

A Third Location and the Territory of Pedestrians in Thirty-Three Bridge Urban Plaza Design with an Emphasis on the Importance of Pedestrians

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Abstract

A third location is a context that civil life is currently in it, events, incidents take place, events and incidents that led to the formation of memories, and space lasts in people's minds. Third place can be called "pedestrians' territory" for this reason. These places must be created in today's cities and must be flourished. The urban should invite people to these places to strengthen the sense of belonging to place in their own citizens. Increased presence of pedestrians depends on user diversity, participation, recognition and interaction with others in the attractive and varied environment. However, without security, traffic safety, accessibility, comfort and creating facilities for pedestrians, streets and third locations turn into a place for necessary, quickly and without feeling passage and pedestrian are willing to stay and gather in those places. The study was based on analytical methods and procedure of documentation, library and field are used. By using analytical Hierarchy Process techniques, and Super Decisions software, problems are identified, actions and strategies are prioritized and according to the most important criteria, a square on Isfahan framework, Chahar Bagh Street intersection and thirty-three bridge was designed, that the square is the most important square of tourism-leisure in Isfahan city and it is a third place for pedestrians' interaction with each other. The most important result of this research is the role of pedestrians in the formation of vibrant and dynamic urban spaces; including the current presence of pedestrians in this space is the most important need for establishment of thirty-three bridge municipal square.

Keywords: the third place, a sense of place, Pedestrians' territory, analytical Hierarchy Process techniques, an urban square of thirty-three bridge in Isfahan

Introduction

In modernized city, more buildings and cars can be seen and if we do not tell anyone, few people can be seen in public spaces, because pedestrians' traffic is impossible more or less and conditions are very weak to stay out in public space next to the building. Outside spaces are vast and impersonal, and despite the long distances in the city, there will be anything to experience outside, and a little activity that takes place will spread in space and time. Unlike the modernized city, a city with fewer and closer buildings to each other has strengthened the possibility of pedestrians walking; and there will be a possibility to see houses, people coming in and out, and the people who have paused outside the buildings. These exterior spaces are inviting and easily, can be used. The city is a living city, with the outer parts that can be used, where, public spaces have function and performance. (Gehl, 1987: 32)

The role of urban space, i.e., a space that social interaction of citizens is formed in it and the culture of society will be upgraded in its context, are steadily declining in our country. This is while in developed countries, on the eve of the third millennium, urban public spaces as third place play a

fundamental role in social interaction, and seriously has been considered and have been exchanged to the professional-knowledge focused on urban design.

Research Methodology

In this study, given the complexity of the issue, regarding the evaluation of social and economic indicators, as well as the grading and ranking of the main subject of study, we have used analytical Hierarchy Process. That is, we need first, before anything, standardize the data for each location. After this stage, we form an arrangement of index population. After this stage, the score of each indicator will be added to each other, and then, it is calculated to the sum of all indices. Thus, the weight of each indicator is obtained, after multiplying the weight of each indicator to the number of same indices, the score of any place will be added together and locations are graded based on points obtained. AHP evaluation method presents best practices for designing a pedestrian-oriented square in Isfahan city, due to its advantages, including the possibility of using qualitative and quantitative indicators, simultaneously, the ability to control the consistency of judgments, and the possibility of using the Comments group. In order to develop indicators of design, first, we have examined the theories related to "third places", then, the objectives and strategies to achieve such a place is classified in both social and physical qualities, and then, the most important indicators, for Chaharbagh urban plaza design, have been selected. In this way, the important factor of indicators is calculated, and based on that, the important factor of options is identified and applied and by using the final score of options, square design is evaluated and determined.

