segment of urban space.

#### *Public Space:*

Public space is an open and publically accessible space where people perform much of their individual and communal activities. In other words and from social point of view, only those of open urban spaces where "collective action" occurs or which have significant social impacts, including resting and recuperation, communication and social interaction or inquiring and informing, are considered actual public spaces. Accordingly, many open municipal spaces are just potential public spaces [9]. In this regard, the term public space is applied to all spaces, locations and gathering sites of a social space, which are independent of private or state sectors and available to all citizens for having a conversations devoid of ideological dominance and political paradigms so that these spaces are the safest places where social relations of subcultures in a city emerge [10]. Public space is a space for politics, religion, trade, sports, a place for a peaceful coexistence and non-personal encounters. Public space is the realization of the public (Public domain) idea but that's not all of it [11]. Squares, pavements, parks etc are also examples of public spaces.

#### *Pavement as a Public Space:*

Pavements designed for pedestrians are distinct and separate streets where passage of vehicles is excluded. Of course, particular vehicles have access to these pavements in emergencies and at certain time of the day, vehicles doing services or carrying cargo also may pass these pavements [4]. Pavements for pedestrians were first developed in the cities of Europe in late 1940s after World War II during rebuilding ruins caused by the war and reconstructing historic centers of cities; therefore, the idea of separating pedestrians' pathway from riders' road was formed. The reason for this separation was heavy traffic on the roads and consequently approaching to a threatening level [12]. Most of the time the movement of construction of pavement was accompanied by the movement of preservation of historical sites, valuable constructions and quarters in cities; therefore, it has improved the quality of these quarters and transformed them to expensive malls and tourist areas. In both city centers and in city districts, this movement has had positive influence on prosperity of business in the area because it has improved the buyers' convenience. Economic output of those projects has guaranteed their success. In addition, these projects have other benefits as improving the quality of life in public area and other instances [4]. Planners believe that providing safe, desirable and favorable pavements is essential in attracting people to city center [13]. In general, walking is the oldest, most natural and essential way of human being's movement in the environment and walking is still the most important means for looking at places and activities, feeling the life's excitements, discovering latent values and attractions within the environment. Walking has a significant role in perception of spatial identity, sense of belonging to the environment and understanding of environmental qualities. The city face is further understood by walking in the urban space [12]. Pavements are the scientific and practical solutions to many acute problems of the city which can decrease the possibility of destroying economical and physical positions, reducing quality of life, pollution, overpopulation and immigration of people of intermediate class from the city center. Pavements can revive life and vitality in the city centers and encourage people to come to the city voluntarily. Pavements are passages with the highest social role in which pedestrians have priority and other motor vehicles are used for serving the current life on the pavement [12].

## **MATERIALS AND METHODS**

This research has been done by descriptive research method in its path and applied research. The data were collected through field and documentary method. In the documentary part, the statistical population has been all the available and accessible documents about the projects and the location of its execution. In the field method, all the subjects were considered including: all inhabitants (male and female inhabitants) of 12<sup>th</sup> district of Tehran's municipality, all pedestrians (male and female) in 15<sup>th</sup> Khordad Avenue of Tehran's Bazaar, all tradespeople in 15<sup>th</sup> Khordad avenue (second phase of Bazaar) and Tehran's Bazaar & all local managers and beneficiary institutions such councils of the two quarters of Pamenar and Bazaar (due to proximity to 15<sup>th</sup> Khordad Avenue), interested adjutancy in the municipality of the district (such as Department of Coordination and Planning, Urbanization Department, Technical Assistance and Development) groups of people and shopkeepers and etc. In addition, with respect to the sample size and the method of sampling, in the documentary part, available documents have been wholly considered and all the available and accessible documents have been studied. Also in the field part, the random size appropriate sampling has been used, and sample size was 220 people from districts 5 and 9 (Pamenarand & Bazaar) chosen through Yamani sample size

formula [14] and 220 people from passengers of Bazaar (pedestrians in the 15<sup>th</sup> Khordad Avenue, area of the second phase) and finally 220 people from all active shopkeepers in the 15<sup>th</sup> Khordad Avenue (area of phase 2) and Tehran's Bazaar and administered the questionnaires. Local managers and interested institutions were chosen by the available and purposive sampling and public groups by snowball sampling, and the process of filling questionnaires was continued until the theoretical saturation was achieved. It is noteworthy that applied instruments in the research were fiches, researcher designed questionnaires, semi open (semi-structured) interviews and (semi-structured) observation. Validity of research instruments is tested using formal validity and content validity and instrument reliability (questionnaire) is also examined using test-retest reliability. In addition, data of the research have been analyzed in two separate parts by descriptive and inferential statistics, using SPSS software. The present data have been, in the descriptive part, presented in form of descriptive graphs and median, mode, mean, percentage, accumulative percentage and frequencies. In the inferential part, the method of scenario writing (based on the findings of the research) is used to analyze and predict the future of the project and its probable impacts and finally the research suggestions based on the results of the research are presented.

