

Persian translation of this paper entitled:

بازکاوای مؤلفه‌های ناکامی تجربه ایجاد پیاده‌راه ۷۱ شهریور شهر تهران
is also published in this issue of journal.

Verification of Failure Components of the 17th Shahrivar Pedestrian Zone Project in Tehran *

Reza Kheyroddin**¹, Rasool Haghbayan², Mohammad Saleh Shokouhi Bidhendi³

1. Faculty of Architecture and Urbanism, Iran University of Science and Technology, Tehran. Iran.
2. Master of Urbanism, Iran University of Science and Technology, Tehran. Iran.
3. Faculty of Architecture and Urbanism, Iran University of Science and Technology, Tehran, Iran.

Received: 23/11/2018 ; revised: 21/06/2019 ; accepted: 25/06/2019 ; available online: 20/02/2020

Abstract

Introduction: In Iran, being inspired by advanced countries and old patterns of Iranian city pedestrian spaces, the creation of pedestrian zones in the metropolises of the country has become popular to shift from car-oriented to walkability. The creation of the pedestrian zones in Tehran city after a number of relatively successful experiments, such as the 15th Khordad pedestrian zone and Sepahsalar pedestrian zone was followed by the creation of the 17th Shahrivar pedestrian zone. But, the 17th Shahrivar pedestrian zone based on the evidences such as the findings of scholars, criticisms of authorities and the discontent of the local people, is a rather unsuccessful experience.

Research objective: This research with an analytical and profound look tries to methodically explain the main failure components of the 17th Shahrivar pedestrian zone in Tehran.

Research method: For this purpose, the qualitative approach and the basic tools for collecting information including documents, semi-structured interviews and field observations have been used. The textual data collected mainly by coding, counting and creating the thematic network and the place data mainly by counting, photographing and mapping organized and conceptualized. In this stage, authors have inferred the main causes of project failure with scrutinizing all findings, examining the relationship between the main themes with each other, considering the theoretical foundations of the research and relying on rational and logical arguments.

Conclusion: The findings of the article show that the main issues of the project failure are the three main problems: "The lack of proper need assessment, feasibility study and providing infrastructure for the project", "Marginalizing local people in the process of planning and implementation" and "Macro economic, political and managerial issues". Meanwhile, the main factor behind the defects and problems of the project seems to be political, managerial, and economic conditions and objectives. The experience of the 17th Shahrivar pedestrian zone indicates that the potential positive impacts of pedestrian zone creation on improving the quality of the environment are only possible if they are correctly located and have a sustainable and grassroots planning and management approach.

Keywords: *Pedestrian zone, walkability, Pathology, Urban Governance, 17 th Shahrivar axis of Tehran.*

*This article is extracted from Rasool Haghbayan's PhD thesis entitled "Application of interactive planning to enhance the function of urban spaces; Case study: 17th shahrivar pedestrian way of Tehran city" which is done in 2018, under supervision of Dr. Reza

Kheyroddin and advisement of Dr. Mohammad Saleh Shokouhi Bidhendi in Iran University of Science and Technology, Tehran, Iran.

** Corresponding author: reza_kheyroddin@iust.ac.ir, +989121009010

Introduction

Recently, creation of the pedestrian zone and urban pedestrian spaces is a key indicator of sustainable development and the promotion of life quality in cities. The pedestrian zone, which has a European and North America origin (Gregg, 2018, 4), was created in response to the negative effects of vehicles priority in cities (Castillo-Manzano; Lopez-Valpuesta & Asencio-Flores, 2014; Parajuli & Pojani, 2017). Pedestrian zones are usually found in urban centers with maximum social roles and social interactions (Tashakori & Mehrabani Golzar, 2018; Haji rezaei, 2019) and the aim of increasing vitality, economic prosperity, attracting tourists, providing recreation space and increasing the health of citizens (Oranratmanee & Sachakul, 2014); (Soni & Soni, 2016). In Iranian cities, inspired by about a century successful experience of advanced countries (Özdemir & Selçuk, 2017; Francis, 2016), the creation of urban pedestrian zones has been widespread in the past two decades. As several pedestrian zones have been created inside the metropolises of the country such as Tehran, Mashhad, Tabriz and Rasht to shift from car-oriented to walkability.

The creation of the pedestrian zone in Tehran, after some relatively successful experiences, such as 15 th Khordad pedestrian zone and Sepahsalar pedestrian zone was followed by the plan of the 17th Shahrivar pedestrian zone in district 12 of Tehran (Nasri, 2015; Falah Manshadi, Rouhi & Khodaverdi, 2016; Sadeghi, Dadgar; Pour Jafar & Neshat Efatian, 2017). The 17th Shahrivar pedestrian zone, in contrast to the aforementioned pedestrian zones, was created on a car-oriented street with the main role of transit and not the destination of urban travel that its level of success and its performance has been very controversial. From the failure evidence of the plan, in addition to the results of research carried out by the scholars (Pourahmad; Zanganeh Shahrakie & Safaei Rineh, 2016; Soltani, Farnoosh & Pishro, 2015; Etesam & Nouri, 2017; Shah Hosseini & Ismailis Taromi, 2016; Ogagh; Haraeni & Imani, 2017), we can point out the field evidence. Massive protests by local people and the prevailing dissatisfaction among them (especially the businessmen), the reopening of a large

part of the way on the vehicles and lack of realization of the cultural pedestrian vision, attest to the failure plan hypothesis to achieve the goals of the plan.

