



ORIGINAL ARTICLE

Analysis of the Aesthetic elements of Urban Landscape and providing urban Design strategies to improve the quality of visual Presentation (Case Study: Qazvin street, Tehran, Iran)

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ABSTRACT

Urban landscape has comprised of several components that are related in all parts. Creating an image of environment is bilateral relation between observers and observed. The effect that urban landscape creates on observer is tangible and non-touchable. When discuss about urban landscape, what forms in minds, is combination of designs, colors and forms that appears chaotic, ugliness and with no special identity. In this paper, in order to gather the required part of the basic issues of landscape and aesthetics issues and what is referred to as the visual quality, the study carried out by descriptive -analytical and applied method and data collection was performed by studying the library document and finally, the case study of Qazvin street was investigated to clarify and define the terms, principles of predefined elements to some extent.

Keywords: Landscape, aesthetic elements, visual quality, design strategies

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INTRODUCTION

Urban landscape is a new field of urban study, which is not limited to symbol, but study the citizens understanding of an urban area in communication with the urban symbols and their physical applications, by study of historical and social events. Urban landscape, decodes urban historical developments and minds of citizens, in a way that historical traces remain on urban face. Although urban landscape, according to the sense of authenticity has been created; but functions and urban body is the instrument of urban control and guide [1,2]. When speaking of urban landscapes and view, what takes shape in mind, is a combination of designs, colors and forms that reveals ugliness and abnormalities in the eyes and minds of citizens. Beauty should not be considered as an unnecessary luxury. As these aesthetics works, create durability qualities in mind of citizens. Areas of change and reform of the public's attitude toward the subject aesthetic perspective and emphasize on the importance of beauty in man relaxation and promoting the visual quality of urban spaces arte of fundamental issues in the study of aesthetics urban landscape [1-3]. Urban space itself is as an objective phenomenon that is available to the public. Data coming from urban areas, are not only physical and visual information, but are information that could be perceived by all the senses. Therefore, landscape of urban space, is all information in the space provided and could be perceived by the senses, and will be processed in the process of perception. Information on the form, function and meaning of space. Therefore, indices of a landscape on multiple levels, from fundamental level, reveal itself in this process. Of primary importance that is considered in shaping the landscape, are the exterior appearances of the buildings. Facades that each are implemented by designing architecture that is possibly to have negative or positive effect to aesthetic issue and respecting to visual aesthetics principles or have sense of satisfaction or not satisfaction in citizens mind of urban landscape that are living in it. In urban design regarding the beauty criteria, it should be noted that the urban body has constituent of what elements, and these elements have what functions and how they will show their performance in accordance with their functions [4,5]. Cities with desired visual aesthetic by extending aesthetics experience to citizens provide promotion of mind image of their community and enhance civic pride they provide and by promoting to urban image at an

international level of strengthen competitiveness capability of an urban to more attraction of investment and creative citizens. Recently, in Sweden an interesting scheme to more encourage of people to use the usual steps instead of electrical stairs was applied. In this case, they changed the usual stairs to a piano. In this initiative project, the musicals stairs replaced with usual and common subway stairs and interesting result was obtained. Experts designed and installed special pressure sensors in normal stairs floor that by passage of pedestrians on them, the sound like a real piano can be heard. This project called "The Magic Mountain" and was installed in City of Duisburg Park by Hayek and Ulrich. Experience of elevated overpass and winding that is, a resort for children and youth, and others is the largest and most particular overpass. The internal sample cases can be enumerated as Karun River in Ahvaz, Khuzistan province of Iran that is one of the most spectacular attractions of country and even Middle East. To create a stylized aesthetics and spirit of citizens of Tehran, musical fountain of Mellat Park, re-launched. This fountain has composed of mixture of an intelligent system, water, light and music and has a floating structure consists of 36 main effects and 456 side effects of lighting that for the first time has been designed and built by an Iranian company in collaboration with a foreign company. In the case of aesthetic elements of the urban landscape and urban design strategies in order to enhance visual quality, several researches have been conducted in the view of experts that have been summarized in Table 1. Of the problems in the region, it could be stated that presence of inconsistent and uncoordinated uses and formation of commercial sector in some poor quality buildings has led to undesirable view. Similarly, the lack of proper form and edges and intersections and lack of urban street signs and elements along the street are of the visual problems that can be noted. There is also no cultural center and required activity centers, and specific location for the station has not been built. In the case of traffic it can be said that there were a lot of interference for passing vehicles and pedestrians and due to the loss of vitality and beauty of the landscape, the study area has been considered as one of the problematic area. Also in the area, the floor needs to be renewal due to inappropriate floor and in this area in the case of the quality of urban furniture, urban furniture have been placed at a low level. The aim of this study was to analyze the urban landscape by aesthetic criteria and in this regard, the objectives of identify the aesthetic principles of landscape, reinforcing factors affecting the aesthetic perception of the urban environment, enhance visual quality of urban environment, strengthen citizen participation for urban design of urban Landscape, and good relation with other elements of urban aesthetic quality of urban space were presented. The current survey seeks to answer the questions "what are the criteria affecting the beauty of the city and its shared components by improving the visual quality of the urban", "with presence of several scientific, artistic and educational centers and sometimes with the presence of some organizations to beautify the street of Qazvin, the visual quality has improved to what extent", "what are the operational strategies and implementation to enhance visual quality and aesthetics level of Qazvin street".

