

Investigating the capacity of Isfahan's entrance routes in the field of spatial marketing

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ABSTRACT

As a historical city and the cultural capital of Iran, Isfahan has long enjoyed beautiful and memorable gates, and for this reason, its entrance views have been described over and over by various tourists and recorded in the memoirs. Accordingly, the objective of this study was to investigate the capacity of the entrance routes of Isfahan in the area of spatial marketing. In this research, the entrance routes of Isfahan city were studied first based on PEST analysis, the challenges of urban land use in such routes were investigated, then the status of visual qualities and the appearance of signs, walls and nodes, and location marketing were also reviewed at the entrances of Isfahan. Studies performed in the studied routes and their comparison with the existing literature and principles in the field of branding suggests the fact that none of the routes actually had a specific brand and mark, though some of them could be branded inherently at the national and regional levels. By applying principles and criteria such as using various methods in designing, revitalizing worn-out areas, unique qualities of the environment and its products, etc., the entrance routes were highlighted.

Keywords: Spatial Marketing, Entrance routes, Isfahan

Introduction

Cities are a complex system involving various physical, structural, natural, functional factors which, in a very close and efficient contact with each other, establish what we call a city. With the city expanding and the various related issues becoming more complex, cities get to need a set of plans that can address these issues and establish logical and efficient links among these elements.

Not so far ago, in the hierarchy of urban plans preparations, no special attention was paid to the issue of specific local-thematic plans as individual and special elements, and in harmony with other levels, i.e., regions and urban elements, general and comprehensive plans would be set up by specifying land use, network of roads and rules and regulations, called comprehensive and detailed plans. The experience of the past years has shown that this issue, especially in large cities of the country, has not been able to respond to specific problems and specific and general issues such as urban entry and exit points, thereby reiterating the need to provide for special plans. Today, the entry and exit points of cities, especially in metropolises

and large cities of the country are very important and thought of fundamental elements in the physical and functional structures of cities, which, in addition to the role and impact they have, they can help identify the structure and mental image of the city and regional development. Looking at the structure of physical qualities and the way land uses and activities have been deployed in general around the routes and entry and exit points in Iranian cities, it appears that these entry points are in general faced with very specific problems. The main and most general of which can be described as follows.

Cities, especially important cities in the country's activity system, always desire to achieve a suitable urban appearance and to enjoy beautiful, memorable and healthy urban spaces and environments. According to the presented material on the role and function of urban routes and corridors in organizing identity, and the image of the city as well as the enhancement of environmental qualities and urban spaces, it is necessary for these routes and corridors to be studied, and policy-making and design to be set out with a special look.

Historical background and the importance of the structural role of Isfahan on the one hand, the rapid pace of expansion and disorder in the entrance routes that have inevitably become internal elements of the city in the future, on the other hand, have made it necessary to take special measures to organize these routes. Accordingly, this study aimed to investigate the capacity of the entrance routes in the city of Isfahan in the area of spatial marketing.

Theoretical Research Foundations

City entrance

The entrance of a city is an area including a movement path through which the flow of entering or leaving the city is made possible and is the distance between the natural bed outside the city and the artificial environment inside the city, and while making use of the characteristics of both, it enjoys an independent character.

Review of input maps and functions

Main roles

1) Entrance: an emphasis on transfer and movement

Since entry means transition and movement from one stage to another, from one space to another, so entry as an element that creates a sense of transition in human beings, can refer to this concept.

2) Entrance as a transporter

It is enough knowledge and information about what they will face. This is especially true for foreign travelers and causes problems for them.

3) Entrance as a city view

One of the most important features at the entrances of the city is the way the city is introduced. Familiarity with the customs and culture and the main characteristics and mansions of the city when entering the city can help make the image of the city legible.

4) Entrance as a stop

Because of the importance given to the travelers as the largest group of users in entering the city and the possibility of stopping them at the beginning or end of the trip to rest or provide the travel needs, the entrance becomes a place which provides for the services they need. Therefore, it can be viewed a living place with a lot of mobility and an active collective space.

5) Entrance as an transition loop through two different spaces

Entrance means the feeling of being suspended, neither this being nor that, neither belonging to this space nor that space, in the midst of something and the feeling of completing one thing and the beginning of another, at the same time inducing the feeling of motion and mobility.

