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local Investment ; a mechanism for management of sustainable urban development



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Abstract

City as a dynamic basis influenced by different qualifications, faces wanted or unwanted transformations. These transformations which become some parts of human life by the passing time, either led to decline the indexes of urban life or to improve these indexes. Indexes of urban life play a key role in transformational way towards the sustainable development.

Development is obtained following the good responding of different urban systems to needs ,but sustainability is obtained by managing and responding to these needs. management should be studied in two main parts. Firstly, controlling and organizing consumption cycle and human being's needs and the secondly, establishing a reasonable process to provide these needs .A process which not only provides the needs but also imposes the lower level of consumption on urban system.

This search by studying the bases of management of an sustainable urban development, will introduce the consumption cycle of urban textures as an important point of management of an sustainable urban and will give a solution through the urban investment for improvement of the consumption cycle of urban textures. In urban investment diplomacy, the management of urban development improves the existing textures and leads the countless developments of city borders to the developmental centers. In this mechanism, improvement of qualifications of existing textures but controlling and organizing consumption cycle, needs and consumptions taking place because of incompetence decrease. Also, by using the existing potentials of textures, it is responded to the needs and urban consumptions in the best way and needs and side consumptions are to decrease.

The results of this search will show the indexes of management of sustainable urban development due to the native investment through collections of guidelines. Also it is studied the concept of inurban an development, social sustainable development, consumption consumption cycle, consumerist textures and inurban development

Key words: urban sustainable development, social sustainable development, urban sustainable management, consumerist textures, local investment.

1. Introduction

Concentration on the context of equity and social development in both soft and hard infrastructures results from considering the sustainable context in modern communities. So

the abovementioned strategies and goals contribute to gain access to an urban having aforesaid characteristics in order to develop the social sustainability.

The complex of urban management which study the urban system from the viewpoint of management and also resolves in the form of "down to up", requires a context in which can proceed to the sustainable development strategies through the space objectivity. Focus on the process of the urban metabolism of the each parts of the urban space is the most important context that contributes to the objectivity of the priorities and decisions of the urban space structure.

Appearing the different strategies in development matter accompanies in attention to sustainability and equity, so it declines the sustainability per se. The imposed dispersions on skeleton and consequently on social structure of society are included the foremost and the most effective challenges in urban sustainability. For the moment, the review of qualifications and potentials of cities in order to cover social, economical and skeletal development of the urban system is very necessary. Inurban development which serve to maintaining the inner sources of city and improving the process of the biological cycle is one of the most questionable issues in management system of urban development.

A comprehensive perspective is required to all aspects of inurban development. The skeletal perspective is not sufficient by itself. Since the development is a multilateral factor, so decision making and management perspectives are more ideal in inurban development.

2. Reviewing the concept of urban sustainable development

Development must have a skeletal structure, that is , every sections must work proportionate to other parts. Nevertheless, the defectiveness of that part or the same structure will become clear. As a result the defectiveness may lead to the death of the development strategy totally or may decline an ideology, nation and country.(Baboli R and Yazdi S , 2003)

The abovementioned concepts motivated authors to revise their previous perceptions. In modern perceptions, the development would be specified neither by growth index nor even relative decrease of poverty. The goal was the presentation of a comprehensive and multilateral pattern called sustainable development. This theory was brought up by Cocoyoc explanation in 1970s that proceeds to the relationship between environment and development. This term was put under observation in order to analysis the relationship between variants of the socio-economical and natural sources and human environment as basis of any developments.

City, as a complex collection having various structures and infrastructures, has different perspectives to access the sustainable development. Of these perspectives, four characteristics are presentable to the presentation of the sustainable development. Therefore, the characteristics of an urban sustainable development are found out. These characteristics are:

1. Productivity: is in fact a dynamic equation between natural system and socio- economical systems that guarantees to produce food and other goods for mankind without any disadvantages for the system. The productivity evaluates the capacity of society through optimum output to reform or changing the natural systems producing food and the other goods

2. Equity: reflects the society capacity in equal distribution of the facilities and the threats resulting from application or changing the environmental natural systems such as distribution of anything produced by development process. People also use this term for wealth distribution.

