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Landscape Approach in Creating Vitality in Valiasr Avenue An Emphasis on Creating the Sense of Place*

A Case Study of Valiasr Avenue (The Distance between Vanak Square and Parkway Intersection)

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Abstract

Domination of modernism and non-holistic thinking in the past decades has caused the cities to lose their vitality and vivacity. Consequently, streets as the main constituent of the cities structure, the destination and the promenade of the people during the last decade have turned into smoked- filled route congested with traffic. Tehran as a metropolis has been no exception. The physical and bipolar look (Cartesian dualism) have made it impossible to create a sense of place and vibrant community spaces. Unfortunately, in contemporary urbanization, the sense of place has received less attention. The available studies have considered it as an object; an object which is lying in front of the human, but has not been standing by the human. This qualitative-deductive study draws upon landscape approach to identify the vitality components and their relationship with the sense of place. To this end, we have chosen the Valiasr Avenue as a case study because it is popular with people for its historical identity and collective memories. Methodology: Data were collected using Behavioral mapping and a questionnaire and the relation between the quality of spatial, semantic and physical aspects of Valiasr Avenue and the vitality rate were investigated. Friedman test formula and SPSS software were used to weigh the components of the vitality. As a result, a series of strategies and solutions have been proposed to revive the historical-recreational landscape of Valiasr and to increase its vitality, strengthening social activities and emphasis on collective memories were recommended.

Keywords

Vitality, Landscape, Sense of place, Identity, Holistic perspective.

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Introduction and statement of the problem

In comparison with other cities of Iran, Tehran, the 200-year-old capital of Iran, is young. However, it has a complex social and political structure. The migration and social polarization between the northern and southern regions of Tehran are one of the most important social features of this city (Madanipouri, 2000: 32). For this reason, creating a sense of space and shaping social relations has encountered difficulties in this metropolis, and urban planners' modernism and non-holistic view of urban planners has diminished the audiences' sense of space and, consequently, reduced the vitality of the city. Reducing vivacity in urban spaces is one of the problems that must be addressed to improve urban revival and rehabilitation. Unfortunately, urban regeneration - and rehabilitation in Iran is in its initiative, and research and planning on this area have been mainly limited to its physical and aesthetic aspects. That might explain why the streets and urban spaces are converted into traffic-congested areas, and the opportunity to take time for social interactions among citizens are slight. The lack of semantic association in design and planning has caused the residents of Tehran to lose their sense of spaces, and Tehran's identity has started to fade away.

Given the unique nature of the landscape approach and its strategies, urban renewal based on this approach can offer a proper solution to the urban planners who are concerned about contemporary Tehran. The landscape designer adopting a holistic view prioritizes cultural and historical identities and honors social groups and capital. In so doing, it tries to create a balance between the past and present and to modernize urban spaces with respects to the culture and identity of the nation. Thus, it stays away from imitations and avoids being a mono-dimensional. This paper examines the underlying elements of the vitality of streets and urban spaces in order to promote social interactions of citizens which are one of the most effective capitals for urban rehabilitation. For this purpose, we have selected the Valiasr Avenue as a case study to investigate how the lack

of dynamism and vitality of Valiasr are associated with planning and the focus on its physical look and traffic problem rather than its sense of place which is the main constituent in new urbanization. However, few studies have attempted to develop the effective criteria for vitality or investigated interrelationships between the sense of the place and vitality. Having the criteria for vitality and explaining the relationship between such a sense and urban vitality can be considered as the basis for organizing, planning and selecting urban planning rules, and crisis associated with sense of being lost and identity loss experienced by today's man in urban spaces are related to lack of sense of the place and attention to his being (Heidegger, 2006: 32).

Literature review

Jane Jacobs and Kevin Lynch are among the most famous people who have specifically addressed the issue of vitality. Their point of views has been criticized though they are appreciated. Jane Jacobs believes that diversity will lead to vivacity. In fact, applications create activities, Since there are a variety of miscellaneous applications, the diversity of activities is also expected, and as a result, there are a variety of people visiting the place at different times of the day. Therefore, the requirements of the vivacity of the street are the mixed applications and varieties (Jacobs, 2007:160). Kevin Lynch in (Lynch, 2000: 166-155) mainly examines the vitality on a large scale. However, in his classification, he mainly considers biological and ecological criteria and ignores factors such as social and cultural issues that are just as important as the ecological factors in their discussion. In a study conducted in Iran by Golkar on the vitality of the city (Golkar, 2007: 1-3), urban vitality was defined as one of the components of urban design quality. Golkar's approach to vitality is purely physical, and the perception of the audience and feeling about space have been ignored and status of being crowded or crowds are conceptualized the same as urban vitality. Many studies have been conducted on the vitality of urban spaces around the

