Socio-Cultural Impacts in the construction of Cultural, Sports, Business and Entertainment Complex of Gulshan

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ABSTRACT

The present paper is a study that was conducted to evaluate the effects and consequences of the construction of a Gulshan in the Khak Sefid area located in District 4 City of Tehran, in 1389 and sought to assess the social and cultural impacts of this collection on the residents and businesses of the neighborhood building and identify the winners and losers of the project and provide practical solutions to strengthen the positive effects and mitigate its negative effects. This research has been done by descriptive research method in its Path and by applied method in its purpose, and the data have been collected through documentary and field methods. The Population of the study includes all of the residents in Khaksed, the active shopkeepers, the institutions and organizations around the complex or interested people in the project. To this end, a total of 400 households were selected In the the field study using a random sampling method and sample size estimation formulas Cochran and the data and information gathered using a researcher-made questionnaire. In addition, we carried out interviews with 10 residents of a neighborhood using a semi-structured questionnaire. In addition, four focus group discussions were conducted (separately) with married women, married men, girls and boys in the neighborhood. Also, a semi-structured interview conducted with 14 organizations around the project and its related institutions and subsets as chancellor of Tehran Municipality 4. Semi-structured interviews were conducted with 15 units of active traders around the complex. In the the documents, according to purposive and accessible sampling it examined all research projects, detailed plans, local and regional development pattern and were used to extract information. The results showed that: with the construction of the project, issues such as conflict, harassing honor strengthen through the presence of nostalgia as they have the space in the neighborhood have been decreased and the eliminates of the Ghorbat Chetto could improve the neighborhood. The result indicates the residents' concerns on issues such as trafficking of women and children or have In the late hours of the night, carrying too much cash or valuables, leaving the house empty for a few days, park the car in the main street for a long time, the fear of going and sitting in park neighborhood and etc been significationally.

INTRODUCTION

Positioning and localization projects and urban land uses can be considered the most important, most critical, yet most difficult subjects of such sciences as geography, urban planning, sociology, and etc. In this regard, discover, define and assign a "space of places" for the emergence of a "user" is considered as a complex process in the light of the deep and thorough understanding of the "status quo" area of study (in terms of social, economic, cultural, physical, natural, etc.), the analysis of the status and provision has been made otherwise, the project will be the development of social discontent and city certainly unexpected. View the "user" as a "phenomenon" or "form" is derived from various processes and will rise to multiple processes in the long-term and it will affect the "structure, organization, pattern, and space systems" neighborhood, district and city. Can be considered by looking at the sociological impact of any location and localization in three levels: 1) the macro-

Corresponding Author: Khalil Mirzaei, This article is the result of a study with the same title that it has done with the financial support of the four municipalities of Tehran,
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level city and the urban environment, 2) the Middle District 3) a micro level: neighborhood. Hence, numerous measures have been taken to locate that by following them you can ignore and avoid the adverse effects of land and can be triggered by social welfare, economic and general appearance of "climate justice". These criteria include: 1) Compatibility 2) Comfort 3) Performance 4) Utility 5) Health 6) Safety standards. In other words, the criteria for the location of each type of land use, it is reflecting the social, economic and physical cities and the people who will benefit from it in the future [11]. While In the the process of urban land use planning, localization projects in urban, regional and local this principle has been less attention it will be visible localization process "arbitrary" and lacks theoretical backing member are visible In the cities of Tehran and Zone 4. For example, we can mention the presence of pure vegetable oil factory with the Cultural Nature (illumination), list of services available along Park Lavizan and etc. As the instances that are exponentially large. It provided the operating environment caused by repeated displacement, lack of attachment to the environment, conflict and social problems and damage etc and can lead to "tyranny of space".