## RESULTS AND DISCUSSION

### *Characteristics of the respondents:*

299 people (33.9 percent) out of 880 respondents were women and 580 people (65.9 percent) were men. Among all the respondents, 197 people (22.3 percent) were single and 667 people (75.7 percent) were married, the highest frequency of educational degree (728 respondents or 82.7 percent) belongs to the high school graduates or have diploma. The average age of the respondents is 46 years. Table 1 shows the distribution of the respondents based on some variables studied.

**Table 1:** Distribution of respondents based on some of the studied variables.

Respondents Groups	Variable		size	Percentage	mode	Mean
Shopkeepers	Gender	Male	218	99.5	Male	-
		Female	1	0.5		
	Marital Status	Single	46	20.9	Married	-
		Married	174	79.1		
	Educational Status		219	100	High School and diploma	-
	Age		219	100	50	48.26
Inhabitants of Pamenar and Bazaar quarters	Gender	Male	119	54.1	Male	-
		Female	101	45.9		
	Marital Status	Single	49	22.5	Married	-
		Married	164	75.2		
	Educational Status		71	32.6	High School and diploma	-
	Age		220	100	42	46
Inhabitants of the region	Gender	Male	111	50.5	Male	-
		Female	109	49.5		
	Marital Status	Single	46	20.9	Married	-
		Married	171	77.7		
	Educational Status		219	100	High School and diploma	-
	Age		220	100	47	49
Commuters in Bazaar	Gender	Male	132	60	Male	-
		Female	88	40		
	Marital Status	Single	56	25.7	Married	-
		Married	158	72.5		
	Educational Status		219	100	High School and diploma	-
	Age		220	100	49	40.7

### *Study of present situation, public attitude and attracting cooperation of interested groups:*

The project of construction of pavement in 15<sup>th</sup> Khordad Avenue (second phase) would be executed in the regions 2 and 3 of 12<sup>th</sup> district of Tehran's municipality, on the border between two quarters 5 (Pamenar) and 9 (Bazaar). Observations and interviews performed (with shopkeepers) in this district have revealed interesting points and suggested the important problems regarding the second phase of this pavement construction. This region which is mostly occupied by industrial wholesalers (such as plastic and clothing guilds) would face difficulties of "cargo transition or loading", unemployment of porters in case of project's execution, in addition to lack of an appropriate parking lot with respect to selection of place and its availability and price shock with regard to increased expenses of loading, carrying cargoes and delayed delivery of products to salespeople. Therefore, based on the statements of participants in the interviews, it can be concluded that these distressing situations can lead to social damages such as riots, quarrels and fracas, robbery etc. With respect to public attitude toward the mentioned project, it can be said that analysis of statements exchanged in the performed

interviews shows that while respondents agree to the execution of the project of pavement construction, they believe that the project entails advantages and disadvantages; refining the state of traffic and turmoil caused by it, establishing social security (solving hazards such as purse theft and harassment), thriving business, increasing the level of hiking, preserving and reviving the historic site of the region, eliminating environmental pollution etc are all issues considered by respondents as the matters of advantages occurring as a result of the project's execution. Besides, disadvantages of the project's execution, from the respondents viewpoints are: restricting passage, loading, trading, prohibiting transit of personal vehicles, hindering people's passage, neglecting the area as a system (especially neglecting the old part of Pamenar quarter and the needs of its inhabitants), transforming surrounding quarters into stores and creating social hazards and problems, transferring some crimes to nearby avenues. The respondents suggested that, informing the executives of malls in the region, benefitting from the influence of congregational Imams and loyal persons of the neighborhoods, guilds committee and assistant councils, paying attention to salespeople's opinions, solving the issue of loading for salespeople, extending and proceeding the reconstructing and refining projects with special respect to Pamenar and Bazaar districts as complimentary plans of the construction of pavement in the 15<sup>th</sup> Khordad Avenue, can pave the way for attracting public cooperation. Table 2 shows the ideas of respondent groups about possible ways of attracting public cooperation.