6) Entrance as the boundary between city and suburb (Beginning of the city and end of suburb)

Entrance is a place where a wall is drawn between the city and its suburbs. It is a place where inner-city functions turn into suburbs and a place where the structure of the city changes and the appearance of the environment suggests a different view.

7) Entrance as a guiding element

An entrance has a big role in the readability of the city. Therefore, the entrance is an element that can guide travelers to the city or emphasize the direction of entry to the city.

8) Entrance as an urban sign

Signs are among the factors in the readability of the environment. Signs can involve memorable concepts or create enduring memories. Since entry is accompanied by an important and memorable event, the role of the entrance as an urban sign is an undeniable sign.

9) Entrance as the starting point of the urban space organization (where the structure starts)

An entrance is a part of the physique of the city that is linked with the structure of the city and in fact it is the starting point of the spatial structure of the city. Thus, its functions and functions take shape in line with the spatial structure and urban functionality.

10) Entrance as the socially active point of the city and the place where collective memories take form

Entrances can be the venue for holding ceremonies and activities such as demonstrations, sit-ins, and public gatherings. The entrance is a place where social communication is established, thus it remains in the minds of the people and is linked to the city.

11) Entrance as a conveying sense of spirituality

Entrance can be a symbolic element of spiritual elements. Passing through the arch, the symbol of the sky, passing through the Qur'an as a sign of journey prayers, etc. are all issues emphasized in the design.

12) Entrance as a place for spending leisure time

An entrance can be a place for those who want to move out of the city and spend hours in the suburbs, as it can provide extra-urban recreation centers.

Investigating investment opportunities in the city

The most significant factors affecting capital attraction can be divided into three general categories, which are:

1. Economic factors
2. Supporting and incentive factors
3. Structural and institutional factors

Each of the above factors can be divided into several sub-sections. All these factors contribute to attracting foreign capital, and one cannot solely focus on one of the above and ignore other dimensions. Thus, in order to attract foreign capital, a country must enact appropriate policies in all three areas. However, not all of these factors can be considered equally effective in attracting foreign capital, and depending on the foreign investor's goal of investment and the host country's goal of accepting foreign capital, the degree to which each of these factors matters varies.

The area under study

Comparative study of economic activities and main functions in the studied areas

In a comparative study of the ten routes studied in Isfahan based on the land uses of the current situation in the economic sectors (agriculture, industry and services), the airport, Najafabad and Moallem Highway routes accounted for the highest level of agricultural and farming lands and animal husbandry with 69.72%, 62.38%, 98, respectively, while Moallem Highway, Khomeini Shahr, Habibabad routes accounted for the lowest level with 3%, 3.56% and 3.56%, respectively, in the field of services. In the area of services, the highest and lowest levels were attributed to Khomeini Shahr with 12.31% and Habibabad with 0.3%, respectively. In the area of industry, the highest and lowest levels were attributed to the Habibabad routes with 69.59% and the Moallem highway route with 1.4%. Therefore, because the segments are large sized and also due to the growth of industry in recent decades and the transfer of industries to the outskirts of cities as well as the role of routes in the form of zoning the cities, the highest levels of land use in the Isfahan's entrances belonged to industry, agriculture services. Of course, this economic process at the level of the entrance routes in Isfahan correspond to zoning city into the districts, based on the fact that the more we move towards urban centers, the level of service activities increases and agricultural activities and some industries, particularly heavy industries, decrease.

Table 1: Comparison of economic activities of Isfahan's city entrances by economic sectors (percentile)

Route name	Agriculture	Industry	Services	Other levels
Khalije Fars	8.29	10.92	5.4	75.39
Zobahan	25.74	33.2	2.1	38.96
Tehran Highway	3	16.7	1.44	78.86
Najaf Abad	62.38	20.9	3.7	75.4
Yazd. Nain	23.68	20.36	4.6	51.36
Dolat abad	25.95	44.68	0.81	28.56
Moallem Highway	39.98	1.4	0.21	58.41
Airport	69.72	3.73	0.57	25.98
Khomeini shahr	3.56	8.758	12.31	75.372
Habibabad	3.56	69.59	0.3	26.55