world, but so far no comprehensive research in the field of landscape architecture has been undertaken to examine the principles associated with the vitality of urban spaces, and available master's theses in architecture and urban planning have just examined this issue from physical angle. What differentiates this research from other studies is that we have examined different aspects of vitality (from the point of view of urbanization, sociology, psychology, and landscape). To understand dynamism and vitality, we have attempted to have a better grasp of the audience's perception through the semantic layers of the urban space. In this research, the characteristics of the audiences in the location are considered. This research is systemic and adopts the holistic landscape-driven approach to examine the audiences' perceptions, the urban space and the interactions between them. In so doing, we have attempted to identify the components of landscape design vitality as they are the responses to the needs of the outer spaces and the growth of civil and social dynamism.

Theoretical underpinning

• The concept of vitality

In Robert Cowan's dictionary of urbanism, livability and vitality are used together to describe the feature of the successful small and large centers of cities (Cowan, 2005:442). The word viability and vitality are interchangeably used in the Persian language, in urban design literature, the word of vitality stands for vitality and Livability in English (Dadpour, 2012:34-39). Urban vitality is not about the degree of crowdedness and the number of people attending urban spaces, but rather it deals with the quality of the people's presence. Such a definition depends on the location of the landscape, where the audiences from all walks of the life are engaged in voluntary and social activities in addition to mandatory activities. With reference to the above definitions of the livability, to identify its components through the lens of the landscape approach, we first examine how theorists of urban areas have conceptualized this term.

- Vitality through the lens of theorists

a) Different theorists have addressed the concept of vitality. Charles Landry¹ has classified this urban concept into different areas as it is detailed in the table 1. Kevin Lynch (1998) defines vitality in terms of desirability and the support provided by the place from vital functions, biological supplies, capacities of human life and he lists the five components of stability, harmony, safety, profit, protection, and maintenance as livability (118-124). Jane Jacobs believes that the liveability of public spaces, the neighborhood and the city is the result of a series of meeting and public contacts that are usually spontaneous and stimulate a sense of community character in the inhabitants. In his publication entitled "Seven aims for the livable city" in 1997, Salzano², defines vitality as having an identity and social life in the city, the prosperity, and the progress of society and individuals and the sustainability of ecology. Henri Lennard in the book liveable cities observed in 1997 set the criteria for a liveable urban environment as follows : The possibility of watching people and hearing them, the possibility of unofficial gatherings for people in public events , the appreciation of all citizens and the by each other, and respect for the knowledge and awareness of all residents.

According to John Montgomery, vitality along with the diversity is the main component of activity in an urban environment and he believes that livability can help to distinguish a successful urban area from one another (Montgomery, 1998: 97). In the book, the creator of the liveable city Center, Sai Pamir believes that there are two key features contributing to the success of the city center's vitality. A diverse marketplace³. A unique character of a city is defined by the diversity and its central functions and applications which are complementary to each other. The abundance and variety of applications encourage pedestrian to be involved in a variety of activities thereby making a social environment vibrant and contributing to the sustainability of diverse applications. A high-quality place⁴ is a comfortable physical environment which is safe

Table 1. Charles Landry has classified this urban concept into different areas. Source: authors.

Types of vitality	economic vitality	Employment levels, net income, and living standards of people in an area under study, the annual number of tourists, retail sales, property and land values
	Social vitality	It is measured by levels of social activity and social interaction, as well as the nature of social relations and is characterized by the low levels of deprivation, strong social cohesion, good communications and mobility between the social strata, community spirit and civil pride, a wide range of lifestyles, balanced relationships and a vibrant society
	Environmental vitality	- Ecological sustainability associated with variables such as air and noise pollution, waste use and sewage, traffic congestion and green spaces. Designing variables such as legibility, sense of place, architectural uniqueness, connectivity and linkage between different parts of the city, the quality of lighting and safety, the extent to which the city is safe, friendly from psychological perspective
	Cultural vitality	Includes survival, respect and appreciation of the city and its people, identity, memories, traditions, community celebrations, and the consumption of indigenous handicrafts and artefacts and symbols reflecting the distinctive identity of the city.

and visually appealing. Such a place promotes the integrity, commitment and investment in the different field over a long run. According to Jan Gul⁵, a viable place stands for a place where people choose to stop and meet each other rather than quickly pass by it. Such a city from the point of view of Jan Gul is a city in which public spaces are functional and useful (Gehl, 2006: 34);(Table 2).

