**INTRODUCTION**

Memories of life there are people who will always have to keep hold of any changes in urban spaces. Strengthen human. Public spaces are the most important part of the city, one of the city streets are spaces of interaction Social and exuberance in their city reached its peak and qualitative. Street artery as a communication infrastructure the physical structure of complex biological element is to count. To the identity of the state and the body of the city, improving the environment Living in cities, development and protection of culture Urban Architecture urban services need to pay attention to body. Historical feel. Bodies formed along the alleys and streets of the neighborhood and the experience the oral architectural past of this land to us. We can be an important part of the urban landscape and landscape urban areas are responsible. The views of thousands of visitors come every day SHALL see.

The task facing quality of the surrounding environment in terms of personality, perspective, readability, beauty and other things to Undertaking, which are directly related to the mental stability. Yard is continuity and coherence of vision in solidarity Involved in street activities and readability.

The Problem:

Unfortunately, most of today's urban spaces in cities, with no clear sense of place and identity. Cities with the lack of a sense of place and mass confusion, lack of security. The more space to address the man and placed him in an interactive and easier Whatever the habits and patterns of behavior can be coordinated more memories and wishes him the answer and thus There will be a greater sense of belonging to the human factor that can transform a space into a place where properties Sensory and special treatment for specific individuals is.

The most important feature of a public space, it is welcomed by residents and citizens. Indeed, the residents spontaneously and Based on previous experience, to spend leisure time, especially during festivals and rituals of mourning and there and ... Accumulate. Another feature of public spaces in cities today, residents in the areas of mental and physical security is Citizens should be in public spaces of any interruptions due to car audio and other types of pollution Infections and immune and wings with leisure and comfort in these environments interact. Cities, Villages and biological collections, full of memories in the minds of other players, always remain in place. Memoir Sometimes is individually and sometimes have an important place in the biography of the individual, collective and among all citizens and members of The shared. Shared memories of the past and
identity are inextricably bound to the collective identity of people find their place. Memory aids and disconnection with the past in the modern world has caused the recent century, some of the shared memory The neglected and memorable places are missing or have become fundamental transformation; That sample In our cities, there are plenty. Here the question arises, whether it is of memories Persistent collective) memory longevity in many cases can cause dependence (to regulate and promote the wall Historical city and increase a sense of place and belonging, and enjoying it?

The importance and necessity of research:
Objectively reflect the nature of the inner wall elements and nodes are located near roads and in addition to the performance side of the node containing the axes and how they affect the process. Casings Due to the characteristics of the three walls of historical significance, with the walls of the functional layer the value of vegetation to be classified.

Historical wall that is connected to the wall in the form of architectural styles, colors and materials, old and ancient historically, enjoy the visual proportions. This kind of extension of the old city walls in the body can be found. Most neighborhoods have long valued walls and old architecture and local area. Although in many of the body is due to modernization and rebuilt consistency and coordination between wall components messy but in total, have maintained their identities. Therefore, maintaining and organizing the walls seem necessary.

Purpose of research:
Body restoration and historic figures have emphasized the local climate characteristics, thus highlighting the historical elements Citizens and overcome the mental picture of the whole wall historic historical elements thus providing a mechanism for revitalization Tehran Imam Khomeini streets of historic buildings body, with emphasis on indigenous private use of new facades harmony with the Spirit hanging over the city on the way to increase the resolution double symmetry relative path Due to its historical street value of visual promotion. The body repair, new features have Urban Spirit Square Their coordination. Placement visual is confusion with other contaminants, restored buildings that make optimal use of their valuable not Despite having the strength and organization buildings that form the desired compound did not properly functioning or face street They dirty buildings and incorporation of changes inaccurate and inconsistent components covered by violence.

Literature:
Mansour gallantry in an article entitled Factors influencing role in improving the readability of the street facade and walls in perspective Urban says: Wall Street has been formed in different periods, in fact, contain the cultural and social environment Is the most important factor on the street and it's readability and identity of iodine and defining a) clarity and readability (St. Plays an important role. Several factors determine the readability of the street, one of the most important features of the landscape City streets and buildings that are part of the physical elements. Facade element that is an integral part of the body is urban. One of the most important elements in the street, it is very important to precisely match the facade and walls Buildings and monuments there.