3. Flexibility: shows the society capacity in reaction to natural or composed stresses or unexpected shocks. Flexibility represents the system ability in order to improve or sustain the productivity level in the short- or long - term disorders.

4. Sustainability: is the severe stability of the society capacity in continuous application or changing the processes of the natural systems. (Moldan and Bilhawrz , 2002: 2008)

World Ecological Commission has presented the following important characteristics for a sustainable city. So these can be the main factors to access to the four characteristics productivity, flexibility, sustainability and establishing a sustainable urban.

1. Increasing the economical and social opportunities in the manner the citizens can be supported.

2. Decreasing the energy portion for urban growth

3. Optimum utilization of water, land and other necessary sources which are required for urban growth.

4. Minimizing the level of garbage and drain production and maximizing the recycled hysteresis.

5. Establishing the management systems having adequate power and productivity in order to access to the economical, social and environmental goals.

6. Leading the urban applied technologies to sustainable development goals.

7. Strengthening the potential of the different urban regions in order to preventing from or reacting to economical, social and environmental treats and goals which take place because of natural and human factors, and also flexibility over the unexpected disorders in urban system.

The improvement in social democracy, diversity and an ideal life are fulfilled through such a relation. (Azizi , 2001:22)

Also , according to the Brotland reports and its definition on sustainable development , some characteristics and key goals in sustainable development which are mainly writing and document presented as follow:

equity between the generations , equity inside the generation , environmental conservation , minimal use of unrenewable sources , economical remains and diversities , self dependent society , individual welfare and obviating the basic necessities.(*Maclaren,v 1996*).

According to these goals, Brotland reports consist of three parts: development, equity and environmental conservation. These three concepts are very interconnected. Therefore, establishment of one part without other parts damages whole system. so, the system faces insustainability . In urban system, whether the sustainable development attains or not, two concepts of economical – skeletal development and environmental conservation are being elucidated. However, if the concept of equity is not rejected, it will be considered as a general collection consisting of social, economical, skeletal characteristics in the form of scattered views or it will be encountered as an ideal and slogan issue in modern communities .It seems that knowing about the concept of equity in development process is to be necessary in order to establishing an appropriate cycle for sustainable development. In the other words, urban sustainable development targets the equity for all of society. Consequently, social sustainable development will be remarkable. The urban sustainable development is unsatisfactory As long

as the concept of sustainable isn't stabilized, however the extra efforts go into completing the skeletal, economical development and environment conservation. The following characteristics contribute to more recognizing the concept of the social sustainable development.

Social sustainable development should:

- provide the essential needs like food, shelter, education, job, income, and life qualifications.
- be equitable and guarantee the equal distribution of development profits all over the society.
- Improve the physical, mind and social welfares or at least shouldn't damage them.
- spread the education, creativity and improve human power in whole society.
- conserve the environmental and cultural heritages and reform the relationship between history and environment.
- act in a democracy way and make widespread people participation
- develop the life qualifications and make a connection between design of the public in city and social, skeletal welfares and excitement of the citizens.

Soft Infrastructures are the process to aim these goals. This term was applied firstly by Professor Lan Duhl, Broccoli, California. He describes some important society elements in social welfare by this term. These soft infrastructures including common human services (healthcare, education, social service, leisure time, and cultural affairs and ...) and informal structure of society, candidate organization networks and social relations form the society. For making operative communities by urban planning, it should be an integration among these elements and the soft Infrastructures should be considered as many as hard Infrastructures.

Finally, Concentration on the context of equity and social development in both soft and hard infrastructures results from considering the sustainable context in modern communities. So the above mentioned strategies and goals contribute to gain access to an urban with aforesaid characteristics from point of view of social sustainable development.