In this regard, the project of cultural complex, sports, business and entertainment Gulshan (Khak Sefid) will be of particular importance as it has been carried out according to the need and urgency of spatial location in the marginalized neighborhoods Khak Sefid. This neighborhood is 1,578,962 square meter area; the population was 53,458 and 57/2% of the area and 65/6% of the total population of the district. In terms of social, cultural, economic and physical including marginalized neighborhoods East of Tehran and is the fourth public, its inhabitants and migrants lacked “expertise” has formed. At the same time, it is also important to note that "Chetto diaspora" is located In the the neighborhood of a crowd of 3,000 people (450 households) has caused the problems and social damage such as drug dealing, intimidation, conflict, etc. prior to demolition. The “Chetto harm” clearing was demolished on 12.6.1379 by the police [2]. In other words, after the destruction of the Chetto, building sets mentioned above (cultural complex, sporting, recreational Gulshan) in its place has been predicted that after 8 years of operation (in 2009). The project is located in an area of 30700 square meters and 3852 square meters consists of a set of self-help underpin the business culture and religion, hall, medical center and sports complex. Therefore, research that has been done in the project "construction of cultural complex, sports, business and entertainment Gulshan (Khak Sefid)" as a multipurpose, it has sought to analyze the social and cultural impact studies need it. Therefore, the following research questions can be summarized as: What are the social and cultural impacts of the project "construction of cultural complex, sports, business and entertainment Gulshan (Khak Sefid)"?

Urban Space:
Urban space can be regarded as a kind of geographical space formed by the interaction of the natural environment and the socio-economic characteristics [12]. Madanipoor into believes civic urban space is a physical space combined with the social and psychological dimensions and he stressed that the formation of the geometry In the space. Then, urban space can be regarded the content of the container traffic, social mobility, daily activities, aspects of cultural, economic, etc [5].

Urban spaces such as urban experts emphasize that, places that provide rational grounds for implementing policies [9] and In other pathway can say, alter the social relations of space, space also affects social relations [6].

Marginalization:
Marginalization refers to the urban developments that occur without planning, directing, controlling and planning regulations by the masses. Marginalize individual is who lives in the area of economic and social life of the city, but has not been absorbed into the mainstream of social and economic system. It is clear that the marginal not accepted in urban areas, as an official and legitimate citizens. Therefore they are located on the periphery of the facilities, services and infrastructure facilities and public life of the city [4]. Suburbanization can be thought of rapid growth and economic consequences of uncoordinated and increasing socioeconomic duality. Also, some scholars believe that this phenomenon is result of rural migration to the cities and inevitable step in the process of modernization (modernization) and they suggest that the use of force to evict people from suburban areas and to fix it. For some, this may be the only way to remedy this is unique. Several experiences and existing evidence are that such an approach has never been a positive reflection, but it has moved to a regional crisis into many other areas.

Chetto:
According to roam the neighborhood characteristics of destruction, some of which have been named as the Chetto and this creates the need for a brief reference to the concept of the term. Chetto area or neighborhood of the city is said to live the religious, ethnic and linguistic pressures resulting economic, social and civil law as distinct from other groups. That represents the Chetto life and the limitations of a minority among a large majority of the city [13]. As previously mentioned, the inhabitants were roving gypsies who visited the neighborhood of Khak Sefid after the revolution and the economic and social reasons and lived in it. The
residents are the features that appear similar to the definition of Chetto. These are people with their own language and have a mixed religion with superstition and magic. Also, some residents attributed it to ethnicity and roots around Babol Village. These people have come under pressure in the neighborhood of the city, and the inability to be absorbed in the City and took steps to formation damage Chetto. After its formation, its population has increased day by day in the early years of the revolution in 1357 and it was added, followed by the scope of work also. Until March 1379, civil administration and the police decided to physically remove the range actions can be taken in a siege, clearing and eventually destroy the neighborhood. Recreational cultural complex Gulshan was constructed in the land remaining after the destruction of the neighborhood nostalgia as discussed in this project is to investigate the impact of construction on local Khak Sefid.

Khak Sefid neighborhood:

The neighborhood is bound on the north by the highway leading from West Koohsar faithful and since the neighborhood is adjacent to the Jalan Sultan neighborhood in east Tehran. In East and Southeast of Khak Sefid neighborhoods, the neighborhood has been Hakimieh and street Ehsan 35 yards separated them from each other. In the southwest, Shariati and Zomorod Street are forming the border between Khak Sefid and Javadieh.

Fig. 1: Location Khak Sefid neighborhoods (Gulshan) in the four municipalities Tehran.