Much of the city streets are public open space, which is typical, the most significant of the visual environment of yard. One of the most succinct yet accurate statement describing the importance of the visual environment of the city streets and presented Is, according to Jane Jacobs is, he says, "the city and what is thought to be due to? The streets!

As an important element are in the streetscape and landscape and community, and to have a special and unique role in organizing Environmental qualities of attention and specific requirements for the design and urban planning your name. Readability issues are in Avenue is a special place. Readability issues in

From the streets of important factors that have a major impact on readability, clarity and identity can Ave. Behold the walls of buildings and bodies have washed the body vertical elements are street. Walls and facades always see the people and the communities in the streets, or at the time they are watching. The walls should be the coordination and harmony, respecting the architectural style, height and other structural factors, readability and clarity, and An appropriate way street as well as to implement and develop a sense of continuity and succession of visual interest in the pathway and The diversity and memorable with them.

Rob Carrier, in 1975 in "urban space" and I know the city streets and the role of social Street and Avenue of the social control of public attention, despite the importance of physical appearance on wall street Respect for human scale in the space of the street. He believed in the importance of considering, in addition to the traditional values of classic contemporary needs and opponents of modern urbanism.

Doctor Mohammad agriculture in an article entitled concept of forming a sense of place and it says:

Sense of place refers to the subjective perception of the environment and the feeling that one is more conscious of the environment in internal communication with the environment, so as to understand and feel the environment is linked and integrated with semantic context be. The sense of space to place a factor that changes the sensory characteristics and special treatment for specific individuals is 1 In addition to the sense of place that
makes you feel comfortable from the environment, the cultural contexts of the people, social Cultural community support in a specific location and would recall past experiences and obtain the identity of people. An overview of definitions sense of place, a sense of place, the result shows that the relationship of man, his mental imagery and features Environment, the concept of one hand rooted in subjective experience of memory, tradition, history, culture, society, etc. And on the other by objective and external areas such as the environment, sight, smell and sound that indicates the sense Place complexity of human emotions and attachment to the environment caused by human adaptation and use of space is in the sense that the sense of place, but it is not predetermined place of human interaction with everyday life is created.

Hypothesis:
It seems, old materials Shariati St. bodies were consistent with the climate and culture of the visual areas.
It seems the old view of the body of Imam Khomeini Avenue in texture and color with greater coordination. Appear, the use of different materials and visual Psychological causes people.
It seems that today there is still space exhaustion space remains after passing through the mind?

Method:
This results in qualitative research with data collection and library, analytical, descriptive case Place, and in an effort to improve the quality of urban environment expression becomes the theoretical basis for this purpose, the definition of the elements The role and importance of creating a sense of place and a sense of time and it has been dealt with, the use of these symbols Derby sense, developing a sense of identity, a sense of place and the results discussed in the executive Presented.

Theoretical:
Concepts urban perspective:
Urban Landscape is the "art of giving a visual and structural integrity of buildings, streets and places Which make up the urban environment. ” [1] His perspective to respond to behaviors human, climate conditions, safety factors and interventions in other words subtly enhance the capabilities within the Knows. The overall impression is that each person in the landscape affected by the sense of sight, sense of place and context of the environment in which It is odd [2] Cities and Environment, and other complex biological samples. Environment are specific artifact. According to the approach is to environmental regulation in the order of the four elements: air, Concept, communication and time. The environment can be viewed as a set of relationships between elements and people. The Relations with a particular disorder. In other words, the product composition of incidental elements and objects in the environment, but with discipline, And the specific pattern is [3]

