

Iranian Public culture, an opportunity to promote quality of urban design projects' implementation

S. Ali Safavi *^a

Tarbiat Modares University, Tehran , Iran

Abstract

Iranian culture can be appointed as an opportunity to promote urban design projects' quality of implementation. Every community's cultural brief can be traced in its economic, social structure. Theoretical and practical principals of Islam religion in compound with cultural conditions could lead to some executive policies in different important arena such as economic, political and social. These can promote each countries development in different aspects. Urban design projects needs efficient, smart and keen observing management system to be implemented well. Complicated process of an urban design project can be fulfilled and delivered only in this condition .

"Urban Design is a political and not a technical issue. The technical aspects are very simple. The difficult decisions relate to who is going to benefit from the models adopted". Enrique Penalosa says. In Iran urban management system as the only permissive system for defining and ratifying urban design projects, has the main role to have these projects implemented. Municipalities as the most important external parable of urban management system must define the projects on the base of real scope of the city, for instance considering the environmental, infrastructural, social and economic conditions and capacities of a city. So you can predict a project as a feasible plan .

Scrutinizing the main challenges of implementation of urban Design plans and the feasibility of them in Iran, some points can be mentioned such as; weaknesses of the quality of implementation, over length of the implementing process or even not finishing or abandoning a project, and in many cases providing several parallel plans for some specified subjects of urban design project. This condition leads to consuming so much time and expenses and other sources in vein. So the subject of plans feasibility in urban design, as a main part of urban design process, is considered not only un-negligible but also vital .

Keywords: "Iranian culture", "Good Urban Design", "Urban Managment", "public participation"

a * Corresponding author. Tel.:09126073214

1. INTRODUCTION

Every society's cultural features' reflection is visible in its economic and social structures. Islam's ethical bases beside its visual and practical edicts and their unification with the rich Iranian culture has allowed presentation of practical approaches leading to social expansion in different fields including cities' physical expansion.

By a look at the challenges caused due to the lack of attention to the institutional obligations for optimal performances of urban design projects in the country some of the instances witnessed are quality infirmity and prolonged performances, incomplete performance of instances and similar cases which lead to waste of high expenses, long periods of time, professional resources and loads of environmental and social damages as well as urban perspective turmoil [3].

In the same way a comprehensive analysis of related challenges on the urban expansion process illustrates that urban expansion process has a sort of dual and hybrid nature. Actually following what has been customary since 1980s concerning urban design zone means considering the importance of theory's role in practice and emphasizing on the role of the process and procedure in achieving the product in urban design. From this point of view issues facing urban expansion concerning the emphasis and its relativity with the content and also in terms of decision-making and performing of urban design are classified to two categories of content and procedure challenges.

In Iran due to the Islamic culture infiltrate in different social layers and its deep effect on customs and behaviours, these conditions could lead to appropriate opportunities in the process of urban expansion planning. Smart usage of this cultural capacity as an unmatched social fund could serve as a vital aid by urban management in the urban expansion process and not only leads to a decline in urban management and expansion expenses but also guarantees higher social satisfaction.

2. Research process

1.2. Research question

How could Iranian and Islamic culture assist the improvement of performance quality in urban design programs and what role does urban expansion management play?

2.2. Research process

This research is performed on the basis of qualitative and technical "analytical-interpretational" and based on the theorists' view and examples analysis. In this way after explaining the necessity of the topic and topic background the presented view points from pundits especially Punter, Carmona, Rogers and some related documents in order to edit the research theories has been explored and edited and its different approaches along with related examples will be analysed leading to presenting proposals and operational approaches.

3. Topic necessity and importance

Paying attention to procedure dimensions dominating the urban design actions including appropriate management in guiding the physical expansion of the city could lead to actualization of potential capacity of urban design knowledge in qualitative expansion of physical urban structures. The positive effects that could be witnessed by the use of Islamic Iranian cultural aspects in city expansion is strengthening partnership and participation ability of trusted institutions and making public participation arrangements which is highly valued in Islamic Iranian culture. Islam's theoretical emphasis on participation and public consultations under the shadow of non-democratic centralized governments has had the least possibility of practical outbreak during history. Therefore by paying attention to the presence of every particular and

public group of people in urban design process, attention to the nature of interdisciplinary and process ability of actions is required in novel urban design to be able to provide the needed flexibility for the public will. It is obvious that such order needs the management of many different variables each with their own characteristics including ambiguity and anonymity, contradiction and permanent changes and these variables depending on different circumstances involving time, place and similar items differ. Sheer1 (Sheer, 1994; 54) in this context points at the difference of pedestrians and passengers and by creating extra value for some inhabitants concerning space quality decline, access acknowledgement, increased traffic both residing and transit, urban view destruction or similar cases for some residents especially those in neighbouring areas are mentioned[3].

