

Sense of place from the perspective of urban signs based on citizens' viewpoint (Case Study: Elements of Minoodar square in Qazvin)

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Abstract: Physical appearance, actions and meanings, raw materials are places identity. Another aspect of the identity of the place is important but within the elements of human interaction with these forms. Urban elements through physical and visual characteristics, an important role in the creation of images, the citizens of the city is considered. The factors contributing to a sense of place in the citizens of these elements can have a significant impact on urban identity and utility fields. Based on the importance of creating a sense of place identity, location and quality of the environment, the study also examined the concept of a sense of place and its dimensions, the role of the different aspects in creating a sense of place and identity elements of urban utility checks. Given the importance of creating a sense of place identity, location and quality of the environment, the study also examined the concept of a sense of place and its dimensions, the role of the different aspects in creating a sense of place and identity elements of urban utility checks. The population of citizens of the city of Qazvin which 100 were selected by random sampling as a society is vital. Methods used in this research are descriptive and analytical - and the data collection was performed in combination. In the first stage using library resources and documents extracted theoretical knowledge of literature was obtained. In the second phase, which was conducted as a survey, a questionnaire was developed according to the literature the first part of its citizens were collected data from questionnaires were analyzed by spss software version 19. The recognition of different dimensions of the sense of place and the role of each of these aspects in creating a sense of place and identity, urban element to ensure citizens is important.

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1. Introduction

Urban elements through physical and visual characteristics play a major role in the creation of images citizens. Each city provide a clear picture in the minds of its inhabitants, it is necessary to make it possible for them to be able to easily identify its components and in their minds, in the form interconnected to each other, they should also provide the possibility of the formation of the overall structure of their citizens in mind. In addition to physical characteristics, the physical environment is the social meanings (Appleyard, 1979). The elements play an important role in the creation of meaning with urban citizens. But today, less urban design quality will look like readability and because of the attention to different aspects of a sense of place and identity, location; these plans do not clearly meet the need to create an urban environment.

Sense of place, the confluence of physical, mental activities and concepts to the location is vital. It makes sense to convert the space into a sensory and behavioral features specific to people. Objective and subjective features architectural works all through the

outer form of expression and communication that are connected with memories and images, to establish the identity of the place of attachment and thus create effective citizens is important. In this respect, the perspective of the manifest and tangible form is considered the embodiment of visual, functional and semantic (concepts) elements that make up the space can be seen (Behzadfar, 2003 and Mahmoudi, 2006). The aim of this study was to assess the views of citizens in terms of elements such attitude is in Qazvin, which is currently the city's tallest element, explains different aspects of a sense of place as well as the effectiveness of each of these aspects in creating a sense of place in the eyes of citizens be assessed.

Question, hypothesis and methodology:

In fact, this research seeks to answer the question of what aspect is that sense of place and the citizens which of these dimensions would be more effective citizens. The question arises hypothesis is that the emotional aspects of visual elements to create a sense of place are more effective citizens. Methods used in this research are descriptive and analytical -

and the data collection was performed in combination. In the first stage using library resources and documents extracted theoretical knowledge of literature was obtained. In the second phase, which was conducted as a survey, a questionnaire was developed according to the literature in the first part of its citizens have been collected and data from the questionnaires were analyzed by software Spss 19 version of the important factors in creating a sense of place can be extracted this way. The population of this research is the citizens of the city of Qazvin, according to the latest population and housing census in 2011 with a 15 million population. Of these people, 100 patients (50 males and 50 females) were selected by random sampling as a society. KMO sample size according to the amount that is equal to 0.865 was appropriate. These people have a good understanding of the elements of such attitude of Qazvin.

Literature review:

Check sense of place and measures for the citizens, has been the subject of some research. Including the investigation of Bahmani and Kazeruni article reviews 30 cases in which citizens about the impact of some of the most important and squares in the city of Shiraz as nodes and elements as readable and memorable landmarks in the city have been paid. Research results show that 83 percent of citizens who form the bulk of their elements to feel a sense of place is due to the (Bahmani and Kazeruni, 2012).