**Table 2:** Respondents' opinions about how to attract public cooperation.

Row	Responding Groups	How to attract public cooperation
1	Department of Transport and Traffic 12 <sup>th</sup> district of Tehran Municipality	Informing the public, paying attention to main needs of shopkeepers and people who have an occupation in the project's sphere of influence.
2	District Councilors and trustees of Bazaar	Informing the public and consulting with trustees, clergymen and different groups of the quarter.
3	Technical assistance and development of Tehran Municipality District 12 <sup>th</sup>	Informing the boards of present malls in the district, improving the security of transportation and passage during implementation of the project, shortening the duration of implementation and classifying the project into phases by the municipality (taskmaster) and coordination with other organizations (except municipality) such as Traffic Department and also attracting their cooperation in the process of project's implementation.
4	Chief Secretaries of District Councils in 12 <sup>th</sup> District of Tehran's Municipality	Benefitting from the influence of congregational imams and trustees of the quarters, commanders of Mobilization bases, district councils and guilds committees.
5	Head of the Fire Station in Bazaar	Carrying out polls, paying attention to views of tradespeople and aid organizations.
6	District Councilors and trustees of Pamenar quarter	Informing, dealing with tradespeople's problems of loading and proceeding reconstruction and environmental projects with particular respect to Pamenar quarter, as a complimentary program for the project of pavement construction in the 15 <sup>th</sup> Khordad Avenue.
7	Department of Coordination and Planning District 12 <sup>th</sup> of Tehran Municipality	Carrying out a poll and paying attention to the first phase of pavement construction as an example.
8	The Head of Comprehensive Plan of 12 <sup>th</sup> district of Tehran's Municipality	Paying attention to citizens' opinions and benefitting from the role and influence of trustees of Bazaar
9	Senior Advisor to the Mayor of 12 <sup>th</sup> district of Tehran	Faithfully Informing, establishing a relationship with interested parties and benefitting from them.
10	Secretary General of the Islamic Society Forum of guilds and Bazaar	Precisely Informing and shortening the duration of project's implementation.
11	President of Keshavarzi Bank, Branch Galoobandak	paying attention to the first phase of the pavement construction as an example
12	Head of police station number 113 in Bazaar	Precisely informing and benefitting from trustees boards' influence
13	Traffic Department (road-guards police, present in the region)	Informing, paying attention to major needs of tradespeople and people who have an occupation in the project's sphere of influence.

#### *Project's Sphere of Influence and Interested Groups:*

Based on findings of the interviews with groups such as councilors, trustees of Pamenar and Bazaar districts and departments such as Department of Technical Assistance and Development, Department of Coordination and Planning etc of 12<sup>th</sup> district of Tehran's municipality, we can say that the project's sphere of influence is 'national' and based on the free findings (results of interviewing with salespeople, customers and inhabitants of Pamenar and Bazaar quarters in the district) the project's sphere of influence is "Trans-regional". We may also consider the following groups as the winners: customers and commuters because of the facilitation of the movement, development of suitable space for shopping and resting; banks and insurance agencies because of the increase in the number of clients and cash flow; inhabitants based on consequences such as elimination of environmental pollution, promotion of the sense of security, improvement of the sense of desirability; salespeople with respect to increase in transactions; carters, motorcycle courier, van drivers (public transportation) because of they get organized; urban management for the improvement of citizens' satisfaction with them, and police for less job pressure and possibility of inspecting the other districts of their jurisdiction; while probable failures are: inhabitants for possible blockage of their accessible pathways to the quarter; permanent salespeople in Bazaar because of an appropriate place for loading and transmitting cargos and a parking lot are ignored; drivers of personal vehicles because their passage in the area is limited and

motorcyclists because their entrance to the 15<sup>th</sup> Khordad Avenue is hindered. With respect to the influence of the project on the present occupations within the limits of project's execution, also respondents mentioned sellers, banks, insurance agencies, motorcyclists, personal vehicles, carters, motorcyclist porters, cargo trucks, vans and etc as present occupations within the limits of the project's execution and indicated that the advantages of the project are: flourishing trade, increasing the number of customers, increasing job satisfaction, organization, providing a place and setting a time for unloading and loading, increasing estate price, changing wholesalers to retailers, etc and considered probable ignorance of the place of loading and transmitting cargo, limiting the passage, decreasing the incomes during the execution of the project as the disadvantages which affect the present occupations surrounding the limits of the project's coverage. Table 3 presents the respondents' opinions about the effect of the project on present occupations within the limits of the project.

**Table 3:** Study of project's effects on the existing occupations in the project's sphere of influence based on the respondents' opinions.

Row	Respondents	Occupations	Positive effects	Negative effects
1	Councilors and trustees of Pamenar quarter	Sales people	Increase in transaction	Ignoring a place for loading and transmission of cargo and a parking lot
		Banks and insurance agencies	Increase in the number of customers	-
2	The Fire Station in Bazaar	Sales people	Increase in transaction	-
		Banks and insurance agencies	Increased job satisfaction	-
3	General secretary of councils in 12 <sup>th</sup> district of Tehran's municipality	Sales people	Increase in transaction	-
4	Technical assistance and development of Tehran Municipality District 12	Sales people	Increase in transaction	-
5	Councilors and trustees of Bazaar	Sales people	Increased income	Ignoring the problem of loading
		Banks	Increase in the number of customers in case motorcyclists are organized as financial porters	-
6	High Counselor of Tehran Municipality, District 12	Motorcyclists, personal vehicles	-	Organization and restricted passage
		Sales people	Increase in transaction	-
7	Department of Transportation and Traffic of District 12 of Tehran Municipality	Carters, motorcyclist porters, vans	organization	-
		Sales people	Allocation of a place and time for unloading, Increase in the number of customers	-
8	District 12 of Tehran Municipality Department of Transportation and Traffic	Sales people	Increased income and transaction	Decreased income during the implementation
		Banks and insurance agencies	Increase in the number of customers	-
		motorcyclist	-	Obstruction or limitation of transportation
9	Chief of detailed plans of 12 <sup>th</sup> district of Tehran's municipality	Sales people	Increased income and increased price of estate	-
		Banks and insurance agencies	Increase in the number of customers	-
10	Chief actuary of Islamic associations of Bazaar and guilds	Banks	Increased cash flow and Increase in the number of customers	-
		carters	Increased income	-
		Sales people	Transformation of wholesalers to retailers	-
11	Management of Agriculture Bank-Galoobandak branch	Sales people	Increased income	Ignoring the problem of loading
		Banks and insurance agencies	Increase in the number of customers	-
12	Head of police station number 113 in Bazaar (disciplinary force)	Sales people	Increased income	-
		Banks and insurance agencies	Increase in the number of customers	-
13	Traffic Department (road-guards police)	Carters, motorcyclist carriers, vans	organization	-
		Sales people	Allocation of a place and time for unloading, Increase in the number of customers	-