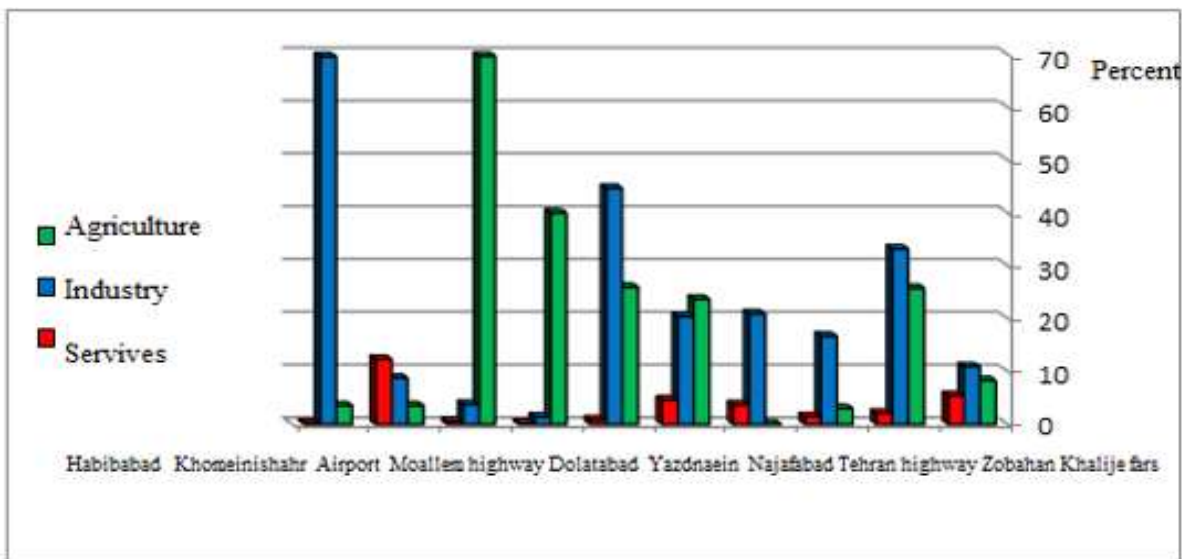


Figure 1: Comparison of economic activities of Isfahan's city entrances by economic sectors (percentile)

Table 2: The role of each route in the urban complex design

Route name	Role of the route in designing the city complex	Proposed macro role in the present studies
Khalije Fars	Industrial-Communication	Multi-role (industrial-communication-residential)
Zobahan	Ecological Services	Sports-tourist-commercial and regional
Tehran Highway	Transit-Industrial	Transit - Recreation
Najaf Abad	Ecological-agricultural	Ecological - recreational - tourist
Yazd. Nain	Transit – Agriculture	Transit-Industrial
Dolat abad	Industrial	Industrial
Moallem Highway	Transit	transit
Airport	Transit – Agriculture	Ceremonial route
Khomeini shahr	Industrial	Industrial-Communication
Habibabad	Industrial	Industry

Research Methods

PEST is a macro system guidance model established on analyzing political, economic, social and technological factors which examines a framework of macro environmental factors used in environmental assessment within all existing systems.

This analysis identifies the stimuli with the highest importance in the past and determines the extent to which they may vary in the future and how this will influence the project. Depending on the objective of the analysis, distinguishing between the current situation and potential future changes may be helpful.

In order to achieve meaningful results, it is not enough to consider this analysis as a list of stimuli. It is better to set up a starting point for the future analysis of the external environment, and in this connection, it is possible to identify the various external stimuli that cause the change with the help of PEST tools. These are the stimuli that, respecting all probabilities, influence and change the structure of the project. For instance, a combination of deregulating trade barriers, development of technology, communications, increased competitive pressure on regional markets, and the convergence of consumer preferences are likely to be stimuli towards globalization.

For most situations, the initial PEST analysis paradigm reasonably covers the factors in form of four main sections. For example, ecological or environmental factors can, depending on their impact, be in the form of one or all four main sections. Legislative actors naturally fall by under political topics, as they will generally be politically stimulating. Demographic factors are usually a bigger dimension of social issues, and industry analysis is effectively subject to economic and ethical considerations depending on the horizon and their impact on the social or political domains. Therefore, we can often observe additional factors as a subdivision or a horizon, within the four main domains. Issues to be categorized under each of the four factors can include the following.

1- Political factors

Government policies, financing and no-interest grants, the extent to which the state interferes with such projects, the way the government looks towards the private sector, and the stability level of the political environment?