Identification and analysis of the study area

The Safavid period, the old and Imam Square (Naqsh-e Jahan) were as the strong center of gravity and helped the linear development of the city, along the artificial axis of (Chahr-Bagh market), and the normal axis of (Zayandeh Rood). With the increasing strength and prosperity of the city, scattered rural nuclei were created as Marnan, Hossein Abad and Sichan and Farah Abad, around it, and as a result, core development of the city continued. During this period, the city expanded toward the south and the newly constructed part of it, placed next to the river. The reason of this is the construction of several bridges over the river, and communicates with the southern side of the river, and Hezarjerib axis, in this period will be added to the range city building. Construction of bridges, including thirty-three bridges, was considered as a way to communicate Armenians, who lived in the southern part of town, with the city center, to the extent that, sometimes, they have known this bridge as the Julfa Bridge.

During the Pahlavi period, the urban tissue and skeletal framework of the city have undergone a transformation. Building streets, roads, and bolts (squares), to make connections between different parts of the city, is one of the features of this period. These developments influenced by the final changes in industry and technology and new bourgeois class domination. During this period, hotels were considered for travelers and tourists in this place, the first hotel was the Park Hotel and after it Kosar hotel (hotel Cyrus) and at the same time, suites hotel was built. This expresses the importance of the position of the site, in different eras.

Also, during this period, due to the formation of the network skeleton and cavalry axis control, the market has lost its economic performance as a closed and active area in a particular set, and many Commercial centers were created around the new built streets so that the circulation of capital and commodities will be easier.

The third location and its features

Bob Jarvis, in his article, entitled, urban environment as visual art, or social station in 1980, the distinction between visual-art traditions that has emphasized on the visual quality of building space and has discussed the social emphasize tradition that, in first it studied on the quality of

people, places, and activities. In recent years, the two traditions in the third tradition, the location are combined. (Jarvis, 1980: 59)

Location can strengthen the deep-rooted sense of being, and associate the sense of identity with the particular location. Being rooted is often along with an unconscious sense of place. A personal conflict or group with the space, make it meaningful and create a sense of place. Although, usually, the physical aspect importance of a location is expressed more in the sense of place, activities and meanings are involved in creating a sense of place for the same amount and or even beyond. Alexander knew places successful that can strengthen social relationships and open more engagement opportunities before them. (Alexander and others, 1977, 313)

Oldenburg, in his book, a very good location, has raised this central theory that the daily life, for peace and satisfactory, should find its balance, in three territories of residence, work and social. He has described the so-called third place on urban public spaces, and the role that with the approach of the first and second locations (realms of home and work), to each other, they can play as the main identity factor in a city. From Oldenburg's point of view, the main qualities of third places, which can be known as a major quality of the public realm, include: (Oldenburg, 1999: 14)

- Neutrality, which people can traffic whenever they want to space: the external conditions in third places, while they are significant, should not emphasize too much. In order, the city and its neighborhoods can create rich and varied connections, there should be a neutral platform for gathering and pedestrians and ordinary people's gathering, that people can come and go, and have not host role and the Meanwhile, have the feel of being at home. If such a neutral context exists, the possibility of forming an informal and more intimate relationship increases.

- Inviting and accessible, without asking a specific membership, or having any official standards for user: in third place, no one is classified based on degrees or a particular order. Third place is inclusive, and does not have formal components for membership or exclusion. In third place, personal charm and taste of the people is important, not their position in life.

- The main activity, which occurs, in all third places is the conversation: The best characteristic of third places is that, the conversation is good in them. The popularity of conversation, in a society linked to the popularity of third place.

- The atmosphere of fun and games in space: As there are tools and activities that disrupt in conversation, there are activities that help it and reinforce it. Usually, these activities are along with third places, or in fact, third places take shape around them. All games are not stimulating conversation and interaction; therefore, all the games cannot attend in concentrations of third places.

- Open during office hours and outside it: the third places that provide the best and most services are those that people can go at any hour of the day.

- Provide comfort and support of people psychologically: third place should be prepared to meet the needs of the people in social relationships and comfort, at intervals before, between and after their artificial appearance in other places.

