

Planning Strategy for The Surrounding Attractive Cities (Bismayah New City as a case study)

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Abstract: The creation of attractive peripheral cities is considered one of the most important features of change and renewal in the patterns of urbanization, which have been adopted by most States as an optimal means of alleviating the burden of the metropolitan cities and of addressing their major urban problems, such as population inflation and traffic jam, as well as their active role in promoting economic realities, advancing economic development and increasing imports. Therefore, the study emerged from the particular problem: "The lack of a clear, holistic view of the concept of the attractive city planning strategy", Where the study assumes, "The existence of a set of key indicators extracted from leading global experiences in this field, which is considered one of the main qualification rules that makes the surrounding city attractive to the population and maximizes investment projects". The study aims to diagnose and extract the most effective indicators in this field that enhance the efficiency of the surrounding city in a way that ensures its attractiveness and competitiveness.

Keywords: Economic Cities, Attractive Cities, affordable Population Attraction, Investment Attraction, Urban Synergy.

الخلاصة: تُعد ظاهرة إنشاء مدن النواة المحيطة الجاذبة، من أهم معالم التغيير والتجديد في أنماط العمران الحضري المتصاعد سكانياً وعمرانياً، والتي إتخذتها معظم الدول كوسيلة مُثلى للتخفيف عن عبء المدن الكبرى، ولمعالجة مشكلاتها الحضرية الرئيسية كالتضخم السكاني، والزخم المروري، فضلاً عن دورها الفاعل في النهوض بالواقع الإقتصادي، وتقديم عجلة التنمية الإقتصادية، وزيادة الواردات. لذلك فإن الدراسة إنبثقت عن المشكلة الخاصة: "عدم وجود تصور شمولي واضح حول مفهوم ستراتيجية تخطيط المدينة المحيطة الجاذبة"، حيث تفترض الدراسة "وجود مجموعة من المؤشرات الرئيسية المستخلصة من التجارب العالمية الرائدة في هذا المجال، والتي تُعد من أبرز القواعد التقويمية التي تجعل المدينة النواة المحيطة جاذبة للسكان وتعظيم المشاريع الإستثمارية". وتهدف الدراسة الى تشخيص وإستخلاص أهم المؤشرات الفاعلة في هذا المجال والتي تعزز من كفاءة المدينة النواة المحيطة بالشكل الذي يضمن جعلها قادرة على الجذب والمنافسة.

الكلمات المفتاحية: المُدن الاقتصادية، المُدن الجاذبة، الجذب السكاني الميسر، الجذب الإستثماري، التآزر الحضري.

1. Introduction

During the European renaissance in the nineteenth century, several new cities emerged mainly for economic reasons, particularly in areas containing huge mines, such as the “Wetter Ruhr”, Germany, with the aim of absorbing the large number of workers and ensuring to provide their accommodations. [1]

Later on several economic research and theories had emerged to address this topic, especially in Britain, the most famous of which was the 1915 AD book by Patrik Geddes, entitled "Cities in evolution," in which he tried to analyze mediocre relationships in the functional territory of cities, and dealt with them using his well-known figure: (Housing, work, population). He tried to develop a balanced urban network in the future by adding new small-scale cities to the activity of metropolitan cities in different urban functions, reducing their dominance and reducing the pressure on them in various areas of urban residential, commercial, economic and educational activities. [2]

The theory of the new surrounding cities was also applied in France, in the middle of the twentieth century, to reduce pressure on the capital, Paris, after its facilities were almost unable to withstand more population pressure on it, which has effects in increasing traffic density in streets and roads, with the increase in water consumption And sanitation and electricity, and with the negative effects that result from these increases on the urban, cultural and tourism environments of the capital. In the context of studying this issue affecting the city of Paris by the Regional Planning Department, a number of suitable sites were selected for the establishment of new surrounding cities, taking into consideration the availability of rapid transportation between them and Paris, with the presence of small urban clusters on the site that serve as the nucleus around which they

crystallize New cities, in addition to the availability of development projects for the service economic base in the new sites, especially in less developed sites than in other regions, and as later appeared in the theory of new cities in Britain. [3]

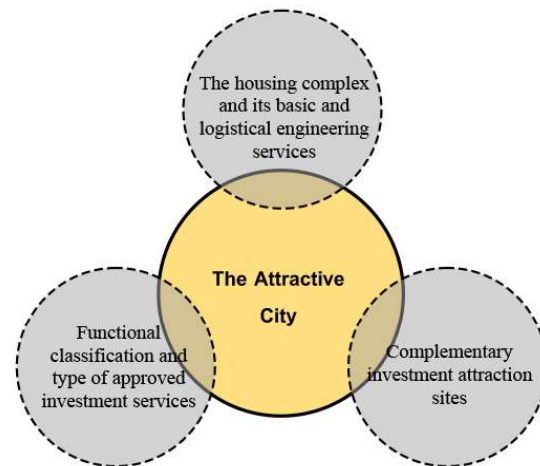


Fig. 1. The three pillars supporting the success of the surrounding attractive city.