3. managing the urban sustainable development

The available theories about urban system are detected at first and then managing the urban sustainable development will be considered. Basically, there are three skeletal, sociological and management theories in urban system. A special management structure take place according to the each theory and for the purpose of developing the city. The skeletal theory was created resulting from a simple cause and effect relation in urban arrangement. Because constructing an urban skeletal considered as a collection of physical, concert, measurable, comparable and objective elements.

Therefore, an appropriate skeletal pattern is designed and performed. The yielded results are comparable with other patterns easily.

In the beginning of the 20 century, the advancement of physical sciences and materialism led to founding skeletal and physical resolutions in urbanization.

Belief in Using of skeletal elements to resolve the problems and giving a material answer to complicated questions in social life has previous records and deep roots on urbanization. Different causes were considered about this belief especially after renaissance and industrial revolution, improvement the physical and industrial sciences and on the other hand spreading Marxism and the biological thoughts in economics and sociology. Reforming Both Paris by Hausman and Howard gardens in the beginning of recent century emphasize on resolving urban problems via making or reforming the skeleton Nowadays. although there are social and cultural differences between modernism and post- modernism, both have common ideas on using of special skeleton in architecture and urbanization.

Undoubtedly, urban environment is a communication medium which included both explicit and implicit symbols. There is a symbolism relation between individual environment and his beliefs. Also, skeletal patterns affect people within the special patterns framework or even the skeletal transformation sometimes promotes social transformation. However, special quality follows the common interaction between space and its society. Although there is no any regular attempt demonstrating the common relation between the form of the space and its value, the importance social relations, individual characteristics and skeletal qualifications can't be denied.

According to the society role in human development and evolution, some scientists believe that social relations are most effective factors in urbanization. Bolan believes that urbanization is a social process .Because urbanization involves different group of people in order to supplying their needs.

These scientists believe that urbanization is a social process and there is a cause and effect relation .so the effect should be found in a social relation and process. Also, a city is created according to needs of society and its organization. Therefore, the urbanization should serve people.

Social researchers usually analyze the social patterns as if they happen in the spots without place and skeleton. This is the most significant defect in urbanization theories from a social point of view. Some theorists of social sciences believe that society environment is the exclusive factor for developing human and its environment. These theorists think human being forms social environment and vice versa. Urban management has short previous records just for a few decades unlike the skeletal and sociological theories. Decision making theorists believe that urbanization and planning for urbanization is a kind of decision making.

Every deciding process that made by an individual or social group has two steps: Why and How. Why a decision is made depends on the superiority of the selected issue to the similar issues and resolutions.

Although the rural make decision according to the social and cultural criteria like the urban and these decisions effect on physical and cultural skeletal , the difference between urban and village is that the decisions are made directly and in a figurative coexistence manner in a individual relations. Because rural society is simple and small, also social customs and values are fortified. However, since there are complicated relations and various criteria and values in the urban society because of different social classes and absence of individual relation with other society members, these decisions are made via a social decision making skeleton and an appropriate organization.

The organizations make decision and behave wholly as if it exist a centre for coordination system, control the behavior of organization member and generalizing absolute motives to the whole of system. (Kamrava , 2010:1-8) .

Furthermore, during the two last decades , most organizations involved in urban management and planning have emphasized universally on promoting the participatory views in order to motivating management and planning guideline from down to up to control the developmental attempts.(Hajipour , 2006)

Therefore, the most appropriate management in urban sustainability development should have two main characteristics "decision making and management views to city" and process of making decision from "down to up".

4. Consumption cycle of urban texture and consumerist texture

The complex of urban management which detects the urban system from the viewpoint of management and also resolves in the form of "down to up", requires a context in which can proceed to the sustainable development strategies through the space objectivity. Focus on the process of the urban metabolism of the each part of the urban space is the most important context that contributes to the objectivity of the priorities and decisions of the urban space structure.

According to the concept of urban metabolism, it can be concluded that concept of the received and consumed sources cycle are as symbols of urban metabolism. In the other words, "consuming cycle" of every urban texture represents the process of development and sustainability clearly.