"Perception of citizens of urban high-rise buildings (Case: Chamran Grand Hotel)", as research in which grace and Asadpour the course seeks to various aspects of the citizens' perception of urban high-rise buildings. The results demonstrated a significant relationship between the hotel and the public interest is aesthetic preference. As a result, the height of the exquisite hotel in the city is the main cause of the people most affected by sensory perception that after a while the effect is diluted (Feizi; Asadpour, 2013: 107-121). This article examines the role of the different dimensions of the sense of place from the perspective of citizens from the perspective of urban elements, a new issue has been less considered. Statistics from the study due to a relatively homogeneous population with social and cultural structure, good reliability and its findings, the achievement of urban design patterns will facilitate other elements. In addition, this study is that in cases of domestic non-residential construction has been paid, the views of citizens about it, the less prejudice resulting from the performance of residential living experience and can be a more general aspect. The results were compared with samples in the city can be contributed to the development of the theoretical results.

1. Theoretical framework

1-1-a sense of place

Before proceeding to the sense of place it is necessary to determine the difference between this concept and the spirit of the place. 9 property inherent spirit of the place is apparent. In addition to the impact on the results of long-term physical changes and relationships in one place, the spirit of the place, which is not constant over time, is effective (Relph, 2007: 18-19). Usually a designer, airy place to create environmental projects with scenes of the development takes into account (Ibid). The spirit of the place is a non-familiar and unfamiliar words, which is the false sense of place in such a way to replace this phrase is usually used to refer to the spirit of a place, the sense of place is wrong. Better sense of place, businesses can understand the distinctive qualities known (Ibid). The confusion caused by the existence of a strong connection between the two concepts is the result where a strong spirit, a strong sense of place can help it. A society with a strong sense of place, it can lead to changes that the spirit of place is strong, impact. According to Ralph, the distinction between the two words understanding and design of both objective and subjective is useful places (Ibid).

Sense of place, just a simple way to explain how a person's perception or understanding of place value and multidimensional concept is not to identify the symbolic and emotional person than the space is vital (Stefanovic, 1998, 31-34). A mixture of conscious and unconscious feelings and a sense of place and receive (perception) is a concept of how to get rich, experience and expression of the people involved and gives meaning to one place and a sense of one's place on the attitudes and behavior affect him in that place (Shamai, 1991: 347-358). Sirkous(2011), a sense of place compared to the branded goods that represent a series of expectations in terms of quality, durability and reliability is (Carmona, 2007: 102). Sense of Place is a concept that has been used in many contexts and scales. Sense of Place is a dynamic link that person to an attachment to the place, awareness of place, of belonging to a place, satisfaction and commitment to the location where it develops. (Shamai, 1991: 347-358; Khaltenborn, 1998: 169-189). Place an abstract sense of distance between themselves and the location makes it possible to understand where (Tuan, 1980: 3-8). A physical space with the measure itself, does not create a sense of place, but the interaction between people and places, and the sense of self generated (Pretty et al, 2003: 173-287). The Norberg-Schulz, a sense of place can be found in places that have a distinct character, and the character of certain tangible things with materials, shape, texture and color are made

(Norberg-Schuls, 1997). Lynch is also the factor that the human sense of place and space, communicate and creates unity. He believes that space should be perceptual identity and identifiable and memorable and appears to create a sense of place. This sense of place can also have a sense of belonging (Lynch, 1997). Shamai believes that the sense of one's place on his involvement in activities related to the effective locations (Shamai, 1991: 347-358).