Khak Sefid neighborhood began construction in the late 50s and early 60s, after the announcement Ayatollah Khosroshahi that "the earth belongs to Allah and whoever it is who frequented it". First alienated residents were who gradually gathered around himself both people are equal and their relatives [3]. Nostalgia has been ranged which were the original inhabitants of the North Country. The most important change was to attack the police and evict the strange white dust from the neighborhood [1]. Early settlers were mostly left and sometimes Sabzwari were entered the neighborhood they were also predominantly Shiite religious and occupational construction worker and painter [8]. Khak Sefid is a neighborhood where the majority of Tehran residents know it there is nostalgia in the soil due to the white neighborhood. Roving neighborhood that was demolished in March 1379 from Tehran police, it was considered abnormal in one of Tehran's neighborhoods. Existence of a variety of social deviance in neighborhood nostalgia including the purchase and sale of narcotics or alcohol, theft, force measurement, prostitution, conflict, etc has led to outcry residents in Khak Sefid. Because they knew the whole Khak Sefid neighborhood with deviations in the neighborhood of Nostalgia these accusations led to resentment from other residents and Khak Sefid. For this reason, some security reasons, the police began to roam the neighborhood clean and destroying all housing units in 1379. After that, District 4 has attempted to build a series of cultural, social, sports and dirt in Khak Sefid neighborhood called Gulshan. Khak Sefid area is currently located in an area of 1578962 square meters Tehran 6th District 4 [3]. In general, the range criteria improper construction in residential units, building strength is low, despite the use of appropriate materials; the quality is very low and not comply with the building codes and proper orientation and skylight. Currently, the most common type of buying and selling in the purchase and sale of the notes come from a firm that has its social acceptability. Lack of evidence does not present a problem in the buying and selling and it has no effect on prices. Generally, the price of land and housing in the neighborhood is somewhat higher than that which is required in the relative quality [10].

MATERIALS AND METHODS

This research has been done by descriptive research method in its Path and by applied method in its purpose, and the data have been collected through documentary and field methods. The Population of the study includes all of the residents in Khaksefid, the active shopkeepers, the institutions and organizations around the complex or interested people in the project. The documents and information has been collected regarding the location of the desired project and the current situation in the field study were examined through exploratory interviews, semi-structured interviews and observation to investigate main usage of the project, to identify groups of people and businesses and finally to make questionnaire intended to collect needed information and
data. The population of the study in the documentary section were all documents relating to the four municipalities of Tehran in Khak Sefid neighborhood in Gulshan projects and in the field section can be divided into three groups: 1) All residents of the Khak Sefid neighborhood where the population is based on the 2006 census was 53,458; 2) All the shopkeepers in the streets surrounding the complex (Moradian, Soltani, Shariati and etc); and 3) All local managers and stakeholder organizations such as local councils, stakeholder Deputy District, community groups and businesses and so on.

In the documentary study, all of the available documents and evidence have been examined. In the field section, the sample can be divided into three parts: In part one (Khak Sefid residents), using multi-stage cluster random sampling method. Khak Sefid residents, 400 were selected using a formula to estimate the sample size with precision levels of +5%, and completed questionnaires. In addition, four focus group discussions (girls, boys, married men and married women) performed with residents of the neighborhood and the semi-structured interview was conducted with 10 experienced and well-known people. In Part II (merchants), 10 cases were selected from active businesses on the street Moradian, Sultanate and Shariati with them the semi-structured interview was conducted. Finally, in Part 3 (management and organization), 14 cases were selected from local officials and institutions targeted beneficiaries and availability and semi-structured interviews were conducted with them.

RESULTS AND DISCUSSION

Demographic characteristics of respondents:

Out of 400 respondents were interviewed with them (using a questionnaire) on the basis of information collected, 54% were female (n = 216) and 46% (184 people) were male. The average age of the respondents is 44.81 years. Among the subjects, Azeri ethnicity accounted for the highest prevalence with 57% (224 people). After the Azeri, the Persian ethnicity with 28.8 percent (113 cases) and Lor with 3.4% (17 cases) were second and third respectively. Lowest frequency in the two cases (5/0%) belongs to Mazeni residing in the neighborhood of white dust. 2/61% of fathers were born in the city and 28 percent of the households in rural areas. Mothers in these families also have a similar situation, and the highest frequency belongs to the city's birthplace (by 658%) and in the next place with 26.5 per cent belonged to the village. These findings are indicative of greater immigrant residents of the neighborhood to the city of Tehran.