Reviewing the definition of vitality in literature provided by the approaches highlighting the physical aspects show that the role of a sense of place, the synthesis of meaning and the form, has been neglected in creating the urban vitality. Even in cases when the sense of a place or color of belonging (Bently, 1985: 293-315) has been discussed, this sense is different from the above- mentioned concept in terms of meaning. In addition, given that the result which focuses on the form is assumed to be only

controlled by physical actions and such a sense fails to guide it (Mansouri & Farzin,2016:18). According to the researchers of the present paper, a sense of place is an element which plays a key role in the vitality of urban spaces. In the following section, such a relationship is explored.

● **The role of the sense of place in vitality**

a) Location

The new interpretation of the place was an outstanding achievement that occurred in the bipolar world (Cartesian dualism). The place⁶ in the new theories is a physical-spiritual phenomenon. The new phenomenon called Place⁶ reflects dual characteristics that are inseparable (Mansouri, 2010: 31). The term sense in the Oxford dictionary has three main meanings: First, one of the five senses, the second is emotion and compassion that is used in psychology to perceive the mental image, and ultimately, sense

Table 2. Classification of urban concept. Source: authors.

Theorist's name	Year	Vitality criterion	Theorist's name	Year	Vitality criterion
Kevin Lynch	1981	Stability Harmony Safety Profit Support and maintenance	Jane Jacobs	2002	Variety designing attractive urban appropriate to the activities Socio-cultural factors
Charles Landry	1994	Contextual data Mixed functions and diversity Access Safety Identity Innovation and creativity Ability to compete Organizational capacity	Sai Pamiir	2004	Mixed functions Encouraging compaction Developing density Balance activities easy accessibility Increasing functional links Identity and history
Salzano	1997	Identity Social interactions Ecological stability	Jan Gul	2007	Human scale; Short logical paths; Small space Logical density of urban space - Smooth traffic flow; Providing the opportunity for a long stop in urban space soft edges ,open - Scale and -rhythm - Active and attractive for senses - Texture and detail – mixed functions – rhythm with vertical look
Henry Lennard	1997	social justice Social interaction	Jahanshah Pakzad	2007	Diversity in the forms, function and usage -using natural elements Invitation and presence of people -Security
John Montgomery	1998	Mixed functions Commercial activity Temporary resorts Buildings with different - styles and designs active partitions -		-	

refers to the awareness of an object by man. But the term sense in the term “sense of place” mainly stands for affection, kindness, judgment, and overall experience of a place or its ability to create a special

or belonging sense in individuals (Falahat, 2006). The sense of pace is not just a simple way to explain how a place is perceived by the individual but is a valuable and multidimensional concept which is

related to the individual's symbolic and emotional understanding of the place (Stefanovic, 1998: 31-44) and the synthesis of conscious, unconscious and perception; it is a rich concept that involves the way a place is perceived, experienced, and the expressed by individuals, it also gives meaning to the place, and the individual's sense of place influences his attitudes and behavior in that place (Shamai, 1991: 347-358:). The sense which is an abstract space between the individual and the place makes it possible to understand the place (Taun 1980:8-3). A physical space of any scale by itself does not create a sense of place, but the interaction between individuals and place and between themselves makes this sense (Pretty, et al, 2003: 273-287). This feeling is very different from one person to another. However, it can create a commonality among a group of people and shows a common sense of cultural and geographic history that manifests itself in a combination of pride and commitment demonstrated to improving the place. Function, beauty, and spiritual aspect of physique are building blocks of the sense of place, and the dialectical links between them show the relations of the basic structures contributing to a vitality of collective space (Shamai 1991: 347-358). The sense of place is shaped by the interaction between the man with physical and semantic factors, and it occurs as the three elements of position, landscape, and interpersonal relations interact with one another. Each of the element alone cannot create a sense of place, and in addition, a sense of place makes an individual feel comfortable in an environment, support the cultural concepts valued by the people and the socio-cultural relations of society in a specific place. It also reminds the individual of past experiences and gives him a sense of identity. With reference to what has been discussed, the definition of sense of place provided by urban theorists does not include any of the above-mentioned attributes that evoke a sense of belonging to urban places and the concept of urban vitality in the physical approach proposed by urban designers and planners does not share the commonality with the definition of sense of

place and even it is different from it (Mansouri, 2016).