The present study seeks to address the pathology and explanation of the main failure factors of the 17th Shahrivar project. Because, despite the severe criticisms on this project in scientific and urban assemblies, most judgments and comments about this project are hasty claims on the project performance (Weaknesses in analytical and methodical content (that makes it difficult to rely on them. Therefore, a review and study that explains and outlines the key factors of the project failure, are necessary for the present research. The methodological evaluation of the failure components and pathology of the executive consequences of such controversial projects can reveal the actual and accurate amount of these projects success and can avoid the repetition of mistakes and shortcomings in future similar plans and doing the costly and futile work. It can also prevent the formation of a negative attitude of authorities and citizens towards urban space pedestrian plans and diminish the dominance of car-oriented on urban space .Therefore, this research tries to answer the following questions: What are the basic components of the failure in the 17th Shahrivar pedestrian zone project? How do the consequences of the creation process of the 17th Shahrivar pedestrian zone project make it an unsuccessful experience? And Finally, this article presents and discusses the considerations to address the failure factors of the plan based on the analysis and research aspects.

Theoretical foundations and research background

• Requirements for the success of urban pedestrian zones

The successful implementation of pedestrianization projects depends on the requirements and conditions on the macro and local level of the project area. Pedestrianization projects should be shaped in the context of policy sustainability and public acceptance, by considering strategic and previously approved

documents, integrated management, stakeholders consent and participation, a gradual process, long-term managerial actions and in a holistic approach (Sadeghi et al., 2017, 23). Usually, city centers, inside historical areas, business centers of the city and areas with cultural recreational services are considered as suitable alternatives for pedestrianization in cities (Blaga, 2013). Of course, this proposed locations must have basic criteria such as the appropriate length and width, the high presence and activity of pedestrians, mixed-uses, security, human scale and outstanding activities (Shieh; Habibi & Haghi, 2013, 48-47; Mohammadian Mosammam, Sarraffi, Tavakoli Nia & Isa Lo, 2016, 52; Kashani Jou, 2010). Also efficient and successful pedestrianization should be completed as part of a comprehensive multi-dimensional policy with issues such as access and links to public transportation, public parking management, bicycle infrastructure and providing green space (Parajuli & Pojani, 2017, 18; Nieuwenhuijsen & Khreis, 2016, 254).

“Kai Bates” in a study on pedestrian zones success factors in Europe and the United States, put the main elements of a successful pedestrian zone in four categories: use, accessibility, design, and comfort (Bates, 2013). He said the most important thing in creating a successful pedestrian zone is having shops, restaurants and various attractions that draw users into the space (ibid.). Scholars such as “Cole E. Judge” and “Dorina Pojani” by examining successful pedestrian zones in the United States, have also come to the conclusion that these pedestrian zones have mainly features such as being in small and medium-sized cities, near or attached to a major anchor such as a university or beach and located in a major tourist location (Judge, 2013; Pojani, 2008). Therefore, it seems that choosing the suitable location to create a pedestrian zone is more important than its design quality.

Also, successful implementation of pedestrianization projects depends on the precise and comprehensive consideration of the context and cultural conditions of the project area. For example, the context conditions in the United States, such as lower population and employment densities in central cities, greater automobile

dependence in metropolitan areas, fewer historic city centers, have been effective in failures or successes of its country's pedestrian zone (Kott, 2017, 321). According to the cases mentioned, successful implementation of pedestrian zone projects requires proper location and appropriate context in the framework of an efficient and sustainable transport system. In addition, in order to avoid repeating the creation of unsuccessful pedestrian zone projects, efforts should be made to obtain accurate information on the status of the project areas and at first, pedestrian zones should be created temporarily and reversibly (Speck, 2018, 170). Observing the above points, especially in Iran, because of pedestrianization approach being new, has great importance.

The background of pedestrianization in Tehran city

Several pedestrian zones have been implemented in Tehran, including the pedestrian zones of 15th khordad street (Globandak), Bab Homayoun and Naser Khosrow axis, Marvi alley, Saff (Sepahsalar) street and 17th Shahrivar axis. The development of pedestrianization in Tehran has been faced with difficulties such as the long history of automobile domination, lack of vision or master plans for pedestrians, the poor quality of streets and emphasis on the physical development of the city, instead of a holistic approach (Mofidi & Kashani Jou, 2010, 133). The experiences of implemented pedestrian zones in Tehran city show that along with the relatively good performance of pedestrianization projects in providing walking facilities such as pavement and lightening, there are important shortcomings such as lack of mixed land use, motorcycles and cars penetrating the pedestrian zones, lack of public toilets and disabled facilities and ignorance of public participation in pedestrianization project (Fallah Manshadi, Rouhi & Khodaverdi Nelkhasi, 2014, 156). But, despite the mentioned deficiencies, except the 17th Shahrivar pedestrian zone, none of the implemented projects have been converted again to the riding way.

Research Background of the 17th Shahrivar pedestrian zone project in Tehran

Several studies have been carried out by the scholars on the case study of the 17th Shahrivar pedestrian zone (Pakzad & Gulrokh, 2015; Shamaee & eqbal, 2016; Soltani, Farnoosh & Pishro, 2015; Pourahmad et al. 2016; Etesam & Nouri, 2017; Shah Hosseini & Ismailian Taromi, 2016; Ogagh, Haraeni & Imani, 2017; Fallah Manshadi, Rouhi & Khodaverdi, 2015; Kannouni, Razavian & Moslemi, 2016). These studies mainly focus on describing the status of life and place, evaluating and doing pathology of the pedestrian zone project and planning to improve the environmental quality in the area. Some of these studies have been related to the purpose of the present study; (pathology and explaining the essential factors of project failure) which we will discuss their useful findings (Table 1).

The studies in Table 1 are mainly based on quantitative methods and focusing on field studies and has a little focus on deep identification and analysis of the root causes of the failure in the 17th Shahrivar pedestrian zone project. Meanwhile, "Etesam and Nouri" tried to identify the failure causes of the 17th Shahrivar pedestrian zone project with their qualitative approach. According to the scholars' findings (See Table 1), it seems that the unsuitable location has been one of the the main points emphasized by scholars. Also, the aspect of the definition and project planning has been criticized because of neglecting the local community.