The user's location and around the project:

The complex is located in West of Khak Sefid neighborhood (Gulshan) and District 6 District 4 Tehran. The Khak Sefid area is presented in Figure 2, neighborhood of Khak Sefid in Figure 3 and location of Gulshan in Figure 4.

Fig. 2: Area 4 neighborhood of Tehran Municipality.

Fig. 3: Scope of Khak Sefid area (Gulshan).
Fig. 4: The location of the neighborhood.

Project Beneficiary Groups:

Urban Garden project like any other project, there are winners and losers along with the positive and negative consequences for the city. Among the winners in this project can be pointed to the inhabitants in the neighborhood of Khak Sefid and District 6 District 4 even after opening, the complex has access to cultural facilities (Neighborhood House), administrative (office building of District 6), Sports (Sport and playgrounds); services (vegetable market and parking), recreation (Gulshan Park), commercial (booth in the series), etc. As in the past and they do not need to spend time and money to access these features. Since the establishment of the municipality can provide services and responsibilities assigned to and implement activities and programs centrally, it can be one of the winners in this project. Organizations around the project such as banks and insurance agencies are also counted among the winners in this project. This is due to increased security and social security in the Scope so that resident’s feel will lead to investment. On the other hand, increased traffic to the Scope due to the presence of increased client brings to the organizations and institutions. The police can also be one of the winners in this project. Due to lack of diversion and social damage, or at least focus on the issues orphans and needy families could also be the winners in this project. The activities conducted by the Department of Regional Entrepreneurship entrepreneurship booth assignment. It can also be a martyr Beheshti University of winners in this project profitability this is a lesson plan for a student to use the space in which the delivery of health care in the selection and use of the opportunities available (It should be noted that all other health services under the supervision of Shahid Beheshti University in Tehran Municipality's area 4) The winners will be mentioned alongside doctors and private clinics around the project so that it is less than the number of its customers after the construction of clinics and pharmacies. Land speculators and drug dealers are also among the losers in this scheme (Due to partial loss of chaos synchronization fluctuations in sales and real estate prices in the neighborhood with respect to the other districts of Tehran). Fruit sellers around the suite can also be considered as one of the losers (provisional) in the project that is why there is a market and buy fruits and vegetables in a public market. Among the beneficiaries of the project, which has been referred to them by the respondents as the winners (save-winning) projects, we can mention the following groups in order of importance. The winners are:

1) Residents (81.23 score out of 100), 2) District (74.36 with a score of 100), 3) Law Enforcement (73.71 score out of 100), 4) Merchants, neighborhoods (69.03 score of 100), 5) Physicians (62.87 score out of 100), 6) Referring to the series (60.12 with a score of 100), 7) Banks (52.57 with a score of 100), 8) Insurance Agents (48.45 score out of 100). As the results come back, residents consider themselves as the most important win in the construction of show the satisfaction of the residents of this neighborhood the series Khak Sefid.

Geographical and social range forecasts for expected results of the project look at the response of Guyana’s hinterland Garden Collection the highest incidence of Khak Sefid neighborhood (49.1 percent) and then the 6 (Javadieh, East Tehran Pars and Khak Sefid) ranks next with 33 percent located. 15.6% of respondents have pointed to the area of the trans-regional and 3.2% of the area of influence. Facilities such as the District 6 office building, park in a collection Khak Sefid neighborhood House, vegetables, sports clubs and sports arenas in the set can be used as a local and regional scale and clinics can be set in a number of modern facilities with a range of extra-regional activities.