2- Economic factors

How much does economic development and the routes contribute to civil development in the 20-year horizon? Is financing the project well organized? What effects will the project have on the city's economy, marketing, etc.? General issues of taxation and special industrial factors.

3- Social factors

Lifestyles, demographic characteristics, users' tendencies and opinions, ethnic and religious factors, people's beliefs, the extent of people's willingness to participate in developing and implementing of the plan.

4- Technological factors

Have the necessary skills been allocated to the project sufficiently? Are there management information systems established? Is there enough capacity in the field of infrastructure such as streets, asphalt, water and electricity, etc.? What is the capacity for innovation in these routes? How much is the level of access to technology? Global communications, etc.

Findings

Now we begin to examine the entrance routes of Isfahan city based on PEST analysis. One should note that political, technological and economic factors are to some extent common to all routes for PEST analysis, and there are differences only in the area of social factors in the routes as follows:

1. Social factors

Estates' residents at the entrances, along with the intensive development of the city or sometimes access to work place and cheap land at the entrances, have turned to construction in these areas; of course, despite the ineffective urban use policies in the past several decades, and recently destruction of agricultural territories across the routes, residential constructions have risen, leading to the emergence of unofficial settlements in northern routes (Habibabad, Dolatabad and Tehran routes).

Various factors such as disproportionate population growth and lack of proper urban planning in the past have led to potential problems in the current situations, as some of these projects have undermined the cities because they have ignored historical, industrial and social capacities of the cities. Following inclination to intense concentration on the city, especially in the northern regions, the urban network has become severely disrupted, losing its hierarchical and systematic function.

The tendency of immigrants and low-income groups to settle in the past years and especially after the revolution on the potential beds set up in the northern region of Isfahan was to the extent that it had practically influenced the planned settlements such as Isfahan House. This is more visible on Zeinabieh Street. However, several centralized residential complexes have been created in the distance between Dolatabad and Kaveh routes, attracting the middle and mainly cultural sections of the city.

Changing social identity of the residents in the west of Isfahan due to the linking of the rural texture to the city has cleared the way for the emergence of problems and dichotomies in various areas of urban life. The change from rural to urban life has caused a change in people's shopping habits, entertainment and tastes, being visibly seen at the entrances of Khomeini Shahr and Najafabad routes.

In general, the insignificance of social relations because of the salience of economic issues as well as the absence of cultural and social spaces cause social and cultural indicators not to be appropriate and sufficient to develop and improve.

In the Khalije Fars route (Isfahan-Shiraz) due to the presence of pre-designed settlements and shopping center (City Center) the tendency to settle in this route is on the rise, which is potentially seen a factor for social vitality and boom of activities, consequently drawing attention to planning for them. However, one should note that the majority of activities at the margins are activities that are either used temporarily (reception halls, etc.) or are not in line with daily needs, although the role of transit of this route cannot be ignored, but by taking appropriate measures, it can turn into a place of daily cultural and social exchanges via keeping the transit role of this route.

2. Economic factors

In relation to each of the routes and comparing them to urban zoning, the routes are, on the one hand, located mainly in natural and man-made areas, and on the other hand, one can understand the diversity of activities at the entrances quite clearly. Roads or routes are the main entrance elements; city entrances have a special importance depending on the importance of the road that reaches them. In sum, diversity of activities at the entrances of Isfahan, like most of the entrances to the city in Iran, i.e., from the mental and objective perspective of the outskirts surrounding the entrances of the cities involve the following.

- Farms (plains and barren lands and agriculture, various plant species, gardens and types of widespread trees, etc.