The economic dimension is one of the important inputs in the urban development process, as economic cities differ with one another and differ in their economic activities and regional diversification from one place to another, and they are also indicators of the strong economic environment of the state, and one of the most important positive factors that contribute to the process of spatial population attraction, and in Sometimes the new attractive economic city is called in the name of the economic activity that predominates over other developmental activities, for example an industrial, commercial, educational, tourism, administrative or sports city ... etc., and therefore it is necessary when planning a new commercial surrounding city within the site of expansion in existing cities. To get to know the economic potentials available in the main city and in its regional surroundings, in order to know the truth about the specifications of the basic components that can be exploited, in order of the availability of various economic activities, which will ensure the availability of

different job opportunities for the population, and thus contribute to the attraction process. And the achievement of guaranteed income for them, and the advancement of the social and economic aspect of the city in particular and the country in general, which will result in the recovery of the main city in all community urban levels and with all its logistic and support services.

2. Study structure

This study consists of three parts, the first part is concerned with reviewing the most important basic terminology related to the attractive surrounding cities, and the second part emphasizes extracting the most important main indicators, and the third part is a practical and applied study of the reality of the Bismayah new city in aims to check its suitability and efficiency for the commercial characteristics and the factors that make this city attractive for residents and for investment. (See Figure 2) which illustrates the structure of the study.

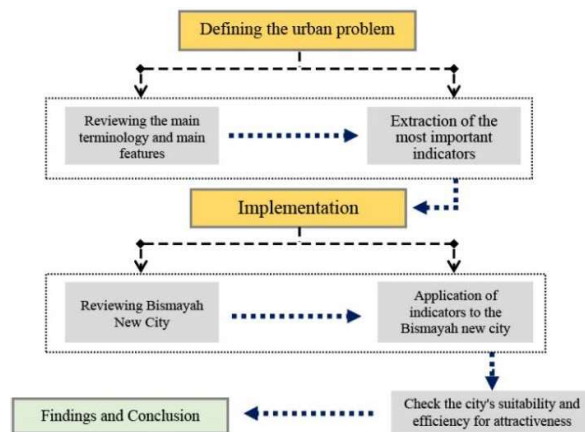


Fig. 2. Study Structure.

3. The most important terms and indicators of the surrounding attractive cities, which are extracted from leading global experiences

3.1. Terminology of Economic Motives and Goals

The economic factors are at the forefront of most of the components and indicators of the surrounding nucleus cities, and are the main

factors in considering the establishment of this type of city, in search of reorganizing and reviving economic resources that become a solution to some economic problems within the mother city, which resulted due to the huge increase in population numbers, from which most of the Developing countries are facing recently [4], and there are certain areas in the city which have significant potentials and resources, through which new cities can be built, where these resources are economically exploited to achieve the goals of society. The idea of establishing new cities of an economic character, especially in some economically underdeveloped regions, has a distinct urban and economic role to play in their development and prosperity. In this sense, some attractive surrounding new cities have emerged, which are related exclusively to the economic side, where industrial or commercial areas have been established, accompanied by the rest of the requirements of the city. [5]

The indicators of the main economic goals for the new surrounding cities are as follows:

- The establishment of a new economic base, aimed at achieving economic balance in accordance with regional and national scales.
- Encouraging investment and attempting to attract entrepreneurs regionally and internationally, such as tourism, religious or commercial investment.

These goals can be achieved by:

Creating a commercial core for wholesale trade, light industries to ensure commercial balance between the main city and its geographical surroundings in its various territories, and to absorb the potential for commercial accumulation in the main city center, as well as to reduce traffic and urban congestion throughout the city and especially the city center.

Note that this process requires setting up integrated programs for the entire new city,

especially ensuring to provide an affordable housing for most workers in the commercial sector, as well as ensuring to provide a tourism, entertainment, cultural and religious sites so that the surrounding city becomes integrated in its services and does not represent an additional burden on the mother city.