1-1-1- understanding of different aspects of the environment and a sense of place

Environment perception is a process through which human data need to be chosen based on their needs of the environment. Therefore, understanding the process is targeted and the culture, attitudes and values of the reflection depend on perception and, therefore, the process of understanding the human understanding of the environment is vital (Motalebi, 2001: 6-55). In a collaborative environment, people feel different from their own perceptions and to comply with specific meaning to the environment, are (Partovi, 2009: 7). This is because different people have different interpretations based on their background and experience of their environment. The perception of urban space, have dimensions of physical, social and symbolic at the same time taken into account. Individual differences, such as ethnicity, age, gender, lifestyle, length of stay in an area and move it in all the way for the influence (Madanipour, 2000: 194). Assess different cognitive theories suggest some general concepts. Perception is a fundamental and important role of the media in the perception of fine details. People are learning experiences and more general elements of the phenomenon, distinguish it. How our attitude to the goals and past experiences is Mobini and finally, the assumption that perception is completely determined by external impulse characteristics, it is doubtful. With so much said about the environment and its perception and communication between the perceptions of the environment and create a sense of place there, can be a sense of place with respect to various aspects of human perception of the environment is classified as follows:

1-1-1-1- cognitive aspect: This approach emphasizes the role of human understanding of the environment as the need to create a sense of belonging emphasizes. Based on these knowledge environments for people with more meaning than the same perception and cognition and is less personal.

1-1-1-2- Emotional aspect: This approach refers to the emotional relationship between man and space and the degree of interaction between humans and place has a deep connection and meaning in the formation of this approach in relation to human

knows (Javan Forouzandeh and Motalebi, 2011: 27-38).

1-1-1-3- Interpretation aspect: including meanings and concepts that come from the environment. After our interpretation of memories and mental reserves to compare and interpret the new environmental stimuli relies.

1-1-1-4- Value aspect: includes values that make the goods. Image of the environment, the result of a process in which, along with the personal experiences of each person's value system, the environmental movement played a major role as a filter to understand it.

1-2 Urban Marks

According to Kevin Lynch, the signs of a city in the factors that are outside of the observer comes to the scale they may be very different. He is one of the unique characteristics of the city's landmarks and the unique factor and instead put the memory in mind, knows (Lynch, 2006: 144). By definition, the Matyn et al. urban landmarks as the same element or group of elements that can be defined in terms of visual detail duplicate, separate and distinct (Moughtin; Oc and Tiesdell, 1999:103). But what of all the proposed definitions of urban symptoms seem common is that all are defined, they are elements that mark the location as a point of reference used. The signs are part of the urban environment that appears to the observer, and he helps you, the other components of the environment and other places of power.

1-2-1- signs of urban features

Lynch described the symptoms of the city, counts on two main features: a unique and bumps.

A) Uniqueness of the 14 features sharp contrast with the environment that marks the highlight of the visual environment.

B) The bumps, the bumps can occur when certain buildings can be seen from different locations or deploy it at the crossroads of several routes, the focus should be considered. Lynch, however, other features such as distance and visibility from various points in the city sign of symptoms is effective. For example, according to Lynch, shows that have long distances to orientate in the city or as a symbol that determines the direction of fall (Lynch, 2006: 149). Some of the features that researchers have made in recent decades to city landmarks, including the availability of signs (for example, being at the crossroads of four paths or ways or distance), and content and the signs is optional (signs of cultural or other special functions).

1-2-2- factors influencing the perception of urban signs

Three elements of the urban environment in the form, function and meaning is) Pakzad, 2012: 96). The form features of form and function, Donald

Apple Yard (1969), three due to a better understanding of some of the buildings is as follows: Features of form (the visible structure so that the environment is fully cleaned and having a form of unity, other factors such as the complexity of the shots, color and lighting schemes are less important), visibility features (buildings located at the crossroads and adjacent open spaces or edge of the highway should be seen and remembered) (Lang, 2007: 158

and 159). Above mainly in the area of small-physical characteristics instead of Darnd.ba However, urban sprawl has meaning and symbol-oriented features as well. The semiotic, a sign of a significant unit is to be interpreted as a pointer to something other than themselves in accordance with division of Sanders Pierce, having three dimensions profile, iconic and symbolic (Asadpour, 2012: 142).

