

Abstract

Urban public space, which is among the most crucial urban spaces, is defined as the space in which the public from any social class, age group, race, and trade have the unlimited right to use. The purpose of this study is to investigate the most influential factors affecting the planning of the public space in the city of Zahak and to select the most optimal choice, to study the per capita situation and its relation with the planning of the public space of the city, and to evaluate the formation of urban branding and analyze the impact of the relevant indicators. This research which is descriptive-analytical is based on library studies and field studies. For analysis of the indices and data, models such as ANP, Super decision, TOPSIS and software such as Fuzzy Inference System (FIS) and MATLAB were used. The results of the research indicate that among the factors affecting the planning of the public space in the city of Zahak, urban morphology and its subsets (0.376) are in the first place, yet there is no logical balance between the allocated per capita with the public space of this city. Besides, the causes and indicators affecting the formation of urban branding of the city were discussed and ranked. The results showed that the historical background of the city and the development of new technologies with the final weights of 0.658 and 0.631, respectively, are the most important factors affecting the formation of urban branding. Finally, some suggestions were made to improve and balance the public spaces of the city.

Keywords: Public Space, Urban Branding, Fuzzy Inference, ANP



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