

**Sustainable Urban Neighborhoods (SUN): A New Pattern in the Reconceptualization of
“neighborhood” in Iran
(A Case study of Ardam Neighborhood in District 10 of Mashhad Municipality)**

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Extended Abstract

1. Introduction

The fast growing trend of urbanization in the past few decades has developed an idea suggesting that the city and its components are integral parts of human life today. Following the growing development of cities, poverty, expansion of social inequalities, environmental degradation, spread of pollution in urban areas, and the growth of social and cultural abnormalities, have caused the developing countries to face with numerous adverse crises of the fast growing globalization. This issue has made urban instability as one of the most challenging urban issues in twenty-first century.

The continuation of such urban growth, especially in countries of the South in form and function has been both a challenge and a warning to the current trend of unsustainable urbanization. On the other hand, different aspects of urban settlement have become more and more complicated, and instability has emerged in urban ecosystems as a result. After the advent of urban sustainable development approach in the late twentieth century and the failure of different schools, including modernism and postmodernism to reform the current conditions and make the favorable situations come true, the concept of sustainability has become a stable approach in urban studies. In this sense, the concept of sustainable urban neighborhood is a new approach in the design and planning of urban neighborhood. Therefore, the concept of sustainable urban neighborhood is a new approach in the design and planning of urban neighborhood which takes a closer look at the

concept, structure, and function of "neighborhood" to plan the creation, promotion and sustainability of citizen health and environmental qualities within the structure of urban neighborhoods with special emphasis on further stability and durability of their design and construction in terms of social, economic and physical perspectives. In this regard, the purpose of this article is to examine the sustainability in the new neighborhood of Ardam in the Qasemabad area in metropolis Mashhad, recognize the challenges and difficulties of neighborhood stability, and provide strategies and solutions to improve the quality of the neighborhood environment indicators based on Sustainable Urban Neighborhoods (SUN). Thus, it is safe to say that the concept of SUN is a new approach in the area of neighborhood planning which is utilized to increase the environment sustainability and to improve the life quality of citizens in the urban neighborhood context. In this regard, this article aims to examine the sustainability principals and indicators in the second neighborhood of Ardam project, Region 10 of Mashhad municipality.

2. Theoretical Framework

According to the definition of SUN, these types of neighborhoods refer to new communities in which their design and construction has a longer life and more stability in terms of social, economic, and physical perspectives (Falk & Carley, 2012). In the designing process, these neighborhoods should include the following characteristics: a public information system connecting the residents to the resources and opportunities through the region,

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residents having access to financial capitals for homes, trade and individual needs, residents living in the neighborhood with parks, open spaces, recreational centers, group centers of high quality and a clean environment, the health of families and children, residents having access to appropriate housing with affordable payment, safety at home and in the neighborhood, and the organization of neighborhood residents based on qualified local interests.

3. Methodology

The purpose of this article is to examine the sustainability principals and indicators in the second neighborhood of Ardam project, Region 10 of Mashhad municipality. The methodology used in this article is of practical in terms of the research purposes and of analytical-descriptive in terms of the research framework, which is carried out through measurement techniques at the level of Neighborhood 2, Ardam. To collect the data, observations and questionnaires based on physical, communicative, economic, social, and environmental criteria along with some sub-criteria in the sustainable pattern of urban neighborhoods obtained through systematic sampling of the above neighborhood were used in the study. Moreover, the GIS application as a spatial analysis tool was used to analyze the sustainability indicators of Ardam neighborhood while SWOT technique was also used to determine the development policies and offer some appropriate strategies.

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4. Results and conclusion

The results of the study showed that the high levels of trust and social belonging and then full coverage of all the facilities and amenities are the main strengths in the SUN context. Accordingly, lack of uniformity, variation in space, and then lack of exuberance and vitality at all times of day in the neighborhood are the weaknesses of this neighborhood. In analyzing the external factors through the SWOT model, the barren lands are important opportunities in this neighborhood which enhance the quality of spatial-physical the neighborhood and then provide the possibility of design for exuberance and vitality. On the other hand, the most important threats to the stability of the Ardam neighborhood include lack of investing grounds by the urban managers, and weakness in the neighborhood image due to lack of identity. This study suggests that particular elements along with diverse construction projects can be used to enhance the visual image of Ardam neighborhood, flooring, lighting, and urban furniture for billboard. In addition, promoting vitality, strengthening public participation, creating neighborhood green spaces, shopping malls, public squares, and strong local relations, and also designing an environment with social, recreational, cultural and religious functions can be considered as effective strategies.

Keywords: Sustainable Urban Neighborhood (SUN), Ardam neighborhood, Mashhad

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