TABLE 1: URBAN DESIGN PRINCIPLES AND RELATED CRITERIA TO IT

The rules for urban design	Effective element in urban design	Research title	Researcher
Since much of the landscape urban consisted quiet street in remote locations and uniform and common elements, it may be useful to the maximum utilization of local skills in the field.	Beautiful gesture	Selected urban landscape	Cullen, 2008
Street that displays beautiful of dislocation and projection, rather than draw the eye to a single view. Eye absorbs in a maze and therefore is a peace and tranquility of mind.	backward and projection		
In a closed space, eye reacts to the truth. This reaction is a constant reaction, when we entered into an enclosed space. When walking inside of a space, until getting out of a space, and until a landscape suddenly appears, view remains unchanged. On the other hand, enclosed space can be created in a street with fracture and the eye takes the view and act like a progressbarrier of eye of landscape	Enclosed space		
Building rich in composition and color effects more prominent on the floor. If the ground floor has a large flat-bed of gray, the buildings appear to be apart from it, because the floor cannot caused glamorous image like building for eye. One of the most important elements of integrity and continuity in urban areas is the bottom element.	Connection and junction (floor)		
Ordinary objects such as a self-contained body with lively	Prominent objects		

colors due to the force of its own superiority and their validity are more glamorous for eyes in public landscapes. the word of "prominent" is described for items such as street furniture and structural elements, which are usually not expected, to absorb as the way described the eyes in comparison with works such as sculptures, posters, etc.			
Of all assistances of nature to urban landscapes, of course, the tree has more role than other factors. The relation between the urban landscape and trees has long and interesting history. The means that a tree like buildings contains structure that have led to the creation of an architectural plant style spin had already accepted, but today trees in their proper place are considered as an living organ that its presence in our residential space is conditioning. In this way a new relationship between the natural and organic architecture is possible	Adding trees		
Facade materials should be made according to geographical location and use of buildings in a selected area. Use of materials, which are unstable against conditions and lose their color, over time will lead to ugly up view of the street. The color and texture both are of designing elements and regarding to their high visual influence in visitors it should be necessary in the kind and the amount of their usage. Color represents the spatial character and should be matched with designed facades and kind of street (commercial, office, residential). Our expectations of every street are different and each requires a certain sense of hope.	quality, color and texture of materials		
-Design of exterior lighting should be considered as part of the general idea of posing and the following recommendation are presented: -if the light source lead to decrease the visual attraction of facades it should be placed in a way that is hidden from public view. -it is better that exterior lightening clarifies the body elements, or any other specific characteristic to attract the attention of the light source. - Light source should be placed in a way that the light reflected from it does not create nuisance and disturbance to adjacent structures. -The external lighting should use to attract the attention of passers to shop windows, panels or special decoration. -use light sources that are complement the design of the facade.	Lighting		
Elements that are not part of the original design of the building and later by the needs of the owner or resident over time are attached to the building. These extensions are generally without causing and decrease the quality of housing.	-Additional elements like-channel cooler or cooler -commercial board or guidance signs -Commercial Posters -water pipes, water and wastewater facilities -Electricity, or electricity and telephone split boxes	Theoretical bases and urban design process	Pakzad, 2006

METHODOLOGY

The current study was an applied research that its results will be used in the urban landscape. In terms of survey type it was qualitative research and holistic that with the method of exploration and prospective tried to explain and integrating the theoretical basis of urban landscape and aesthetic and in the process analyzed and presented a strategy for improving the visual quality of the landscape in the field of urban design. In this study, the theoretical foundations of the urban landscape and aesthetics were carried out by searching literature, document reviews to qualitative analyze, and finally, after identifying a case study using questionnaires, observation and imaging data collection carried out. Techniques for data analysis were SWOT and software including Autocad, sketch up, and Photoshop.

