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Ingredient of Identify to Framework the Image of New Towns Case Study: Hashtgerd New Town



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Abstract

This article, relying on scientific and statistical methods, looking for some identity elements to framework the image of new town Hashtgerd.

While enumerating the Arnold Whitich in encyclopedia Urban Planning, urban aesthetic principles accepted that the main criteria is needed in urban design are adhered to in factors such as landscape, Closures, Street and Urban Furniture summarizes.

Visual moral town in Large-scale or city in the body of the receptor of intuitive perception that the city is seen from a distance, such as entrances to the city, Mass and space¹, line of Sky and profiles City; in medium scale or the image of town factors Such signs, road(path), edge, node, and the neighborhood are included.

And micro-scale or face the town, the facade and the space and furnishings, or furniture covers in the city.

So the city faces the first and most effective factor affecting observer and perhaps Whitich to factors such as closures, landscape, street, and urban furniture be considered.

In view of the factors that affect the city, include the facade design, construction practices, building structures, building materials, paint and tissue and expertise in manufacturing, the landscape of the city Defines.

¹ - Gaps in Mass

This article reviews the new towns in terms of framework the image and urban identity deals. And new town pays Hashtgerd as an example of the new towns with the criteria listed (through field research, interviews, questionnaires distributed among the people and the end of the analytical method Statistical and SPSS) will be evaluated.

Key words: Framework the Image, Affiliation, Hashtgerd New Town.

1. Introduction

This article is taken of article writer thesis for Urban Planning degree. We are looking for practical solutions for the making identity factors to the new towns image in this study (with case study of Hashtgerd new town).

However, it is thought about the type of framework image of new town in the future before building new towns. Programs and projects should be extended to the whole component.

It is briefly checked in three following framework scales of the town framework image:

I. Large-scale or the body of the city that it is the same intuitive perception of the observer of far away and encompasses all the bodies in the city.

II. Medium scale or the image of the city (sign, road, edge, node and neighborhoods) that Lynch called it the image of the city.

III. Micro-scale or the city face that is more palpable for the observer, and s/he closely sees them and shows his/her feeling to them and creates attention and make affiliation in urban neighborhoods.

Finally, they are mentioned the objectives more detail in the article and it is said that can agitate the image of the city of disorder and identity less with creating the aesthetic principles and criteria.

2. Data and Material

This study was conducted in the summer of 2010 and the questionnaires distributed among the people. In addition, it also was used of the SWOT tables for the analysis study.

3. Research Methodology

It is used of research methods (descriptive) and (case and background) in this study. In this way, it offers the comprehensive view of special case and the researcher considers all the things in a particular field. It is effort to control unwanted variables and they are examined more independent variables. Comparative Studies are often done. In this way, about all institutions, societies (small - large) and special cases and special fields, are performed. It is descriptive research method because the use of questionnaires and interviews, and it is the case study method because that research is done on the special case that is (new city Hashtgerd).

1. Review of the Hashtgerd New Town Body

In this section, all city bodies (in large scale) and regardless of the details are considered and input (or output) of city and sky line, profiles and Mass and space in city are analyzed. In consideration of the sky line to the "line" and the profile of the "surface" and the consideration Mass and space to the "Mass" will be noted that their review in each of these stages, is a step forward and to complete previous case. Considering that feeling of identity in different neighborhoods and places as one of

the foundations and principles of planning and development plan of Hashtgerd new town is considered and many of the urban development plans prepared for it still not being implemented, but it is discussed about above said cases in two situations: status (in) quo and the image of the future.

1.1. Review of input (or output) Of City:

With the review of entrance of the city, they are identified cases that create a certain image of the city for the observer.

At present, the entrance of Hashtgerd new City of Karaj North Bond - Qazvin is branched and its relationships with the highway south and the Hashtgerd old town with underpass is established.

At present, gate at the city entrance and a street with beautiful trees on both sides that leads to the Souvenir Square, has created a special image or view that has differentiated the input of the new city from other cities and has relatively good visual quality as well.