- Creation of specific political spaces between people, in a sustainable manner and glorious

- Fixed clients: something that attracts permanent visitors to a third location is not the advantage of that location, but it is its customers. Third place, in itself, is just a space, unless good people will be there, to make it a lively place that they are fixed customers of third place.

- Simple appearance: a third place, as a physical structure, is usually simple. Simplicity or a feeling of being at home is the laced cover of more third places. Simplicity, especially in the interior of third places, makes the presentation among those who were gathered there, will be neglected and makes leveling of the public, and the formation of many social relationships.

- The atmosphere of these places is not serious: the permanent atmosphere of third places is not serious, and anyone who wants to have a serious discussion for more than a minute, will fail.

- Human scale: closeness of public spaces in cities, not only makes achieving human scale easier, but also, it is important in creating a sense of security and comfort of the people. (Tibaldz, 63: 1992)

Table 1: Different ideas about the pedestrian and people's role in third places

Row	Theorist	Year	Text title / theory	Key Concepts
1	Hannah Arendt	1958	The human condition	Public domain, the main cause of extraversion and political and public life
2	Paul Zucker	1959	City and field	field, community conversion factor to society, not merely a gathering place for people
3	Jane Jacobs	1961	Death and Life of Great American Cities	Sidewalks, cause of security, and strengthening, social interaction
4	William White	1980	Social Life of Small Urban Spaces	Emphasis on the social role of urban spaces
5	Ian goal	1987	Life between buildings	Three groups of activity in urban space; essential, elections, social
6	Oldenburg	1989	Good location, cafes, coffee shops and other resort in the heart of a community	Emphasis on public areas of the city, as the third place (home and work; first and second place)
7	Claire Cooper Marcus	1990	Popular places	Evaluation of residential environment, and the introduction of seven urban spaces

The origins of social - economic area, to the city

Thirty-three bridge vicinity, as a historic site, and Chaharbagh made, the site considered as one of the city's most important landmarks, as well as tourist places in the city of Isfahan, and since the signs in the city in many cases causes many urban nodes the target site can be introduced as one of the most important social nodes in the city, as far as the scope of the performance of this range can be stated a city and megalopolis. Vicinity of the Zayandeh River with the site is considered as a tourist attraction factor and its sideline in different seasons attracts people to spend their leisure time that it represents the fun aspect of the site. On the other hand, we can consider this region as an urban important social node due to the different land use (Hotel- Tourism- passage); of course, Zayandeh River strengthens more than ever the social node. In this area, we can see the other social classes, which refer for various purposes to the range.

The basic studies with an analysis of urban systems

Land use system

The current range of the population, according to household size of 3.5 persons, is estimated 1210 people and its approximate area is 16 hectares. According to the poll and land use standards, the most current applications in the range is more than its standard level and in terms of the lack of services, we are not facing a problem. It should be noted that, these services are considered compared to the population of the study area, while, this area is the metropolitan area and the population of the range must find matching with the city's population, the rise in the area is also the same reason. In the table below, information on land use of the existing situation and its deficit or surplus has come.

Table 2: User table, the available, needed and deficit or surplus of capitation

User type	Capitation	Area available (square meters)	The area needed (square meters)	Deficit or surplus (square meters)
Residential	40	3702	48400	-11380
Commercial	3	9295	3630	+5665
Educational	1	880	1210	-330
Administrative	1	4530	1210	+3320
Tourism	4	12500	16000	+6500
green space	15	45000	18150	+26850
Passages	-	40700	124000	+16700
Bayer (abandoned)	-	10069	-	-
Total		160000		

It is necessary to note that functional level is the metropolitan megalopolis area and the users of the range are operating proportional to the level of performance. Given the above matters, the overall activity in this range can be divided into two categories. The first group is recreational-tourist activities that take place next to Zayandeh River and thirty-three bridges. In the second group, also the purchasing activity can be mentioned that often take place in the High Street of Chahr Bagh and give certain vitality along with the range. On the other hand, these two types of activity include different applications which, all together are consistent and complement each other. However, this diversity is to the extent that has overshadowed the site and has disrupted the inner peace of the site. In fact, communicating of elements with each other was incorrect and the lacks of proper semi-public, semi-private spaces have created disturbances. Lack of perfect spaces for various activities conducted at the site, can be noted, that has led to the interference of activities. In these images, some of the activities undertaken at the sites are mentioned.