Study area

Qazvin Street because of new constructions had no especial historical background and cultural monuments indefinitely. The street has located in district 15 in the region of 11 and was known as a well-known commercial and residential row. Easy communication and its appropriate connection to other parts of the city were of important characteristics of this street (Fig 1).

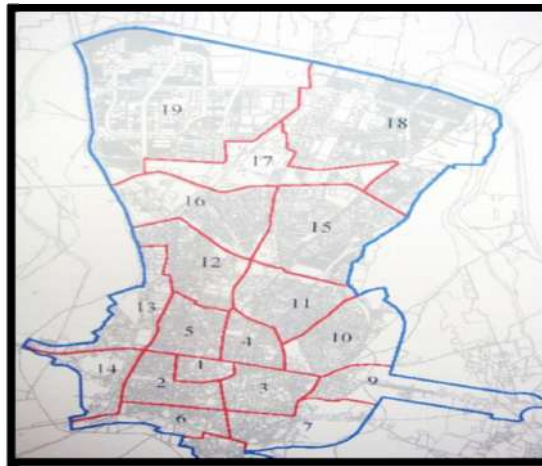


Fig 1. Map of Qazvin Street, region 11 of Tehran Municipality

RESULTS AND DISCUSSION

According to the study, which examined the quality and visual pleasure in the city, for example, Daneshgah avenue in Qazvin street selected patients and pre-designed questionnaire were given to randomly selected individuals. Different age groups were selected for the survey in order to answer the questions in the views of different age groups. The population study of this questionnaire were intended for 20 persons (Tables 2-20).

TABLE 2: DISTRIBUTION OF RESPONDENTS' FREQUENCY ACCORDING TO THE TYPE OF SUPPLY ON THE STREET

Cumulative percentage	%	Frequency	Indices
25	25	20	Commercial and recreational activities.
25	-		Administrative activities related to land use
35	10		Cultural and social activities
100	65		Various activities

TABLE 3: DISTRIBUTION OF RESPONDENTS FREQUENCY ACCORDING TO THE DEGREE OF SATISFACTION WITH THE QUALITY OF THE DESIGN AND AESTHETICS OF THE STREET

Cumulative percentage	%	Frequency	Indices
	-	20	High
55	55		Somewhat
70	15		Low
100	30		Very low

TABLE 4: DISTRIBUTION OF RESPONDENTS FREQUENCY BASED ON CHAOS, AND HETEROGENEOUS OF VISUAL QUALITY ON THE STREET

Cumulative percentage	%	Frequency	Indices
-	-	20	High
30	30		Somewhat
85	55		Low
100	15		Very low

TABLE 5: DISTRIBUTION OF RESPONDENTS FREQUENCY ACCORDING TO THE CHARACTERISTICS OF URBAN BEAUTIFUL AND VIVACIOUS AND LIVELY PUBLIC SPACE

Cumulative percentage	%	Frequency	Indices
15	15	20	Safety and security in urban areas and public spaces
50	35		Foot comfort, design of sidewalk and possibility of social mix and creating interaction spaces
75	25		Permeability and ease of movement and access
100	25		Inclusive space and diversity of uses

TABLE 6: DISTRIBUTION OF RESPONDENTS FREQUENCY ACCORDING TO THE MOST IMPORTANT REASON FOR ATTENDING IN URBAN PUBLIC SPACE

Cumulative percentage	%	Frequency	Indices
40	40	20	Shopping, going to work
55	15		fun and entertainment
65	10		Meeting and Walking
100	35		Other

TABLE 7: DISTRIBUTION OF RESPONDENTS' FREQUENCY ACCORDING TO THE BEAUTY AND VITALITY OF THE URBAN ENVIRONMENT

Cumulative percentage	%	Frequency	Indices
70	70	20	High
90	20		Somewhat
100	%10		Low
100	-		Very low