Appropriate understanding of influenced and effective indexes of this cycle is the main feature for good defining the consuming cycle. Urban management also targets the urban sustainability development by analyzing the consuming cycle of urban system. Consequently, a comprehensive view is required to making clear this cycle, as all effective aspects of development and sustainability should be considered in focusing on consumption cycle indexes of urban texture metabolism. Furthermore, since consumption cycle has key role in connecting the elements of urban system, the element should have a balance with each other and it's one of the most ideal characteristics in urban metabolism.

According to the aforementioned points, it can be concluded that "consumption cycle of every urban textures that aim to balance between various structures of urban system has been assigned as a guide to target the management of urban sustainable development". Consumption cycle can be studied through a variety of indexes.

Hereunder, the indexes of consumption are explained. In order to reach to these indexes , an ideal perspective is necessary on so called "fine" urban advantages. A list of these advantages is provided by Maslow's hierarchy of human needs⁵. The different needs obtained for city in this way are appropriate criteria in order to evaluate urban quality via determining how much human being's needs and desires are acquired. These advantages which influenced by and effect on consumption are as follows:

1. Providing all physical needs of citizen as much as basic needs.
2. The existence of safety, security, visual organizing and environmental operation
3. Existence of a guiding social environment and creating a sense of fixation
4. Establishing mind image, confidence, power and respect
5. Participating the citizens in order to reform personal place and district on the basis of needs.
6. Causing skeletal desirability and aesthetics and designing cultural and artistic places.

Therefore, according to abovementioned issues, if these six indexes are weak relative to general level of city in consumption cycle of texture metabolism, it will be called "consumerist textures". This defect should be analyzed on the basis of different levels and scales of urban metabolism. There are two approach on consumerist textures.

Firstly, these textures are unsuitable for output and input of urban sources and because of inappropriate structures, they considered as undeveloped and consuming section. Secondly, they don't receive urban sources because of inappropriate qualifications of interior structure or situational and competitive obstacles. Both approaches show that the consumerist textures are considered as the most serious obstacles in managing urban sustainable development. Figure 1 shows the circumstances of connecting consumption cycle indexes with targeting the management of urban sustainable development