The city, made memories that will pay a visit. Making the city a man and a commitment to facilitate the Selection is done. A unique sense, the tools are not available in unprecedented innovations, but interpretations of what is certain and it is assumed, is Cities with every incentive to arise, the result of human will, a will that he emanated from the complex relationships within the community Rashkl gives life to the community, experiencing a physical artifact. This will individually or collectively to improve the quality of the historic environment, social environment shapes the alley, makes the point that the system. These All indications are that the person is trying to control the quality of the city, a city that is not made in time, it appeared, It conveys the experience of history and physical, social, political and cultural. Voluntary in nature at present, Because it will be shared, it can also lead to dangerous proportions for concern due to “form Beautiful “, the morphological aspects of studied: Check the skyline, materials, colors, etc.. It should be recognized that This experience will carry that product in the history of the city. If this interaction and balance found Is looking forward to the collective will also be kept in mind that even the minorities will be the majority is superior Classic and current orders will be shaken. Multiple ways of viewing the world, in parallel with multiple ways of looking at urban planning and design will be. Yard not only reflect the two-dimensional image of anatomical structures on the surface of the A city plan or master plan, priority is. Franvgra should be at the heart of both the multi-layered neighborhood beyond the quality and individual design [4] interaction of the date of admission to the name of the city that is essentially the quality of life of citizens at the time and in the city rose from the bed. Feelings that people have about the cities with the passage of history and experience that is bold or body without the experience of history can only be a beautiful form. rasht the qualitative nature of the will of man at the time and place The current. City, a place where a young boy while taking steps to see that the most likely thing He calls them in the course of their lives is what speaks, the city where the meeting place Done (Schultz quotes Kahn, 1381. (77 in . In this expression, in the city of ”meeting” has been interpreted from the “Null” that can be picked up that boy, what happened in the frequency of visits. The activities at the highest Level, the social life of the city can be the worst LIFE, civil, commercial and retail activities. In any case These activities are clear to him that the boy world. On the other hand, ”in place” that These events occur in the physical with the mental life. "Schultz” the essence of the city that he believed "meeting "Obviously, the characteristics articulates, development, selection, and a variety of forms) is: 80-84) In other words, he believes that the quality should be
reflected in the form of the body, since human life in the material world and the universe Single, to understand the environment, the agent uses. We need to know the quality of the material, and it appears in the body Is. Therefore, no single pure nature in the city (Khyal- quality) and not a mere matter) fact-body), but the phenomenon Include both binary combination that can be placed in opposition to each other while in motion; Imagination- Reality / Mjrd- substance / the same mind body. When you stand in front of city buildings, the existing body of experience The diverse nature of the city is in the form of non-polar (objective-subjective (indicating that the justification process Changes in offers. The body of the abstract or symbolic representation, but always with a presence in everyday life Existing residents tied mind that is understandable. "Tankys" quotes "Edward Casey" in view of Hometown, he writes: "I understand this place is more or less safe keeps memories for me. The memories are related to the mind and body as the place I belong, in my presence spread[3]With this vision, which is embodied in the memory of an action depends on the location.

Visual Comfort:
Visual comfort essential component of the man-made environment is safe, because life is for living and city "Home is large as a house must have the qualities and advantages to living and quality of life and comfort the department, the city must provide quality and features for comfort, convenience and peace. The city is also home to such Warm and pleasant environment to provide good living possible. [6]

Visual comfort can be used to describe places that this place because of the quantity and quality of information and the conditions favorable Gives way to a healthier, safer and better utilized and formal monitoring or higher socio these terms are associated.

Symbol contamination has led the most ... "Today we are alienated cities we do not know and cannot see how work is done. The streets are full of contradictory messages. Use the control panel in urban spaces out and help the environment rather than to clarify the meaning, it has been altered. In today's cities viewer with He will compete for the attention of a lot of information, and tired, and his power of advertising messages Most of them have nothing to do with his intentions are raped.

Signs of man-made urban environment may also have a symbolic role of indirect social and individual history and the eternal city. Monuments, traditional neighborhoods, streets, squares and in general, urban signs remained distant ancestor and close to us, as a sign that we're helping to open their interdependence and collective identity to define. Watching the man-made environment, no matter how the landscape it is normal, it will be pleasant. "The city is like an exquisite building architecture, Building height in space Afrazd back, but the larger scale and with the passage of time and the final image finds itself. Therefore we can say that the city For example, such as music, art that depends, however, on unlike music cannot be set at design time or intervals in which there was some. The time sequence in which The city will flourish under different conditions and different people may be changed, discontinued, eliminating or The short term is not the only factor in the case that millions of people of every class and every spirit that Have been) And probably watch it, because it is fun), but many manufacturers are constantly working product Depending on the needs and desires of its own change. While the overall picture may remain for some time, but Components permanently changed. Growth and form only to the extent it is possible to monitor and limit the expected final Not ... Therefore the art of design to sit there so that the senses are reserved, art is the whole architecture, and Music and literature are separated. This art may be, affected the other arts, but it would not follow them. » [6]

"The city is considered a fundamental pillar of urban design that allows the container Indeed, urban activities which Occurred. According to some experts, the morphology of the city this means that the city consists of Physical, administrative and industrial operations that define the final and total building area of urban phenomenon.