TABLE 8: DISTRIBUTION OF RESPONDENTS' FREQUENCY ACCORDING TO THE ATTRACTION OF THE STREET

Cumulative percentage	%	Frequency	Indices
35	35	20	Quiet and new street
75	40		Lively and cheerful street
90	15		crowded street and full of people
100	10		Sparsely populated and low traffic street

TABLE 9: DISTRIBUTION OF RESPONDENTS FREQUENCY ACCORDING TO THE RECREATION AND LEISURE TIME OUTSIDE THE HOME

Cumulative percentage	%	Frequency	Indices
45	45	20	Parks, recreational and sport spaces
75	30		Walking in the streets and pedestrian areas
90	15		Restaurants, coffee shops and Hospitality centers
100	10		Other

TABLE 10: DISTRIBUTION OF RESPONDENTS FREQUENCY ACCORDING TO THE DEGREE OF SATISFACTION WITH THE QUALITY OF DESIGN AND BEAUTY OF DANESHGAH AVENUE ORDER

Cumulative percentage	%	frequency	indices
15	15	20	High
65	50		somewhat
90	25		Low
100	10		Very low

TABLE 11: DISTRIBUTION OF RESPONDENTS FREQUENCY ACCORDING TO PLAN OF CREATING PEDSTRAIN, ROAD PAVING AND ORGANIZING AND BODY BEAUTIFICATION, URBAN FURNITURE

Cumulative percentage	%	frequency	indices
70	70	20	Agree
90	20		Somewhat
100	10		Disagree
100	-		Very disagree

Regarding to the questions and their percentages it can be concluded that people with different ideas and age almost like a same kind of a space. They were more willing to see a social context and perspective with variety of activities and aesthetics.

TABLE 12. SWOT TABLE ON LAND USE

Threats	Opportunities	Weaknesses	Strengths
<ul style="list-style-type: none"> -adjacent of therapeutic uses with residential uses and threats for residential uses as well as the efficiency of therapeutic use -creating new uses, regardless of incompatibility with the surrounding uses and a threat to the proper functioning of any user 	<ul style="list-style-type: none"> - presence of appropriate beds for principled increase of buildings density and increase of residential- trade, and residential- official uses -appropriate opportunity for creating new users and strengthening of existing uses, such as cultural and recreational uses 	<ul style="list-style-type: none"> -Presence of inconsistent and uncoordinated uses like repair shop and residential sector -formation of some commercial buildings in some poor quality buildings and creating unfavorable landscape 	<ul style="list-style-type: none"> -presence of variety in existed uses in the street - Appropriate land uses along the path -presence of appropriate green space at the intersection of Moalem -Having a proper distance between the residential and educational parts

TABLE 13. SWOT TABLE ON VISUAL ORGANIZATION:

Threats	Opportunities	Weaknesses	Strengths
<ul style="list-style-type: none"> -density and exalted, and the risk of over-park surrounded the Alghadir park as an indication and strategic point of the surrounding buildings. - inappropriate Construction and a threat to the loss of visual corridor toward the mountains -non principle density and turbulence in the sky line 	<ul style="list-style-type: none"> -opportunity to create a new sign on the street -opportunity to pay more attention to view of the Alghadir mosque and turns it into a visual indication of the corridor -possibility to create a green edge along with the path regarding to present potential of sidewalks -paying attention to buildings and facades intersections and the opportunity to improve the strategic points 	<ul style="list-style-type: none"> -low Attention and lack of strategic vision index in the direction -Lack of proper payment to exhumed body of intersections -Lack of urban elements and signs along the street -Lack of adequate tissue of neighborhood and sense of belonging to space -presence of turbulent sky line in some parts of the path 	<ul style="list-style-type: none"> -presence of canal as an important indicator at the top edge of the street. -street path of Daneshgah street as the main road and having functional roles and traffic -presence of green edge in front of the Alghadir park - Visually corridor toward the mountain from the intersection of Madani -presence of sequence vision even with checkered and regular fabric

TABLE 14. SWOT TABLE ON SPATIAL ORGANIZATION

Threats	Opportunities	Weaknesses	Strengths
<ul style="list-style-type: none"> -giving density without principle and fundamental threat and spatial environment order 	<ul style="list-style-type: none"> -opportunity for enhancing functional areas and giving urban scale to them -possibility to enhance hierarchy ways and develop of further access -possibility to strengthen the green zone on the road near the intersection of Madani according to presence of land without using 	<ul style="list-style-type: none"> -Lack of focus areas in east side of the street -concentrating of educational and green spaces fields in the area near the intersection of Moalemand uniformity of fields in the area near the intersection of Madani 	<ul style="list-style-type: none"> -presence of vast green spaces of green zone (Alghadir park, Moalem garden, DaneshAmooz garden) -presence of regular and chess network of roads -presence of variety of zoning of Street (area of educational, commercial, office, green space) -presence of meeting and activity centers due to various uses