Research method

The present research is an applied research method with a descriptive, analytical method that studies the case of 17th Shahrivar pedestrian zone project in Tehran. The basic goal is to gain an in-depth knowledge and from different aspects to the plan of the 17th Shahrivar pedestrian zone, based on the holistic view in order to identify and explain

the main factors behind the failure of the project. Therefore, in order to achieve the research goal, a qualitative approach and various tools are used to collect data about past events, current situation and environmental factors that interfere with the identity and characteristics of the area. In this research have been used three basic tools of qualitative research, including documents, semi-organized interviews and field observation, details of which are shown in Fig.1. Various tools and techniques presented in Fig.1, each which was applied with a specific intention to complete the information, check the accuracy of previous information and discover the hidden dimensions of the subject. The statistical population of the study consisted of the main stakeholders of the project: urban authorities, residents, Shopkeepers and environmental users who have been selected on the basis of a randomized available judgment sampling method. Due to the qualitative research approach, besides the use of various techniques, sample size is considered based on theoretical saturation.

Field observation section has been investigated with the help of daily notes, counting, photographing and mapping. The textual data of the documents and interviewing section mainly have been organized and conceptualized with the help of open coding and axial coding, counting the themes, using the substitution model and the correlational model for reducing the themes and creating the thematic network. In the analysis stage, the authors have inferred the main issues of project failure by considering the research question, scrutinizing the whole of the findings, examining the relationship between the main themes with each other, considering the background and theoretical foundations of the research and relying on rational and logical arguments. Then, the status of these issues in the process of the project, evidence and signs on them and their implications and consequences on the project, have been analyzed and explained. In the end, by summarizing and concluding the findings, the

Table 1. Findings of research related to the case study of the 17th Shahrivar pedestrian zone area. Source: authors.

Scholars	Findings
Fallah Mensha- (di et al, 2015)	With the introduction of pedestrian assessment criteria and weighting through the AHP model, using the interviews and field observations, was mentioned the most important weaknesses of the 17th zone, including the insecure and unpopular atmosphere, massive dissatisfaction Shahrivar pedestrian of car-oriented land uses, disproportionate width and height of the of the Shopkeepers, dominance space enclosure) and the disruption of traffic in the street (the problem of shading and the sense of .zone alleys and axes around the pedestrian
Shah Hos- seini & Ismailian (Taromi, 2016)	Using the quantitative method and making observations and preparing a questionnaire for the local people was done the pathology of the 17 th Shahrivar pedestrian zone project in terms of physical, zone project economic (activity) aspects that the unsuitable location of the 17th Shahrivar pedestrian zone were among the main factors in terms of residential area and the long length of the pedestrian .behind the lack of citizens' welcome to this pedestrian zone
Ogagh et al.) (2017)	Using SPSS software and Spearman correlation coefficient, the role of pedestrian zone and its impact on social and economic changes have been investigated in the area. Eventually the project's failure have been considered because of this reason that before the implementation of the pedestrian project, this axis has a favorable economic situation due to the convenient traffic situation and high vehicles traffic which resulted in stopping and buying citizens. But after the implementation of the project, with the entry prohibition of the vehicles, this axis has lost its role in the transferring of citizens and has led to the economic recession and a reduction in security. In addition, this project due to lack of people participation and local decision making at the time of the project implementation and ignoring the economic, social and cultural conditions and formation based on organizational power, .has failed to create a specific social form and identity after the implementation for the people

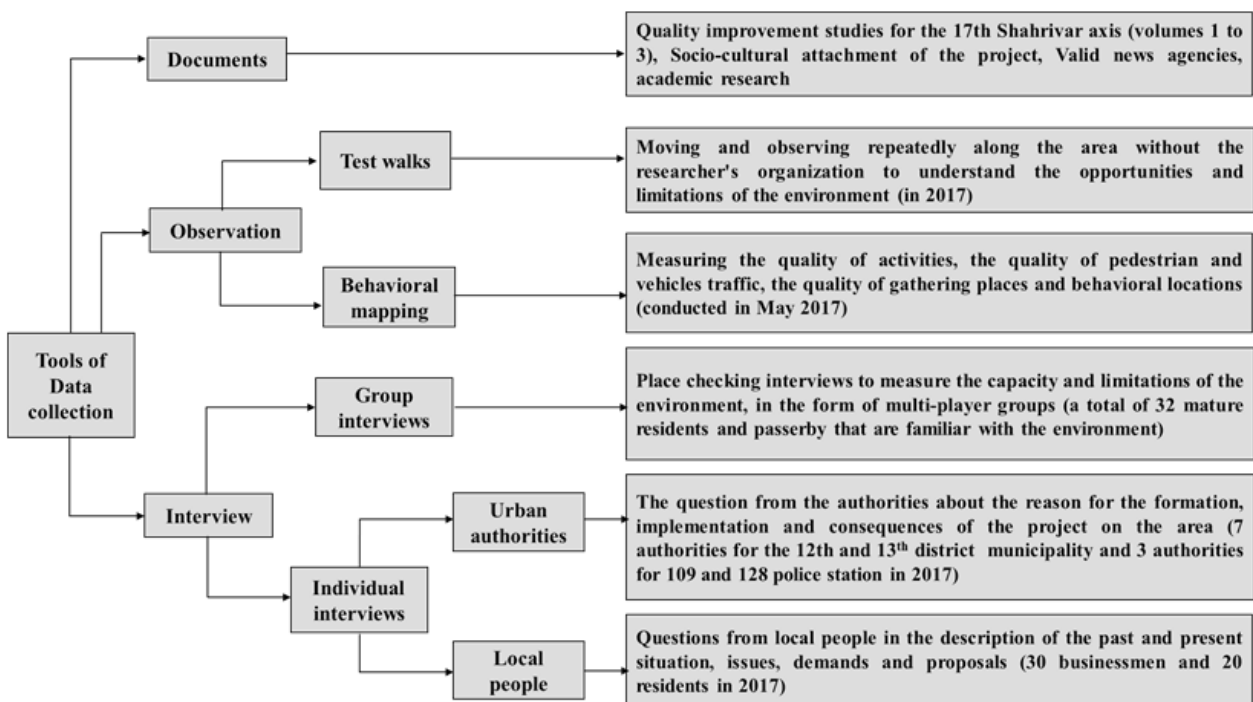


Fig. 1. Trend, details and tools used to collect information on the 17th Shahrivar axis. Source: authors.