3.2. Terminology of Physical Constituent for New Commercial Cities

The physical Constituent that is produced by the new commercial surrounding cities is an essential reality of the building infrastructure, the built physical environment, and the technology used. The first challenge facing new commercial cities is to ensure innovative ways of financing high-quality infrastructure and logistics, which will be crucial to their success. Such an approach should also include ways to understand the most important indicators of full physical components produced by infrastructure and to identify their main investment returns.

The strategy for the development of the new commercial city should also be taken into consideration as the most important indicators of the physical component, as follows:

•**Indicator of Adapting to Context:** By responding to the local needs of the main city and its cultural and economic context, building infrastructure can contribute to broader housing and economic goals, including achieving a sense of ownership and proud for the residents, as well as taking into consideration the new attractive city identity.

Many researchers in the field of new commercial cities projects have turned towards ensuring that they are developed in the vicinity of metropolitan cities, to ensure that local logistical needs are built, to consider maximizing surrounding economic activities to become necessary to give a sense of spatial ownership to people who are moving to new cities, in addition, to ensure that development activities are developed for their building infrastructure and to ensure that development is done. (Urban

synergy) Between existing old city centers and new commercial cities, in a way that can make them more valuable to residents and investors.

3.3. Terminology of Economic Constituent for Commercial Cities

The need to support revenues, indirect outcomes, and value in new cities, in which there are recommendations for the production of specific places of special productive value for companies and people, that is achieved by ensuring that relevant locations with companies are available to be established in the new commercial city. Innovation and investment will certainly have a complex task and must include planning strategies to achieve a set of indicators as follows:

•**Indicator of Attracting Entrepreneurs:** Includes ensuring the development of main ways in which new commercial core cities can be used by reducing side frictions and strengthening the ecosystems that start-ups and entrepreneurs may require today.

•**Indicator of Innovative Commercial Business Competitiveness:** Creating the innovative value of competing global businesses within the new commercial city puts it in competition with the city's existing urban centers, which include local residents and their ways of dealing with the city life. New commercial cities can keep in mind different strategies, taking advantage of their "novelty."

3.4 Terminology of Strengthening Local Identity and Place-Making

If residents of major cities are to lead the growth and innovation of their new cities, it is essential that these new cities be designed and planned within the spatial identity in which they live, to fulfill their needs and future existence. Which is one of the most important ways to encourage the making of a vibrant commercial place.

3.5 Terminology of Promotion of Societal Aspirations and its Developmental and Moral Values

In addition to the basic planning and design parameters referred to above, we confirm the existence of some intangible developmental and moral values, to ensure the viability of the surrounding commercial cities, according to the following indicators:

- **Indicator:** leave Open spaces within the city to provide flexibility for (organic development) so that communities would have the opportunity to create some special uses to meet their needs for religious and community customs and beliefs.
- **Indicator:** Planning and building cities on a walkable scale to help the diversity of exchanges that allow society to develop.
- **Indicator:** Attracting Residents.

4. Functions and Components of Attractive City

The commercial function is a justification for the existence of the surrounding attractive city and a determinant of its lifestyle. It is the basis for the revitalization and formation of the mother city. Commercial city functions may overlap, and their trade disciplines overlap, and they must be analyzed according to the classification of their business services, through its-self zoning. There is therefore a need for a clear definition of the basis and rules of classification. The classification of civilian functions is not intended to be spatially but rather to be the types of functions and basic business activities that the city generally carries out, that is, the dominant character on it [8]. The commercial function is one of the oldest and most important activities of the metropolitan cities and their satellite cities. These service activities do not provide commercial services only to the inhabitants of the mother city, but also to the people living outside its borders and regional surroundings. Trade and commercial exchanges in general are the origin, engine, and attractant of urban growth, given the opportunities they provide for employment. (40% of commercial city workers in the United States are engaged in commerce,

although only 5% of the city's total area is allocated to it). [6]

Trade is usually closely linked to all layers of society, and it is the area in which all the economic and social characteristics of the population meet and are reflected. Trade plays an important role in the development of urban areas. As for its urban importance, it differs from one city to another, as there are several factors that affect the role it plays in the economies of each of them. [7]

The importance of the commercial function through the executive authority imposed by the central authority, whether in decisions of the economic structure, or in the relationships that characterize the maximization of the economic field, and this importance has led to the multiplication of research, experiments and analysis in this field, which led to the emergence of the so-called commercial reconstruction. [8]

Certainly, the surrounding cities of an attractive commercial character are not limited to commercial activities only, and in order to be a distinct, livable and attractive city for the population, all the elements of the city must be present in it with regard to the logistical services sector within it, and it has independency in the administrative and organizational structure and for each city in general, whether It was a new or existing surrounding city for the logistics services sector, and is depending on the functional and volumetric classification of each service sector in the city. Logistics services can be classified functionally to the whole city into the following, and according to what was mentioned in the experience of the Arab Republic of Egypt (2017): [9]

- **Educational services:** which include kindergartens, primary, intermediate and secondary schools, and public and private universities, which depend on the beneficiary population size.