Figs 1: input and output of Hashtgerd new town

1.2. Review City sky-line:

Interfaces of natural volumes and city buildings with sky create sky line and allow the judge about the beauty or ugliness of the body of the city.

Sky line in each episode of the new city with other parts of the Hashtgerd new town is quite different, so that in some parts caused by the sky line of buildings is nearly horizontal and only the heights behind them creates a kind of variation. However, in other parts of the city, construction of buildings with different heights and different slopes cause the sky was broken line and has created an entirely different perspective. In other words, the sky line has no necessary continuity and sometimes does not follow a certain pattern and there are imbalances and abnormalities to some extent in it. (Figures of the number: 2)



Figs 2: types of line sky in Hashtgerd new town

1.3. Review the city's profile:

Existence a variety of slopes and heights of buildings brings significant feature to the different profiles Hashtgerd new town, and because at the present symptoms and regional centers - or in other words, high buildings – are formed in the city center, it is seen (evident) a nuclear profile of a East to West in sight (or contrast) that generally include the relatively positive points of the visual perspective.

1.4. Review of Mass and spaces of City:

With the review of Mass and space combination, including buildings and spaces between them in the overall scale and the remote areas, it is provided the needed statue to identify bodies of the city.

Establishment of Hashtgerd new town at the foot of the heights, and the existence of the general slope from north to south with different levels of approximately 350 meters (1300 to 1650m above sea level) and with the edges and relatively open valleys with steep slopes that are considered the most important topographic effects in city, as well as construction of urban buildings with different heights of a villa buildings of one or two floors to 10 floors and more apartments and a relatively large open spaces between them, caused the body to the town that is visible of a few kilometers away, and city body compared to other cities in the region, different and special.

2. Review of Hashtgerd new town image:

In this section, examining factors such as signs, edges, roads, nodes ,as well as neighborhoods and cities, it will be discussed their readability and the effect they have on the city's identity.

2.1. Review of the Signs of a city:

Crossing the entrance street of Hashtgerd New Town, Souvenir Square, and the symbol in the middle of it create the first sign in the city, and a little distance from the Clock Square, and prominent element creates an atmosphere in the city. However, the symbol of Souvenir Square and Clock Tower created in Clock Square has no architectural special value, but their existence is created a new visual occurrence in city.

Mosque Building and its minaret is another sign that is visible of most parts of the city. But the said signs are located at a close distance to one another, and in other parts of the city just natural signs such as North Heights of the city can create orientations in city and change the present uniformity. (Figurer of the number: 3)



Figs 3: urban signs in Hashtgerd new town

2.2. Review of roads in the city:

In examining the ways and streets of the city according to attention to their environment such as buildings and landscapes, it is considered (attended) to the amount of their diversity and uniformity. Building, landscape or space that place at the end of the roads and comes to the eye at the beginning, slopes, stairs and water views around the way and scenery that the during the move comes to the eye should be evaluated in terms of quality. Important point is that in the present streets of the city, there is no diversity, dynamism and pause and it is significantly evident identity less in them visually.

2.3. Review of Edges of the city:

Boundaries or gaps that exist between the two parts of the city have joined, such as height difference between two adjacent parts, high walls along the streets or buildings in the same row on the sidelines of the streets, as the urban edge have been studied.

Edges and creatable bodies in the valleys margin that north - south lines of city go through Depth- Rock, make possible creating urban green spaces in the margins and will create prominent separating walls.

Already, created edges in the side of the Golestan Garden that has become the Park or row buildings created in the margins of some city streets are considered an example of prominent and effective edges in the image of the city.

2.4. Review of nodes in the city:

Crossing roads and streets, fields or areas with dense buildings are causing people crowd and more activity, are known as urban nodes.

At present, the most important present urban center, city hall and the National Bank building and commercial center in the streets radiating from the West it could consider it as a kind of knot in city and then the Souvenir and clock squares play partly role urban nodes.