- Factories and production and industrial workshops

- Service workshops and various shops related to public services

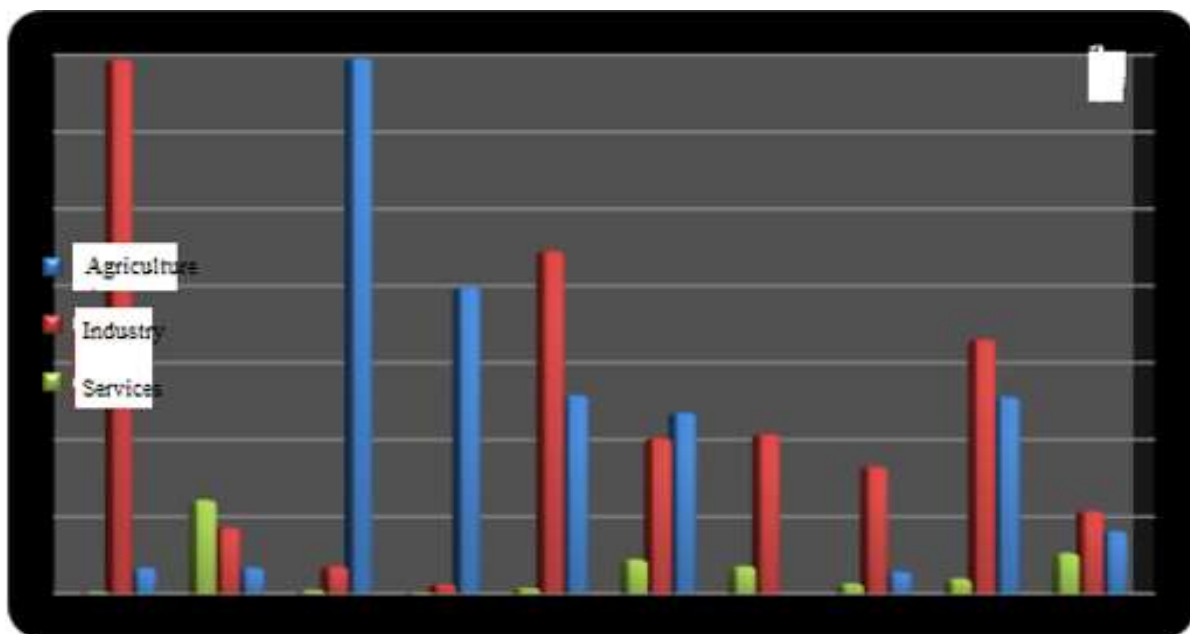
- Residential spaces (along the city to the exit routes and rural residential spaces)

In reality, with the expansion of industries and the increasing development of cities and the incidence of problems related to urban environments, the need to organize urban environments in the present era is increasingly felt.

As mentioned earlier, the highest levels of land uses deployed at the entrances of Isfahan belong to industry, agriculture and services, respectively. Of course, this economic situation at the level of entrance routes along with zoning the city to the areas, based on the fact that as we move towards urban centers, the amount of service activities increases and the amount of agricultural activities and some industries, especially heavy industries decreases. It indicates the Table 3 indicates that such routes as Khalije Fars, Khomeini Shahr, Najafabad and Yazd Nain, with the highest percentage of service activities, have high potential for investment in tourism and ecotourism activities. Also, in some areas such as Zobahan, Habibabad, Dolatabad, often involving economic and industrial activities, especially Zobahan route, the owners of industries and workshops can, by applying incentive policies, be encouraged to organize and beautify the surrounding spaces.

Table 3: Economic activities in the three services, industry and agriculture sectors in the entrance routes in Isfahan

Route name	Agriculture	Industry	Services	Other levels
Khalije Fars	8.29	10.92	5.4	75.39
Zobahan	25.74	33.2	2.1	38.96
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**Figure 2: Comparison of economic activities of the entrances of Isfahan by economic sectors**

In general, the low level of developmental measures and compensating the country's budget deficit through reducing costs in the area of development projects and also the government's inattention to similar projects, financial resources have not been enough to meet the development needs of the project, thus disrupting their implementation.

2. Technological factors

Continuing to live in an information society and electronic cities requires presuppositions made by the citizens of that society. Today's citizen is not an ordinary citizen; s/he is a citizen with all the necessary capabilities to live in the information society and the fourth wave, which is called an "electronic citizen". An electronic citizen is a person who has enough knowledge, ability and experience in applying information and communication technology in their daily interactions and can receive the required services through the information and communication systems provided by public or private organizations. Currently, no significant action has been adopted in the area of technological and stimuli factors in the entrance routes of Isfahan.