In this condition an urban design needs a smart and efficient managerial process familiar with the depth of local culture. Actually only such a system can guide and perform more complicated programs that is based on complete, optimal and maximum usage-based capacity of social funds. Preparation and implementation of a plan is based on a realistic vision of urban development according to infrastructure capacities, cultural and social features, investment talents and similar characteristics in order to be able to guarantee the urban plan quality maintenance.

This is true as the plans and government policies in physical expansion area of the city is transformed due to lack of understanding of urban expansion managers as well as challenges and related damages concerning the local culture. This dominates the approaches of related executive sections with the urban design projects when they fail to fulfil their plans. This local culture deviated from its original bases especially in political-economy environment and its effect on urban formation has a more unreal ceremonial aspect. As this will be mentioned while analysing the comments of different groups.

4. Theoretical bases (procedural dimensions of realization plans of urban design)

Space is not solely a passive container for happenings and social actions but space is produced in action process and social acts. In other words space is simultaneous by both means and so as the social acts [7]. In the same way Amos Rapaport also believes that comprehension of produced environment depends on the cultural condition and traditions of people of a society. He believes the existing theories of urban design is based on urban expansion ways in the west and in its editing related ways of other places such as Africa, Asia and central America are ignored. He emphasizes that in localization of urban expansion theories, cultures and local traditions should be well-comprehended and applied. Therefore analysing related theories of this area could facilitate appropriate utilization of cultural and local social capacities in fulfilling urban design programs. Based on this cultural planning for guiding of social funds in order to expand and desirable fulfilment of urban design programs (public education, improvement of participating ways, preparing cultural and social attachments for the projects and...) not only could lead to the improvement of fulfilment of urban design programs and a decline in expenses in this part but also social satisfaction from urban environment and urban expansion management and consequently a rise in social capacities of that society. From Punter's point of view [7]. Designing procedures is a part of designing process in which organization and service activities and urban expansion control in different shapes are responsible[7]. By dividing designing procedures to two formal and informal components, he has mentioned the formal component as a legal and institutional framework and the informal component as cultural aspects and minor behaviours related to informal institutions influential or stakeholder in urban expansion area. Based on this bases an urban designer as a politician and manager of urban physical expansion should pay attention to procedural or institutional patterns in his decisions. John Lang (Lang, 1994; 386) also emphasizes on the position of procedural dimensions in designing process and mentions five levels as recognition, designing, selection, administration and evaluation as the main levels of urban design process and has mentioned the two levels of administration and evaluation as the most important levels in urban designing. He believes that urban designing without paying attention to the whole process, urban paper designing or in other words impossible to achieve or invalid.

On the same bases in analysing the pillars of realization of urban design should be mentioned as the most important factor (after collecting leading documents and appropriate administrative control, their executive management at different levels). Actually the result of urban design process (in different aspects and at different scales) is usually at the executive manager's disposal as a designing policy or a public design. Executive management of designs plays an active and effective role in realization of urban designs due to their political stance, scope of tasks and their authority.

Actually decision-making system or urban expansion management has an effective role at required reading, design prioritizing, feasibility and leading of preparation and execution of designs based on cultural, social and economic development features in different urban areas. Evaluation of design economic justification is included in the duties which possesses special importance. If expansion lacks such factor, during the execution process will face changes or will be abandoned. In reality expansions will be realized that overcome financial bottlenecks.

Another important duty of urban design executive management system is full acquaintance with eaten cultures and social behavioural features with the aim of creating a convergence balance among all beneficiary and influential groups in the expansion process. Paying attention to the fact that projects scale and urban expansion policies are enormous and different groups will benefit or suffer their consequences, participation of these groups in decision-making process will not only lead to upgrading the quality of designing plan but also by winning their trust and cooperation facilitate the plan execution and lead to their relative satisfaction. Social part-taking in urban design process as one of Iranian Islamic culture doctrines serves as a useful bilateral tool promoting participation motivation as well as public institutions' participation in order to overcome taste-based decisions and fills the vacuum among the designer and user of urban spaces.