<table>
<thead>
<tr>
<th>Sphere of influence</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Khak Sefid</td>
<td>49.1</td>
</tr>
<tr>
<td>District 6 (Javadieh, Khak Sefid and Tehranpars)</td>
<td>33</td>
</tr>
<tr>
<td>Area</td>
<td>15.6</td>
</tr>
<tr>
<td>Tehran</td>
<td>2.3</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>
In other words, cultural, recreational and sports Gulshan has a different impact areas since it has many centers due to the nature of each activity as well as a lack or absence of similar centers in other neighborhoods around. As was mentioned earlier, some of these features include: Office building constructed in the 6th District in 4 Tehran, green space in the center of the complex, outdoor sports field complex indoor Sports Complex, Gulshan neighborhood house, built in a vegetable market and clinics and so on.

Classification of outcomes identified in terms of subject matter and the nature and expression of other features such as intensity, location and timing of grazing, reversibility, likelihood and their significance among the various consequences arising from the construction of Gulshan, direct and indirect effects, such as empowerment and awareness of people with health issues, access administrative features In the the building, fruit and Vegetable Market access, possibility to use sports complex was constructed in sets and playgrounds, sports facilities within the park, especially among the female set, create public spaces (parks) and increased social interaction in the these places, raising awareness through training classes serai neighborhood kids in the collection, increased sense of security in the neighborhood inhabited by strange land degradation and deploy 144 police stations near collection increased physical health of residents because of easier access than before (due to the construction of a municipal clinic and pharmacy In the series), increase referrals from other parts of the region to use the facilities and the creation of new interactions, that will reduce the stigma of the neighborhood and the loss of negative attitude towards the residents in the this neighborhood, residents considered a positive wealth effects due to increased cost of land and property in the neighborhood, etc. In contrast, positive effects, negative effects can be noted; issues such as drug dealing and consumption late in the day on the set, using the parking lot of addicts and homeless people to sleep and so on. In addition to the classification of the various impacts In the the project on the basis of whether they are positive or negative, these effects can also be examined In terms of spatial extent. All the negative effects mentioned in Khak Sepid neighborhood will affect it. The cases referred from other areas of the complex to buy drugs, can be set to show the impact Framhly. In this regard, the reduction of crime and Deviance and addiction disorders is quite tangible in addition to tangible impact in the the neighborhood, the region and even in Tehran. Or visit the department and municipality located in the collections of other neighborhoods can be argued that a trans-regional and regional impact.

Important implications for determining criteria for determining the significance of impacts, the most important outcome of in the project is to determine the Garden Collection, considered by many criteria. These criteria include the effect of geographical distribution, population affected, the severity of the impact and probability of effect. Accordingly, the different outcomes have been identified at different stages in the the table below based on having a certain amount of the above criteria, each of which has been determined.

**Table 2:** Effect of classification of Gulshan in terms of importance, the scope of work, the size and occurrence probability.

<table>
<thead>
<tr>
<th>Effect</th>
<th>Scope of Effect</th>
<th>Severity of the effect</th>
<th>Population range</th>
<th>Probability of Occurrence</th>
<th>Importance (from 0 to 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighborhood residents increase interactions with other neighborhoods and changing attitudes</td>
<td>Ultra Local</td>
<td>High</td>
<td>Middle</td>
<td>High</td>
<td>2.5</td>
</tr>
<tr>
<td>Increase in social security (Reducing crime area, Deviance and Addiction)</td>
<td>Neighborhood</td>
<td>moderate</td>
<td>moderate</td>
<td>High</td>
<td>2</td>
</tr>
<tr>
<td>Improvement of cultural spaces, recreation, sports, etc. (access to municipal departments, etc)</td>
<td>Neighborhood</td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>2</td>
</tr>
<tr>
<td>Promote quality of life (increased physical and mental health of residents, sports, clinics, classes, counseling, etc)</td>
<td>Neighborhood</td>
<td>High</td>
<td>Low</td>
<td>moderate</td>
<td>1.75</td>
</tr>
<tr>
<td>Scatter and deviant criminals roam neighborhood in Tehran</td>
<td>Cross-regional</td>
<td>High</td>
<td>High</td>
<td>moderate</td>
<td>2.75</td>
</tr>
<tr>
<td>Development of social capital (neighborhood resident’s intimacy, increased interaction between residents of the neighborhood, etc)</td>
<td>Neighborhood</td>
<td>moderate</td>
<td>Low</td>
<td>High</td>
<td>1.75</td>
</tr>
<tr>
<td>The promotion of businesses and other grievances due to loss of customer</td>
<td>Neighborhood</td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>2</td>
</tr>
<tr>
<td>Dealing and drug use in the the neighborhood in garden Collection</td>
<td>Neighborhood</td>
<td>High</td>
<td>moderate</td>
<td>moderate</td>
<td>2</td>
</tr>
<tr>
<td>Residents dissatisfied with project implementation at run time due to the closure of the road traffic</td>
<td>Neighborhood</td>
<td>moderate</td>
<td>Low</td>
<td>High</td>
<td>1.75</td>
</tr>
</tbody>
</table>