2.5. Review of Neighborhoods of the city:

Review the differences between neighborhoods in terms of physical and economic and social differentiation aspects of their inhabitants and neighborhood differences (if any) are necessary. In Quad phases (regions) projected in the master plan and detailed of Hashtgerd new city, 14 areas are considered that by adding the areas of hydroponic and City Garden to them, a total of 16 urban areas will be created that each of these phases have three or four areas.

At present, parts of the said districts in one and two phases have been formed that is not evident much of the physical differences in the neighborhoods created. Buildings constructed in mentioned areas predominantly are the residential areas with low, medium and high density and parts of regional centers in regions 1, 2, 3 have been constructed. Hashtgerd New Town residents are mainly from low-income or middle income groups economically and socially, and there is difference at living level in places of their residence - that have different densities; but these differences as a factor for understanding the distinction between the different neighborhoods are not considered. Therefore, there been have differences in the face of neighborhoods in the past and local feature of the archaism and their identity was detectable that at present time there is in Hashtgerd new town or the differences are not detectable. Meanwhile, the only non-residential land uses are who their existence in different neighborhoods could be a factor to identify them.

3. Review of Hashtgerd new town image

3.1. Review of the city facade:

Created facades in the new city are regular and have mostly Hashtgerd common like-modern architecture simplicity in Iran in itself and it is observed less creativity and innovation - or at least good hobby - so that in some cases, are frail and dysphonic and have no necessary strength to design as well. City facades have no desirable unity, harmony and balance to make a desirable mixture in total. Height and materials used in them do not have the necessary coordination and in addition has no visual continuity.

3.2. Review of urban spaces:

In Hashtgerd new town of three Souvenir, Clock, Municipal squares and as well as Golestan garden urban spaces can be named as an urban spaces and oval square and other square and urban parks are urban space that are emerging. Of course, these spaces have no full specifications of an urban space.

Spaces created around the Golestan garden and in some other parts of the city, including the space next to some of the business centers or national bank can be named as urban spaces and established social performance in their construction.

3.3. Review of urban furniture:

Urban furniture including water views, statues, trees and decorative plants and pots, phone kiosks, mobile flower -sellers, newspaper kiosks and similar shops, bus stop shelters and benches, electric light poles and a variety of lighting fixtures, installation and display posters and announcements, post boxes, trash boxes, fences and the floors. Their quality is evaluated with factors such as the right place, design, materials, color and construction expertise.

Trees and ornamental plants, fields, street and city boulevards has given good enough prosperously to urban spaces, and are considered as positive things of urban furniture.

Multiplicity and abnormalities in multiple bulletin boards and business centers in the city is completely obvious and it can be seen imbalance in the size, color, line and text.

4. Review of Hashtgerd New Town spirit:

In this section, they have been studied the overall and comprehensive effect while it will be achieved visiting or living in the city and the factors other than the body, are effective in creating the spirit of the city, such activities by the various user is done in the city and a

certain mood such as residential mood, commercial spirit, the spirit of religious and other moods created in different parts of the city.

The new dominant spirit in the Hashtgerd can be called residential spirit and it can only be seen to some extent milling in the few business centers of city.

Establishment of industrial zone in the south of the highway and its separation of hashtgerd new town is considered barrier in industrial spirit in this city.

Spirit of a tourist in this town in the road and the road to good weather villages of the city north joins, is evident in the summer season. Garden City development anticipated in the Hashtgerd new town and development and completing the other parks and its recreation centers specially creating facilities or tourist centers in the green space created in the northern margin Karaj - Qazvin highway can help to boost tourism morale in this city.