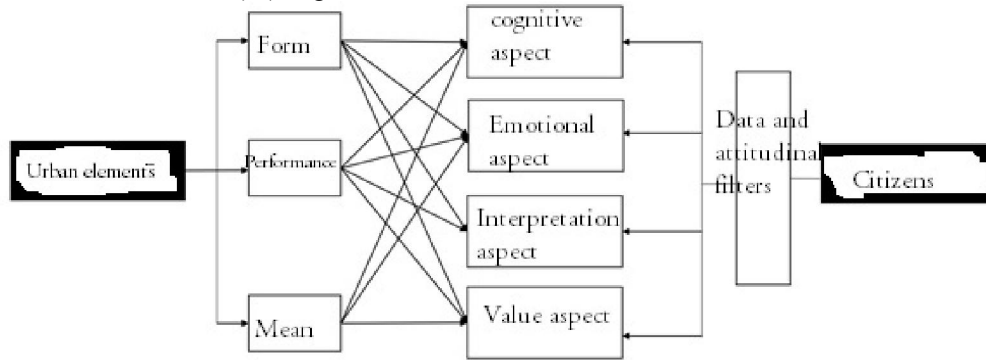
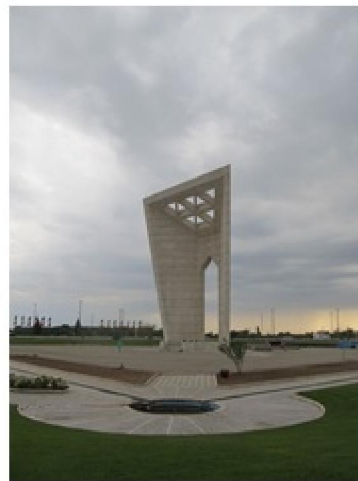


Figure 1. Perception of citizens from the perspective of urban elements, Reference: authors, 2014.

2. Presentation Case study

Cultural elements such attitude of Qazvin symbol name Minoodar at the entrance of the eastern town of Qazvin. The symbol of 43.5 meters with 5.1 meters difference in altitude and the Azadi Tower in Tehran, Iran is the second large urban icon. In the above quoted verse of the Quran elements that invite people to this city safe. The entire structure is made of white concrete elements such attitude of Qazvin with the overall shape of the symbol of an open gate to enter the city. Because the goal is to take advantage of Qazvin city gates is known. The idea of the name of the Prophetic Hadith is about the city of Qazvin, he says: Qazvin door is the door of Paradise has tried building the productivity of Iranian

architecture, modern architecture concepts and criteria to be included. For this reason, an element in the structure of the porch, arches, altar, Shabak and geometric patterns that are characteristic of Iranian architecture can be seen clearly. The roof element geometric grid of 8 Rosen created in the form of a triangle, the symbol of 8 input heavens. The 8 Rosen light to pass through and are reflected in the fountain set up. Geometric design, inspired by the context of its formation is based on right angles and bisector, plan element is a square of the diameter is cut along the sides of the field have diameters. The analogy is white and the structure of the caller or the gates of Heaven, one of the names of such attitude in Qazvin, as well as the name of the location of the project.



Pictures 1, 2. Elements of Minoodar Qazvin. Reference: authors, 2014.

3. Inventory and assess its validity and reliability:

In order to assess the impact of a sense of place in a space with the identity of users, questions in 3 categories include: after the cognitive, emotional and social dimensions were designed according to the target table content and based on the views of citizens were collected. The first part of the demographic questions (age, sex, education, etc.) and the second part, which includes 10 items that were designed to Likert test method 2, which was open to question. Ensure clarity of speech and questions, after the oral test with a small group of the population (including 10 children) were obtained. So it was that they were asked questions one by one to read and explain the meaning of each question. After ensuring the validity of the questions, a preliminary test was conducted with 25 of the population and evaluated the reliability and validity of the questions. The present study was to determine the reliability of the questions was Cronbach's alpha, alpha value of 0.835 show good reliability for questions.