Based on the analysis above, increases physical and mental health In the residents (clinics, classes, counseling, etc.), effects such as increased interaction with other residents of the neighborhood, a neighborhood
known to the residents of other neighborhoods and changing attitudes, there is drug dealing. In the Park series drug use. In the garden suite and access to municipal departments are ranked high in importance.

**Three scenarios are presented:**

In this section, three scenarios are formulated and presented to predict various outcomes of the project.

**Optimistic Scenario:**

In the optimistic case, all interest groups benefit from the construction of a series of different (Neighborhood, municipality, police, neighborhood shopkeepers, doctors, clients of banks, insurance agents, etc.). In other words, residents are satisfied with the destruction of abnormal roving neighborhood and believe that the drug reduced the amount, distribution and consumption of psychotropic drugs, alcohol distribution, the burglary rate in the neighborhood bag lady, harassing women and girls, and the force of extortion, mob of defiance and conflict, etc. One of the most important reasons to consider these events is as physical elimination in the the roving neighborhood. In addition to reducing such problems and social damages, citizens’ access to some services created by the construction of the complex, such as fruit and vegetable market, home health, Gulshan neighborhood as well as access to some classes such as sewing, language, computers, table layout, etc. It will be easier to set the price lower than outside, specialized clinics in the series (with special features and lower costs than the private sector), outdoor sports grounds (which are free to use it is possible for citizens); park in the set (as a public space can be effective In the increasing citizens' interactions with each other) and so on. From this perspective it can be considered as citizens residing in the Khak Sefid neighborhood of the biggest winners in this category construction. In terms of respondents had a significant impact in the increasing the wealth of the residents of Garden collection. The increasing wealth of the residents of the neighborhood due to increased degradation of nostalgia and welcoming neighborhood housing sales in the the neighborhood. In economics as in all similar cases, the increased demand has led to rising land prices and increasing rental housing units. So that it will lead to an increase in the population wealth.

Increase in the social security and social security more important than the increase in the population in the neighborhood of Khak Sefid has led to increased participation of citizens in public space created in the Garden Collection after the destruction of the Diaspora neighborhood and also change the attitudes of other residents of the neighborhood white ground so that the increased presence will lead to an increase in the social interactions between residents and between residents and residents of other neighborhoods In the the area (referred) as well as institutions and organizations around the set. Increased interaction can also lead to an increase In the confidence and increased social participation so then, each of these factors result in a decrease In the number of social issues (for example, reduction of conflict because of concepts such as insider and outsider. Because after the removal of nostalgia, Khak Sefid residents know theirselves part of area and change the attitudes of other people also contributed to this area). The construction of this set, the municipality could be one of the winners in this category in addition to the increase in per capita education, culture, health, recreation and sports, the neighborhood, and also provide services In the these areas and can be considered the winner In the this project profitability by achieving defined objectives for the organization. Neighborhood shopkeepers will include interest groups to build a winner. Of clients from around the neighborhood as well as from other areas, has led to a thriving business in this group of stakeholders and it can also benefit from increased visitors to the Scope. Some of these are traders who own his own shop; they can take advantage of the added value created by the rising cost of land and property and take it into account as part of his fortune. Set near the banks and insurance agencies have benefited from the increased number of visitors to Scope as traders around and construction of the complex will lead to an increase in the number of its customers.