Based on this management processes could be named as the main axis and urban design activities realization especially in public arenas expansion. In other words urban design duty is nothing but management of produced environments and upgrading urban quality³. In here the role of urban expansion management as the main leading and controlling factor of urban design or even beyond that by making use of related rules or no-law functions based on diagnosis and interpretations of Stakeholder and influential people plays a high place [15]. This means that strengthening and leading urban expansion management could create necessary backgrounds for achieving urban design goals and upgrading quality of living areas.

In evaluating the mentioned comments in this area it is clear that in the west approximately after the 1970s few articles about urban design realization has been published by the professionals of this field and have referred to this topic as a main challenge in urban design. At the same time the first effective move in this field was holding a conference "Urban design in act" in 1982 with an educational approach towards realization of urban design.

Most of the participants of this conference including Lynch, Pitas and Robertson in their articles have asked for upgrading of more pragmatic thoughts in urban design education. By explaining urban designing as an interdisciplinary knowledge and multi-dimensional activity accompanied by ambiguity, Pitas believes in urban design education all the related tendencies as well as dominating processes in executing projects should be considered.

Today after few decades of explaining of effective role of urban designing in improving urban life and consequently presenting various theories in this field most professional and skilful groups, institutions and even international unions of urban expansion in this aspect have taken a position and tried to strengthen the stance of urban design in community institutions and upgrade urban space quality as a development stimulus for people. A brief look at some of these comments follows:

1. Fry Hildebrand

In her book, in a chapter labelled as "Necessity of political support of long-term strategies" believes that many policies and urban design plans require a long time to be achieved. For example in a plan of revitalizing of a city centre or a program that is obtained to move towards a stable structure in a city and similar cases more than 50 years of time may be needed to edit the design.

Realization of such long term strategies and frameworks require a strategic program and long-term cooperation among various beneficiary and Stakeholder groups. She believes during time with a deeper look changes in social, cultural and economic conditions should be observed. Therefore urban design strategies should be obtained in a way that allows the needed flexibility against social desire and economic conditions, while maintaining the main policies. In a planning system which is adapted with narrow-sightedness and usually cooperates with offices that instead of cooperation compete with each other, it seems to be impossible to achieve.

Therefore without leadership, political resolve and coordinated policies (similar to the one existing in Barcelona) realization of a long term strategy in urban designing seems impossible.

2. Punter and Carmona

John Punter believes urban design is a “stubborn” action which requires an appropriate culture-based planning, conflict among architects, planners and designers from one-side and from the other side investors, developers of private sector and public, public and government institutions and other economic and social sections should be solved in the best possible ways and proper mechanism for achieving urban design should be assured. (Carmona, 1997; 202)

3. Madanipour

This urban design expert in explaining the main key word of his book entitled “Design of rationalist city” in the first part by praising the core of reason and wisdom in designing city believes reason and wisdom are the capacities required in facing the existing complexities in city expansion system. By making use of this capacity, these complexities could be divided into smaller parts in a way that they could be controlled and managed. On this bases the only possible way to manage the complexities in a city is changing and breaking them down to analysable levels by human mind. In a part of his book entitled urban design and development process he explains two types of existing illusions in the field of relativity of these two categories. First illusion: Urban planners and designers are the main brokers in shaping urban space (For the same reason this group faced widespread criticism after the Second World War due to the failure of development plans). Second illusion: Effective powers in decision-making (urban development management system and development investors) are the main development brokers and urban designers are just suppliers of these brokers’ decisions.

He believes the second illusion is the result of incorrect explanations of these groups. He believes that urban design and development system despite its independent nature is interconnected. In a way that discussion and excused understanding of each of these categories without an exact understanding of good quality relationship among these two categories leads to inappropriate consequences on the way to city’s physical development. (Madanipour, 2007; 122)

4. John Lang

According to him the most important duty that could be imagined for urban design act is related to procedural dimensions dominating each project. Although it is possible that information of a designer concerning its Mahogany dimensions and product features of urban designing is complete but mastery on dominating procedures on performing urban design is the most essential information that an urban designer has to have enough knowledge about. According to him, understanding procedural aspects leads to the realization of urban design programs. By introducing 5 levels of required reading, designing, selection, performance and assessment as the main levels of urban design procedure has emphasized on the role of people and their coordinate identification and believed a paper urban design is invalid. (Lang, 1994; 76)

5. Ian Bentley

This tasteful urban design expert that tries to transfer urban design meaning more carefully by appropriate word processing has taken action by conceptualization and suggesting related words. In his book entitled “Urban developments; power, people and urban design” has tried to make use of conceptualization in the interaction of various factors of development (including the relationship between make sales and designers) has invented some words which are quite remarkable in their own way. In this field he has used metaphor like ”heroic form givers” which emphasizes on the hard work of designers in interaction with the builders’

benefits and the words "master and servants", "market signals", "battle fields" which illustrates the importance of cultural features in explaining the contradictions and conflicts of interest, objectives of many incentives among urban designers, developers and investors. He believes that an urban designer who has a better understanding of his society's culture as well as the interests of the following elements of Stakeholder could achieve his goals better (Bentley, 1999; 12).