**Continued Table 3:** Study of project's effects on the existing occupations in the project's sphere of influence based on the respondents' opinions

Row	Respondents	Occupations	Positive effects	Negative effects
14	Van drivers	Vans and public transportation vehicles	Organization and ordering as a result of separation of motorcyclists, cargo transmitting trucks, commuters and carters from the section considered for vans after the project's implementation.	Increased passage of motorcyclists and as a result, increased traffic in the 15 <sup>th</sup> Khordad Avenue during the project's implementation (because the avenue would become more narrow)
			Increased order and increase in the number of stations and organization of the routs	Increased accidents as a result of presence of carters, cargo transmitting trucks and motorcyclists in the 15 <sup>th</sup> Khordad Avenue because of the implementation of reconstructional project and narrowed 15 <sup>th</sup> Khordad Avenue.
			Refinement of district's traffic and transportation	Possible elimination of stations.
			Increased passengers and commuters lacks	Ignoring construction of required stations and organization of them.
			More distinctive route	Possible removing of vans in case of development of tram.
				Increased accidents as a result of presence of carters and motorcyclists in case their passage is not organized (after implementation)
15	Hawkers	Hawkers	Increase in the number of customers	Chaotic passage during the implementation.
				Muddle and disorganization of stations because of presence of porters and motorcyclists in such stations.
16	Carters	Carters	Registration of the carters and issuing identity cards for them Facilitation of cargo transportation.	Removing hawkers
				Reduction of customers during the implementation
				Muddling passage and prohibition of carters' passage along the pavement
				Losing their stamping ground (station)
				Ignoring a place for loading and loading transmission from places far from trading sites at a low price.
				The establishment of the issue of bribery of carters by municipal officers for their passage, after construction of pavement.
17	Motorcyclists	Motorcyclists	Establish order in commuter, with consideration of a separate route for motorcyclists. Allocating stations for motorcyclists Increasing income in cases of prohibiting (vehicles of public transportation) vans from entering the avenues.	Increased traffic and muddled occupation of porters
				Unloading in a place far from trading site and transmission of cargo by porters of other haunts to sales people
				Porters' requirement as to pay entrance fee to municipality officers if a place is considered for unloading
				Muddling passage
18	Drivers of cargo trucks	Cargo trucks	Allocation of a specific place for unloading (construction of shoulders along the avenue) and ordering loading and unloading.	Removing motorcyclists
			Elimination of traffic( because there would be a specific place for loading and unloading)	Decreased income in case the avenue completely changes into a pavement and limited geographic scope of the motorcyclists
			Allocation of a specific place for unloading (construction of shoulders along the avenue) and ordering loading and unloading.	Significant increase in traffic (if an appropriate shoulder is not considered)
			Elimination of traffic( because there would be a specific place for loading and unloading)	Increasing dissatisfaction (if an appropriate shoulder is not considered)

Based on the findings of the research we can conclude that the project of pavement construction in 15<sup>th</sup> Khordad Avenue can have a positive effect on inhabitants' lives through its eliminating social hazards such as robbery, jostling and etc, increasing the price of estates, improving amiability of the district, removing environmental pollution such as air pollution, noise, visual pollution and ... and on the other hand, it causes the transformation of the residential area to warehouse (as a disadvantage). With respect to the influence of the project on general pattern of the transportation in the project's sphere of influence and based on suggestions of the respondents, this project may facilitate passage as a result of more utilization of public transportation, defining trams and bicycle pathways in the district, decreasing traffic and eliminating accidents in the area and therefore be beneficial; on the other, hand it can entail negative influences which affect the general pattern of transportation. Other impacts including: increasing the traffic of the area in case substantial pathways are not planned and defined, transmission of the area's traffic to the other parts of the region such as Mostafa Khomeyni Avenue, Imam Khomeyni Square, Sa'di Avenue, Ekbatan Avenue, and Baharestan Square. It is noteworthy that