b) Creating vitality through the sense of place

The expansion of the concept of vitality in recent years has made the idea of vivacious spaces not to be limited to the set of vitality indices proposed by previous theorists. The difference between spaces that meet all these indices but were not vivacious and those that were vivacious reflect the existence of the sense of place (*genius loci*)⁷ (Norberg-schulz, 1971, p.75, Cullen, 1961, 26, & Relph, 2009:49). The sense of place essentially relates to the wide range of space opportunities experienced by the audience and provides a solid link between the individual and the location over time and individuals identify themselves with the location they belong to. Hence, in many vivacious spaces, we see different community realms that, according to one's common sense of place, are present in certain parts and times of space (Stedman, 2002,p. 568, Lennard & Lennard, 1984,p. 4). As discussed in the definition of the vitality of urban spaces, vitality refers to an attribute that encourages people from all walks of life to engage not only in compulsory activities but also in the voluntary and social activities. According to research conducted by Lenard on an urban area in Italy, the magnitude and areas of the vitality of a metropolitan area are directly influenced by the sense of place and time (ibid). From the point of view of environmental psychology, humans need specific sensory, emotional, and spiritual experiences of the environment. Such needs can be addressed through intimacy and a kind of alignment with the place in which they live (Bagheri, 2006:66). The sense of place makes the individual fit himself to his environment and be satisfied with it. It also generates necessary motivation for person to stay in the environment or make the audience eager to go back to the place, and the audience's sense of belonging to the place results in the vitality of urban spaces and streets (Zaidin et al., 2015,pp. 6-20). The absence of sense of place makes the audience be indifferent and easily damage the environment, and avoid participating in urban affairs: the emotional inactivity and passivity

causes today's humans experience loneliness, depression and the predicament of feeling lost and the audience finds no reason for strolling⁸ in this space to seek out one's own self. It should be noted that what makes the identity of the city is the sense of man from its spaces, and in fact, a set of senses that shapes human memories from one particular city (Brinckerhoof, 1994).

Shamai defines different degrees for the sense of place (see diagram 1) (Shamai, 1991, 347-358). Such a degree ranging from indifference to the highest sense of place, or scarification, in various urban places, can be explained through the elements of the function, the beauty and the spiritual aspect of the physique, the constituents of the sense of place (ibid). The sense of place is an attribute that plays a vital role in urban vitality (Mansouri, 2016). The verification the degree of this effect is beyond the scope of this paper, and it is sufficient to prove this relationship.

Creating a sense of place through a landscape approach

- Landscape approach

Landscape as a kind of place (Mansuri, 2010: 31-33),

and the product of human interaction and the environment in outer space (Burk, 2008). The landscape is of the same nature of the place and as a product of the human experience in space refers to an objective-mental, dynamic, and relative phenomenon being shaped through interacting with history and nature (Mansouri, 2004). The field of landscape production, as a new branch of the sciences analyzing the environment of human life, holds a non-Cartesian interpretation of the world, a systemic attitude and argues that the change in the definition of meaning from the "intrinsic substance of matter," was the result of revising the way of humans think (Mansouri & Farzin, 2016: 33). The most important principle in the landscape is the synthesis or intersection of the body and meaning in an indivisible way. In other words, the most important point is that what differentiates a landscape approach from other approaches and highlights such differences is its holistic perspective.

• The relationship between landscape approach and sense of place

As in defining the sense of place was described, this sense is an abstract space between the audience and the place that makes it possible to understand the