Gordon overall "proportions Art (Art of relationship)" man-made environment favors as he can Provides that "no significant difference between being great and being raised in proportion as there is in fact an art proportions, both As the architecture there. It is also reasonable because of all the elements in order to create a development environment Are used in buildings, trees, nature, water, traffic, advertising signs, etc. They should not be linked to the Artistic representation succeeds. For a city environment is an exciting event. [7]

The most important overall objectives referred to art and art Lynch mentioned in urban design, to provide visual comfort is concerned. The importance of the functions that can be done for the residents of a city For example, the street the city is the most important element is the name of several roles ..., living on the streets of a city often represents the city's life. Thus the streets Ahrnyht fun, safe, comfortable and healthy city is these characteristics will be a general.

The city may also have multiple functions, such as creating the impression in the minds of people, creating a sense of Direction City; enhance the efficiency and effectiveness of the city, creating a sense of safety, security and happiness of the people and the influence of other factors. Social, economic and cultural city. The question arises whether in the form of a visual disturbance by perceptions on behavior Reflected the social and behavioral disturbances in urban space justify?
So we can say that part of urban spaces that meet the desired visual proportions in other words, the perturbation there is less intuitive than the other places are less likely to be entrusted with behavioral disturbances.

Color is one of the most important aspects of urban life. Among the features are that besides the color, size, gender and tissue, volume or space, it may say. In most cases, the first thing visitors will recognize the form, Paint it.

The truth is that it is impossible to imagine a world without color, for any of us. Color is everywhere in the urban environment Seen in the housing and building facades, roof covering, flooring, furniture, urban green space, vehicles, and even the horizon and color Stained clothing, all of which play an important role in determining the color of their faces.

The whole situation is undesirable color contamination caused by human perceptions of the environment and cause color His displeasure and may cause undesirable and abnormal behavior before he, color, natural, local materials They were created by the buildings, the city faces are coordinated and harmonized and , climate and culture more Implement the. Thus, the color of the town was established and it was considered an aspect of identity. Thus, despite differences The scale of operations, unity of the city arose. The identity is of the specific color. The cities Of urban buildings, especially religious buildings decorated with turquoise tiles in the field of soil and shine your city Were distinct. Cities in the desert with blue sky, green trees and soil structures and domes, F color, eye-catching image they were carved in the mind and memory. Experience in these urban spaces due to its unity, relaxing and Variation in color due to the timely and orderly, lively and varied, unlike in the cities of today no answer to the dilemma of color become the builders, architects, designers and ordinary people to use loose and has brought color blind.

Most man-made environments for this purpose, there is no systematic principles depending on the environment, climate and culture color design principles and even the managers and designers to choose the appropriate color for their living environment Guide. [8]

Identification:

The new look of the city and man-made environments, causing the "identity" as one of the most important factors in understanding and shaping be citizens. Historical connection to the past, in the simplest solution is to use the familiar form the practical problem is that in the beginning. Also, considering the positive aspects of this approach, it should be noted that only Regardless of the form can be used to relate to the historical aspects of the city's identity as a morphological action continuity of identity in the. The validity of human interaction with the environment of life, sense of belonging and attachment to the Environment that is strong enough to break it creates a shortage forced the non-fact, environment Man with incentives for mobility throughout the time they are born or released. [9]

Body portrait is of limiting space, the combination of vertical body with openings and other factors. In the amount of bulky body will determine the limiting. The body can be rigid or soft, transparent or dull, flat or be varied. In many urban areas, elements defining the vertical space, including trees, Fences are rows and columns.

It takes no more space than the physical elements that define it, but the quality of the elements that relate to these Elements together. Factors influencing the shape and form of the body and eventually resulted in the following figures: Body dimensions the body, gender, surfaces, colors, drop down and open the pores inside the. In urban situations, building Body form, pulled and urban spaces such as markets, squares and streets define. [10]

The elements of the body:

Urban spaces are typically limited by the number of building mass and volume are defined and visible surfaces Public spaces are. The body of a closed surface or volume of buildings are. Each turn up the volume levels Are different. The architects of the building facade and the situation is called the outer area of the building, their main facade, side And others say. But at all levels of city planning or forming volumes of space, as seen in urban housing each frame consists of a number of urban space vision. A body has a surface or volume of the building is closed. [10]