the project of constructing pavement in the 15<sup>th</sup> Khordad Avenue has both positive and negative effects on the landscape and strategic purposes of the 12<sup>th</sup> district and Tehran. So we can consider the attraction of visitors (correspondent with section “E” in the comprehensive plan and sections “D” and “I” in region’s development prospects), elimination of defenseless urban spaces with the high rates of crime (in the case of refining surrounding quarters as the complimentary plans of the project) (according to entries “E” and “F” in comprehensive plan), advent of traffic order (corresponding to the section “F” in comprehensive plan and section “F” in the region’s development prospects), ... as positive effects and dissatisfaction in case organizing and refining surrounding quarters and the problems of these quarters are ignored, transmission of traffic and environmental pollution of the area to the other parts, the physical growth of trade’s efficiencies, the change of residential areas to warehouse and, as a consequence, the change of the identity of surrounding quarters, as the negative effects caused by the mentioned project which influence strategic purposes and landscapes of the 12<sup>th</sup> district of Tehran’s municipality and Tehran itself. The following issues are the other findings of the project (based on free findings). Based on free findings of the project, the level of respondents’ satisfaction of the first phase of the pavement construction project has been a little more than expected average. This is evident from the average satisfaction of all respondents (2.9 as compared with the expected mean of 2.5). In the following, the findings of the research show that the level of all respondents’ information (2.29) was less than expected mean (2.5). With respect to the respondents’ tendency toward the execution of the second phase also, the level of respondents’ tendency (3.27) as compared with the expected mean (2.5) has been higher. Besides these findings indicate that robbery, jostling, harassment, air pollution, noise, quarrel and street fights over loading would be lessened after the execution of the project while people’s satisfaction of being in a pavement as a friendly area (increased amiability, traffic order, use of parking lots in the surroundings, the period of time when inhabitants make use of the pavement and creation of a joyful area (boosting refreshment), transformation of surrounding residential area to warehouse and increased passage of customers would all become more extended. While in the respondents’ opinions there would be no change in the price of the houses, the amount of visual pollution, establishing friendly relations with others, the quality of quarter’s accessible entrances, chaos caused by loading, sense of attachment to the quarter, passage of motorcyclists and the migration of inhabitants from surrounding areas of the project to the other parts of the city after the project has been executed. Based on the results of the research we can conclude that the project is in general influential in improving the identity of the surrounding quarters and the region. It is noteworthy that according to salespeople’s viewpoints, the difficulties of loading and transmitting cargo, the difficulties in accessing to the parking lot for vehicles carrying cargoes, transformation of wholesalers to retailers would all increase by average after the project’s execution.

#### *Scenarios:*

Scenarios are the general plan of natural state of events or the general pattern of expected state of events by definition. Scenarios are descriptive stories of justified substitutes which look forward to a particular part of the future. They are the view of the future. They are not predictions, the purpose of scenario writing is to expand thinking about the future and broaden the spectrum of substitutes which can be considered [15]. Scenario writing can be regarded as analysis of information and reflecting on the possibilities of the future. In this regard and based on the objectives expected from the research, we may mention optimistic, pessimistic and realistic scenarios which are products of findings obtained through interviews, observations and free findings.

#### *Optimistic scenario:*

If we consider the “improvement” of the future as the basis of “optimistic scenarios”, then this type of scenario is able to consider positive consequences of a project and thereby envision a better future for the subject at hand. In other words, this project can facilitate passage, provide an appropriate shopping space and expansion of leisure space, touring, exercising sites and reduce environmental pollutions and improve security and thereby be influential for customers and visitors. In addition, the project affects inhabitants of the area and district, in a way that it eliminates or refines environmental pollution (noise, overcrowding, visual pollution, ...), makes the parking lots of Naserkhosro, Parvaneh, and Sa’di Avenues (which are surrounding the limits of the project) more useful, expansion of leisure space, touring, exercising sites, boosts the identity of the district (and the sense of attachment to the place) and as a consequence, influences these inhabitants. The influences of the project on the salespeople working in the region would be: improving their trade and flourishing their business, increasing job satisfaction, refining the state of accessibility, providing shoulders in the streets for loading, allocating a part of the pavement to passage of public transportation vehicles, reducing environmental pollution, increasing the price of estates, reducing car accidents and quarrels caused by them. Another group who are significantly influenced by the project’s execution would be women, the elderly, the disabled and blind people, and the young, as indicated by observations, interviews, field studies and the plans presented by project’s advisor. With respect to the fact that women, the elderly, the disabled and the young are outstandingly present in the district, the experiences of execution of the first phase and results of the interviews imply that this pavement is able to attract this group of the society to itself and change the social wealth as a consequence. In other words

if we consider social wealth as a “Social Connectivity” between warp and woof of social texture which involves a lot of interactions which shape our personal and public lives and define it as attachments and knots which strengthen the density of social texture [16], and consider elements such as “action-orientation in local community”, “sense of trust and security”, “capacity to accept differences” [17], ... as indicators of such wealth, then in case of appropriate execution and transformation to a “place” and establishment of the “sense of a place”, this district can be a suitable area for “communication”, “conversation” and ... among people and can improve the social wealth of the region. In this regard it is rational to say that execution of this scenario makes all the interested parties benefit from the execution of the project (pavement) and the most important outcome of this scenario would be the evolution of “public space”. According to the optimistic scenario, this place as a public space can transform the area, the district, and Tehran; and provide a “stamping ground”, “place-conduct” and an amiable location for inhabitants, shopkeepers and visitors and bring the poor and the rich, the young and the elderly all together and help to establish a democratized society.