Movement and access system

Various shopping malls in this area as one of the most important absorbing population factors daily, causes numerous trips to this part of the city, which, according to the findings, this range can be considered as one of the most important places to attract travelers and trips, that it is referring to the importance of this system. On the other hand, the main problem in this area is due to the active presence of pedestrians in this area and the lack of specific spatial definition for this presence and activity, too much interference of cavalry and infantry, which creates insecurity in the area and affects the safety and security of pedestrians significantly.

Discussion and conclusion

According to studies conducted in this area, at the various layers, particularly, in layers of movement and access, we have found some of the strengths, weaknesses, threats and opportunities points, that, in short, they are given below. The most important points, on the move and access layer, can be stated:

- The most important strength points of this range is that, there are many convenient accesses to it, and it is the point of intersection of two important axis, uptown Chahr Bagh Street and Boustan Melat Street, and on the other hand, there are good backup routes for the two main streets, including, Haft Dast street that is parallel to the Boustan Melat street and Sheikh Saduq street that acts in parallel to the axis of Chahr Bagh.

- The most important weaknesses in this area, is that, due to the high volume of pedestrian movement in this area, and the lack of proper definition of space for pedestrians' activities, there is a lot of interferences between mounted and dismounted in this area, that are the most important causes

of insecurity in the area and cause many black spots in the area that must be scrutinized in the design.

- The most important opportunities of the range can be mentioned to the possibility of strengthening the pedestrian's movement and reducing the role of cavalry, according to public transportation. As previously mentioned, this range is considered as one of the most important principles of public transport, which, by that reason, the role of the private roadway can be limited.

According to the analytical principles mentioned, about the concept of third place, the features of a walking place can be classified in accordance with the following tables. These features are classified in two classes of physical and social qualities that each of these features are the necessary condition to turn a place to walk-oriented place, however, they are not enough alone. According to the subjects listed above, we have coded each of these qualities and we have classified these qualities of super decision software. In general, the most important and prioritize strategies to achieve the qualities mentioned, can be as follows: prioritizing of pedestrian's movement in urban space; creating 24 hours a day applications, creating appropriate closeness; designing human views and the use of elements and environmental elements to create a human scale, continuity of pedestrian movement, accessing to public transport and ... that in detail, they are mentioned in the table.

In the end, it can be concluded that the greatest impact on the vitality and dynamism of a location is the pedestrian presence in those places; in fact, till there will be no people to use the location and have manipulation, they will not form a third place, and for the people's presence in one place, it should also have the capabilities and these abilities, depending on the location of the place, can be volatile and therefore, to create a third pedestrian-oriented place, initially, we should prioritize the criteria according to the needs of pedestrians and the people who use that space, and in accordance with them, to create a location.

Vision statement

Thirty-three bridge urban plaza, in the Vision 1400 plan, as the third square of Isfahan city, according to the specific situation in Isfahan (position next to thirty-three bridge, Zayandeh River and Chahr Bagh as important factors of identity in Isfahan) is a square at the national, regional and international level. This square is the most important historical square of Isfahan tourism after the Naghsh Jahan Square. This square is a compilation of tourism, culture and entertainment services and even shopping malls that provides the proper conditions to promote environmental qualities. The presence of different social, economic, etc. groups, in this square helps to spur social and cultural vitality in this square. This square is the perfect place for leisure, recreation and participation of residents in his hometown decisions; it is a space for interaction and dialogue of citizens with each other. The most important element in this square is pedestrian, and the attention to pedestrian's safety. This square is inspired by the traditional context of the city and it is a linking of the old and new context with one another. Chahr Bagh Square is inspired by the strong identity of Isfahan city as well as the rich concept of Persian garden and it is trying to recover the concept of the Iranian- Islamic garden, in accordance with the vision of Isfahan city. At the same time, the Chaharbagh square responds to all the needs of citizens, residents and tourists (physical, spatial, social needs). This square takes the full advantage of natural resources and environmental opportunities, and respects to all the elements, including Zayandeh River and its green spaces in the margin, and will take advantage of it.