- **Health services:** which include health units, medical centers, and hospitals of all types.
- **Cultural services:** which include libraries, cultural palaces, cinemas, theaters, etc.
- **Social services:** which includes social organizations, social clubs, etc.
- **Youth services:** which includes youth centers for surrounding villages, youth cities, and youth hostels in the surrounding cities.
- **Sports services:** which include open and closed playgrounds, small and large, and sports clubs
- **Entertainment services:** which include parks, public gardens, green open areas, etc...
- **Administrative services:** which includes the administrative headquarters of the ministries, agencies, government agencies and business sectors.
- **Religious services:** which include mosques, churches and places of worship.
- **Postal, banking and telecommunications services:** This includes post offices, banking companies, and communications and insurance centers.
- **Security services:** which include police stations, fire stations, and private security centers.
- **Commercial services:** which include stores, malls, retail and wholesale places, consumer associations, exhibitions, and everything related to commercial activity that forms the backbone of the city's economy.

4.1 Terminology of new commercial cities and maximizing job opportunities for residents

When the city is large, separate in itself, and crowded with its population with few commercial resources, the percentage of its influence and effectiveness on attracting residents is very weak, as based on contemporary research proposals it is found that the terminology of the link of the population

with the multiplicity of employment opportunities, which is one of the basics of demographic attraction for the growth and sustainability of the city, where it is better to ensure the connection between the place of residence and the place of work, so it is imperative that metropolitan cities take priority in managing their commercial and economic activities through their satellite cities, especially some metropolitan cities that are witnessing rapid urbanization and population and urban growth, as in East Asian cities, and in many other cities in the Middle East, where city planners should adopt proactive strategies for the purpose of providing housing and job opportunities through its commercial and economic activities, as well as improving the logistical and supportive living conditions and ensuring easy ways of linking the residents of the new cities with the mother city.

4.2 The terminology of the competitive attractive city as a motive of economic growth

Among the 750 global cities analyzed in the "Competitive and growth" report, which shows that the competitive or attractive city is the city that facilitates the success of its commercial companies and its various industries to ensure job creation for all residents, increase productivity, and increase citizens' income over time. The principle of improving the economic competitiveness of cities around the world is a way to eliminate unemployment and boost shared prosperity. Where the main source of job creation was the commercial aspect, which usually represents about (75%) of job creation insurance in general. Therefore, city leaders need to be aware of the factors that help attract, maintain and expand their economic activity. Therefore, the new commercial core cities aim to be able to compete. [10]

4.3. The terminology of a competitive commercial city as a factor in attracting residents and maximizing productivity

The success of "competitive commercial cities" is achieved by facilitating their companies and industries, as they work to develop jobs and increase job opportunities, and thus increase the income of citizens. Improving the competitiveness of cities is a path that constitutes an attractive factor in eliminating several problems, the most important of which is to reduce the burden on the growing problems of metropolitan cities, and to work to increase common prosperity. Most global metropolitan cities have grown faster than their national economies since the early 2000s by constructing surrounding cities, and there are still ways for improvement, so that millions of additional jobs could be created every year. And there were more new cities surrounding the metropolitan cities, especially the most competitive ones in the world. But the important research question: How do we make commercial core cities able to compete?! [11]

The successful and attractive surrounding cities have many development dimensions, including social, economic, human and environmental sustainability. Especially those that focus on the commercial economic output represented by the growth of economic output, employment, labor productivity, and the available income for households.

4.4. The terminology of Factors affecting to the success of competitive attractive cities

•Indicator: Transformation of Economic Factor: Economic transformation is the first indicator, and efficiency and productivity gains follow. Big cities do not always reform and grow their economies to be competitive. Especially at low income levels, which these cities usually face the challenge of transforming from a service center for retail trade to a wholesale production center, by activating their commercial function, and through it they seek to increase productivity and benefit from maximizing market opportunities, instead of maintaining the reality of their industrial and commercial mix. At higher

income levels, cities centers usually become more specialized for industry, financial and creative trade, with the challenge again to transform themselves by maximizing economic activity in them into specialized sectors with higher added value. The growth of commercial jobs and their long-term specialization in cities usually leads to tradable productive sectors at the level of wholesale trade, rather than retail trade or other general daily and weekly services.