#### *Pessimistic Scenario:*

Pessimistic scenario can be defined as a scenario which, based on negative consequences, predicts a future for the subject at hand which would be “worse” than present or past. In this regard, the research’s findings suggest that the project of pavement construction is likely to have negative impacts on the interested parties and thereby lead to an inappropriate future for the district and the pavement. In this regard we can conclude that by implementing this scenario, the execution of the project (pavement) holds no benefits for the interested parties, and in other words, the area would evoke the “sense of placeless” and lead to numerous social, local, special, economic and cultural disorders. In other words, if we define “sense of placeless” as the sense of detachment from the place [18] then based on this scenario, the execution of the project makes interested parties incur losses and repelled by the environment. In other words, the continuation of chaotic presence of personal vehicles and motorcycles, disarray in provision of needed goods, chaos in occupations of other regions as a result of traffic transmission to those parts, transfer of environmental pollution to other parts of the city, shift of social hazards, evolution of new social hazards such as bribery of porters, quarrels and fights caused by it, ... are all signs of development of a space which can be labeled as “space-crime” or “space-problem”. A space which not only has not turned to a place but also has expanded the present chaos and is likely to become a “dark spot” in the urban space. In this respect, according to “environmental specialization” and Morton’s opinion [20], the fruit of such space for the city is paving the way for development of “deviation”. In this regard, the present project can affect banks, insurance agencies through reducing the number of customers as a result of restricted transportation; lack of a suitable site for loading for trucks and businesspeople as customers of agencies; disorder in business people’s passage; lack of enhancement of public transportation of the district and increased translocation of big companies (with respect to the experience of first phase of the pavement construction project and because of problematic loading and unloading) and decreased deposits of the banks and also affect customers and pedestrians by increasing the traffic caused by implementation of the project and congestion, confusion and overpopulation caused by reconstructing operation and obstruction of passage, cargo carriage and access to needed goods. The project’s impacts on the general pattern of transportation in the region are: increased traffic in the area and ignorance of predicting and introducing substitute pathways, transportation of region’s traffic to other parts of the district, for example Mostafa Khomeyni Avenue, Imam Khomeyni Square, Sa’di Avenue, Ekbatan Avenue, Baharestan, Molavi and Amirkabir Squares and hindrance of passage because of lack of subway station in the second phase. We can point to the following issues as negative effects of the project on prospects and strategies of Tehran and region’s development: growth of dissatisfaction in case problems of surrounding quarters, as complementation of the project, are ignored, transposition of social hazards, physical growth of trading operations, transformation of residential district to stores and subsequently alteration of the identity of surrounding districts, migration of inhabitants and corrosion of the old area, translocation of area’s traffic to other parts of the district such as Mostafa Khomeyni Avenue, Imam Khomeyni Square, Sa’di Avenue, Ekbatan Avenue, Baharestan, Molavi and Amirkabir Squares, muddling the occupations’ order in other parts as a result of traffic translocation to other parts of the city.

#### *Realistic scenario:*

Realistic scenario is a scenario in which all the possible consequences (positive and negative) are considered and it attempts to picture a future anticipated based on the current situation (positive and negative consequences), observations, field studies, compiled questionnaires and expert debates. In this regard, field findings, results of performed observations and interviews and expert debates indicate that realization of this scenario is more likely as compared to optimistic and pessimistic scenarios and this scenario can be an aggregation of positive effects and at the same time negative effects caused by inattention to economic, social and physical situations. In other words, creation of a “public space” on one hand and on the other hand the remains or evolution of some economic, social and skeletal problems is not beyond belief. In this regard, the present project can positively be effective for carters (porters) by certifying and issuing identity cards to carters,

facilitating cargo transition, and at the same time it may lead to increased dissatisfaction (in case living conditions are ignored), ignore a place for loading and transmitting cargo from places far from their trading sites, cause increased traffic and disrupt the business of porters, destroy their stamping ground and lead to bribery issues by municipality officers for their passage after construction of the pavement (with respect to the experience of the first phase), ... and thereby have a negative effect on them. In other words, the execution of the project on one hand reduces the pressure of work (caused by less crimes within the limits of the pavement) for the police and therefore increases their control of other parts in their jurisdiction and thereby has a positive effect on the police and on the other hand it can lead to translocation of social hazards (transition of the area's social hazards to other regions) and develop new social hazards such as bribery of porters, quarrels and fights caused by it, ... and therefore have a negative effect on the police.