necessary considerations have been stated to resolve the above issues in order to help the improvement of the quality and success of this pedestrian zone and the future project of urban pedestrianization.

Introduction and analysis of the area of the 17th Shahrivar pedestrian zone project in Tehran

The 17th Shahrivar pedestrian zone project of Tehran was prepared by Bavand & Arcolog Consulting Engineers and by the management of the beautification organization of Tehran municipality. This project has a cultural-ritual vision and according to project executives, has a long study background, in compliance with previously approved plan and in coordination with the demands of Tehran citizens. But unfortunately, the continuing problems of the project implementation for the local people, ultimately led to the reopening of a large part of the pedestrian zone to the vehicles (first stage: Shohada square to Shahbazi street, January 2012 and second stage: from Shahbazi Street to Safa Crossroads, October 2016). Nevertheless, the area of the 17th Shahrivar pedestrian zone project continues to suffer from major problems such as lack of economic prosperity, insecurity and social anomalies (mainly in the remainder part of the pedestrian zone). In [Fig. 2 & Fig 3](#), we introduce the important characteristics of the area and the pedestrian zone project, based on documentary and field studies.

Discussion and findings expression; explanation of failure factors and considerations for its success

The present research based on derived themes from research data collection tools including documents, interviews and field observations, has identified the three main categories of the project failure: “Lack of proper need assessment, feasibility study and providing infrastructure for implementation of the project”, “Marginalizing local people in the process of planning and implementation” and “Widespread and macro issues and challenges of the project

(economic, political and management)”(Fig. 4), which are explained in the following:

Lack of proper need assessment, feasibility study and providing infrastructure for Creation of the 17th Shahrivar pedestrian zone

The question is what was the need to change this street to the pedestrian zone? Based on the findings, there were troubles of motor vehicles and car showrooms (including air pollution, noise pollution, low safety and comfort of pedestrians, occupation of street space by vehicles and ethical abnormalities of some shopkeepers) in this street, but was not there the ability to overcome these problems with the walkability policies other than pedestrianization? Although car-oriented created problems in this street, the life of the street was completely dependent on motor vehicles. The economic prosperity and security of the street as the primary needs of being in a city environment, were driven by a lot of vehicles and pedestrians on the street and the high passing role of the street.

It seems that the feasibility of this plan was done further in terms of management readiness, because district 12 municipality had a background of doing such projects. Also located on the eastern edge of Tehran’s historic zone, the establishment in the central region of the city with proper access and having a densely populated texture, was another positive feature of the area for the creation of the pedestrian zone. On the contrary, the most important weakness of the location of the area was the car-oriented business units of the 17th Shahrivar axis. With the creation of the pedestrian zone, most commercial parts should be subject to change. Even Imam Hossein Square to the Safa crossroads, which had pedestrian activities (existence of the Shahrestani market, the presence of clothing and jewelry business units), most of their customers were from other parts of the city and sometimes with private vehicles, due to the riding proper communication position between the area and other parts of the city. Thus, with the creation of the pedestrian zone and thereby reducing accessibility, most business units lost half or most of their customers.

One of the other weaknesses was the non-standard pedestrian zone location on a 1250-meter long axis with



Fig. 2. Characteristics of the 17th Shahrivar pedestrian zone project in Tehran. Source: authors.

inadequate peripheral quality for walking¹. Activating the facades of this axis during the day, required gradual and intelligent planning for changing the economic activities and spending a great deal of money. That would be if the pedestrians were willing to walk on this long way. Another issue was the existence of a crime and social anomaly area, with an old background near Imam Hossein square. This problem, along with the fact that the creation of a pedestrian zone (especially in the first days) because of reducing the presence of users in space, can create a place for the activities of most unhealthy people² suggested that the occurrence of insecurity and social anomalies was predictable on the 17th Shahrivar pedestrian zone. Insecurity has become an obstacle to the project prosperity by becoming one of the main

reasons for the growing criticisms and dissatisfaction of authorities and local people from the project, because in such a situation, it was difficult to carry out gradual and accountable executive actions.

In addition to discussing the low need and potential of the area for making pedestrian zone, the executives did not make the necessary infrastructure for pedestrian zone. The most important required infrastructures before the implementation of the plan was to make a plan for changing the car-oriented business units and to make a plan to deal with crime area. Then, after gradual and successful implementation of the providing infrastructure measures for the project, they had to get local people agreement to the plan and then firstly the way should become tentatively a pedestrian zone for a