4.1. How to control and upgrade the image of the city:

It seems that the priority of implementation issues (transfer of land, financing, construction projects, current affairs of City ...) during the 15-16 years that the official start of the construction process of new cities are going to place much attention and effectively to this important issue did not rest. However, unlike the present cities, in new towns to achieve the beauty that same reason mentioned above, don't require much money or impose difficult regulations or impractical attacks and destruction and modernization ... and but it will be achieved and realizable with the knowledge and the attention and the establishment of a small technical and efficient office within organization of the New Towns Development Companies, composed of a group of specialists and experts with experience and interest. A technical unit of the criteria and standards and simple guidelines is created and based on them what is made (from the streets and bridges, park and buildings and... to urban furniture), to control from beginning to end.

4.2. Preserve the existing natural landscapes and open and green spaces construction to create new favorable landscapes:

Most important factor in normal image of Hashtgerd new town is Alborz heights in its north that instead of the entire city must remain visible. Then there are rivers and river that are extended from north to south, and should be attempted to improve their margins for fun and working of residents, while protecting them, the quality of public open spaces.

Fortunately, the specific topography of Hashtgerd new town, though are created many problems for urban development, but maintain multiple streams of North - South and use their full slope lands to create green spaces in terms of technical (collection and disposal of sewage and surface waters) so that even the possible negligence and disregard cannot exclude new town residents to see the blessings of the beautiful landscape of Alborz highlands and enjoyment of open and green enough spaces.

In reviewing project in the comprehensive plan, as previously approved projects, Main River and waterways and the use of gradient lands to create green spaces has been considered and it is necessary to be used of this opportunity to create exceptional prospects in Hashtgerd new town in the implementation phases with the appropriate design of parks and green spaces, and organizing and Migration margins of River and waterways (Figure: map image of natural landscapes of Hashtgerd New Town).

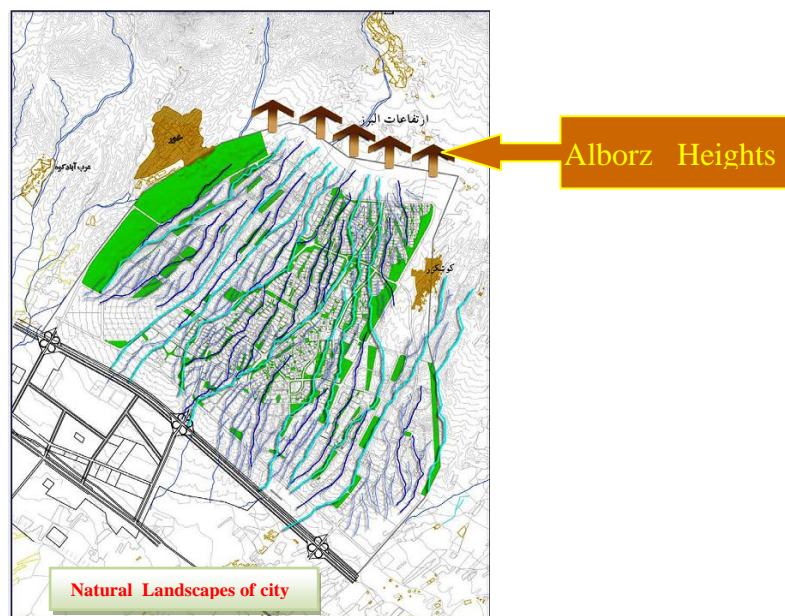


Fig 4: map image of natural landscapes of Hashtgerd new town

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Conclusion:

With studies in the field can see that in functional field, present abnormalities in facade and buildings size and use of inappropriate materials and non-performance of buildings in the area of architecture in optimal way, town physical problems in the functional field is clear and There are semi-finished buildings and abandoned construction work involved also is growing. In the field of visual, inconsistency of the city framework components at different scales cause illegibility and without identity, and make difficult judgments about beauties in the city for the viewer and observer. In total, there is no a dramatic and memorable quality or trait in the city that can create a special identity for it.

In the aesthetic arena, in terms of building size, height and form of city views that affect the visual manifestations of the city in long term are also special priority that should be done for city streets and urban design fields.

Initially, to have a "nice residential neighborhood" is necessary that the current context change of the available inactive state into area in the heart of the city, which can be defined the name of the neighborhood to it.

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