The present study was to determine the validity, content validity, face and structures used, when designing questions to confirm the content of the target table - the content was used. Face validity of

the questionnaire with the approval of the faculty in the areas of urban planning and architecture expert familiar with the study, respectively. Structural validity was evaluated by the loop method that we explain it:

Loop method or internal consistency coefficient means that questions of the questionnaire respondents view their heterogeneity. Internal consistency reliability approach to meet test score on the exam questions will be examined separately to determine the reliability of questions can be used Cronbach's alpha coefficient. In the loop, the coefficient of reliability of all the questions and each question the reliability coefficient is determined. If you remove any question of reduced reliability, an important role in coordinating with other questions and the question is a good question. If you remove the question of validity does not change, indicates that although the question of finding a significant role in congruence with other questions, but to encourage more efficient answer to questions (Homan, 1988: 1-35).

In the present study, due to internal consistency coefficient is not less than 0.7, and with regard to the reliability of the test was equal to 0.835, coefficients were calculated for each question separately.

Table 1. The questionnaire on different aspects of a sense of place
(Reference: authors, 2014)

No.	aspects	Questions
1	cognitive aspect	1. In your opinion, to what extent elements of Minoodar Qazvin such attitude to the environment and surrounding buildings is visible?
		2. In your opinion, how new and innovative forms of elements of such attitude is in Minoodar Qazvin?
2	Emotional aspect	3. Form elements such attitude of Qazvin see how beautiful?
		4. To what extent do you feel standing next to Qazvin Minoodar element loses?
		5. How do you create the form elements such attitude of Qazvin (open question)?
3	Interpretation aspect	6. In your opinion, to what extent the height of the elements of Qazvin such attitude is consistent with its environment?
		7. The form elements such attitude of Qazvin represents special meaning (an open question)?
		8. In your opinion, to what extent elements of height due to its distinct surroundings?
4	Value aspect	9. In your opinion, to what extent elements of Qazvin Minoodar need to distinguish its surroundings?
		10. In your opinion, are these elements in the field, such attitude is in Qazvin to what extent?
		11. Do you use white concrete view to what extent is proportional to the elements?
		12. Based on this element is visible from points around the entrance to the city, how could attract your attention?

3. Results:

The distribution of male and female respondents 16 percent were determined to be equal to 50 participants with MS and higher education. 44 percent have a bachelor's degree and 40 percent of

her education degree and lower. Table 2 shows the general participants. In response to the question "Do you see how the elements in Qazvin city need?" 56 percent considered it necessary to do too much. They historical background of the city and in the city there

is a significant input of their reason. Also, 30% of the necessary total of 14 percent of average and low and

very low assessed was needed.

Table 2. The distribution of population according to gender and education (source: authors)

Population		Level of education				
		Diploma	Associate Degree	License	MA	
Sex	Man	Number	14	6	20	10
		Percent of population	28%	12%	40%	20%
	Woman	Number	16	4	24	6
		Percent of population	32%	8%	48%	12%
Total		Number	30	10	44	16
		Percent of population	30%	10%	44%	32%

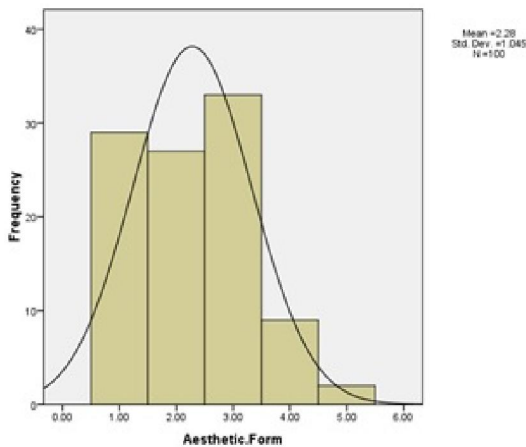


Figure 2. Distribution of answers on the answer to the question: How do you evaluate the beauty of form elements? (Reference: processing of paper)

The results of the correlation between questions and variables of each question, a significant relationship between aesthetic element and the amount of interest people prefer it to other questions, respectively. The majority of citizens (33%) had moderate hotel form of beauty and beauty of form A total of 55% of low and very low-rated hotel (Chart 2). Similar results were obtained for the new and innovative hotel form (Figure 3). Pearson correlation

results in Table 3 show that the views of citizens, a significant relationship between the perception of "beautiful form" with "a sense of pleasure in the face with it" (0.590), "the kind of materials used in Germany" (0.486), "the location of the element (0.411), and" New and innovative form elements "(0.381).