#### *Conclusion:*

As a kind of public space, pavements are a shared context where individuals' functional activities and ceremonies, which bring members of the society together, occur. This place is a space which we share with strangers. This place is a space for politics, religion, trade and exercise. It is a space for a peaceful life together and for impersonal contacts [6]. In this regard and with respect to theoretic concepts and free findings of the research, we can conclude that the pavement construction of 15<sup>th</sup> Khordad Avenue can turn to a "public space" and help to develop a urban space if it attracts the cooperation of interested parties and addresses their problems. Therefore, as it is evident from the free findings, this space can help reduce robbery, environmental pollution, car accidents, increase the presence of different people on the pavement, increase the utilization of public transportation, strengthen the identity, attract visitors, flourish the economy of the district, ... while it can make the surrounding residential region turn to stores, transmit the traffic and environmental pollution of the area to the nearby regions, ... in case it ignores the current situation and problems of the district. While according to the findings of the research we can consider the realistic future of the project as the evolution of a public space besides occurrence of some problems as side effects. As indicated before, the mentioned project is a program which would be implemented in the regions number 2 and 3 of 12<sup>th</sup> district of Tehran's municipality, on the boundary between the two quarters 5 (Pamenar) and 9 (Bazaar) and most wholesalers' trading sites are in the section related to the second phase (from Naserkhosro to Siroos intersection). In this regard, the most important problems of this region after the construction of the pavement would be the problem of "loading", unemployment of porters, unavailability of an appropriate parking lot with respect to accessibility and selection of place and etc. With regard to the present situation of the district which is in the sphere of project's influence, we may say that most respondents (with respect to the mean answers of each group and comparing those with expected means) were satisfied with the first phase of the pavement construction program. With regard to the level of respondents' information about implementation of the second phase of the program on pavement construction in 15<sup>th</sup> Khordad Avenue, also the research findings show that responsible institutions, such as municipality, have not informed the public precisely. In addition, with regard to respondents' inclination toward the implementation of the second phase, we may suggest that based on given answers it seems that the implementation of the project has been received appropriately. In addition, based on the findings of the research, the groups of respondents have identified the sphere of the project's influence as national while some other respondents considered it urban. We can also consider the following groups as benefitting from the project's implementation: municipality, commuters (visitors), police force, retailers of 15<sup>th</sup> Khordad Avenue, commuters (retail buyers), banks, porters (carters), insurance agencies, hawkers, motorcyclist porters, inhabitants of the district, wholesalers of 15<sup>th</sup> Khordad Avenue, commuters (wholesale buyers), taxis (public transportation vehicles), motorcyclists and personal vehicles. In other words, as we get closer to the end of the winners spectrum, we can see a more vivid picture of the failures in the course of project's implementation and regard personal vehicles, motorcyclists, wholesalers of 15<sup>th</sup> Khordad Avenue, taxis (public vehicles), commuters (wholesale buyers), motorcyclist porters, inhabitants of the area, hawkers, porters (carters), commuters (retail buyers), retailers of 15<sup>th</sup> Khordad Avenue, insurance agencies, banks, disciplinary force, commuters (visitors) and municipality as these failures. The findings of the research indicate that during the implementation of the pavement construction project, the price of loading increases and the number of customers, the level of transaction decreases and loading gets chaotic and thereby the economic activity of salespeople of the district and Bazaar would be influenced. In addition, occurrence of problematic loading and load transmission, problematic access to a parking lot for cargo transmitting vehicles, the wholesalers turning to the retailers would increase after the implementation of the project while the project has no influence on the price of the goods and estates, on the transaction and number of customers and change of the retailers to the wholesalers. In addition, according to the findings of the research, we can consider the followings as positive effects of the project on the surrounding organizations: increased job satisfaction of employees of the banks and insurance agencies, improved sense of security, decreased traffic in the district, improved amiability and refreshment, increased level of servicing and increased number of customers, decreased robbery, environmental pollution, and facilitation of official tasks; and suggest the followings as negative effects of the project on the institutions and