**Pessimistic scenario:** residents can make use of public space in the center of the park due to the addicts and the Tramp (especially in the afternoon each day). It would be gradually transformed into a meme do not use for residents and lead them out of the park at all hours of the day. According to the completed questionnaires In the Khak Sefid neighborhood, nearly half of residents (64.6 percent) spend their leisure time to relax at home only 14 percent of respondents report that they Guiana spend their leisure to stroll (6.4 percent), going to the park (5.6%) and exercise (3.3 percent). If white people who are outside the territory of the neighborhood to perform this exercise, we will also be deducted from the total, it can be concluded that the series is not yet Gulshan provide incentives in the respondents to refer to this collection to your leisure. Although respondents believed that reduced the amount of past dealing and drug use in the the neighborhood but there is still a social problem is the high level in the the neighborhood. Based on the interviews and observations were made, now is also in the time of day may be dealing drugs and in the some cases, using it (most evenings) at the park in this set. Parking is available in the East series has become addicts a place to sleep in the night. So that it will lead to a reduction In the social security and life satisfaction in the neighborhood and it can lead to a reluctance to use the collection for future residents. Gulshan series of cases, has led to a reduction in the income on groceries and supermarkets around the so that is why there is market for fruits and vegetables in the set. According to some authorities, this
has led to protests and discontent are being made by the traders and it can be cited as one of the difficulties for some residents in the the neighborhood.

**Realistic scenario:** In this scenario is trying to express be the most important positive and negative effects through a series of events created for each. Residents of the Khak Sefid neighborhood are considered as the most important stakeholders in this project. After construction of the complex, residents of this neighborhood are faced with the lesser of the purchase, sale and consumption of drugs (due to destruction of neighborhood poverty). Answers provided by them suggest that decreased social problems and injuries such as burglary, bags women, harassing women, coercion and extortion of a wide mob figure, conflict, etc and reduced many of the concerns of traffic at night, leave the house for a few days, carrying cash and more. Here it should be noted that some of the comments provided by respondents there's something dealing and drug use In the the construction of a park. This will lead to a reduction in resident satisfaction and reducing their sense of security along with the parking set by addicts to sleep that it requires more attention from the authorities. There are classes In the neighborhood House Garden (in series) could encourage some residents to use these facilities (advice and assistance, housing, toys, computer classes, etc) and this can lead to a better quality of life for the residents. On the contrary, it should be noted the low level of social participation among respondents indicating that much of the success of the series to bring together residents and encourage them to participate in the activities performed in this series. Rising wealth of neighborhood residents can be regarded as a positive in the construction of the complex for residents due to rising land prices, shop rent. But raising the price makes the other losers as they are people who refer to this neighborhood because of lower rent and land properties and property and with the rising cost of living in this neighborhood do not seem so easy for them. There are parks, sports complexes, sports arenas and other outdoor Garden Collection can be considered as potential residents for leisure time. Women in the early hours of exercise and sport utility vehicles, they can be used as a case in point. This can lead to increased levels of women's health in the the neighborhood and fill their leisure time. In contrast, refer to the data obtained from the questionnaire data base in the neighborhood, it can be observed that exercise is not a walk in the park of a high frequency (11%) and the rest In the the house has the highest rate (to 64.6 percent).

This suggests that recreational facilities may be unable to attract inhabitants of the neighborhood it might be argued that one reason for not advertising it as a favorable environment at the neighborhood level. Construction set certainly will lead to an increase in visits to various centers by residents and residents of other neighborhoods. This visit could lead to increased social interaction in the the neighborhood and business prosperity shops, insurers, banks, etc positioned around the set. On the other hand this could be an increase in tensions and conflicts between clients In the some cases if not managed, it will lead to conflict, which can be followed by an increase in violence In the the neighborhood.