Table 3: The principles and rules of the physical qualities in third places, to attract and use more of the pedestrians

Kind of quality	Applied Principles	Actions and strategies
Physical qualities	Safety	Riding speed control; priority of pedestrian's movement in urban space, non-blocking pedestrians path, creating spaces for biking and walking; adequate lighting at night; Flooring properly for sidewalks and avoid creating not standard gradients and height differences; avoid vertical obstacles on the sidewalk.
	Security	Creating 24 hours applications; lack of separation of the Riding from walking path, wide sidewalks, using micro-scale applications.
	Human scale	Given the overall height of the buildings and its design based on the human scale, defining the appropriate physical space for strengthening human scale, creating an appropriate closeness, designing human views, and the use of environmental elements to create a human scale.
	Permeability	Riding's easy and desirable access and the use of small blocks; continue the walking movement; avoid excessive dependence on a track.
	Easily accessibility to activity	Convenient parking, 24-hour access, access to public transport, creating destinations that are accessible on foot, to strengthen the walking continuous motion, using the proper density for new constructions.
	Neutral environment	Providing varied situations and sets for being together; the creation of places for the participation of all people in space, the use of flexible functions and premises, creating open spaces to reduce the hardness and be the official of space
	Convenience	Providing comfortable and easy use for the pedestrian, priority of using parking for customers and visitors, replacement of public transport instead of private cars, creating spaces for pause, take a break and sit down.
	Night and daily market	The use of coffee shops, restaurants, play spaces, newsstand kiosks, and giving Information during the day; the continued presence of pedestrians and their activities in outer space, creating semi-open spaces, boarding centers, ATM; creating centers for buy and sale in attractive form (such as a temporary sale pavilions sale)
	Vibrant and variety	Use of water views and dynamic green spaces, creating micro-scale applications such as canteens and ... setting interface, with people's absorption and flow of pedestrian movement.
	Visual continuity	The space understandability, related sequences aligns with some city signs, the existence of a detailed transition joints between buildings with different heights; continuing the pedestrians movement, continuous use of various furniture.

	Adaptation	Creating spaces for collision occurrence and diverse human exchanges; removing barriers for pedestrian's movement, turning hard and rough surfaces to soft and humane urban environment, comply with the exact representation of users by type of activity, setting interface; and the people's absorption and intensity of the flow of pedestrians.
	Environment diversity	Diversify activities, creating spatial variation, creating visual diversity, diversity of buildings, creating comfortable places to sit, creating attractiveness in walkability environments
	public spaces Link together	Creating integration, coordination and more dynamic work environment; strengthening the urban core; removing barriers to pedestrian movement and strengthen the continuous movement of pedestrians.
	Comfort	Attention to regional climate, control, passing traffic; use welfare- services facilities; creating physical security in urban areas; providing necessary facilities for ease of movement for persons with disabilities.
	Simplicity in diversity	Creating clarity in space, using adaptable and flexible elements in space; creating a harmonious totality while observing the architectural details of buildings; non-use of contrasting forms with space physical identity.