TABLE 15. SWOT TABLE ON BEHAVIOR AND BEHAVIORAL PATTERNS

Threats	Opportunities	Weaknesses	Strengths
<ul style="list-style-type: none"> - establishing behavioral camp and activity centers regardless of needs of neighborhood, residents, and their culture and not accepting of them by people -Lack of organizing camps and centers of mass population in the days with bad weather conditions is threat for forgetting the camps and lack of welcoming citizens 	<ul style="list-style-type: none"> -opportunity to convert unused land to research and cultural centers for youth and recreation centers -Increased public meeting and centers as an opportunity to attract different age groups 	<ul style="list-style-type: none"> -Lack of libraries and cultural center for youth -lack of an identified place for taxi stations -Lack of organizing public reservations centers in the days with bad weather conditions 	<ul style="list-style-type: none"> -variety in the kind of places (park, restaurants, public transport stations, etc.) -renewal and rehabilitation and organizing behavioral places

TABLE 16. SWOT TALE ON TRAFFIC

Threats	Opportunities	Weaknesses	Strengthens
-Lack of pedestrian bridge and hazards for pedestrians -Two-way line alleys without lane and possibility of occurring accidents -presence of motorcycles on the sidewalk and a danger to citizens	-establishing implement policies and favorable opportunity for the development of sport and walking -opportunity for the use of bicycle and reduce the use of private cars -possibility to improve public transport -creating public parking in the region in addition to Paring the cars at the edge of the street	-interaction of high transmission of mounted and dismounted areas and lack of pedestrian bridge -entering motorcycle on the sidewalk	-Lack of too much traffic on the street -Appropriate Access to public transportation -variety in pathways and easy to move and change in direction -presence of public park in the suburbs of Street -presence of appropriate number of bus and taxi stations

TABLE 17. SWOT TABLE ON GREEN SPACE

Threats	Opportunities	Weaknesses	Strengthens
Increased vehicle and environmental pollution as threat to green spaces and parks	-opportunity to transform vacant land of street into green space and park -wide sidewalk and the possibility of making flowerbox and planting flowers at the edge of the sidewalk	- Green space accumulation and green areas at the intersection of Moalem and the lack of adequate green space in the area near the intersection of Madani -Loss of vitality and beauty of the landscape in some seasons, even up to the complete destruction of trees -The absence of adequate planting, garden and flowerbox	-presence of numerous green expanses and having desirable green space per capita - Diversity in the types of green space and trees (area of a single tree, linear, etc.) - Trees line the streets and create a green roof

TABLE 18. SWOT TABLE ON FURNITURE, FLOORING

Threats	Opportunities	Weaknesses	Strengthens
-re-repairing the floor without principles and risk the re-loss of them	-opportunity for idea making to build a unified and immortal urban furniture -possibility of improve pedestrian to cross the blind - Design and manufacturing lamps for street lighting at night and increase double safety and security	-loss and destroy of materials and asphalts n the bottom of the street -Lack of furniture and urban furniture diversity -changing floor materials in front of Alghadir park and gardens of DaneshAmooz and Moalem -presence of defective furniture such as broken trash cans and inefficient	-Having a new floor with the desired color -use of various materials such as mosaic, stone, asphalt - Integrated floor making -Having the materials and new technologies in urban furniture

TABLE 19 . SWOT TABLE ON TYPOLOGY OF FACADES

Threats	Opportunities	Weaknesses	Strengthens
-Arbitrary decision making of owners in the choice of materials and facades and posing a threat to the overall appearance of the street and the loss of integrity -Lack of identity following nettle model for physical appearance is considered a threat to the environment of the street	-opportunity for presenting renewal plan of facades -creating background for demolition of dilapidated buildings and renovate buildings and facades	-Low quality shots the buildings of on the edge of main street with the facades of the buildings inside the alley -presence of many building s with destroyed or semi-built facades along the street - Unfavorable and uniform color of facades -Lack of congruence between the views of the façades of buildings and creation of anxiety in facades and lack of attraction	-preserving rhythm of view of building facades -presence of efficiency in buildings -use of new materials in facades of new buildings