•Indicator: Ensuring the preservation of affordable housing in the attractive city: Ensuring access to affordable housing is a growing challenge that has been adopted throughout the developed world, and is one of the economic attractions. While the new cities must be attractive, generate profits, to be viable and affordable, and that the primary goal in them is to address the growing social and economic divisions, as a critical issue that must be addressed in their planning and construction, which will constitute the largest and fastest additional demographic growth for the population of the main city, and the poor must have a major role in contributing and participating in any commercial enterprise that enjoys long-term economic, social and political stability as a goal. [12]

Usually, the citizens with middle and low incomes participate in such development projects, especially those who have concerns about the potential for fluctuations and diversification of the commercial housing market, and try to participate in the new commercial diversity, which characterizes the prosperous cities and the vast and distinguished workforce in the production of affordable and suitable housing options for all Socio-economic levels. [13]

•Indicator of Economies of Commercial, Residential and Service Spatial Integration in Attractive Surrounding Cities: Integrative economic development usually occurs through the growth of companies, industries, and various trade in them with their housing complexes and

their logistical and supportive services together, Numerous experimental research finds that the effects of spatial integration will increase the economic productive efficiencies resulting from integrative aggregation, which is an integral part of this development. Usually, industry and commerce in general can be characterized by a wide geographical spread, but the advantages of functional integration tend to be spatially uniform. Geographers and economists usually consider that the natural scope of integration takes place within a geographically unified urban area, where workers usually move easily to their work place, as well as the complementarity of common infrastructure and logistical infrastructure systems, and mutual business knowledge can spread between companies. Spatial proximity tends to be more important for industries and commercial activities, which depend on direct face-to-face interaction and the exchange of experiences between them.

Table 1: Extraction of the most important terminology and statistical evaluation indicators for the attractive surrounding cities.

No.	Main Terminology and Indicators	Code	Evaluation				
			V. Good 5	Good 4	Average 3	Poor 2	V. Poor 1
1	Economic motives and goals	A					
2	Physical Constituent for New Commercial Cities	B					
3	Economic Constituent for Commercial Cities	C					
4	Strengthening Local Identity and Place-Making	D					
5	Promotion of Societal Aspirations and its Developmental and Moral Values	E					
6	strategic planning constituent	F					
7	New commercial cities and maximizing job opportunities for residents	G					
8	competitive attractive city as a motive of economic growth	H					
9	Maximize national productivity	I					
10	Successful of competitive commercial cities	J					
total score							

Note:

The evaluation is determined by the researcher based on the specifications and details of the research samples, and the degree of their actual match in the proposed project for the evaluation,

Table 2: The results of the statistical evaluation of the proposed project are calculated as follows

The evaluation score obtained from the general indicators (%)		Evaluation Result
1	80-100 %	Excellent
2	79-70 %	Very Good
3	69-60 %	Good
4	59-50 %	Average
5	Less than 50%	Poor

Note:

The evaluation is determined by the researcher based on the specifications and details of the research samples, and the degree of their actual match in the proposed project for the evaluation, in addition to the researcher's participation in the personal field evaluation of the project, or by using (an information questionnaire) on evaluation indicators by users.

5. Implementation

5.1 Bismayah New City Analysis

In 2011, the National Investment Commission (NIC) proposed the new Bismayah city project as a model project and the first of its kind in Iraq, as the National Housing Program was launched as part of the economic development plan in Iraq. [14]

The new Bismayah city project is one of the first and largest development projects in the history of Iraq, as it is located to the southeast of the city of Baghdad, about 10 km away from the borders of the city of Baghdad and on the international road linking the governorate of Baghdad and Kut. The area of the project is (1830 hectares), and it is hoped that the city will accommodate about (600 thousand people) in its final stages, in addition to the total number of housing units (100 thousand housing units). An integrated network of infrastructure including electricity, water and main streets will be established, as well as the availability of integrated community services to accommodate the need arising from housing units, which the government of Iraq will develop, including educational, religious, recreational and commercial services, as well as water treatment plants and wastewater treatment. The new city of Bismayah, upon its completion,

will represent a new development pole affiliated with the capital Baghdad, due to the availability of housing for the life of (600 thousand) Iraqis happily enjoying comfortable housing, and it will be one of the most distinguished cities in Iraq and the Middle East, and the first integrated project with its services from the projects of the National Housing Program [15].