**Conclusion:**

This study was conducted to determine the influence of social and cultural construction of Gulshan, as a project of cultural, social, health, sports and more. There are some of the specific aspects of the project and the importance of making the most of the cultural and social impact assessment of the implementation of the turn. First, the project has been implemented in the marginalized neighborhood in Tehran. There is no longer as important cultural center of culture, and so on in the Khak Sefid neighborhood except for a Garden so it is an important function of the Trans community. In these circumstances, there is the cultural, service, sports, etc can compensate somewhat obsolete in this neighborhood citizens look to other neighborhoods and districts of Tehran. Garden Collection is constructed in the areas where residents are at low levels among localities Tehran in terms of cultural and educational level. However, except for a small minority of the economy, income and economic opportunity in its residents is lower than average. In the face of such circumstances, the same neighborhood with other neighborhoods in area 4, it is high fertility potential crime. Drug addiction and Deviance types of colonies could be partly due to the demography of the neighborhood. The installation is set in a neighborhood of Gulshan-mentioned properties; it has different effects on the social and cultural environment in addition to the identity function. But before referring to the effects varied consider to the main functions of the project impacts is essential to the final sum of various. The collection is housed in facilities such as clinics, home neighborhood, sports, playgrounds, vegetables etc so that its readers are already resident in Khak Sefid neighborhood.

Continue to result in the indirect functions of educational, cultural and sports mentioned in this set can be updated in the different ways. In this respect, it is first important work of teaching citizenship, increasing social capital through increased social interaction, enhance the sense of social security and so on. In turn, this positive effect is effective in reducing the social distortions and increase the sense of place because the identity element in the the neighborhood (the Garden). Also, sports facilities and Sport in the collections of the park will contribute to the promotion of physical health followed by a lively social life. On the other hand, the residents of the classes held in neighborhood homes to a cause greater intimacy in the relationship between their families; because in any case, families, and especially mothers, are in contact with each other to bring down your children go to this place. Increasing intimacy residents of the neighborhood itself has caused a rise in social capital in this
neighborhood, enhancing the vitality of the social and psychological aspects of health promotion. Garden construction and development while causing a rise in per capita cultural, service, therapy and etc in the neighborhood and area 4, it has led to the introduction of more and more Khak Sefid into other areas of Tehran's neighborhood. Thus, the identity function can raise the expectations and demands of the people in the the neighborhood. Another important effect is due to the construction of the building was originally built as a set In the Gulshan due to a previously barren land (After the destruction of nostalgia and a year before the start of construction). This is a central location where there was a variety of social deviance such as drug dealing, prostitution, conflict and etc so that there were roving the neighborhood name until 1379.

The operation that was carried out In the March this year, the Scope cordoned off, cleared and destroyed this action could result residents' satisfaction in Khak Sefid. This degradation could reduce the apparent aspects of social deviance in the the region and reduce the stigma of white dust neighborhood because of its proximity to the Scope. Although In the some cases these individuals scatter around the neighborhood has stirred up discontent. Thus, diversion services, applicants are admitted or around the streets of Demolition as has been previously referred to roam neighborhood. Knowing this, the strangeness of the attempts have been scattered around the set and continue to inhabit their deviant practices (mostly drugs) as the issue of addiction in this neighborhoods, in turn, has made more hideous and uncontrollable. In contrast, the problem above is that its effects are less tangible, remove one place, has led to a reduction in the incidence of abnormalities in the the context of Deviance and addiction. This effect is due to a construction project in the Garden as it had satisfied all the interviews and questionnaires audience. However, it is necessary to mention one thing about the impacts of the project and the neighborhood shopkeepers have complained of his customers decline after the set construction as they are present in and around the vicinity of Gulshan and they have believed that products and fruits and vegetables offered at fruit market has led to a reduction of their clients. This problem is likely to decline after a period of increased referrals from other areas of the neighborhood. In the contrast to the numerous positive effects, few residents of the neighborhood and the subjects had complained of some problems such as drug dealing and use it In the garden in the series late in the day according to the police stations to close to 144 Javadieh In the in Tehranpars, it can contribute to the safety of the pedestrian environment with dedicated patrols late in the day. But against all the social and cultural effects of the above mentioned stakeholders have had a few problems during the execution of the project in fact, it has been the main focus of the study and then began the process of Gulshan. Such as the power to stop and blocked streets leading to the path was set for some residents. In the general, it should be noted, however, that finished construction of Gulshan over the period from the beginning of its activity, the series is currently being established and is planning to expand operations and facilities groups with the goal of providing citizens with more extensive services, given the implications of this set is important and it needs to pay more attention at the measures to strengthen the positive effects and mitigate the negative effects.

REFERENCES