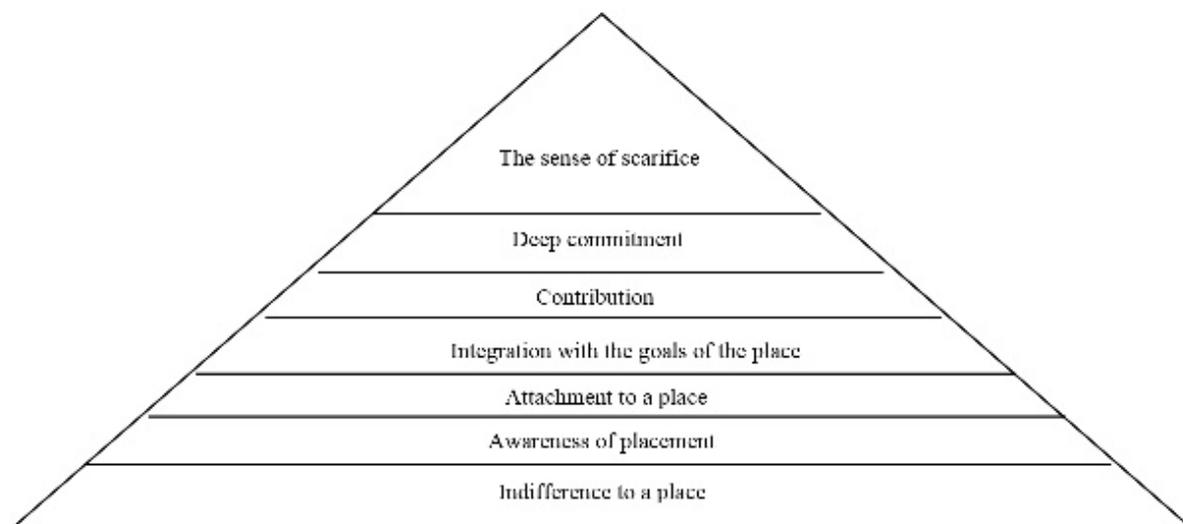


Diagram 1. The degree for the sense of place in people. Source: Shamai, 1991: 347-358.

place (Taun, 1980, pp.3-8) and is a subjective concept and cannot be grasped only through the mere focus on the physical aspects. Given that the nature of the landscape is an objective-subjective phenomenon, this subjective concept can be manifested in the physique using the dual nature of the landscape. In addition, if for creating a sense of place, we consider three dimensions of function, beauty, and spiritual aspect of the physique (Shamai, 1991, 347-358) in urban spaces, “the separate study of three semantic, functional, and physical dimensions of the city shows that the literature on urban studies and development is mainly focused on its functional (planning) and physical (designing) dimensions. What has been considered as the semantic dimension of the city is more focused on preserving historical or physical symbols.” (Mansouri, 2012). Therefore, using a landscape approach whose major principle is its holistic perspective, we can somehow include the function, beauty, and the spiritual aspect of the physique, the elements that make up the sense of place in humans, in the planning and design process thereby affecting the audience through the location of an urban space and can change the audience from an indifferent user to someone with a high sense of belonging to urban space, who integrate with the goals of the place. This will not be possible unless one considers the city and the urban space as a complex and interconnected system that enumerates the roles of function, beauty, and spiritual aspect of the physique in a logical way. The landscape is the novel discipline that with a new definition of “place” and “city” (Mansouri, Farzin, 2016:12) can be a good answer to the sense of place and vitality of urban spaces. One of the concerns of the American Society of Landscape Architects is the creation of vitality through the sense of place, which was voiced in the annual forum of the association in October 2016.

- Explaining the elements of the vibrant landscape with the emphasis on creating a sense of place

The city as the living being has a physique (objective dimension); the soul (subjective dimension) and the condition for the survival of an entity is having the

body and soul simultaneously, in the absence of each, the other is no longer exists, and for Identifying the components of vitality through the framework of the landscape approach, it is impossible to consider the objectivity and subjectivity of the urban landscape and the three criteria of creating senses, beauty, spiritual aspect of the physique and functions. The reason is that these components are part of a coherent whole are in a close relationship with each other and cannot be separated, and the defect or deletion in each will damage the vitality of the city system and the street. The meaning is interconnected with the physique and the function of the project is considered in a single, coherent whole (Table 3).

In this study, the vitality criteria driven from the theoretical foundations have been used to analyze the vitality of Valiasr Avenue (the distance between Parkway intersection - Vanak Square. The reason for choosing Valiasr Avenue as a case study is the key role of this street from the holistic perspective of the landscape in creating the vitality and making an identification of the city of Tehran, the recognition of this street as the historic-tourist structure of Tehran in important and national plans.¹ This axis has been registered as an Iranian cultural and historical heritage. Another reason is the major concern of scholars, experts, and people about the decisions made for this street. Drawing upon the results, some strategies have been developed in line with the theoretical foundations for reviving this street and its vitality.

Methodology

● Introduction of Valiasr Avenue as a research setting

Valiasr with the length of 17.9 km is the longest tree-covered avenue in Tehran and the Middle East. The avenue tailored to natural topography was ordered to be built by Reza Shah. The idea behind this avenue was linking a metropolitan area in the plain to the country in the highlands of mountains. Valuable buildings from the Qajar time to the modern era, the use of traditional Iranian irrigation system (qanat), the

Table 3. Components of landscape vitality contributing to a sense of place. Source: authors.