Table 4: An investigation of environmental, legal, economic, political and technological status of entrances using PEST analysis

Political-legal factors	Economic factors	Technological factors
<ul style="list-style-type: none"> - Increasing construction finance and directing government budgets in the service sector - Increased risk of investment in construction projects -Absence of financial and moral support for local and similar projects - Failure to properly implement the provisions of Article 44 of the Constitution in transferring companies' shares in similar projects to the private sector - Absence of a strategy and a strategic document at the national level to organize the entrance of the country's metropolises - Increased public awareness of the environmental transportation consequences on the environment and proposals including the imposition of taxes on fuel consumption <p>In general, today the government, in the form of ministries of the interior (municipalities) and housing, organizes the entrances of cities, which this in turn allows domestic and foreign companies to participate in investing and implementing projects.</p>	<ul style="list-style-type: none"> - Consultation with higher institutions to obtain financial support and permission to attract external capital - Feasibility of creating sustainable sources of income or providing part of the expenditure - Establishment of sales activities temporarily and without a license - Deployment of heavy industries workshops 	<ul style="list-style-type: none"> - Impossibility of online booking tickets and tourist tours - Impossibility of distributing products using new technologies such as marketing information systems - Planning for the development of information technology in Isfahan Municipality - Impossibility of providing fast and round-the-clock services through Internet-based facilities and electronic systems - Municipal Internet portals - Limited facilities and weakness in technical infrastructure in the public sector to facilitate adequate and public access to citizens

Investigating the challenges of urban land use in the routes

• **Khomeini Shahr and Najafabad route**

It is a western area of the old residential areas of Isfahan, which, over its quiet life, has found its own special spatial organization. The structure of this area is founded on agricultural and horticultural activities, and this is while turbulence and interference has occurred in the form of of land use with the introduction of new uses and extended changes because of the expansion of the city to the west; such that clarity and uniformity of the spatial function in the past is no longer evident today.

An accumulation of homogeneous land uses in various zones in these routes has caused different structural zones at the level of the two routes. Workshop and industrial margins and dispersed and unauthorized workshop areas in the edges of the routes, garden and agricultural zones, residential and commercial areas as well as service areas have created different and irrelevant structural areas for these two routes.

Also, the rural structure of these two routes has caused a lack of the necessary urban standards and criteria despite administrative and physical integration in the city, and in relation to most uses, especially cultural-sports uses, a considerable shortage is observed. This has undermined the user system.

• **Tehran-Isfahan, Moallem Highway, Habibabad and Dolatabad routes**

Although, the most important goal of the comprehensive plan for the northern areas of Isfahan was to preserve agricultural lands and to deal with the development and influx of the city center towards this area in order to prevent the establishment of rural nuclei and new towns in it, and that environmental and efforts to preserve and protect agricultural lands, as a natural green bed to help reduce pollution in this area, are reasonable and respectable, the reality on the ground is that the mentioned plan could not and will not manage to meet the goals and policies set by the society, due to lack of executive guidelines and ignoring significant issues such as the weakness of the executive bodies, the intervention and pressure by stakeholders and influential groups, an increase in land prices in the central areas of Isfahan and the tendency to persistent growth and development in the configuration of entrance routes. Investigation and calculation of the percentage of land uses in the mentioned routes suggest the fact that improper land use has cause problems and sensitivities in the routes, breaking down the planning for creating routes with pleasant spaces. For instance, one can mention the deployment of some land uses along each other not

environmentally compatible and the failure to adopt preventive measures to reduce the destructive effects on the environment and even the social anomalies caused by them. The stone cutting factories located in Dolatabad routes and its short distance from residential areas, animal husbandry and poultry farms scattered in Habibabad route are environmentally unsafe and deprive the neighbors of peace. Although there are no residential uses around these settlements, in order to maintain health and prevent the spread of pollution, the relevant agencies should establish animal husbandry units to unite and transfer them. The Isfahan refinery, situated 5 km from Isfahan -Tehran road in the vicinity of the petrochemical complex, etc. is among the most important factors causing incompatibility of uses in these routes.

Also, the lack of equipped green spaces (with furniture, lighting, drinking water, facilities, etc.) is very evident in these routes, while due to climatic conditions, the northern routes could enjoy significant greenery and the possibility of development.