Characteristics of the area before the implementation of the project	The passing role with a large traffic of pedestrians and vehicles (The presence of many buses), Car and exchange, Noise pollution and air pollution, Commercial edge and residential interior motorcycle Services Having some old and deteriorated areas, ,texture, Insecurity background around Imam Hossein Square .The inappropriate visual landscape of the 17 th Shahrivar street
The reasons for the formation of the project	Responding to the cultural and recreational needs of citizens, the existence of the improvement plan for Imam Hossein Square and Shohada Square in the previously approved plans, Historical and cultural background (The highlight role in the events of the Islamic revolution) of Shohada Square and Imam Hossein Square, Locating on the eastern edge of the historical texture of Tehran and the necessity of observance of walkability policies, The possibility of transferring some part of the street traffic load, due to the expansion of the underpass of Imam Hossein square and the construction plan of the Imam Ali highway
The process of the project implementation	decision, Hasting (to reach the deadline), Not paying attention to the collective Imperative and up-down will, Lack of adequate stakeholder consultations (minimal information and lack of people involvement in the plan), Physical and visual view, The lack of holistic, The Lack of the plan flexibility
The implications of the project in the area	<p>The main positive consequences of the project: Providing space for cultural and religious ceremonies in disturbance (mainly car show- Tehran, Providing comfort for residents from vehicle and some businesses rooms), Landscape improvement of the 17th Shahrivar axis</p> <p>The main negative consequences of the project: Reducing accessibility, Decreasing economic prosperity, Reducing security, Increasing social anomalies, Landscape degradation of Imam Hossein Square by creating iron walls around the square</p>

Fig. 3. presentation of the local properties of the studied area and the approximate area of its effect. Source: authors.

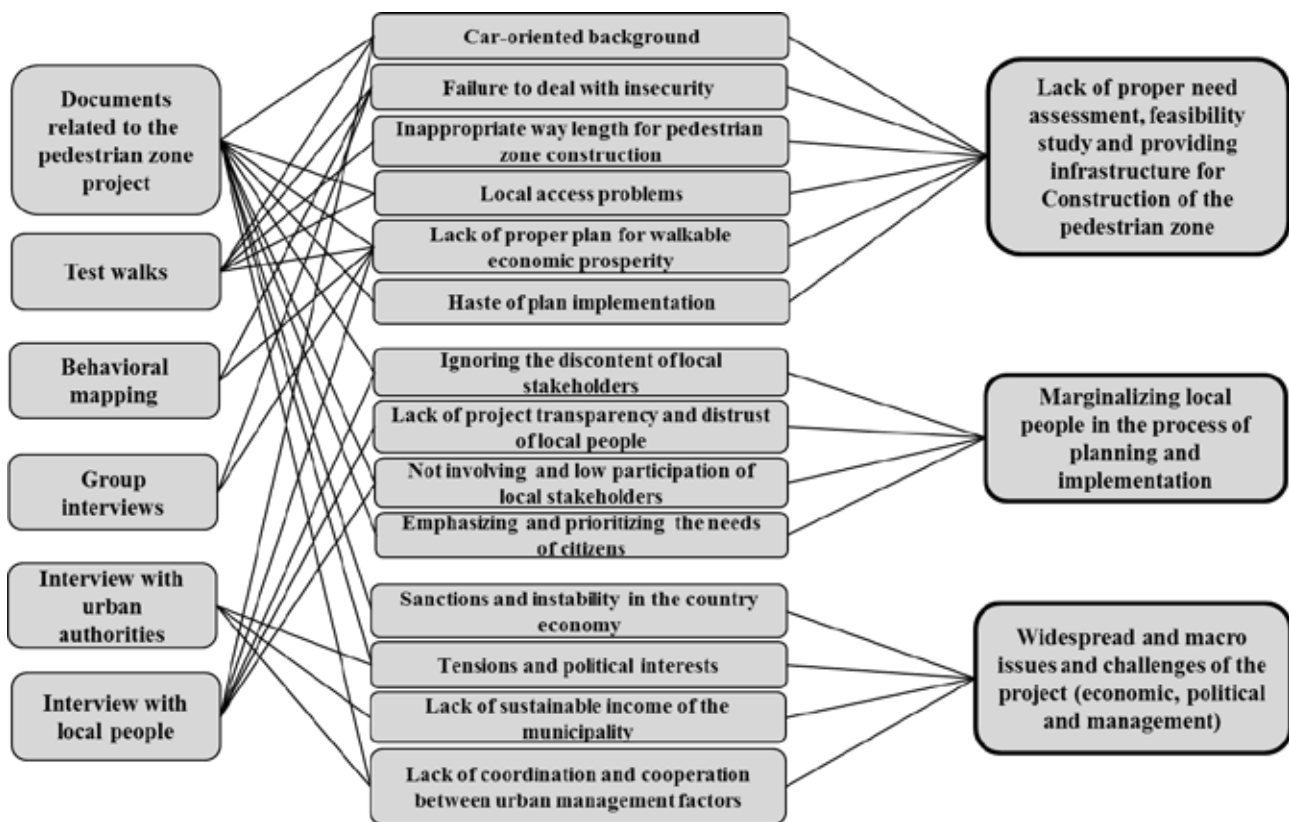


Fig. 4. The main themes and categories of the failure of the 17th Shahrivar pedestrian zone project in terms of data collection tools. Source: authors.

certain time. Finally, in the case of positive feedback and signs, a permanent pedestrianization should be launched in 17th Shahrivar axis. Passing this process, it could increase the success of the project against its failures.

Marginalizing local people in the process of planning and implementation

People participation in the 17th Shahrivar pedestrian zone project, the large urban project with a lot of social function and effects, was at the low level of informing the local people about the decision to build a pedestrian zone and asking partial questions about the area issues. Therefore, local people did not have an acceptable role in the process of planning and implementation of the project and were mainly dealt with the interests of the Tehran citizens, while the direct effects of the project were on local people. So, before the project started, it was necessary to ask local people about the satisfaction and agreement with the creation of the pedestrian zone and their views about the desirable quality of the pedestrian zone. This helped to identify the differences of views and interests in advocating for collective satisfaction.

