

**A Promotion of
the Urban Space Quality Development Project (PUSD)**

Zarand

The Effort: Dr. Sajad Mohamad Yarzadeh

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با همکاری: برنامه اسکان بشر سازمان ملل متحد (UN-HABITAT)، مرکز منطقه‌ای برنامه بهترین عماکردها و راهبری محلی خاور میانه (MERC-BLP).

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Mayor's Statement

Nowadays, the very limited and restricted nature of private spaces is not anymore capable of addressing the increasing necessities of the urban life. It is natural then that a great deal of these people find their way out and, it is here that the need for and the importance of public spaces become evident.

Our city Zarand, with a population of around 7,000 most of which are the youth, is in dire need of public spaces. The press reaches here with a one-delay at best. In the lack of a center or place to show or develop their capabilities, our talented youth stay at home in seclusion and fall victim to all kinds of social ills not mentioning addiction. It is clear that a suitable playground that meets the least international standards will encourage them to rise and shine at international sport arenas.

In a world that population explosion and its unwanted outcomes including air and water pollution, reduction in the green space per capita, psychological diseases and stresses that wreak havoc on our urban societies, a suitable recreational area or center, a quality park, will be a rare gift from the heavens. I call it a rare gift because you know that our city is situated on the edge of the nation's and some say one of the world's most formidable deserts, Kavir-e Lute, where they say in some parts of it there is no life of any form. Given the very hot and dry climate here, you can imagine what talking to a friend under the shadow of a tree and on a comfortable bench would mean.

Moreover, the use of these places is not limited only to the youth; everybody from all walks of life need them and enjoys them. Therefore, building and developing public urban spaces is not considered a luxury anymore, it is an inseparable part of and a necessity of urban life in the 21st Century.

In short, the Urban Space Development Project in Zarand aims at the enhancement of the human habitation context in our city. It is slated to be developed in a plot of land of around 1.5 hectares. The project heralds the arrival of a vibrant, joyful and healthier life with employment to our fellow citizens.

It should be noted that our intelligent and knowledgeable fellow citizens through answering various questionnaires and public and private discussions have welcomed this project and called for its implementation.

Ali Shafiee
Mayor of Zarand