5.2 The Location

- The new city of Bismayah is located near the borders of the city of Baghdad, on the international road Baghdad-Kut, and on the left side of the southeastern Baghdad Gate.
- The site can be accessed by using the road linking the governorates of Baghdad and Kut, as well as the possibility of linking it to the eastern governorates of Iraq in the event that it is adopted as a site for trade exchange between Baghdad and the neighboring regions.
- The site is about (10) kilometers southeast of Baghdad (Al-Madaen area), and (25) Km from the city center of Baghdad [16]. (See Figure 3 & Figure 4).

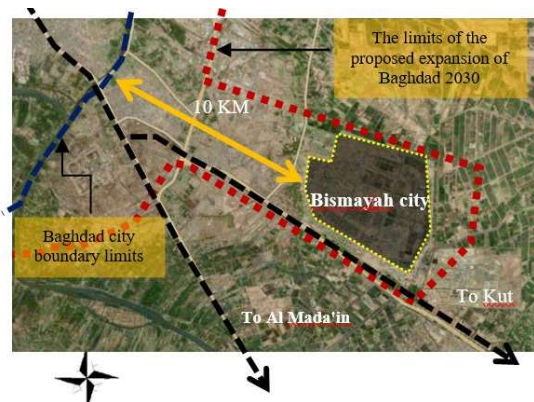


Fig. 3. The location of Bismayah new city and its relationship with the mother city – Baghdad. Source: The Researcher

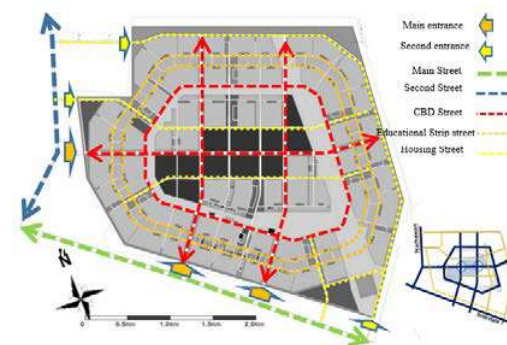


Fig. 4. The main, secondary roads that surround the city, and the main and secondary entrances. Source: The Researcher

5.3 Land Use

The project is divided into (9) sectors, and it contains (8) residential neighborhoods, where the neighborhoods include the residential function with its service and commercial institutions, as for the remaining part, it is located in the city center and has the advantage of being a business center, where all governmental and commercial activities take place [17]. (See Figure 5).

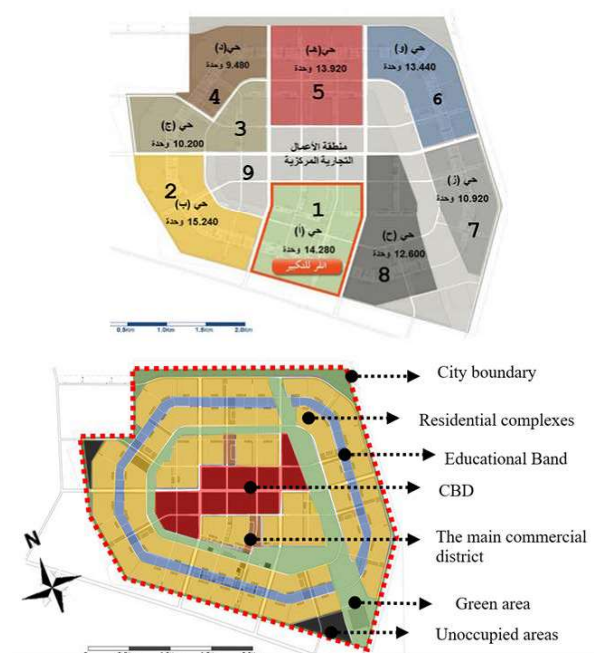


Fig. 5. Sectors and residential neighborhoods of Bismayah city. Source: NIC

The project generally consists of several different functions, including the residential

part, which contains in total (100 thousand) apartments with areas for the possibilities of apartments (100 square meters, 120 square meters, 140 square meters), and in the middle of each of the residential complexes are green open spaces for the elderly to gather and for children to play.

As for the educational band that permeates residential complexes in the middle of it, it includes schools, kindergartens, health institutions, and infrastructure services, as well as markets, shops and general community functions. The project includes police stations, civilian centers, stadiums and shops, sports facilities, places of worship, and other tourist attraction sites, which were decided to be built in phases according to implementation priorities, starting from 2014. The main CBD, in the middle of the city, are distinguished from the areas that will play an important role in the city after its completion. (see Figure 6 & Figure 7).