Table 4: The principles and rules of the social qualities in third places, to attract and use more of the pedestrians

Kind of quality	Applied Principles	Actions and strategies
social qualities	Sense of space	Attention to the historical identity and specific indicators of third place; maintaining traditional development; strengthening local identity in addition to the emphasis on national identity, the creation of cultural and recreational facilities in order to strengthen the identity of the third places, creating a unique character and nature of third place, strengthening the perception of spatial identity.
	Affiliation	Creating urban places for unusual social interaction, civic gatherings, informal recreation, holding special ceremonies, providing a variety of categories and positions for being together.
	Diversity of social interaction	Increasing levels of social interaction with third place, creating the charm of the place and creating satisfaction of being together in a place, providing a variety of categories and positions for being together, creating a common desire to strengthen social interactions, attention to the sidewalks to strengthening social interactions; engaging people in social places and activities.
	Consistency	The continued presence of people in space, preserve and emphasize on the traditional development, sufficient limit of pedestrians' focus in place, strengthening and renewal of historic urban centers; Strengthening the same or local identity for more durability in the minds; resistant buildings and with high quality materials for building a stable and durable place.

Richness	Considering the place totality, attention to the elegance of the place, attention to the gratification of the senses; Regarding the relationship between form and function at all levels of social activities from simple to the most complex activities.
Aesthetic impression	An opportunity to explore the space, creating a sense of surprise and adventure in places, attention to the satisfaction of other senses in understanding the aesthetic of a place, creating the charm of the place, attention to aesthetic principles in the context of historical and traditional, reforming floors and walls, making the Waterfront and planting to soften the air, creating a variety of options to sit and using proper lighting at night.
Improvement of impression quality	Improving the quality of visual or visual perception, auditory comprehension of quality improving, improving the quality of the sense of smell, sense of touch and improve the quality of movement in space; enhancing dialogue and carrying out daily activities in third place, providing the possibility of seeing and being seen, speaking and listening to others, creating an attractive place by putting benches, information kiosks and....
Space proportion with pedestrian activity	Attention to the culture and common interests of the people; destinations which are accessible on foot; removing barriers to pedestrian movement and strengthening the continuous movement of pedestrian in order to have a better experience of the place, attention to peripheral, cultural, social, economic facilities.
Legibility	Understandability of a place, a succession of urban spaces along with some urban signs; identical to the physical environment.
The atmosphere of the game	Creating spaces for graffiti, skate, music and street theater, creating places for sports and games for children; creating multi-purpose spaces for holding traditional and religious ceremonies such as Tazieh ceremonies, rituals of Muharram, festivals and events, theatrics, magic game.
Conversation	The creation of comfortable places to sit, holding festivals, exhibitions, etc. in third place, attention to the culture and common interests and creating places to express these ideas.

Table 5: The solutions proposed for ideas or problems in different layers of review

Layers		Idea or general problems	code	Explaining idea or problem	solution
Movement and access	1	Creating safety walk and drive in front of each other	11	Allowing the safe passage and safe walking the streets	<ul style="list-style-type: none"> • Reducing the width of the streets in some areas <ul style="list-style-type: none"> • Flooring appropriate • Creating walking route with the same height of sidewalks • Establishing a system of walking and accessing a network • Easy public transport system in the area different Flooring at intersections
			12	Put pathways for pedestrian crossing	
			13	Encouraging riding to slow down at intersections by the physical design	
	2	Ease of use (comfort)	21	Allowing comfortable and easy use for pedestrians	