organizations: the project's lengthy implementation, environmental pollution caused by it, heavier traffic in the surrounding district as a result of narrowing the 15<sup>th</sup> Khordad Avenue and reduced number of customers other than inhabitants, problematic passage of employers as a result of increased traffic, elimination or transformation of the wholesalers to the retailers as a consequence of ignoring the issue of loading and construction of a shoulder and therefore reduced transaction by this group and consequently reduced interactions by this group with the banks. In addition, the findings of the project indicate that 97.2 percent of the respondents believed that the project has had no influence on their lives. Other issues arising from the implementation of the project during the construction are: increased passage of motorcyclists, problematic passage, increased dust (pollution caused by reconstruction operation) and transformation of the surrounding residential district to storehouses. In this regard, we may suggest that, in general, the project is influential in changing the surrounding quarters and the region. It is noteworthy that after the project's implementation, robbery, jostling, sexual harassment in the road, air pollution and noise, ... decrease, while people's satisfaction of their being on the pavement as a friendly and favorable area (increased amiability), traffic organization, making use of subway and public transportation, parking lots in the surrounding area, duration of people's walking on the pavement, advent of a delightful area (improvement of refreshment), transformation of surrounding residential district to storehouses, with respect to the increase in passage of commuters, increase. Additionally, we can indicate that this project can facilitate transportation through more utilization of public transportation, development of a new order in traffic system by the road-guard police, realization of tram and a path for riding bicycles in the district, decrease in traffic and elimination of the accidents in the district and thereby be profitable, but on the other hand, it can lead to negative effects which influence the general pattern of transportation. The followings are examples of such effects: increase in the traffic of surrounding district in case substitution pathways are not considered, translocation of the district to the other parts of the region such as Mostafa Khomeyni Street, Imam Khomeyni Square, Sa'di Street, Ekbatan Street, Baharestan Square, impediment of passage as a result of lack of a subway station in the second phase. Finally, we can conclude that positive effects of the project are: attracting visitors (according to entry "E" in comprehensive proposal and entries "D" and "I" in prospects of region's development), elimination of defenseless and high crime spaces (if surrounding quarters are refined, as complimentary programs of the project according to entries "E" and "F" in comprehensive proposal of Tehran), development of traffic order (according to entry "F" in comprehensive proposal of Tehran and entry "F" in prospects of development of 12<sup>th</sup> district of Tehran's municipality), elimination of vehicles and more active presence of people in the space, increased touring, recreational and public spaces (according to the entries "A", "C", "E" and "F" in comprehensive proposal of Tehran and entries "A", "D", "G" and "I" in prospects of development of 12<sup>th</sup> district of Tehran's municipality), decreased social hazards (according to the entry "F" in comprehensive proposal of Tehran and entry "I" in prospects of development of 12<sup>th</sup> district of Tehran's municipality), increased utilization of the public transportation (according to entry "F" in comprehensive proposal of Tehran and entry "F" in the prospects of development of 12<sup>th</sup> district of Tehran's municipality), increased sense of attachment to and amiability of the quarter (according to the entries "A", "E" and "F" in comprehensive proposal of Tehran and entry "A" in the prospects of development of 12<sup>th</sup> district of Tehran's municipality), flourished economy of the region, district and city (according to the entry "E" in comprehensive proposal of Tehran) and negative effects are: dissatisfaction in case problems of surrounding quarters are ignored and are not refined, shift of social hazards, traffic and environmental pollution, physical growth of commercial operations, transformation of the residential region to storehouses and consequently transformation of the identity of surrounding quarters, expansion of social hazards as a result of presence of Afghans and immigrants in the district, special translocation and migration from residential area of the district and corrosion of the old area which all affect strategic objectives and prospects of 12<sup>th</sup> district of Tehran and Tehran.

#### *The research Suggestions:*

It is necessary that the managers make policies and decisions with regard to the following issues to improve the implementation of the project of the pavement construction in 15<sup>th</sup> Khordad Avenue:

- Establishing a police station (booth) to improve the security and sense of security of the district and make this consistent;
- Using informing instruments (brochures, advertisement signs, ...) to improve the level of utilization of vehicles of public transportation, subway and parking lots in the project's surrounding area;
- Carrying out a poll, debating and, in general, paving the way for cooperation of salespeople and people who have an occupation in the district;
- Increasing the number of vehicles in public transportation to facilitate access and reduce utilization of personal vehicles;
- Examining and solving problems and issues of Pamenar quarter;
- Limiting or putting an end to the process of transformation of surrounding quarters to the storehouses and consequent growth of Bazaar and change in the identity of historic and residential sites, migration of inhabitants

and reduction of the price of estate, with contribution of inhabitants, salespeople and the team of experts and researchers;

- Limiting or prohibiting the passage of motorcyclists in the surrounding quarters during the implementation of the project;
- Certifying porters to make them organized.

Project's executives also can attempt the following actions to lessen the negative impacts of the project and improve the positive ones:

- Using native elements and elements which make people think (such as statues, fountains, 3D pictures, ...), comfortable and suitable furniture, considering the needs of all the society members especially children, adults and the disabled;
- Place selection and development of shoulders beside the avenues for loading and transmitting cargo;
- Granting identity to the place based on social, cultural and economic structures of the district (The use of indigenous symbols from old Tehran and Bazaar) and as a historic site of Tehran,
- Classifying the project into phases and implementing it quickly and cleanly.

Citizens also can consider the following issues, while having the significance of this pavement in mind, to contribute to the better implementation of the project:

- Participation of inhabitants, salespeople and commuters of the district in the polls and free researches,
- Developing group works which consist of interested parties to supervise the process of implementation and procedure of achieving the project's objectives,
- Optimal utilization of existing parking lots in Sa'di, Naserkhosro, and Parvane avenues during the implementation,
- Optimal utilization of public transportation during the implementation.

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