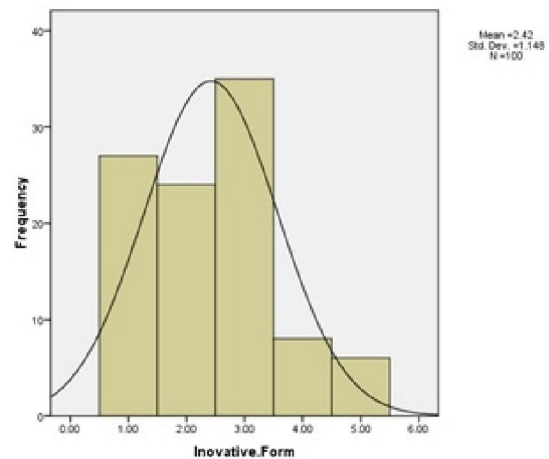


Figure 3. Distribution of answers in the answer to the question: What is new and innovative elements form? (Reference: processing of paper)

Table 3. Characteristics of the physical interface between the hotel and the beauty of form and its context (Reference: processing of paper)

Variable	Correlation coefficient	Significant level
Feel interest in element	0.590	0.000
Feel enjoy in element	0.496	0.000
Location of element	0.411	0.000
new and innovative	0.381	0.005

The amount of interest people in Germany, another important variable that most correlated with other variables shown in this study (Table 4). Accordingly, the public interest element solidarity with "a sense of joy in the face of the element."

(0.609), "the beauty of form element" (0.590), "New and innovative form of hotel" (0.449) and "the desirability of making such attitude" (0.447) was obtained.

Table 4. The interface between the public interest and bed frame element and features (Reference: processing of paper)

Variable	Correlation coefficient	Significant level
Feel enjoy in element	0.609	0.000
The beauty of element form	0.590	0.000
new and innovative	0.449	0.000
Location of element	0.447	0.005

Conclusion:

Expresses the sense of place that makes it possible to understand the relationship between humans and place to place, and with it is created. By comparing the constituent identity of place and a sense of place, it is clear that one and the same components and their impact on each other. This study showed that while elements of "emotional" functional "and" social "element and thus create attachment element of urban identity, a role created at the same time there is a direct relationship between the components. The results indicate it is a very important element in the city.

More than 85 percent of citizens believe that because of the historical city of Qazvin and its communication situation, the need to build urban elements. The interest in these elements has a lot of variables. The results indicated that element of Minoodar Qazvin, a city of Qazvin as the tallest element, despite the high cost of construction, failed to attract interest as a result of lack of attention to various aspects of the sense of place. And its physical location as it has the potential to create a favorable and attractive benefit the urban landscape. Analysis showed that the citizens "of the new form and innovative design" and "The location of the element" in the third and fourth priorities affecting the level of aesthetic perception people and this is while people feel good in the face of high building that previously was not present in the highest correlation in their aesthetic perception.

The results also show that a sense of joy and beauty in the face of element element forms a major role in promoting the public interest element. "New and innovative form element" and "the desirability of making element" People are interested in the next step. Thus, the height of the innovative element of attention and knowledge is pleasant feeling of the people most affected by sensory perception, and after a while, the effect will fade. Lack of capacity due to lack of understanding and interpretation of architecture and sense of humor is the idea of integration, will be able to layer the mental architecture and the life of citizens has elements of added memory. The building of this kind is only the feelings of transience that will lose color over time.

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