The lack of involvement of local people with the project caused their resistances and riots (mostly businessmen) in the project implementation process, instead of using their local capital and knowledge to advance the plan. The local people, especially the businessmen, found a negative attitude towards the municipality and they considered this project in the interests of the municipality and not the interests of the people. Therefore, they did not cooperate with the municipality to improve the activities and operation of the commercial space (not willing to change their jobs, some of their shops keep closed) or by creating bustling, they were looking for a way to return to their pre-project state. In the end, they succeeded to reopen a large part of the way on the vehicles. These events led to some past business activities (such as car showrooms or services for cars and motorcycles) re-opened, which was completely incompatible with the objectives of the pedestrian zone project. Neglecting

the real role of the local people in the project text, the success of the project's goals has actually failed.

Widespread and macro issues and challenges of the project (economic, political and management)

Macro issues such as "quarrels, tensions and political interests," "economic issues," and "lack of management coordination of various urban factors" have been the major barriers to proper implementation of the pedestrian zone project. Interests, quarrels and political tensions have greatly affected the project. As some authorities (members of the Islamic Council of Tehran City) believe that the issue of constructing a cultural pedestrian zone was set to achieve political goals and primarily the project has a political purpose and not a technical and expert purpose. Some evidence suggests that the origin of the cultural pedestrian zone project of the 17th Shahrivar axis was a decision at the high level of the municipality's management to construct a cultural pedestrian zone in Tehran which among the available alternatives, the 17th Shahrivar axis has been selected.

It even seems that one of the main reasons for the acceleration of the creation and operation of the project, which reduced the quality of the proposed project was in addition to economic issues, political issues. After the project implementation, opponents and supporters of Tehran municipality started to criticize or praise the project and instead of co-operation, disrupted the process of improving the environment and advancing project affairs. The result was that the local people were in a state of confusion and a dilemma between the state of the pedestrian zone and the hope of returning to the previous state (riding mode). Also, the recession and the reduction in density sales revenues due to the reduction in oil revenues because of economic sanctions that coincided the beginning of its intensification with the creation of the project, made it difficult to finance the project and had a negative impact on the implementation of the project and physical activity. This situation occurred when the municipality of Tehran suffered from a lack of sustainable incomes. So, perhaps one of the main reasons for not completing the complementary

projects of the pedestrian zone project, such as creating cultural uses, supporting the shopkeepers to pay damages and changing their activity and or organizing the Shahrestani market, was lack of funding. The other huge issue was the lack of coordination in collection of urban management, which caused the lack of proper interaction and coordination among the responsible organizations to resolve the problems. Each city management organization followed its own interests and plans. The tangible example of this problem in 17th Shahrivar axis was the lack of proper cooperation between the municipality and the police force. The municipality and the police force, each one with arguable reasoning, blamed the other side for security problems and social anomalies. In this context, the undeniable issue was the existence of numerous social anomalies that the entity was unable to deal with it (The presence of homeless people, people with moral corruption, addicts, etc.). Consequently, conflicting approaches, and sometimes one-sided approach in large-scale missions of urban activists was one of the other factors of the project failure.

Conclusion

The present article knew that previous studies despite the emphasis on the failure of the 17th Shahrivar pedestrian zone project, have regarded slightly to

explain the root causes of the failure project. Therefore this article tried to analyze these failure causes of the 17th Shahrivar pedestrian zone project with proposed qualitative structure and greater emphasis on the procedural aspect. This aim helps to increase the success probability of the future pedestrianization project and to provide a fundamental tool for solving the issues of existent pedestrian zones, especially the area of the 17th Shahrivar pedestrian zone. The findings of the research in response to the main questions show that the major components of the project failure were “lack of proper need assessment, feasibility study and providing infrastructure for implementation of the project”, “marginalizing local people in the process of planning and implementation” and “widespread and macro issues and challenges of the project (economic, political and management)”. Each of these components influenced the function of the project due to its role and characteristics and based on the analysis provided, these components caused the project failure in achieving its objectives. In this section, the considerations have been expressed that can be taken to avoid these issues or to reduce and control their effects on the 17th Shahrivar pedestrian zone area (Fig. 5). The issue that previous studies have neglected was the role of political, managerial and economic issues in the failure of the project. According