- **The Khalije Fars route**

One of the most important challenges or barriers to land use in the Khalije fars route is the location of military territories with an area of 742478 square meters, around 21% of the total area, being completely incompatible with other uses in the said route; this is while one of the endogenous development indicators is the compatibility and incompatibility of land uses, and the more adjacent land uses are incompatible in the sphere of influence with each other in terms of the nature of activity, causing disturbance and barriers to each other's activities, it cannot be considered to have enjoyed conditions for development. The presence of military barracks inside the city is a problem that is not confined to just one city in Iran, as there are about 8,000 hectares of barracks inside the area and 8,000 hectares inside the cities in 20 provinces within the country. However, in the city of Isfahan, as these territories are situated at the edge of the Shiraz-Isfahan route (Khalije Fars), it is one of the barriers to organizing the route. Figures (1) and (2). Also, the existence of large industrial workshops, reception halls situated between them and the incompatibility of these uses with each other, as well as the lack of equipped green spaces are among the challenges facing land use in this route.



Figure 3: Extensive military use, Khalije Fars route

Status of visual qualities and visibility of signs, walls and nodes

Urban science scholars have considered a good, strong and efficient mental image as one of the positive and necessary characteristics of any city. Mental image stands is any phenomenon, object, object, being or space that is placed in the mind of the observer at the first glance.

Every city is inculcated in the mind because of its general shape and constituting components, but the important question is what effect does this reminder have on the viewer? Undoubtedly, every city and urban space seeks to be inculcated in the mind of the viewer, observer and citizen so as to be remembered that

this reminder will bring about happiness to the viewer. Now, the point is that what are the factors and elements that constitute this mental image in the city and how is the mental image of the city shaped?



The mental image of the city is the collective product of the mental images related to places, spaces and elements of the city that form it in an integrated configuration. Kevin Ling categorizes the main physical-physical components of "urban appearance" into five factors. Road - edge - node - sign and neighborhood (domain or zone).

Table 5: Elements giving identity to the studied routes

Route name	Sign	Edges/margins	Nodes	Path	Zone
Zobahan	-	Natural organic space	Intersection of Shahrabrisham – Aghareb Parast - Steel	-	Residential zones (Hosseinabad and Joulerestan) and Mosian - Green agricultural zones – Abrisham shahr
Khalije fars	Silo-City Center	-	Baharestan intersection - railway intersection - Quds Square	-	Military zones - railway town - railway complex
Airport	(Kabootarkhaneh) Pigeon houses	-	Belt intersection - Airport - Intersection of Sayad Shirazi	-	Residential area of Hessa - agricultural areas
Khomeini shahr	-	industrial University	Esteghlal Square - the intersection of the University of Technology	-	-
Najaf Abad	Atashgah Mountain - Minarjanban	Green Gardens	Isfahan new belt	Madiha	Agricultural lands and gardens
Dolat abad	-	-	Naghsh Jahan – Kamarbandi	-	Stone cutting factories
Tehran Highway	-	Tree-planting around the path	Esteghlal Square – Refinery	-	Tree-planting around the path
Teacher Highway	-	-	Khorzouq Rural Intersection of Sports Square (Naghsh Jahan Entrance) - ShahrGaz Intersection - Shahinshahr Intersection - Bakhtiardasht Town Intersection	-	Agricultural lands of residential areas
Habibabad	-	-	-	-	-
Yazd. Nain	Pigeon house	-	intersection to access Tareh Bar Square - Tareh Bar Square	-	Tarehbar square- Khwarasgan - deserts

Location marketing at Isfahan's entrances

Location indexing is mutually related with their historical meaning and identity. Therefore, one can argue that indexing a place over time strengthens and highlights the identity of a place. Studies performed in the studied routes and comparing them with the existing literature and principles in the field of branding suggest the fact that none of the routes actually had a specific brand and mark, but some of them can inherently be branded at the national and regional levels. Table (6) highlights principles and criteria such as using various methods in design, revitalization of withered areas, unique qualities of the environment and its products, etc.

Table 6: Capabilities of Isfahan city entrance routes in the area of location indexing

Route name	Branding capabilities
Najafabad - Isfahan	Climate, topography, recreation, history, industry
Khomeini Shahr - Isfahan	Climate, environment, industrial
Tehran- Isfahan	-
Moallem - Isfahan	Spatial coherence and diversity in land uses, transportation
Airport	Climate, pigeon houses, green space (agricultural lands and flower and plant breeding centers)
Isfahan zobahan company	Industrial (production and industrial workshops) Greenery
Habibabad Isfahan	-
Dolatabad- Isfahan	Stone cutting factories and production workshops
Khalije Fars	Residential, transit, military, industrial

Najafabad route

Zayandehroud river as a vital and balancing ecosystem of the biological system has a definite impact on the position and establishment of land uses in the western part of Isfahan, therefore the presence of 22.66% of agricultural land and 15.96% of green space, indicates the fact that this route has the ability to create more recreational and tourist spaces, amusement park, pedestrian space and restaurants than any other routes.