Components of landscape vitality contributing to a sense of place	Subjective Components	Meaning	Indicator elements (historical, symbolic, etc.) on the street
			The existence of collective memory and mentality and a strong historical background associated with social happenings and events
			The key role of the spatial structure of the city in relation to the city events (social, political, etc.)
			The symbolic role of streets in the overall view of the city
			Social contribution
			the role of public ceremonies and celebrations in strengthening the role of space
	Objective components	Aesthetic and physical criteria	Soft edges and interactive walls
			Human and logical scale
			Optimal localization of plan and its requirements
			Giving attention to the lighting, the harmonization of the walls and their coloring, the type of materials and the style of architecture
			Innovation and creativity with respect to native and Iranian culture
			The sustainability of Native ecology
		Activity and function criteria	Mixed the functions commensurate with the mood of space
			Comprehensive , planning for all groups and diversifying the streets in accordance with audience, season and day and night
			Allocating spaces for performing voluntary and social activities according to the climatic conditions and in accordance with the semantic fields.
			Encouraging people to walk by providing the facilities for the elderly and the disabled and separating appropriate path in accordance with its functions
			Providing security and the respect for urban space
			Smoothing traffic flow and providing the opportunity for people to stop and stroll in urban space

view of the Alborz Mountains and the old sycamore trees have transformed this avenue into a unique example of Garden-street concept (Tabatabai et al., 2015:38). Valiasr is one of the most important urban spaces of Tehran in the fourteenth century, which proves that “the street” is neither merely a physical space nor is limited to the scene of the people’s mental discoveries (Mansouri & Atashinbar,2014).

In recent years, making decisions merely based on the physical aspect of the place and giving the priority to the drivers on this street, have faded the influence of the pedestrian audience on the vitality and dynamism of this street. This avenue especially the selected research setting (the intersection of Parkway Square and Vanak Square) has been neglected. As a result, the avenue has lost its vitality and dynamism.

Therefore, drawing upon the criteria driven from the theoretical framework of the research, the current vitality of this street has been described and analyzed. Data were gathered through two methods, behavioral mapping, and a questionnaire. Based on the results, some solutions have been proposed to increase the vitality and strengthen the semantic zones from a perspective viewpoint.

Research findings

Given that the vitality is not a linear component and influenced by the location and the sense of the place that the audience receives from the place. The degree and areas of vitality on Valiasr Avenue were recorded using behavioral mapping. Then, with reference to the vitality components based on theoretical foundations, the contribution of each component in increasing the sense of the place and, more generally, the effect of the components on the presence and the vitality of the street. To this purpose, 200 people were recruited to complete the questionnaire. Finally, using the Friedman test with the weighting of the components, the extent to which each component influence is examined and the results were reported.

Behavioral mapping: In this method, direct observation is used to realize how space is used in special situations. According to the behavioral mapping, the activities were categorized into five groups: 1. Stopping (for a purpose). People stop at the place of signs, including the Safavid market, the Mellat Park, the tower restaurant to meet each other, talk and take a selfie. 2. Sitting: Since the edges of both sides of the street are largely lips, people mainly sit in those places where seats are embedded. 3. Roaming: This activity is mainly observed around Mellat Park area. 4. Compulsory walking: This activity is observed in the distance between Niyayesh to Vanak Square. With reference to the observation of activities on the selected area of the map, the following semantic domains emerged (Map 1, 2).

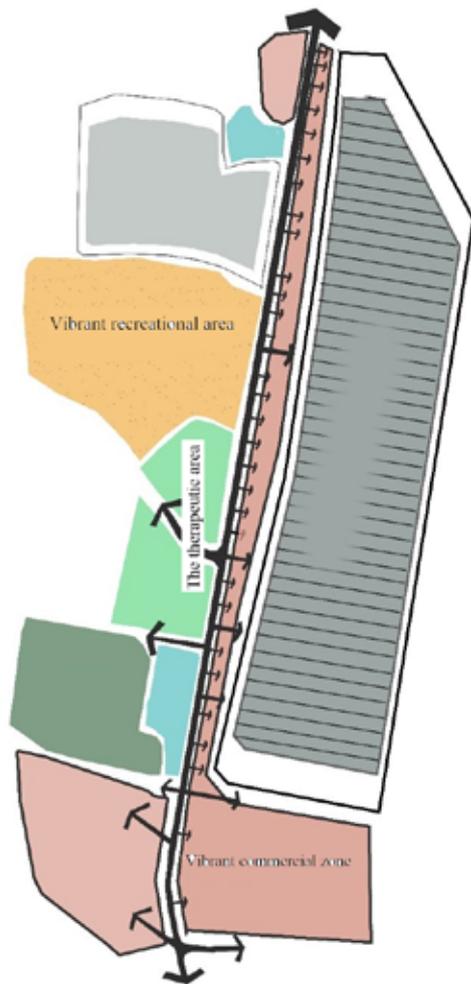
According to user behavior mapping and periodic observation in the Field study area, it can be concluded