Fig. 6. Land use plan for Bismayah new city. Source: NIC

The land uses in the new city occupy different percentages of the project area as shown in (Figure 6), where the residential area occupies the largest percentage of the project through the central residential logistics service buildings that contain schools, kindergartens, shops and a mosque (for daily use). While the green belt area and indoor green spaces occupy a smaller percentage of the residential sites with the largest proportion, as well as for the proposed Central Business District (CBD), down to the unoccupied reserve areas, which occupy the least percentage of the entire project.



Fig. 7. Perspective shots of Bismayah city components – The Researcher.

5.4 CBD Land Use Proposal

The proposed central area for the new city of Bismayah is of great importance and effectiveness, given the basic and vital activities contained in the design proposal to serve the city and its residents. The central area includes several different jobs; the commercial part occupies (11.5%) of the total area of the central business district. As for mixed use, which is made up of residential towers and other activities, it occupies (40%). As these two parts are among the most important axes of the region, and it can be considered a pole of commercial growth that contributes an active role in the process of trade exchange between the new city and Baghdad governorate, as well as the eastern and southern governorates. The central district also includes the administrative headquarters, the Grand Mosque, the Sports City complex, the cultural and commercial center, mixed use, offices, hospital, hotel, a station, as well as the main park.

The CBD design proposal was put forward by the Korean Hanwha Corporation according to two main principles:

- **The first principle:** by creating a central strip for the central business district, as it relies on densifying the strip in commercial complexes.
- **The second principle:** by creating two central business nodes serving the northern and southern locations of the housing complexes, so that they depend on increasing and maximizing the densification around the two main nodes, and thus

creating an attraction point along the entrance to the city, as well as planning the city's landmarks with the highest density.

As for the commercial area, it was also designed according to two principles:

- **The first principle:** Creating a connected commercial axis, where the commercial area works to connect residential areas with the CBD, and works as a commercial network, as the commercial area is considered a support area for the business strip.
- **The second principle:** an integrated commercial network of services, keeping in mind the experiences of previous countries, as it acts as a commercial nodes of human scale along the commercial area connected to the center of the business area. (see Figure 8).

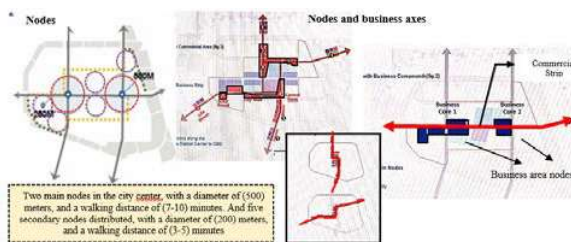


Fig.8. CBD, nodes and commercial axis. Source: The Korean Hanwha Engineering and Construction Company

The commercial district includes the central market, cafes, restaurants and all important commercial activities. The central area also contains mixed-use buildings, commercial activities, and a sports, cultural and educational complex.

The new Bismayah City project is a residential city project with comprehensive and integrated services, and it is a model for possible new residential cities with the aim of expanding the city of Baghdad within the long-term strategic plan, which aims to withdraw the overpopulation of the city of Baghdad and move towards new urban centers, as it is the nucleus of a residential and industrial, or commercial city. The new city

of Bismayah is a model for a healthy and sound environment for the growth of young and new generations, ideally, to form an important pole of basic growth for the city of Baghdad, and this is done by constructing and creating a nucleus city that matches existing cities in developed cities in terms of integration of services and availability of decent housing.

The availability of development potentials in the regions surrounding the new city of Bismayah can create new opportunities for residents to work, as the city is integrated with services, but does not have any current economic basis that distinguishes it. Therefore, there are proposals, according to the source, that can be proposed: [18]

- A proposal to establish a university, located to the south of the city, which was among the proposals of the new city of Al-Mada'in on the same axis.
- The integration of the city with the surrounding cities, and the proximity factor plays a role in regional interaction and increasing the availability of job opportunities.

6. Application

Note: An extraction of the terms and indicators of the applied field study referred to above, came through the extensive study that the researcher carried out during the preparation of the master's thesis.... to see

Master's thesis title: Planning and Design Strategy for Satellite Cities (City of Baghdad as a case study).

Table 3: Application of the most important terminologies and indicators to the new city of Bismayah.