Table 20. SWOT table on morphology

Threats	Opportunities	Weaknesses	Strengthens
<ul style="list-style-type: none"> -Lack of attention to be homogenous or non homogenous of slices and threat to the next constructions - Excessive uniformity in construction pattern and threat to uniformity of environment and the lack of attraction and disgust citizens 	<ul style="list-style-type: none"> -renewal of some environmental bodies and opportunities for creating variation in construction pattern -expansion of most parts of the space and amenities for urban projects development and renewal in the context of urban spaces 	<ul style="list-style-type: none"> -non equal situation in most of the streets -big grains in some areas and not to conform to the general pattern - Excessive uniformity in construction pattern and environment -non-equality for constructions and the loss of facades for space 	<ul style="list-style-type: none"> - Chess and regular texture of street and easy access to services -Simplicity of access to the transport network because of regular and chess texture -balance of mass and space pattern in most parts

DISCUSSION

Combining the strengths and opportunities

According to studies conducted, the uses must be appropriately distributed in the streets and uses should also be strengthened in the street and favorable urban green space with respect to land use and should create on the street. For example, enhancing green edges in front of Alghadir Park and creating green edge along the path regarding to potentials that existed in sidewalks could be investigated and by existence of regular and chess networks, there were possibilities to enhance systematic paths and creating more access. Given the urban scale of urban, street zoning can create variance and of other discussions could mention to strengthen the base and meetings places. Convenient access to public transportation, can improve the situation.

Integrating the strengths and threats

Creating a line of trees and green roofs on the street to avoid environmental contamination could occur and in order to re-repair of versatile using durable and variable materials such as mosaics, stone, and asphalt for floor will provide improvement. It was necessary to use new materials with maintaining the integrity of building facades and inappropriate distribution of uses along the path lead to lack of compatibility with surrounding land uses and improper construction caused visual loss in the mountain corridor.

Integrating weaknesses and opportunities

Due to the wide sidewalk, the possibility of hard work and planting flowers in the margins of sidewalk existed and created appropriate opportunities for solid urban furniture as well as creating the background for the destruction of buildings and new building facades.

Integrating of weaknesses and threats

Due to the lack of a pedestrian bridge on the street, great interaction have been interfered in roadways, pedestrian crossing points, and the presence of motorcycle on the sidewalk created risks for people. Due to lack of suitable facilities in camps and public gathering centers, in days with inappropriate weather conditions, the citizens did not used of such centers, and presence of inconsistent and uncoordinated uses caused adverse effects on the performance of the system (Table21).

Table 21. Table of policies and strategies

policies	strategies	Goal
<ul style="list-style-type: none"> -Establishment active day and night uses for environment vitality -Mixture of uses that lead to diversity and vitality -attractive uses varieties to absorb more pauses in space -variety in applying green decorative elements. -existence of enough light during the day, with an emphasis on night light -paying attention to light and lack of darkness (defenseless spaces) of urban spaces and increase security of places and public spaces - encouragement politics in principle lightening of indexed buildings 	<ul style="list-style-type: none"> -Vitality in function Safety and Security in social dimension 	<p>promote the street as a safe and active environment</p>

<ul style="list-style-type: none"> -The use of natural elements -making some elements as indicators for continuing movement -establishment of uses for leisure time -Planting trees along the main street to reinforce a sense of direction -discipline of the avenue and its specific model for mind image - Visually contact through settlement of buildings with low height with surrounding land uses 	<ul style="list-style-type: none"> -presence -Create a mental image by Vitality 	Efforts on the qualitative and quantitative presence in the streets
<ul style="list-style-type: none"> -Reinforced behavioral camps and places of meetings -paying attention to human scale along the street -varieties and enrichment of activities in public, inclusive of space, diverse users and paying attention to the needs of users -creating variation in the physical details like making floor and etc -preserve and enhancing the visual cues and cognitive through variety of behavioral patterns -development of walk side and open areas and governance of open spaces and paying attention to floor making elements in design and beautification of walking space, elimination of open streams, tables, fences of walking space 	<ul style="list-style-type: none"> -Accumulation of space -Improved behavioral camps 	Spatial with diversity-oriented event
<ul style="list-style-type: none"> -The use of green space, pool use of native and different kinds of construction materials in accordance with climates in artificial details, walking side floor -giving special interests to space like the sound of water -creating harmony in materials, rhythm, bases, and body parts -bodies should be permeable and transparent as possible so that the various activities within each of the areas of the body, gives the sense of dynamics and diversity of visual to monitors 	Development and implementation of walk sides and paying attention to principles of sustainable urban design to enhance the attractiveness comfort of walking, sense of belonging, an exciting and memorable roles	Identity, satisfaction and increase of mental relaxation with beautiful design and attention to human scale