that the zone between Vanak square to the Mirdamad intersection is commercial. Due to inappropriate design, this zone is not legible for its users. In addition, the zone is depleted by the end of the work hours and even has a dead and stagnant atmosphere at the end of the week. Mirdamad intersection is more vibrant than Vanak area in the weekdays because of Paytakht complex, which attracts the large group of the users, especially young ones. However, due to the lack of attention to this aspect in urban design and inaccessibility to hangouts in the zone, there is no chance for the user the opportunity to stop by or stroll in the urban space. A closer look at the distance between Mirdamad intersection to Niyayesh shows that the most stagnant and least vibrant zone is located after the radio and television broadcasting buildings. The reluctance of the users for attending or being involved in the vibrant activity in these areas could be associated with the lack of interactivity and rigidity of the walls, the absence of semantic elements and signs or negligence of the urban designers in the introduction and indexing of signs and the lack of security. Mellat Park is the most vibrant zone because of appropriate hangouts, the desirable situation of design inherited from the past and the semantic and memorable elements and the functions, interactive and fine-tiled walls designed in proportion to the human scale. Unfortunately, from the time that Valiasr turned into a one-way avenue, the accessibility to the area has decreased. Moreover, ignoring the basic needs of urban space such as the weakness of the public transport network and the lack of parking lots has caused this area attract fewer users than it could in the recent years.

Valiasr that used to be a touristic and luxurious street, for both the citizen of Iran and foreign tourists, is no longer in its glory, and expensive restaurants and shops have been replaced with cheaper restaurants and shops offering different items at low price. Unfortunately, due to the high rental costs of shops and the lack of economic profit, many of the guilds on this street are closed.

Questionnaire: A questionnaires was designed to

gather the data from two groups of participants. The first group (temporary users), such as pedestrians who are not regularly present in the field of study, are observing the events and conditions of the space, and the second type (the workers and residents are among the shopkeepers who are permanently in space and constantly observant or the changes in circumstances will affect their lives. However, people who have been residing in Tehran less than 10 years were excluded from the study. Due to the lack of access to the entire statistical population, to determine the sample size, we used a method that was not dependent on with the statistical population. The confidence level was 95%. where $t = 1.96$, the confidence interval, ie, $d = 0.254$, and the predictive value of the desired variable was s^2



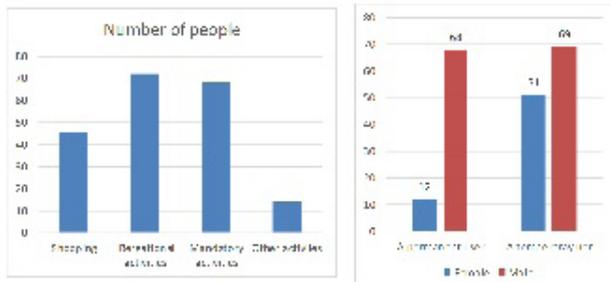
Map1. Land use district. Source : Elenaz Mortazi Mehrabani.



- Vibrant recreational area
- Vibrant commercial zone
- Dead zone
- Half-dead zone
- The therapeutic area
- Educational zone

Map 2. behavioral and semantic zoning. Source: Elenaz Mortazi Mehrabani.

= 3.06, the sample size was 199.88. Since the sample size was definitely less than 5% of the total statistical population, there was no need for correction. A questionnaire was randomly distributed among 200 participants of who 120 were temporary users and 80 were permanent users (Fig. 1). The first question of the questionnaire is the purpose of visiting the

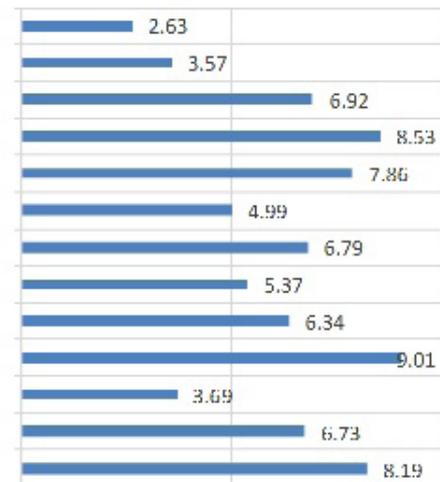


street (Fig. 2) The second question is the degree of vitality of Valiasr Avenue.

Diagram 2.

Based on the data collected through the questionnaire and behavioral mapping, it can be concluded that for urban planning and decision-making, the identity and meaning in the details of architecture and creative design should be paid attention to. Moreover, to create a sense of place, the changes should be compliant with Iranian identity and the need of time. Valiasr's zone should be considered as a continuous continuum, whose semantic zones as the smaller units are closely interconnected and maximally related, the breakdown in the semantic domains in the designs would be eliminated by activating the domains and destroying the assumed walls.