			22	The priority of using the parking for customers and visitors	at pedestrian intersections <ul style="list-style-type: none"> • U-Turn design for the riding path at the entrance • Locating stations and terminals of public transport in a little distance to the Square • Creating continuity in the main walking routes by different Flooring • Locating the appropriate street furniture in walking routes leading to the Square • Locating the appropriate street furniture in outdoor space of the Square • Public parking location with convenient access for riding, at entry points Square • Converting Square space into the realm of pedestrians • Considering, parking space for coarse-grained users in Square body • Creating easy access to the metro and public transport terminals • Complete removal of riding, from the Square space, causing continuous movement of pedestrians from the • Chahar Bagh to Chahr Bagh Abbasi and Naghsh Jahan Square in Isfahan • Providing access to all users of the area with pedestrians priority • The use of multiple access routes for making small block and increasing the permeability • Taking advantage of the various access routes to the site • Creating sidewalks with a proper width within the site
			23	Replacement of public transport instead of private cars	
			24	Due to the inclusion of the space	
			25	Creating spaces for pause, relax and sit down.	
	3	Easy access to services	31	Creating the proper parking	
			32	Easy access to public transport	
			33	Creating destinations that are accessible on foot	
			34	Strengthening the on foot continuous movement	
	4	Permeability	41	Easy and desirable of riding access	
			42	The use of small blocks	
			43	Continuing the on foot's motion	
			44	Avoiding excessive dependence on a track.	
			45	Increasing the number of entrances for pedestrian	
Land use and activities	5	Security in performance	51	The use of facilities, and absorbent use for groups and different people along the way	<ul style="list-style-type: none"> • Distributing fine grained, medium grain lands, with diverse applications, such as retail, production line, hotel, restaurant,

6	24 hours availability	61	Creating longstanding applications on the ground floor and removing the off body in the Square immediate wall	cafe book... •The use of coffee shops, restaurants, play areas, kiosks and newsstands informing at all times of the day •The design and layout of temporary sales pavilions •Assigning part of Square space to vendors and music and drama groups •The use of water views and dynamic green spaces •TAT BANK removed from Square chamber and replace it with a dynamic durable and versatile user •Spreading population, absorbing applications, at the Square bodies Proposed the establishment of 24-hour tourist-trade, such as coffee shops, hotels, and... •Proposed the establishment of coffee bars on the ground floor on the east side Square with an overflow crowd into the Square •Creating, a variety of businesses as well as maintaining existing retail on the ground floor of Kosar passage •Converting Users of Tat Bank and the Metro, the southern part of the Square to mixed users of the service-cultural tourism, in the body of the square, which will attract different segments •Proposing the creation of business - Tourism, 24 hours units, such as coffee shops, hotels, and... •Proposed the establishment of coffee bars on the ground floor on the east side Square with an overflow crowd into the Square creates a variety of business edges as well as maintaining existing
		62	The establishment of semi-open spaces, day care centers, ATM; establishes centers for buying and selling in an attractive form.	
		63	The persistence of pedestrians and their activities in space	
7	Simply and diversity	71	Using adaptable and flexible elements in space	
		72	Creating a harmonious totality while paying attention to the detail of the buildings' architecture	
		73	Failure to use contrasting forms with physical identity space	
8	Environmental diversity	81	Creating a variety of activities	
		82	Space diversification	
		84	Creating visual diversity	
		84	Creating attractiveness in walkability environments	
9	Considering the criteria of differentiation, and the similarity of continuity and development, unity and diversity in the performance	91	Preventing the formation of incompatible land uses, with the identity of the Square	
		92	Providing quality of behavioral headquarters, through adapting the activity, time and space	
10	Creating functional continuity with	101	Establishment of diverse applications,	