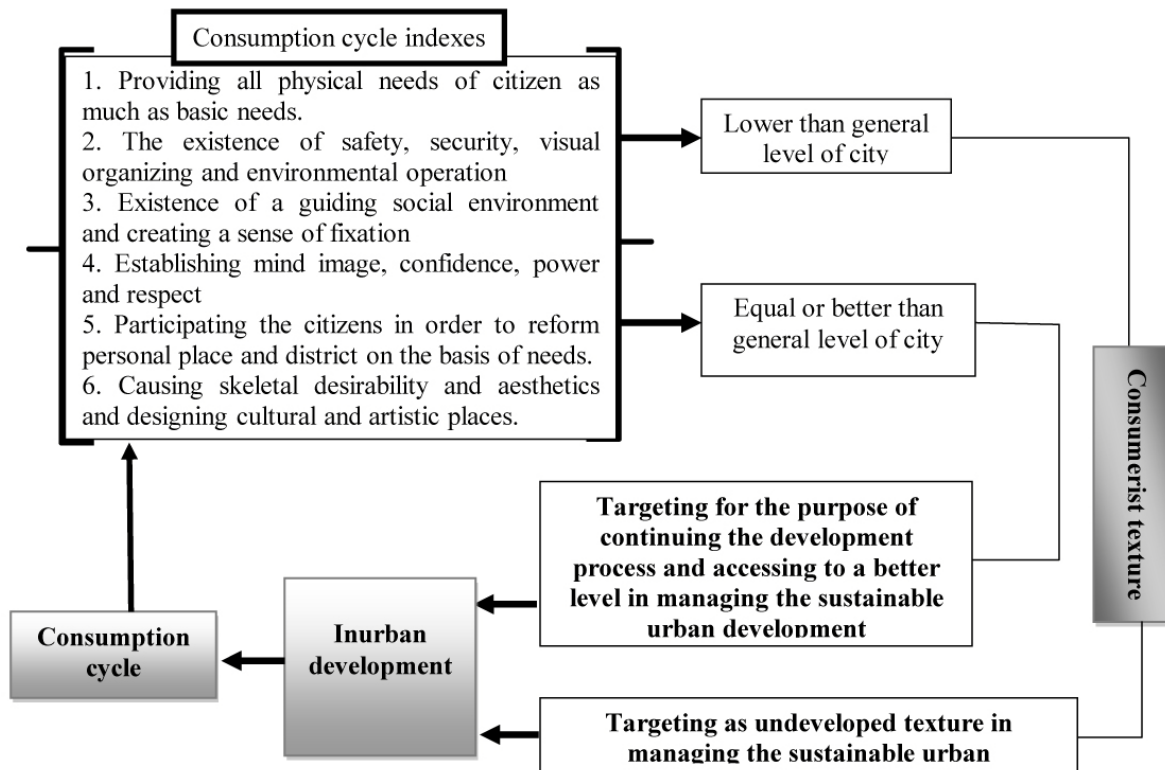


Fig 1: circumstances of connecting consumption cycle indexes with targeting the management of urban sustainable development.

5. Conclusions: Explaining the local investment on the basis of inurban development and presenting guidelines of inurban development management (control: Esfahan).

Several definitions has been shown about inurban development as follow:

- Developing the useless buildings and land pieces which exist in developed areas called inurban development. (City Parish Planning Commission, 2004, P1)
- Inurban development involves economical use of land pieces in urban developed areas where there are services and infrastructures like piped water, drain network transportation. (Greensboro Comprehensive Plan.2000, P1)
- Interior development is usually a residential development which is established on piece of land located among some buildings. (Seifodini ,1999).

What will be shown in this study is the management of urban development according to inurban development. Therefore, a comprehensive description is required in urban

consumerist textures on the basis of development goals. Furthermore, presence of some guidelines is essential to contribute to management of urban development from the beginning of course.

A comprehensive perspective is required to all aspects of urban development. The skeletal perspective is not sufficient by itself. Since the development is a multilateral factor, so decision making and management perspectives are more ideal.

Furthermore, we are going to review the concept of sustainability after getting equity and social development of both soft and hard infrastructure. A multilateral perspective to urban system is essential to fulfill in sustainable development.

Local investment, as premier step in organizing the situation of different urban systems, should involve effectively in urban biocycle and inter the undeveloped textures under a regular program into dynamic cycle of city. Therefore, it should reinforce the developed textures and prevent them from becoming consumerist through making active urban biocycle the more.

So, the local investment can be redefined on the basis of inurbanan development:

Multilateral control of consumption cycle of textures towards equity, productivity, flexibility and sustainability so that these textures can be maintained in the sustainability development situation via balancing the consumption cycle among urban structures and prevented from changing to consumerist textures.

Managing the inurban development and declaring its guidelines are required for urban sustainability development. Having appropriate information about current situation and future perspective of city is very significant. If these two cases are coordinated with demonstrated guidelines, every attempt will be fulfilled. It is concluded that main goal is development of inurban textures which are more weak compared to general level of city because of effects of consumption cycle.

It is concluded that role of managing of urban sustainability development on the basis of local investment is:

Having appropriate information about general consumption cycle of city and recognizing the consumerist textures, protection of developed textures and making balance and equity among consumerist cycles of textures to general level of city by current urban system instruments.

To access to abovementioned goals, the following principles are essential:

1. Studying the current qualifications of urban structures.
2. Classifying the urban textures on the basis of independent operation of urban biocycle.
3. Studying the indexes of consumption cycle of classified textures and determining the weak textures as consumerist texture.
4. Presenting guidelines to improve cycle of consumerist textures in order to join to urban dynamic system.
5. Improving and developing the qualifications of developed textures for the purpose of sustainability of development.