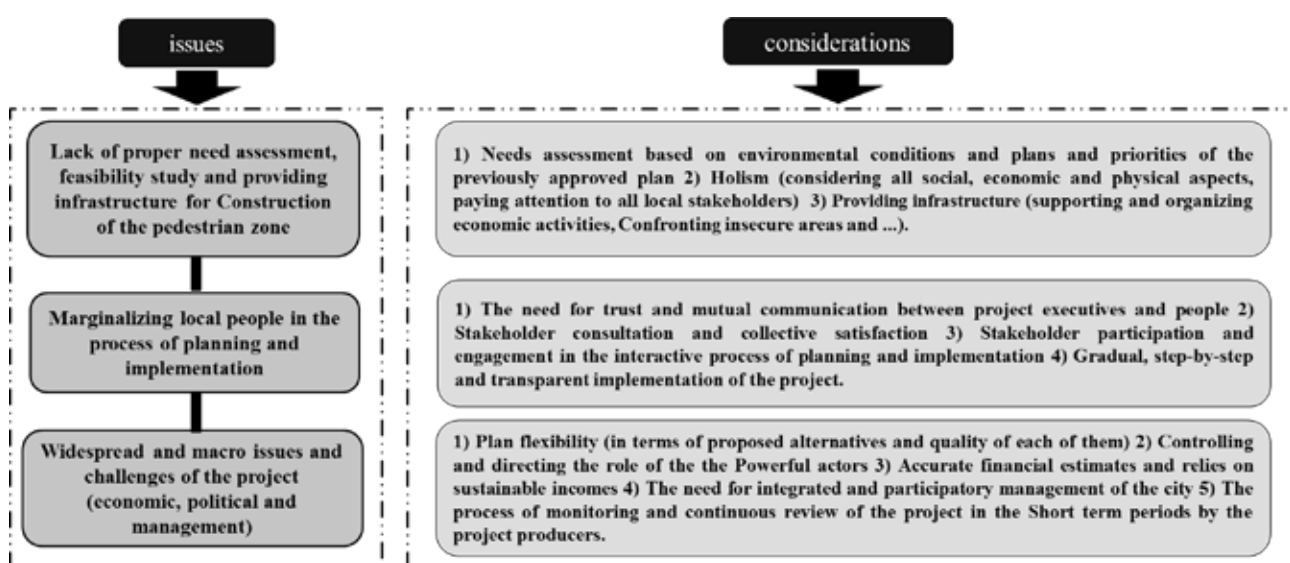


Fig. 5. Explaining the components and some possible considerations to improve the success rate of the 17th Shahrivar pedestrian zone project of Tehran. Source: authors.

to existing evidences, it looks that many problems in the process of defining, planning and implementing the project were not based on the weakness of expertise and ignorance of project executives, but the goals and conditions of management, politics and economics have been the cause. Urban management of Tehran city in the 17th of Shahrivar pedestrian zone project has used the pedestrian zone element as an element with a high social function and common in the urbanization of the world, by the outdated planning and management practices of previous decades. Despite the progressive goals of the plan in publicizing the urban spaces through the establishment of a pedestrian zone at a significant level of the 17th Shahrivar axis, the planning and management of this project was often from the top to the bottom, hasty and without the necessary flexibility which gradually abandon some of the early constraints of the plan (about the limited accessibility of the vehicles) in the late stages of the project. The experience of the 17th Shahrivar pedestrian zone indicates that the positive impacts of pedestrian zone creation on improving the quality of the environment are only possible if they are correctly located and have a sustainable and grassroots planning and management approach. Otherwise, the creation of pedestrian zones can have a reverse result and degrade the quality of the environment or even destroy the flow of public life in a wide area of a city and in practice, success in achieving goals is met with frustration.

Endnotes

1. Jan Gehl is considered a reasonable distance for most pedestrians around 500 meters. (The exact limit depends on the quality of the environment) (Gehl, 2010, 127).
2. Because pedestrian zones usually need to have a time period for prosperity and satisfaction of the people and support from investors

Reference list

- Bates, K. (2013). *Making Pedestrian malls work: Key elements of successful pedestrian malls in the US and Europe*. Terminal project, Presented in partial fulfillment of the requirements for the degree of Master of Community and Regional Planning, The Department of Planning, Public Policy, & Management, University of Oregon, USA.
- Blaga, O. E. (2013). Pedestrian zones as important urban strategies in redeveloping the community-Case study: Alba Iulia Borough Park. *Transylvanian Review of Administrative Sciences*, 9(38), 5-22.
- Castillo-Manzano, J.I., Lopez-Valpuesta, L. & Asencio-Flores, J.P., (2014). Extending pedestrianization processes outside the old city center; conflict and benefits in the case of the city of Seville. *Habitat international. Habitat International*, (44), 194-201.
- Etesam, I & Nouri, M. J. (2017). Explaining the Failure Causes of pedestrianization Projects in Iran, case study: the 17th Shahrivar pedestrian zone of Tehran Metropolis. *Soffeh*, 27(76), 89-108.
- Falah Manshadi, E, Habibi, S & Rouhi, A. (2016). Urban walkways, from idea to practice; Evaluation of the pedestrian way of Tehran city market. *Letter of Architectural and Urban Planning*, 5(9), 45-63.
- Falah Manshadi, E, Rouhi, A & Khodaverdi, O. (2015). *Chalash-ha va forsat-hay ehdas-e piyad-e rah dar Tehran; arzyabi va moghayeseye tatbighi 11piyaderah-e mojud dar shahr-e tehran* [Challenges and opportunities for pedestrian zones construction in Tehran; Comparative evaluation and comparison of 11 pedestrian zones in the Tehran city]. Tehran: Tehran Research and Planning Center.
- Fallah Manshadi, E., Rouhi, A. & Khodaverdi Nelkhasi, O. (2014). Revising Iranian Experience in Establishing Pedestrian Zones; Surveying Strengths and Weaknesses of Pedestrian Zones in Tehran, *J. Civil Eng. Urban.*, 4 (2), 156-163.
- Francis, M. (2016). The making of democratic streets. *Contesti. Città, territori, progetti*, (1-2), 192-213.
- Gehl, J. (2010). *Cities for people*. Washington | Covelo | London : Island press.
- Gregg, K. (2018). Conceptualizing the pedestrian mall in post-war North America and understanding its transatlantic transfer through the work and influence of Victor Gruen. *Planning Perspectives*, 34(4), 1-27.
- Haji rezaei, F. (2019). Categorization of Various Pedestrians, Bam-e-Tehran's as a Natural-Social Walking trail. *Journal of Manzar*, 11 (47), 14-23.
- Judge, C. (2013). *The experiment of American pedestrian malls: Trends, analysis, necessary indicators for success and recommendations for Fresno's Fulton Mall*. Fresno, CA: Futures Conference, Fresno State University. Retrieved from http://www.boulderdowntown.com/_files/docs/americanpedmallexperiment.pdf.
- Kannouni, R.; Razavian, M.T. & Moslemi, A. (2016). Strategic Planning for Improving Spatial Qualities of Pedestrian Paths Landscape in Tehran (Case Study: 17 Shahrivar Pedestrian Path) *Landscape Researchs in the city*, 3(5), 67-93.
- Kashani Jou, K. (2010). *Pedestrian ways from design basics to functional features*. Tehran: Azarakhsh.
- Kott, J. (2017). A framework for research on pedestrian streets in America." *UPLand-Journal of Urban Planning, Landscape & environmental Design*, 2 (2), 319-324.
- Mofidi, M. S. & Kashani Jou, K. (2010). Emergence of pedestrianization in Tehran: Obstacles and opportunities. *International Journal of Urban Sustainable Development*. 2(1-2), 121-134.