As well, the deployment of two historical centers of Menarjanban and Atashgah mountain in this route will affect the attraction of tourism and the creation of services market for the welfare of tourists, while the land use related to sales and services of goods with 3.7% in this route will account for a small percentage. To meet the horizon of the project, it seems necessary to upgrade the level and increase this application.

New approaches to urban planning, now known as neo-urbanism, have mainly sought to find ways to remove socio-structural problems in metropolitan areas. In this regard, focus on public places and the development of social services are viewed as the basic principles of design. This is part of the principles of this paradigm that the Najafabad route has the potential to create.

- Creation of urban signs (existence of historical centers of Menar Jonban and Atashgah mountain)
- Emphasis on the principle of pedestrian (according to the available green space, it will be possible to create a pleasant pedestrian space.)
- Emphasis on the complexity of the city and high density (because of the balanced climatic conditions, demand for housing and work in this area is more than other routes)
- Observance of human scale (according to field studies in this route, although there are problems with coordinating the height of buildings and their skyline, but no significant non-human scale is noted.
- Decoration of the building while maintaining harmony
- Observance of the principle of diversity in regulating land uses

Khomeini Shahr route

This route also follows the weather conditions in the west of Isfahan, however, due to the establishment of the University of Technology in this route, creating an information technology park and recreational services can strengthen social services; As well, since there are casting workshops, wood products and

agricultural processing industries, there is the the basis for creating handicraft jobs and related exhibitions. However, some industries, such as rubber manufacturing, tank production, electrical industries, etc., are contrary to the vision of the project.

Isfahan-Shiraz route (Khalije fars)

The presence of two towns, Sepahanshahr and a residential town with an appropriate and beautiful urban design, the deployment of a site related to the city center and sports complexes at the entrance of Sepahanshahr town, led to a diverse activities as they can improve and organize the current situation in marketing. However, the presence of large military lands in this area may slow down the process.

Dolatabad route

Because of the relatively undesirable conditions, this route does not have any capacity to provide marketing for the area. However, the existence of large, unused wastelands, which are scattered among agricultural lands, is a positive advantage. As special land use is lacking and prices are low compared to other places, it appears that by consolidating these territories and establishing stone-cutting and industrial uses in a dense complex with a special architecture and in accordance with the environment, the area can attract customers and market better, while at the same time being useful.

Zobahan route

As it is located oon the banks of the Zayandeh River, this route has a significant green space and also has a high potential in creating tourist and recreational spaces, thus improving the level of social services and having a positive impact on the marketing of the place. It should be noted that the existence of large industrial centers on a national scale, such as Mobarakeh Zobahan Industries has provided for a pattern at the national level and therefore by creating the necessary and effective elements, it could have a very high potential in the area of location marketing. Factors such as beautiful skyline, focus on valuable and lasting patterns, observance of functional hierarchy, design according to natural conditions, architecture of single buildings (such as banks) as urban signs, billboards, flags, can all be effective in this connection.

Conclusion

In most cities across the world, we observe the existence of attractive suburban roads and paths capable of creating a desirable and memorable atmosphere by using natural features and combining them with architectural and man-made structures. Unattractive streets and passages are always facing big problems inn cities. The streets often turn into lifeless routes with unattractive landscapes that should be made attractive via using the capabilities around them. In the meantime, urban entrance routes are viewed to be one of the important parts of the road structure in cities, which are responsible for connecting the city with the surrounding environment, and due to their special role and function, a large volume of traffic has always passed through them. They can have a significant impact on the minds of people and the public image of the city.

Therefore, it is critical that the entrance routes be organized according to the physical and natural context and urban features at the entrance section, thus becoming a suitable place. In recent years, the city of Isfahan has lost its physical qualities in the entrance section for some different reasons, and its entrance routes have lacked the necessary attractiveness appropriate for the cultural capital of Iran. Therefore, it is necessary for these routes to be conducive for organizing and giving quality.

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