S/N	Main Terminology and Indicators	Second Indicators	Code	Evaluation				
				Very Good 5	Good 4	Average 3	Poor 2	Very Poor 1
1	Economic motives and goals		A					
	The establishment of a new economic zone		1-A					*
	Encouraging investment and trying to attract entrepreneurs		2-A	*				
2	Physical Constituent for New Commercial Cities		B					
	Adapt to the context		1-B		*			
	The social component and infrastructures		2-B		*			
3	Economic Constituent for Commercial Cities		C					
	Attracting Entrepreneurs	Facilitate doing business	1-C	*				
		Reducing establishment costs and risk costs	2-C			*		
	Innovative Commercial Business Competitiveness	Ensuring a convenient built environment	3-C	*				
		Smart multi-use planning	4-C	*				
4	Strengthening Local Identity and Place-Making		D					
	Availability of pedestrian paths and public places		1-D	*				
	Availability of flexible internal signs		2-D	*				
	Retail system		3-D	*				
	Entertainment and logistical services		4-D	*				
	Integration of local heritage styles		5-D		*			
5	Promotion of Societal Aspirations and its Developmental and Moral Values		E					
	Availability of spaces for community use		1-E	*				
	The human scale of community participation		2-E	*				
	Attracting residents and investors	Collective participation of the residents of the area	3-E			*		
		Strengthening social relationships	4-E			*		
		Ensuring the personal choice of city residents	5-E		*			
6	strategic planning constituent		F					
	Topographic and geographic suitability of the site		1-F	*				
	Commercial compatibility with surrounding territories		2-F	*				
	Regional contiguity with existing production sites		3-F			*		
	maximizing job opportunities for residents		G			*		
8	competitive attractive city as a motive of economic growth		H		*			
9	Mechanism national productivity		I					
	Expanding existing commercial activities	Favoring open market zones	1-I			*		
		Increasing production centers for import & export	2-I				*	
		Participation as free trade	3-I					*
	Administrative and financing facilities	Modeling management standards	4-I			*		
		Securing local and infrastructure	5-I	*				
		Activating skills and innovations	6-I		*			
	Future financing by occupancies		7-I			*		
		Relative and subjective commercial features	8-I			*		
10	Successful of competitive commercial cities		J					
	Economic factor such: productivity gains		1-J			*		
	Facilitate affordable housing		2-J	*				
	Spatial, commercial, residential and service integration		3-J	*				
The table of evaluation obtained for the Bismayah City project = Excellent								
Total score				133 out of 160 (83.12%)				

7. Findings

- The study showed that the new city of Bismayah, which we have evaluated, is a city belonging to the city of Baghdad, and it does not currently have any clear economic basis in it that makes it a self-sufficient city, due to the lack of completion and all its expected activities, especially its central business area and its supportive commercial activities.
- The new Bismayah City project is a residential city project with comprehensive and integrated services, and it is a nucleus

model for possible new residential cities with the aim of expanding the city of Baghdad within the strategic plan, which aims to withdraw the overpopulation of the city of Baghdad and move towards new urban centers, as it is the nucleus of a residential and industrial city or Commercial. The new city of Bismayah is a model for a healthy and sound environment for the growth of adolescent and young generations, and ideally, to form an important and essential growth pole for the city of Baghdad, and this is done through the construction and creation of a nucleus city that matches existing cities in developed cities in terms of integration of services and availability of decent housing.

- The residential activity occupies the largest part of the city, making it an attractive residential city in the first place, and the elements of life are available from social, educational, commercial and entertainment activities.
- The city is not surrounded by a clear green belt that defines it and gives it the character of independency, and this is what makes it vulnerable to future expansion in the long run.
- The city is located within a strategic location, on the Baghdad-Kut road, which makes it a good location for attracting investment, and a site for trade exchange between it and between the southern and eastern regions and the nearby areas.
- Residents work outside the city, due to the current lack of job opportunities, which increases the burden on the metropolitan city of Baghdad.
- There are no clear attraction indicators currently in the city to activate the proposed investment operations in it, and to create new job opportunities for residents.
- The comprehensive development plan for the city of Baghdad 2030, which was prepared by the consultant, Khatib and

Alami, proposes that the northern development poles - the sabiyat, be administrative and commercial poles in order to allow trade exchange between them and the northern governorates, and this necessarily requires the presence of another pole from the eastern and southern sides in order to cover the greater part of the regions and governorates adjacent to Baghdad.

8. Conclusions:

In this study, the new city of Bismayah was reviewed for the purpose of testing its efficiency and suitability for the attractive characteristics, as the study shows the possibility of maximizing the efficiency of surrounding cities and making them cities capable of attracting both population and investment, which increases the effectiveness and importance of the surrounding city and provides opportunities for urban development and attracting residents.

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