

In the name of Allah, the Companionate, the Merciful



STRATEGIES TOWARD SUSTAINABLE URBAN MANAGEMENT IN MASHHAD

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WHAT IS GOING TO BE TALKED ABOUT

- ◎ Geographical information over Mashhad.
- ◎ Sustainability and its definition.
- ◎ Steps taken toward sustainability in Mashhad.



GEOGRAPHICAL SPECIFICATION

- Mashhad is the second largest city of Islamic Republic of Iran located in North East, with population of 2925541 .
- Its area is about 270 square kilometers.
- IT is 980 meters above sea level.

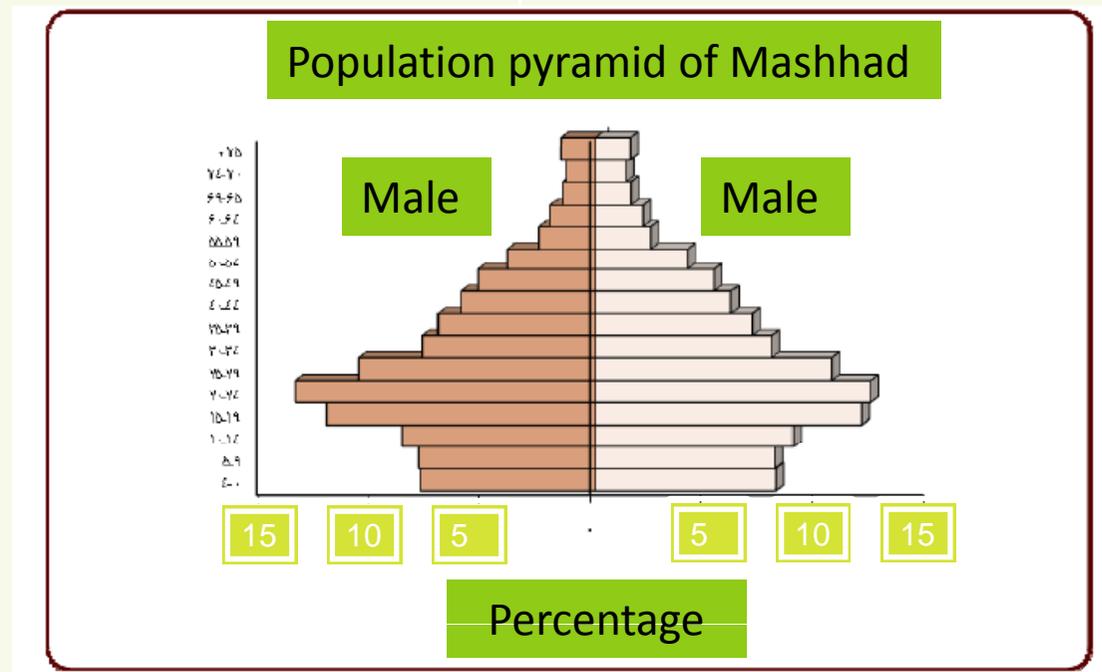


Geographical length	59'2" and 60'38" E
Geographical width	35'43" and 37'7" N



SOCIAL SPECIFICATIONS

Population	2925541
Average growth rate	2.5%





- ◎ Mashhad has been declared as the Holy Capital of Iran, and due to its tourist attractions, historical monuments, and industrial assets plays an important role and also takes part in Iran's economy in the east.
- ◎ Existence of the Holy Shrine of Imam Reza(P.B.U.H) has brought over 12 million people to this city .

Amount of tourists entered Mashhad (last year)	12405254
Amount of tourists left Mashhad (last year)	12710986



- ⊙ Considering city population , tourists visiting this city , more than 340 services and tasks (excluding sub-tasks) done by Municipality of Mashhad , makes the city management somehow difficult in this city.





SUSTAINABILITY

- ⊙ Since the publication of “Our Common Future” by the Brundtland Commission in 1987(WCED, 1987), the concept of sustainable development has become increasingly significant as a target for creating a better future for the world. Operating in contradiction with efforts to create a more sustainable future are factors such as an ever-increasing population, and more importantly, an almost growth in the use of resources, many of them non-renewable (Elkin et. al., 1991).



SUSTAINABILITY

- © Within this situation, the role of the world's urban areas in determining whether sustainable development is an achievable goal with the world's urban population more than doubling since 1950, and being expected to double again to reach 6.2 billion by 2050, is becoming increasingly significant, (Rodrigue, 2005).
- © The current urbanization processes combined with the worsening of environmental and health conditions especially in the fast growing Asian agglomerations require new steering approaches towards sustainable urban development.



SUSTAINABILITY

- ◎ Mashhad is not apart from international changes and It has been a priority of Mashhad municipality staff and officials to care for sustainability and it's issues in different aspects.





MASHHAD STRATEGIES AND POLICIES

© To make it brief , Here are the main fields we have put strong efforts on :

1. Environmental Preservation and solid waste management.
2. Vehicle reliance reduction in the society .
3. Promoting physical compaction in city development.
4. Improving life quality.
5. Restructuring and redesigning of administrative systems.
6. Sustainable urban economy





1-ENVIRONMENTAL PRESERVATION



- ③ Expanding green capitation and index.
- ③ Preserving agricultural lands around city.
- ③ Green belts around city .
- ③ Encouraging citizens' involvement in environmental preservation



RECYCLING



- ① Setting rules and restrictions over buildings and factories to be an energy saver consumer.
- ② Promotion of reproducible energy usages.
- ③ Vehicle testing centers dedicated to evaluate all kinds of vehicle field products performance by using techniques, and with these years of sufficient experiences have had on full or component analysis and test correlation.
- ④ Educating and teaching recycling techniques.



2- VEHICLE RELIANCE REDUCTION IN THE SOCIETY



1. Prioritizing walking, cycling, and public transportations (buses) to private cars.
2. Public transportation planning.
3. Putting restrictions over private car usages.
4. Heading towards E-city.





3-PROMOTING PHYSICAL COMPACTION IN CITY DEVELOPMENT.

1. Increasing city density
2. Leading physical development of city along the rapid transportation systems.
3. Expanding city centers in coordination with population and occupation opportunities.





4-IMPROVING LIFE QUALITY.

Citizen participation in running their own neighborhood.

Better and efficient coordination between public and private sectors.

Supporting NGOs by providing them more recourses.

Formation of local voluntary groups in case of natural disasters.





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