Although other pundits have analysed this topic from different aspects but in conclusion of these few opinions, it is clear that paying attention to the general culture and social dimensions in achieving urban design programs play an important role and its importance is undeniable. In the meantime urban development management system due to wide range of tasks and self-authorities in adjustment of all effective factors in urban development process is posing as the most important platform agent and influential on other facilitating agents. This influence is in such a way that the opportunity to run the best and most complete designs with the best financial resources and development capacities could fail by ignoring the influential role, behaviour and system requirements in making urban development designs and lead to the waste of specialized resources as well as imposing huge costs.

In other words the duty of urban design is nothing but management of procurement process and urban design programs performance by attending the external factors (such as culture, economy, the environment,...). In here urban development management has a leading and main controlling agent role in urban design or even further by making use of related rules or no-law functions, by utilizing cultural capacities according to specific conditions of each project especially in cooperation of Stakeholder and influential people.

In authentic references of urban design including encyclopaedia of "City" i.e. city also urban designing is a professional expertise from majors such as architecture, urban planning and landscape architecture which is usually known as a study field rather than an independent particular major. According to this encyclopaedia urban design has gained its content and procedures from majors such as management, sociology, law, urban economy, behavioural sciences and natural sciences. This fact illustrates the various effective areas on urban design realization (Caves, 2005; 563). Although authoritative scholars such as Gelin and Carmona have also presented related articles focusing on the mediatorial position of urban design stressing on its interactive role with cultural conditions and social traditions and due to limitations on presentable content volume, description is regardless.

Processes have referred to the importance of other topics such as creativity with the least interference and most achievements (LQC strategy) and similar items. Many other documents and authentic theories face with various aspects of document excitability and urban design programs, including Varki's point of view [19]. In an article "urban design procedural analysis", he has distinguished this major from other related majors of space physical development such as architecture and landscape and its most important difference is its indirect relationship with the space. He believes an urban designer by presenting design policies and without prescribing special patterns and solely as a decision-maker indirectly influences the space development. This point of view illustrates the importance of urban design executive documents as legal means for urban development management. In this regard, by introducing the phrase "meta-designing" as a dominant view in presenting many urban designs has reviewed and doubted it and "two-levelled urban design" is introduced as an acceptable procedure. Based on this, urban design in the first level is in relation with operational and perceptual components and in the second level with effective elements in urban design realization such as economic, political, cultural, social and legal aspects.

Another important point in analysing other countries' theories is attending to the underlying conditions of production of these theories. In most of the developed countries governments trust scientific assemblies and support these institutions and create the necessary platforms and prepare the conditions in such a way that eminent experts and scientific elites are able to perform their vast studies and create local scientific ideas. Definitely an efficient system of urban development management only by making use of a strong theoretical base according to local conditions recognition (especially social and cultural) can present documents resulting in successful and possible designs. Pointing at some of these items including document

preparation “Towards urban renaissance” by Richard Rogers in England, Punter and Carmona’s research in the same country, “Experiencing America” by John Lang as well as Michael Southworth (Southworth, 1989; 12) states some of these efforts. As mentioned earlier, as these measures are targeted and done by coherent planning and effective interactions among decision-making groups have resulted in appropriate practical results.

In the same way appropriate cultural planning can pave the background of social supports in urban design programs and required underlying elements for achieving urban design goals and upgrading living environment quality is what all the beneficial groups look for and is fulfilled. At the moment with a quick look at urban design projects in our country which are given up to consultants by relevant authorities especially municipalities, we notice that although these projects are referred to and prepared by expert advisors but their degree of realization is not to an acceptable extent and to a great extent review and upgrading is required [1].