Since Esfahan has modern, old, and historical textures and supposing that consumerist textures would be recognized, integration of the border and the central parts of the city is the most important work. As developing of urban system and developed areas is obtained by relating the social and skeletal sources of ventral areas to other textures without damaging the cultural and social identity of the city, new textures in border and old textures in central areas. Regarding to primary knowledge of Esfahan qualifications to establish the inurban development in consumerist textures, the following guidelines were represented and classified

by software “Expert choice” and AHP method. The Criterion are importantly: equity, productivity, sustainability and

The guidelines present the local investment in Esfahan:

- 1) Trying in order to providing equity for accessing to the social and skeletal facilities.
- 2) Keeping the biological heritage
- 3) Improving the connections with environment
- 4) Improving the urban infrastructures
- 5) Contributing to economical self- sufficiency and self-service in urban regions.
- 6) Increasing the citizen cooperation for managing the affairs.
- 7) Making a physical welfare and facilitating the connection of interior structure of texture with urban structure.
- 8) Optimizing the consumption of energy and sources in the process of texture growth

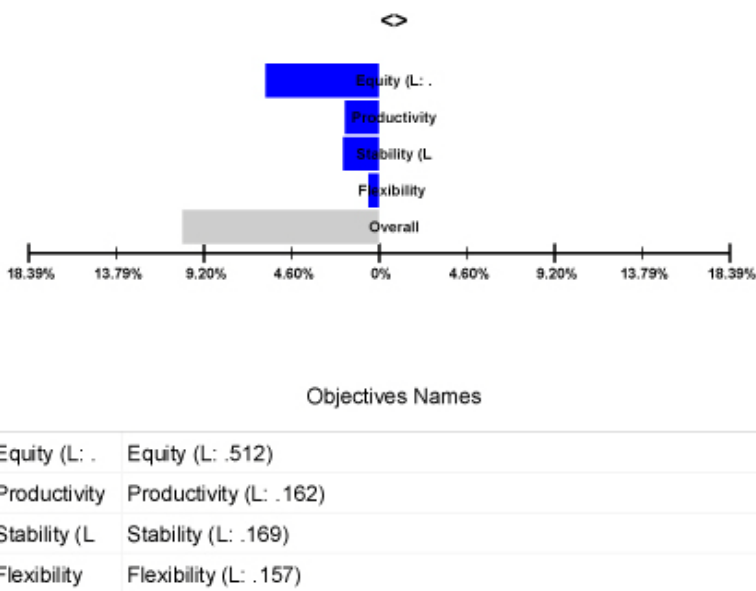


Fig 2: evaluating the criterion by software “Exper choice”

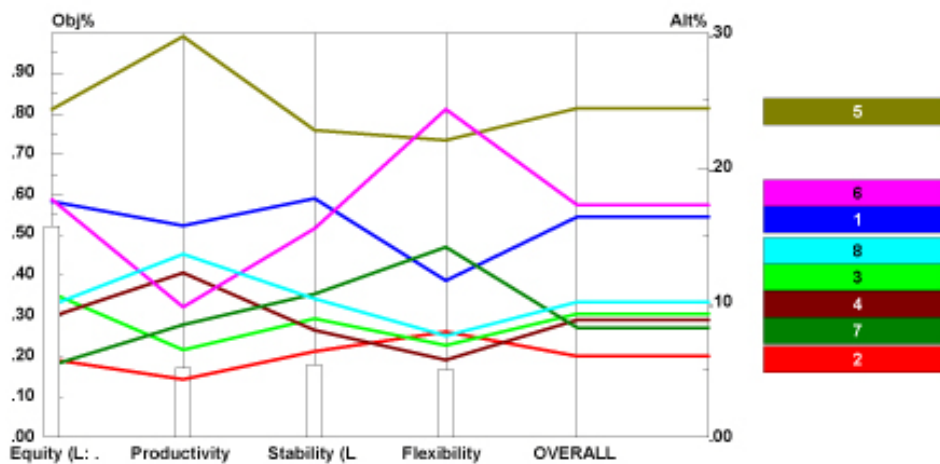


Fig 2: the final results of guidelines by software “Exper choise”**References**

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