- Mohammadian Mosammam, H, Sarraffi, M, Tavakoli Nia, J & Isa Lo, A. (2016). Olaviyat bandi-ye piyade rah sazi-ye masir-ha-ye atraf-e haram-e hazrat-e masome shahr-e ghom [Prioritization of the construction of pedestrianization ways around the shrine of Masoumeh (Q) city of Qom]. *City landscape researchs*, 3(5), 47-66.
- Nasri, E. (2015). The process of evaluating street pedestrianization projects. *Soffeh*, 25(70), 129-142.
- Nieuwenhuijsen, M. J. & Khreis, H. (2016). Car free cities: pathway to healthy urban living. *Environment international*, 94, 251-262.
- Ogagh, A, Haraeni, M & Imani, B. (2017). Arzyabi-ye mizan-e movafaghiyat-e piyadehrah-e 17 shahrivar va tasirat-e ejtemai eghtesadi-ye hasel az an(motalleye-e tatbighi-ye mehvar-e ghabl va baad az ejray-e tarh-e piyade rahsazi [Evaluation of the success rate of the 17th Shahrivar pedestrian zone and its socioeconomic effects (comparative study of the axis before and after the implementation of the pedestrian zone project)]. *Geographic Sciences*, 13(26), 1-18.
- Oranratmanee, R. & Sachakul, V. (2014). Streets as public spaces in Southeast Asia: Case studies of Thai pedestrian streets. *Journal of Urban Design*, 19(2), 211-229.
- Özdemir, D. & Selçuk, İ. (2017). From pedestrianization to commercial gentrification: The case of Kadıköy in Istanbul. *Cities*, 65, 10-23.
- Pakzad, J. & Golrokh, Sh. (2015). Understanding the experience of sudden change of place; the sense of place of Residents and shopkeepers of the 17th Shahrivar pedestrian zone. *Soffeh*, 25(70), 65-80.
- Parajuli, A. & Pojani, D. (2017). Barriers to the pedestrianization of city centres: perspectives from the Global North and the Global South. *Journal of Urban Design*, 23(1), 142-160.
- Pojani, D. (2008). American downtown pedestrian "malls": rise, fall, and rebirth. *Territorio*, 173-180.
- Pourahmad, A, Zanganeh Shahrakie, S & Safaei Rineh, M. (2016). Analysis the urban walkway role in promoting the vitality of urban spaces (Case study: 17 Shahrivar walkway of Tehran). *Geographical Research of Urban Planning*, 4(2), 175-195.
- Sadeghi, A, Dadgar, M, Pour Jafar, A & Neshat Efatian, N. (2017). Provide an Optimal Urban Design Process for Pedestrian zones through Comparative Analysis of Internal and International Experiences, Case Study: Broward street of America, George street of Australia, Saf Street, and Derekhti Iran boulevard. *Iranian Islamic city Studies*, 8(29), 21-36.
- Shah Hosseini, P. & Ismaili Taromi, M. (2016). Asib shenasi-ye ehdas-e piyad-e rahha dar shahr-e tehran(motalleye moredi: meydan-e 15 khordad-meydan-e imam hosein) [Pathology of pedestrian zones Construction in Tehran city (Case Study: 15th Kordad squire - Imam Hossein square)]. *Iranian Geographic Society*, 14(51), 71-86.
- Shamae, A & Iqbal, M. (2016). Avamel-e moasser bar ertegha-ye keyfiyat-e mohit-e piyaderah-ha-ye shahr-ha-ye Irani Islami mored-e motaltee: piyad-e rah-e meydan-e imam hosein va hefdah-e shahrivar [Affecting factors on the quality of the pedestrian environment in Iran-Islamic Towns (Case Study: Walkway in Imam Hossein Square and 17th Shahrivar)]. *Studies in the Islamic Model of Iranian Progress*, 4(7), 127-151.
- Shieh, I. & Habibi, K. & Haghi, M. (2013). Sanjesh-e vazeiyat-e baft-e markazi-ye shahr-ha-ye kochak baraye ijad-e piyaderah (nemone motaleati shahr-e khansar) [Measurement of condition of the Central Textures of Small Towns for Building a Walkway (Study Case: Khansar City)]. *Seven Heasr Environmental Studies*, 2(6), 43-54.
- Soltani, L.; Farnoosh, F. & Pishro, N. (2015). Sidewalk Life Sidewalk Path of Imam Hossein (AS) to Shohada. *Journal of Manzar*, 7(31), 38-47.
- Soni, N. & Soni, N. (2016). Benefits of pedestrianization and warrants to pedestrianize an area. *Land Use Policy*, (57), 139-150.
- Speck, J. (2018). *Create Pedestrian Zones Properly*. In *Walkable City*. Washington: Rules Island Press.
- Tashakori, L. & Mehrabani Golzar, M. (2018). Creation of a Walkway: Physical Features or Public Behaviors?. *Journal of Manzar*, 10 (44), 40-49.

COPYRIGHTS

Copyright for this article is retained by the author(s), with publication rights granted to the Bagh-e Nazar Journal. This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution License (<https://creativecommons.org/licenses/by/4.0/>).



HOW TO CITE THIS ARTICLE

Kheyroddin, R., Haghbayan, R. & Shokouhi Bidhendi, M. S. (2020). Verification of Failure Components of the 17th Shahrivar Pedestrian Zone Project in Tehran. *Bagh-e Nazar*, 16(81), 55-66.

DOI: 10.22034/BAGH.2019.158323.3872
 URL http://www.bagh-sj.com/article_103478_en.html