Negligence of governmental and public institutions according to cultural and religious capacities in great policies and also lack of support of scientific institutions for creating scientific theories (especially local) causes poverty theories especially in dimensions of culture-based urban designs that are recently taken into consideration. Definitely lack of urban design theories in large scale in comparison with sized scale or in procedural dimensions to material dimensions is ramified due to lack of attention. A non-cultural view towards urban design and superficial encounters, product-based and non-processed in recent years with urban design is a consequence of theory of poverty in this field.

Actually it should be considered that based on the performed studies, outcome of comments of pundits closer and clearer emphasize in comparison with accomplishment factors of urban design, suggests that urban design process is a mediating action among real principles of good urban design from one side and many power factors (decision-makers, beneficiaries and influential) from the other side. Due to the same reason every urban designer should present his designing suggestions to the accomplishment (while compliance with content requirements) and maintaining balance between acting benefits which has the most important roles in achieving urban design. An optimal cultural planning and optimal usage of cultural and ritual capacities of a society can lead the benefits of these groups towards higher values in the urban design direction and correction.

At the end by paying attention to the performed evaluation in various documents “Shared-features of urban development institutions” in developed countries is studied. In this research these principles as the specifying indicators and criteria for evaluation and review of Iran’s conditions in comparison with developed countries is used:

1. Recognition of urban designing as a local and cultural activity.
2. A belief in cooperation of different citizen groups and civic institutions in urban design procedures.
3. The need for coordination of urban development programs with local society’s needs and priorities.
4. Corresponding proportion of local development management system with the country’s governing structure.
5. Central government responsibility in return for urban development programs’ realization.
6. Identification and deep analysis of cultural and social features as the designing programs’ aim.
7. Flexibility and the need for continuous review in urban plans and development designs.
8. Comprehensible language of urban development programs for citizens.
9. Legal and specified mechanism existence for people’s participation in urban design procedure.
10. Prolongation acceptance of urban design programs analysis by citizens against its hidden benefits.

5. Iranian Islamic culture, a facilitator for aims’ realization and urban design programs

A cultural look in setting relationships and eaten behaviours in internal and external communication connected with urban development management complexes can highly contribute to the challenges related to urban design programs’ realization.

In most of urban design documents an important part of studies is related to identification and evaluation of official and executive structure of the complex under whose supervision the urban design document would be realized. Therefore in most of these documents one of these two approaches would be chosen; In the first form management supervising the geographical area that urban design program is prepared for, has an appropriate structure and efficient system and in urban design program with understanding the nature and features of that system, appropriate policies and urban design programs will be designed and in this case urban design program and its executive and official system are appropriate and proper and the possibility of urban design program realization in the best optimal conditions is really high.

In the second form, the effective urban development management on the intended geographical areas is not appropriate and does not fit the realization necessities of the design. This could be due to various reasons including the fact that urban design experts suggest a new leading system of physical urban development that this transition and suggestion needs some reforms at administrative system level related to design implementation process or another reason that is usually witnessed in developing countries is general weakness in urban development management system. In this condition, although urban design program doesn't include any new or innovation points, but some reforms in urban development management ways are mentioned as the executive and realization requirements. For instance in "Harvard group's solution for designing Tehran" an international group based on common and knowledge of the day in urban design area has presented an urban design program for a city that its official and executive system hasn't had the experience of such encounters. Due to the same reasons, as it is obvious the main part of this book is based on structure explanation and proposed process of urban development management and actually has suggested a new culture in managerial structure which is required for urban design program realization of Tehran.

As a whole it is obvious that attending to the realization of urban designs has a special value and actually no planners or urban designers can confidently talk about the realization of his plan or design without enough knowledge of dominating cultural features on urban development systems of geographical areas of plans. Based on this fact, urban development culture recognition in countries that have been more successful in urban design programs' realization and also checking the differences with urban development conditions in weaker countries in order to discover the type and bases of these differences is vital. Discovering these basis helps developing countries make use of developed countries' experiences and achieve quick corrective results as well as urban development similar to these countries based on local means.

In this relationship factors and various variables like legal authority extent of the mayor, supervising mechanism of the council on municipality, veto decision of the council by the mayor, the power of impeachment and dismissal of the mayor, dissolution of council and urban management relationship with the central government and ... determines the actual nature of local management in every society and physical urban development is also affected by the consistency of the system with the cultural policies and conditions of that country. Including these systems the main four types are committee, council-mayor (weak), council-mayor (strong) and also council-city manager. Each of these systems are being used based on their social and cultural features as well as main institutional conditions in different countries (which could be accompanied with little changes). It should actually be stated that these models are utilized in countries managed at macro levels based on cantered management. Imitation of common patterns shouldn't be satisfying as the appearing similarities in chosen procedures and patterns in different cities and countries include hidden differences causing distinguished functionality and performance in urban development management. Every country's cultural conditions and hidden values of community mind are considered to be the main disintegrator of urban development management structure and denying these factors will disable the urban development management's survival and function.