CONCLUSIONS AND RECOMMENDATIONS

By analyzing the aesthetic elements and their interactions with each other as indicators in order to enhance visual quality and favorable environment the results indicated that the Qazvin street as the walk side urban space and in accordance with aesthetic needs had no utility. In order to have effect on a person's mind, must be emphasized on perspective view of beauty and esthetic and should create or make elements that brings enhanced visual quality, varieties and validity in the environment and make them highlighted in case of functional. In the present study, it was tried that according to the aesthetic elements of urban landscape enhance visual quality to express and for the purposes and policies of project the case of street of Qazvin University was investigated and schemes in improving visual quality were recommended as follows:

- creating identity and collective memory spaces such as artistic cafes, coffee shops, art galleries.
- creating places to pause and wait
- creating detection in space by strengthening existing signs
- design of walls and connected bodies to each other by planting trees
- creating diversity in the design of space through variety of building materials fit with the space
- Consideration of appropriate furniture and chairs that have been decorated with plants
- as this street had riding traffic and interaction of ridings and walking were observed, it is better to making the environment calm through widening the street and organizing the floor by appropriate floor in walking sides for creating safety and security
- to set cafe furniture to create casual environment[1-6](Fig. 2)

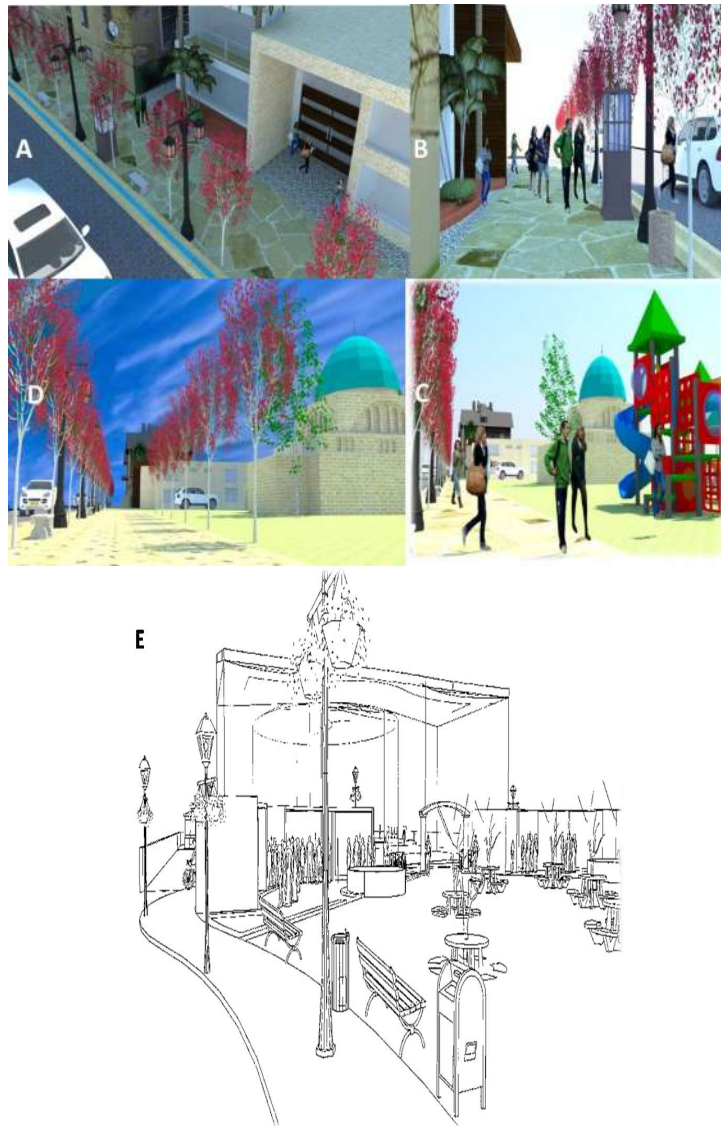


Fig 2. Policies of project in the case of street of Qazvin

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