Criterion	
	The degree of vitality of <u>Valiasr Street</u>
a	Making <u>Valiasr avenue</u> one way
b	Unique architecture
c	Symbols, identity and memorable elements on the street
d	Public celebrations and ceremonies
e	public participation
f	Transparency and interactivity of the walls
g	Legibility of space
h	security and sanctity
i	Iranian identity and creativity
j	Amendment of boards and street wall and attention to coloring, flooring, furniture
k	Accessibility and possibility for all strata to use it
l	The importance of pedestrians and boosting recreational spaces



Ranks

	Mean Rank
a	3.57
b	6.92
c	8.53
d	7.86
e	4.99
f	6.79
g	5.37
h	6.34
i	9.01
j	3.69
k	6.73
l	8.19

Test Statistics^a

N	200
Chi-Square	610.090
df	11
Asymp. Sig.	.000

a. Friedman Test

Fig. 1. Friedman test. Source: Elenaz Mortazi Mehrbani.

Conclusion

The revival and vitality of urban spaces as an intervening approach is the main urban landscape approach in the present era. The present article seeks to understand and analyze the relationship between the concept of vitality and the revival of urban spaces. To this purpose, the theories of urbanism and urban planning are compared with landscape theories and sociology of the sense concept. Such a concept plays a key role in evoking the audience's sense of attachment and belonging to urban spaces and encourages them to attend the space and participate in the activities carried out there. However, this aspect has been overlooked by urban planner and available studies have solely focused on the physical aspect of the space. As previously mentioned, sense of place is like a joint linking human with city spaces. Landscape characterized by the place is of the semantic-physical nature and adopts a holistic approach that underlines the inseparability of physical aspect from semantic for any intervention in urban spaces. This approach is more comprehensive and more effective than other approaches used in architecture, urbanization and restoration. The holistic landscape approach informed with the visual components of this study (Table 3) can be used for the revival of Valiasr Avenue, and the faded or lost sense of place of the avenue can be strengthened. Subsequently, data gathered through mapping behavior of the users and the questionnaire, the accuracy and relation of the logical components of the sense of place and its effect on the vitality were proved. In the vibrant and active zones, the combination of several components was observed, while in the dead zones, the absence of components or deficiencies of them was seen. Valiasr Avenue was chosen as a case study to test our hypothesis. Using the landscape approach and the components emerged by reviewing the design and urban interventions, the people can be encouraged to attend these spaces. New activities that are proportional to the meaning and the history of Valiasr Avenue can evoke the people's sense of belonging to this place and this place would be a part of their life, and as a result, the continuity and vitality of the street and urban space would be guaranteed.

Endnote

1. Charles Landry/ 2. Salzano/ 3. Diverse market/ 4. High quality place/ 5. Jan Gehl/ 6. Place
7. Term Genius loci used by the ancient Romans shows that they believed some urban spaces had a unique sense and spirit that could not be found in other spaces.
8. Flâneur is a concept borrowed from the French language, which means strolling. Charles Baudelaire, the French poet and writer, derived a different concept from that, meaning a person strolling in the city to experience it personally. Given that this term has been used by Baudelaire and other scholars in various economic, cultural and literary fields, it has become important in urban phenomena and modernity. Strolling is not limited to walking in the streets of the city, but it can be a way of philosophical thinking and lifestyle. Baudelaire describes strolling by a personable walking person on the streets of the city. The person plays an essential role in understanding and designing the city's atmosphere. The concept of strolling is important in discussing the phenomenon of modernity in academic meetings. This concept also opens up the windows to the scholars of architecture and urbanism. German philosopher and aesthetist Walter Benjamin sees this concept as a tool for analysis as well as a way of life. From his Marxist point of view, strolling is born out of modern life and industrial revolution. He turned himself into an example of a stroller who saw the streets of Paris and devoted himself to social and aesthetic studies.
9. The plan for the rehabilitation and regeneration of the H-shape skeleton of Shariati, Mirdamad, Vali Asr as the historical-cultural route of Tehran and the new modern center of Tehran has been included in the detailed plan of District 3.
10. Valiasr Avenue was approved by the Council on January 7, 2011 at the fourth conference. however, in the description only asphalt, water and trees are mentioned and the walls of the street architectural elements and urban spaces of this street, which form the whole of this street are absent in this monastic dimension of the municipality and cultural heritage.

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