After passing the council's law in Iran in 1375 different institutions' attention to cultural and social studies in urban development programs increased. In this regard, a fairly advanced urban management system which was closest to council-city manager was selected to manage the city. But beyond the appearance of justified experienced and existing managerial system in many developed countries some main challenges

due to cultural backgrounds focusing on urban management exists including the need for confirmation and notification of the verdict of a manager from the central government (interior minister or governor), mayor dismissal authority and determining a successor by the government, authority of council member dismissal, council's veto approval and if necessary council dissolution, duty zone interference of many governmental organizations with local sovereignty and many other similar cases questions the real nature of this pattern. It is worth mentioning that even though governmental institutions in metropolitan cities like Tehran may make the least use of these authorities but in small cities it is usual.

Actually urban design realization is impossible without paying attention to management patterns and appropriate cultural planning. Even in Iranian cities due to noncompliance of managing focus on structure and their noncompliance with required urban design knowledge (including characteristics of a good government especially sharing partnership) with getting more complicated and critical conditions to better rules, plans and more flexible designs more consistent with traditions, cultural conditions and besides that a more expert and efficient management to execute them is required to achieve better conditions to develop the future city and compete with other global-local cities. This fact requires a scientific look at the organizations, expert urban development institutions duties and utilization of flexible management structures adequate with local conditions as well as specific attention to human resources and specialization besides attending to cultural and ritual capacities in order to upgrade performance quality and individual responsibility in urban development management.

In this field in an article entitled "Urban design policies and urban design scheme", the ultimate goal of urban design is achieving decisions in order to create real developments in the city not producing a collection of unrealistic pictures and dream drawings. Therefore if urban design suggestions were supposed to be performed leading to a real development in the city, should be based on the rules of the law and other legal documentations as well as country's cultural backgrounds (Golkar,1387). Certainly basic rules of country's urbanism can and should be subject of continuous review and quality upgrading. But it seems till the comprehensive revision in the discussed rules, it is necessary to utilize the dead capacities and existing legal frameworks towards culture-based urban development designs [11].

In some cases lack of responsibility of people and effective institutions in realization of urban designing programs and also noncompliance of methods and urban design projects' contents with the society's cultural bases leads to weakening of public oversight and society's sensibility towards the execution or lack of execution of this program. Occurrence due to planning weakness and lack of cultural institutionalized responsibility in employee institutions and consequently inefficiency in ratification, assignment method and urban design activities observation leads to lack of motivation of experienced professional groups and first level in deepening of professional activities in this field and this section suffer a sort of professional retail sale.

Forgetting the rich and noble culture of architecture training as the mother of urban design expertise in person to person transfer of experiences and concepts and student-teacher system and higher value of trainees' talents and workshop performance and replacing it with mass production of documents and presenting it to the graduates lacking the least required eligibility to enter, causing the production of many imposing and injecting undesirable projects under the title of urban designing by certified pretenders but lacking validity and responsibility towards professional ethics [11]. In this condition, this area's activity environment is dusty and paves the way for increasing poor quality projects lacking content. These groups' unhealthy competition to occupy more volume of these famous and reputed as well as definitely expensive projects also gives rise to more existing ambiguities. Therefore it is seen that undesirable events under the title of urban designing by certified pretenders lacking validity and responsibility towards professional ethics. In this condition this area's activity environment is dusty and paves the way for increasing poor projects lacking content. These groups' unhealthy competitions to occupy more volume of these famous and reputed as well as definitely expensive projects also gives rise to more existing ambiguities. Therefore it is seen that how managerial institutions' inefficiency can weaken the public trust towards the effectiveness of this major and potential talents of urban design that could be utilized by qualified experts

and lead to undeniable development in landscape improvement is wasted and invalidated. In such conditions of urban development management a precious chance to increase prosperity and satisfaction of citizens is lost. A chance that could serve as an opportunity in general culture development of the society confirming the cultural behaviours and requirements. Vacuum in this cultural view towards the public spaces development in cities causes the westernized or non-local behaviours and cultures fill the gap of missing matching local culture and urban development programs and fills open spaces and leads to community alienation. The fact that western life challenges suffer from cultural weakness and noble and rich rituals in long term in non-matching template spaces with traditions and Iranian Islamic values and its psychological effects on collective behaviour in urban public places in the society.