		respect to the two principles of flexibility and diversity		in terms of time, so that, during the day, we have active and clear points	retail on the ground floor of Kosar passage •Converting Users of Tat Bank and the Metro, the southern part of the Square to mixed users of the service-cultural tourism, in the body of the square, which will attract different segments
			102	The use of lands with overflow crowds and the product to the field	
			103	The use of commercial, retail units, and megalopolis economic- tourism activity, for strengthening economic context of Square	
			104	Creating a diverse usability of urban plaza	
Physical Form	11	Security at the body	111	Providing public defined spaces, and preventing the emergence of missing spaces	•Designing spaces that give people the ability to stop and look around •Proper installation of light poles at the walkways on both sides, in addition to the bright lights of the riding •Special lighting, against, office commercial complex Kosar and thirty-three historic bridges Bridge •Taking advantage of the user-friendly and compatible with the spirit of entertainment - Tourism governing the Square •Creating spaces that cause continued and activities presence in the Square space •Complete removal of riding from Square space and turn it into the realm of Pedestrians •Taking advantage from sustainable urban furniture, to sit, pause, talk and... •The use of flexible and multi-functional furniture and assigning percentage wide range of space Square, to the presence of
			112	Brightness relative to the pedestrian movement	
			113	Lighting of intersections with activated points in street at night	
	12	Link together of public spaces	121	Integration, coordination and dynamic work of environment	
			122	Removing barriers to pedestrian movement and Strengthening the continuous movement of pedestrians.	
	13	Expansion of connecting links between old and new tissue to each other and interact the middle part among new and old	131	Providing environmental friendly architectural pattern consistent with the modern needs and values	
132			Enjoying the visual		

		tissue		corridors to connect and environmental quality of regulatory limits	individuals
			133	Cultural development, through the creation of places for conversation and social interaction	<ul style="list-style-type: none"> •Attention to design of walls and complies with readability and clarity between form and function through the correct choice of color, form, materials and... •The use of user mixing, with respect to compatibility, and coordination of land uses, together with Square spirit
			134	Identity to the physical environment	<ul style="list-style-type: none"> •Considering the inclusion of space and the use of applications inclusive and population absorption
14	Creating physical continuity with respect to the two principles of readability and durability presence in space		141	Creating a human scale and continuity of the Square skeletal body	<ul style="list-style-type: none"> •Enjoying human scale, with a porch, and dense vegetation, in the walls of Square entrance to strengthen succession and continuity of Square body
			142	The use of a variety of lighting, and proper for night, in the Square	<ul style="list-style-type: none"> •Indenting in the body, the immediate ground, to pause, watch and sit, product etc. adjacent overflow passage Kosar
			143	Maintain and emphasizing the traditional development	<ul style="list-style-type: none"> •user-defined active at night, at the different parts of the Square
			144	Strengthening and renewal of historic urban centers	<ul style="list-style-type: none"> •The offer and Lighting
			145	Strengthening the identity and location, identity for more sustainability at the mind	<ul style="list-style-type: none"> Strengthening on the floor and walls, according to available spaces
			146	Make resistant and quality materials,, buildings to build sustainable and lasting place	<ul style="list-style-type: none"> •The use of the porch and body-building
			147	The sequence of spaces along with some city landmarks	<ul style="list-style-type: none"> •The use of names and identity symbols in suite hotel in new hotel design
			148	Identity to the physical environment	<ul style="list-style-type: none"> •The use of Forms and historical elements of Isfahan at the Design of Square

					<ul style="list-style-type: none"> • Taking advantage of the vernacular architecture of the historic bridge, and The use of compatible materials pedestrians continuous movement, from Chahar •Bagh to thirty-three bridges and Chahr Bagh abbasi streets, to create view and square, as a node for connecting the two axes of old and new • Taking advantage of the monumental spaces and sitting places, around them and at the zayandehrood margin is a factor of social interactions and cultural exchange.
Urban landscape and public open spaces skeletal system	15	Considering difference and similarity criteria - continuity and change - unity and diversity in the physical	151	Maintaining and Strengthening Square body and regulate body index	<ul style="list-style-type: none"> • Enjoying human scale, with a porch and dense vegetation, in the walls of Square entrance, to strengthen sequence and continuity, Square body • Indenting in the body, the immediate ground, to pause, watch and sit, product etc. adjacent overflow passage Kosar • user-defined active at night, at the different parts of the Square • The offer and Lighting Strengthening on the floor and walls, according to available spaces
			152	Avoiding any type of construction that distorts the view of the index buildings	
			153	Maintain and opening, the valuable historical and artistic value	
			154	Maintain and strengthen the user with a history of with the same name	
			155	Good infrastructure in order to create collective memory	

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