Body in Urban Space:

In addition, the body may be a surface or volume is closed. Could have been some ups and Yatnha a series of Vertical (column), the surface is transparent, with the possibility of visual communication without the need to connect to the outside atmosphere. The body of the on the other side of the earth and sky and limited to buildings or streets are nearby. [10]

In-wall design elements include background, rhythm, simulated rank, continuity, street architecture, proportions, curves, and the corner.
On the wall to set the general aspects of architecture, color and repeat parts of the body referred to in the Wall Street and are considered to be part of the unity and identity. Rhythm is the repeated elements Horizontal and vertical wall at the angle of view and perspective to be exacerbated in the context of introducing them. Split window proportions and lines, Balcony, staircase length windows, and architectural elements on the wall leading to a total of rhythm. Continuity and harmony Color or the underlying rhythm of colors as well as other factors considered. A prominent feature of the urban landscape simulated rank Is. Streets Conservation Landscape with classical simulated rank order Vanov classic beauty is not only essential requirement is that the measure was Is. Street in terms of the variety of contemporary retreat and gradual widening, face abnormalities taken It is, however, in certain situations, if not distorted rhythm back continued construction, can be found in the desired direction Portrait of the exploited street. Volumetric variation in a continuous wall to create an atmosphere suitable back as a performance space, space in the body of the street can enter values that the spatial diversity, functions Specialties - such as theater ticket queues that are in need of rest, the answer.

Fit the width and height of a city street is a factor in determining the value of the space environment has a significant effect, this factor Subject to the human perception of the appropriateness of the environment, climate criteria in mind.

Spinal twist on city streets can lead to vision and direction are introduced. See also brings closure to Body and face of the wall to see which values are more prominent. Usually, urban designer or monument It is based on the symptoms.

Another part of the wall in the corner of the intersection with the road or in connection with the creation of the wall, at the corner of the Become important and the height of the wall is a milestone.

Building a symbolic is sign that deployment in wall stop visibility and attract attention. Also, the physical element of the Remain effective in identifying the environment Signs & Symbols importance of communication to the extent that sometimes the nature of the communication. Symbols are your influences [11] without them, people will have a national identity. For example, Each country's flag, logo or symbol, a symbol of eternity and the inhabitants of the land, resulting in the generation of transplantation centuries Is [12] Each sign deals to express meaning beyond itself and the sense of belonging to a particular community States. Because these symptoms are repeated in daily life, a certain sense of meaning and identity, as well as strengthening Of symbols and signs in buildings and urban spaces that are so important and crucial aspects of the impact on residents Influence and shape their behavior. The sign on the wall enriches the skyline and equip the wall as well. elements and high walls, Especially at a distance from it, the sky is getting rich, But this phenomenon through the fourth dimension, the time and motion, Different combinations with other architectural elements that create a whole wall and skyline views of many species and sequence of A supervisory role in mind closes and values on the scale of the urban landscape diversity gives dynamics.

Facade wall design solutions and to coordinate and match them to John Lange points out that "the quality of the harvest, more than anything, depending on the quality of its streets. [13]

It can be stated that the first and most important expectation of streets readability and ease of understanding, and consequently the presence of dynamic and comfortable it is. According to "Kevin Lynch," Urban America, readability and clarity of the visual image of the city is that the components can be easily they can get to know the city and the mind within the contiguous to each other.

Factors affecting the coordination structures in wall street are material, color, cornice lines, bands or belts So far, the size of the building, fitness and their windows, entrances, corridors, visors, and the architectural style. Landscape Architecture are unified and homogeneous layer with a clarity and readability, defined edges and optimal wall Street, there is transparency and walls) a proper understanding of its inner space Vdtv ability to attract the audienceA good urban street people associate with memories and meanings that people always desire Vmkyan Refer to it[14]

Maintain and enhance the readability and identity in a variety of urban spaces, especially the role of urban spaces and public streets should always be considered and tried to strengthen it further.

Criteria of historical topics:

the historical context of identity and capital is cities of each country are now due to loss of function And the Their role in the attrition suffered physical, and social performance are. Now the question is the preservation of the physical how important is the historical context?