6. Conclusion: Cultural factors of urban design programs' realization

By paying attention to the quest of this research which has been the study of underlying conditions of urban design realization in Iran in comparison with developed countries, by changing indicators obtained from theoretical studies and universal experiences in the questionnaire in this section it has been tried to evaluate Iran's condition based on these indicators according to the experts, executive professionals and academic scholars.

In this research, by making use of weighting methods to quality criteria these indicators have changed to quantitative data. Based on the evaluating analysis of these tables, it has been tried to analyse different ideas of various groups for prioritizing. For the same reason, after summarizing the challenge in the form of questionnaires according to importance of each topic based on different groups' ideas (urban managers, academic community and professional society) has turned to be measurable and evaluable.

It is necessary to mention that an expert society subject to this research consists of two sections i.e. academic and professional. Actually for higher credit it has been tried to survey those who are experienced in both fields (although it is possible to have a more honest figure in each of the above fields) and have faced the realization challenges in a more real way. Furthermore in order to increase the validity of statistical data in choosing statistical society in urban development management group, it has been tried to survey informed people and experienced experts. Overall in the table below Iran's place in related indices related to urban design realization has been analysed to be relatively weak. Of course with regards to the analysis of questionnaires' content they obtained weakness from the expert groups' point of view has more critical conditions [1]. It's necessary to mention that in different groups' view some taste-based differences were also mentioned concerning the importance and priority of indicators, which was quite expectable due to people's experiences in various situations. One of the mentioned differences is managers' group and experts' group disagreement in item numbers 4 and 5 of the questionnaire that according to the first group, this indicator in the current condition has a higher credit (relative to the second group's comment).

Table 1. : Iran's condition analysis in exchanging indices in theoretical studies

Indicator theme	Good	average	poor
Recognition of urban design as a local and cultural activity	3	16	8
Believing in citizen and civic institutions' participation in urban designing processes	2	7	18
Urban development programs' coordination with the local society's needs and priorities	4	14	9
Corresponding proportion of local development management system with the country's government structure	4	6	17
Central government's responsibility in urban development programs realization	6	15	6
Recognition and deep analysis of society's cultural and social features designing programs' aim	6	13	8
Flexibility and continuous review in urban development programs and designs	5	14	8

7. Conclusion

In analysing a series of factors and obstacles of optimal execution of urban designing programs in Iran, at the beginning this key tip should be cited that the ruling culture on urban development systems in Iran including urban development management system similar to other central system-Influenced societies has its specific features. Urban development management institutions in Iran are subordinates of central government and earn their authorities from the centre. Urban management in Iran is not an independent system but it is led by different formal and informal institutions and organizations. It's supposed that custodians of the same institutions, urban development management in the process of urban designing programs' execution suffer from many cultural problems such as dispersal of required powers for utilizing an urban design project among different institutions, lack of coordination and inter-organizational cross-sectional management and similar cases. Definitely in such a situation that planning for execution of a long-term urban designing program seems impossible and for condition improvement cultural engineering in this field is required, prior to anything else. Externally before these cultural reforms in urban development management environment, talking about Iranian Islamic culture, attendance and citizen- participation and civic society's institutions play a vital role in decision-making process.

An important point in the meantime is paying attention to the issue that the ruling culture of national institutions in urban development management in the third world countries as a centralized system from political view include a great inclination towards decision-making in its physical form. This fact has a high impact on other decision-making effective references in urban development arena and can significantly transfer its own inefficiency (caused by unconventional and routine activities due to the large volume concentration) to other elements of urban development system in local systems. On the other hand local systems also because of one-sided and unstable relationship with national systems without the sense of independence are under the intense impact of national institutional policies. This causes the national institutions responsible for the main development and organization of urban physical structures suffer from scientific impenetrability and consequently lack of attention towards urban designing knowledge and modern methods in these Bureaucratic collections should replace the traditional methods gradually and with difficulty. This correction process is really time-consuming and leads to imposing expenses and wasting of extensive financial and professional resources in utilizing urban development schemes.

