**Abstract**

The aim of this paper is city development strategies preference using Analytic Hierarchy Process (AHP) method. In this research city development strategy preference for Esfahan metropolis was categorized in six main criteria including physical organizing; spatial form, dynamism of urban economic, social livable, environment, sustainable accessibility and good governance. Each of these criteria was categorized in several sub criteria. Results of indicated that sub criterion of spatial equality with weighting mean 0.1 was determined in first rank, sustainable income with weighting mean 0. 6 were in second rank, urban tourism development with weighting average 0.7 and air pollution decreasing with weighting mean 0. 6 were in next ranks and finally vision statement of future city gained fifth rank. Ultimately have been discussed strategy planning.

**Keyword**s: City Development Strategy, Preference, Analytic Hierarchy Process (AHP), Esfahan.