The most important criteria for selection of historical topics can be considered as follows: Dating and being driven, that associates the adjacent spaces, and of course, the sequence of homogeneous functions, rhythm Fig. And physical bodies adjacent to the convergence process towards the continuity of functions So far, the symmetry and placement two very important function.
Location:
Experts emerging is phenomenon from the perspective of the Christian location, full and integral part of existence. In this Indeed, the place is nothing more than an abstract place. The location and quality of the overall phenomenon is not. It can be any of the properties, which reduced without losing its true nature.

Sense of place:
from the perspective of phenomenological sense of place to place by understanding the meaning of the symbols and everyday activities. The senses Where life could exist and develop with time and depth. [15]
Robert H. Factors affecting the known locations include: tissue geographical location, social status, communication Cultural, racial, and life cycle stages, marital satisfaction. Sense of place, a cognitive ability that can force of sight and hearing, touch, movement, tactility, imagination, purpose and At the end of the forecast blends together [15].
Nvrbgr- Shvits Christian sense of place with the overall structural phenomenon, knows the man through the search space Perception, communication, to achieve the Grdd.hs place during one fact remains alive.

Different levels of sense of place:
Different levels of sense of place, a sense of place has introduced the Anti-five species [16] that the root No conscience, rooted subconscious relative displacement, alienation is a place and space. Jennifer Cross, in compliance with the Anti-Sense of place and a sense of place as a combination of the relationship with the community is defined. Her relationship with a place to live Based, spiritual, ideological narrative and financial dependence on the classification, With factors such as identity, and satisfaction levels No coherent sense of place of the root, rooted fragmented, alienated the place, a place of relative and absolute space, The (Cross, 2001) Sharma sense of place for the three main steps of place, place attachment and commitment in place by seven Level determined. The levels is of sense of place, a sense of place to suggest that the use of indifference to the feelings of sacrifice Location to be included [17]

Forming a sense of place:
Based on the concept of sense of place in a different perspective and different levels of sense of place, a sense of place can be in the form of both cognitive and physical factors as stated below.

Perceptual and cognitive factors:
As mentioned before, the sense of place is a complex mixture of meanings, symbols, and the quality of that person or group consciously or Specific region of space or unconsciously perceive [17].
Concepts which are then decoded by the perception is of the causes of the sense of place. In this sense Location merely a feeling or emotion, the stage of knowledge. In this way, different places in the sense of Create a different character roles and experiences of people in this sense is effective.
Space in the sense of place and belonging creates additional space for him not to be converted into one place. 1981). (Steele

Physical factors:
Fritz Steele of the most important factors influencing the perception and sense of physical location, size, location, degree, contrast, scale, proportion, human scale, space, texture, color, smell, sound and visual diversity. The sense of place of the interaction of the three positions, perspectives and personal entanglement occurs, each of them alone is not enough to create a sense of place. Various factors such as impatience, and structural integrity of the digital age regarded as a threat to the sense of place [18] In terms of his physical characteristics, ownership, authenticity, residents and Comforts, Mannadab nature, plants, sky, sun and private spaces and collective components are in place, the effective in creating a sense of place.
Zhuh theories of semantic structures in space and the built environment and the resulting sense of specific quality Sites involved [18]. And sense of place in attitudes, ideologies and transplant patients Bamakan such as place names, stories related to Location, location spiritual experience depends on location. His three main variables to match the sense of place, environmental perception Visual and behavioral Camp Coordination knows the visual environment. Norberg-Schulz sense of place can be found in places With a distinct personality and environmental character of the concrete things that have made peace-building interview, shape, texture And color [19]. Lynch is also the factor that the human sense of place and space communication Establishes and creates unity and identity of perceptual space, and is recognizable and memorable To create a sense of place. This sense of place can also have a sense of belonging [6].
Jennifer Cross, the factors affecting the sense of place and sense of community knows about the location and relation to place, as a living, spiritual, ideological, narrative, financial and classifies the factors compulsory affiliation, and Five different levels of satisfaction and sense of place are caused [20]. This study shows characteristic physical environment and the provision of certain activities, is effective in creating a sense of
place. Ensuring the satisfaction of space activities the characteristics of the environment variables such as temperature, sound, possibility of individual activities and social interactions with the stationary elements. Such as dimensions, proportions and forms occur. Cognition and Emotion space to understand the meanings, symbols, aesthetic form and identity of semantic space utilization can be achieved with it.