Actually it should be considered that at the moment the complexity of the conditions is in such a way that by sectional and single-dimensional solutions cultural reforms in urban development management system could be achieved and for this reason all the Stakeholder factors in urban designing realization should be corrected in harmony with as well as their own –existing relationship consideration. Actually duty and authority modification of executive organizations, organizational structure of national and local institutions, modifying the rules and educational system with a justice cantered approach ,benevolently and based on general interests preference over guild and self-centred interest (which is one of Iranian Islamic culture's forums) is an ideal act towards which we should move and endeavour.

At the same time for starting institutional reforms and establishment and guarantee of continuation of the path to improvement in institutional conditions of urban development system few suggestions were also presented. These basic suggestions actually serve as assumptions required for adaptation of gradual improvement conditions of related institutions by approval, execution and supervision of urban designing programs in the country. Therefore by execution of the suggestion it is hoped that decision-making institutions by increasing the scientific penetrability and influenced by expert suggestion and maintaining a facilitating role accompanied by internal responsibility cause an optional effect in all beneficiary groups; cooperation in decision-making and execution play a constructive role and strengthen the position of decision-making institutions in urban development management. However these guidelines should be levelled and planned to be executable (each of which needs a separate study for continuation and completion of this research). It should be stated that the following suggestions based on Islamic Iranian cultural values including justice, saving, contrivance, benevolence, public interests preference, avoiding self-centeredness,

Jihadi work and lack of materialism, etc. Required assumptive steps which may compensate many current lags and resources wastage and impose expenses are as follows.

1. Effective usage and proper interaction of decision-making institutions with universities on the one hand and also fortifying university students' knowledge in procedural dimensions of urban designing executive issues (cultural and social studies, urban rights, management and execution process,...) for the realization of urban design on the other hand (theory in practice)
2. Human resources development and increasing public and governmental institutions capacity towards quality improvement, definition, execution and supervision of projects based on values such as justice and saving.
3. Correction of managerial patterns and redefining it while considering cultural conditions, local traditions and Iran's sociological conditions
4. Correction of duties' explanation and sort of job description modification, authorities and the type of relationship of trustworthy systems of local development based on justice and believe in the status of local institutions.
5. Reinforcement of research institution and scientific organization and supporting them for practical studies and pathology of cultural challenges as well as criticism culture development from these societies by governmental institutions.

References

- [1] Bentley, I., *Urban Transformations; Power, people and urban Design*, Rutledge, 1999
- [2] Birrell, G., Gao, S., "the property development process of phases and their degrees of importance", *paper presented at the RICS Cutting Edge Conference*, Dublin, 2007
- [3] Burgess, R., Jenks, Michael, *Compact Cities: Sustainable Urban forms for Developing Countries*, Spon Press (UK), 2005
- [4] By Design, *Urban Design in the planning system: Towards better practice*, ODPM, 2000
- [5] Calthorp, Peter, Falton, Viliam, Fishman, Robert, *the Region City: New Urbanism and the End of Sprawl*, Island Press, 2000
- [6] Carmona, M. punter, J.& Chapman, D. "From Design policy to Design Quality: the Treatment of Design in community Strategies, Local Development Frameworks & Action plans." London, Thomas Telford Publishing, 2002
- [7] Caves, W. (Ed), *Encyclopedia of the City*, London & New York, Rutledge, 2005
- [8] Cheema, G. Shabbir., *Urban Management: Policies and Innovations in Developing Countries*, Praeger Publishers, USA, 1993
- [9] Cuthbert, A. (Ed), *Designing Cities-Critical Readings in Urban Design*, Oxford: Blackwell Publishing, 2003
- [11] Cuthbert, A. *spatial political economy and urban design*. Spon press, 2005
- [12] *Delivering Sustainable Development (PPSI)*, ODPM , 2005
- [13] Bayzidi, Q. etal. *Explanation of Regionalistic Viewpoints & their Evolution in Contemporary Architecture*, journal of Naqshejahan, no 4, 2013
- [14] Gospodini, A. *European Cities in Competition and the New Uses of Urban Design*, Journal of Urban Design, 2002, Vol.7, No.1.
- [15] Hall, A. C. *Design Control; toward a new approach*, Oxford university, 2002
- [16] Sanoff, Henry. Lackney, J. *Twelve design principles*, presentation at CEFPI Conference workshop Minneapolis, MN. 1999
- [17] Sanoff, Henry, *Democratic Design: Participation Case Studies in Urban and Small Town Environments*. Urbanization vol. 12 No2. 2012
- [18] *Urban Design Compendium2*, English Partnership, 2007
- [19] Varki George, R., *A procedural explanation for contemporary urban design* , urban design52. 2014