An overview of definitions sense of place, a sense of place, the result shows that the relationship of man, his mental imagery and features in the environment. This means on the one hand rooted in subjective experience of memory, tradition, history, culture, society, etc. And on the other by objective and external areas such as the environment, sight, smell and sound that indicates the sense. Place complexity of human emotions and attachment to the environment caused by human adaptation and use of space is a sense of place, it is not predetermined but everyday life is a place of human interaction with the This allows a person to a place where life is received prior to the collection of prior assumptions, the forward His response to the imagination of the form. In some cases where a person has been shaped by the perceptions of over time, the new form. Although continuing familiarity and high sense of place is one of the factors that cause, but to not enough. Physical characteristics to facilitate is activities and create identity, reinforcing the sense of place. The counter model Due to the design of structural elements, meanings and practices to improve and meet the needs of the biological, psychological and Man making a series of social perceptions, satisfaction and build their sense of place in. A. In agriculture [21]

The needs of individuals, their expectations of where and how to place the individuals in the study of factors contributing to the sense of place Studies, these factors should be considered. To develop a research model is where the emotional and physical properties of the Read about the location of the potential environmental impact and adaptation to human needs and criteria for interpreting the relationship between man and space, which makes the most important factors contributing to the sense of place in two distinct meanings and Activities, are examined. The meaning, identity and beauty, and the level of activity, social interaction, sense of community and Satisfaction are. In addition, previous experience in the sense of place and how effective other factors such as how select the location and characteristics of the individual and social relationship with the users of the factors influencing their sense of place.

Collective memory:

Towns and villages, which are always, full of memories from the past years our staff have in mind. The individual times is and memories Sometimes the nature of their personal and collective. Create a sense of place, social cohesion, morale Participation and promote a sense of place, Such functions are collective memories. Create a sense of place through memory A group of investors would be willing to invest because of the memories of the place, particularly given To the desired location. Other functions of collective memories, creating a sense of place, and promotion of collective memories, in addition to Promote a sense of place, its cultural capital, a city or biological collections are in this way can Play an important role in attracting tourists and tourism development. It also creates a sense of place, the result of memories Number of places, creating spaces of the video coherent, clear and memorable in mind them. In fact, some of the effects that collective memories on diverse aspects of life can have.

Analysis:

The historical axis formation in Rasht:

The present city of Rasht in the past eras, rural area between appreciable and LAHIJAN and is located in the communication path and One of the stops that have been used are passing convoys. The weekly market that people, this time, the city's commercial center and traded goods and agricultural products were converting. The initial core Formation of Rasht in the current market is estimated that gradually improved. Studied in the present paper the range is known as Imam Khomeini Avenue. In 1304 the construction of the street to the right Nazmiyeh Garden City been done. The oldest core that can be detected in Rasht -Ghry the east is from the East LAHIJAN and the West have been appreciable and the market direction is formed. The distance between the high and posts City and its long ridge is formed in the presence of homogeneous functions of the last trade date of the order placement of elements of urban spaces along the remainder of the Old Town Square and the like The focus is to strengthen grass field. Just as in the rest of the city center and at the junction of I And grass field full of the best and most prosperous part of the historic east-west axis, which will be the main square of the city center in front of the city as the index To the The importance of data. In addition to the traditional is architectural form and rhythm along the streets showing their historical flavor? Many factors have been implicated in the formation of the identity of a city. Factors such as physical, cultural, social, Economic and natural, considering that they all seem to be necessary in understanding the process of formation. Factors such as spatial relations, spatial co-links, a sense of physical and physical structure - the atmosphere in the form of public spaces, historical and political events, market factors and the natural and artificial beauties and finally humans, objects and events, all the city form and meaning data whose collective life, urban culture and everyday topics defines Meantime they affect and therefore the focus of their identity and sense of identity Them. Public
Association, welcomed the gathering and use all parts of the citizens Gyrdra Made, and the purpose of the gathering of citizens, often without coordination with the purposes. Which may Commercial, religious, political, tourism and leisure, office, service, sport and this is such, however, An important part of every city, where most human contact and interaction, occurs. This interaction may be Occur in a market or in a shopping center or may be in the back streets of the city and only When walking or at rest or Husseineihes on. Market, economic pulse of the city. And a Force many users of the group, aligned and complementary to the manuscript and then kills himself The result on the market and it acts as an identity factor, the above function, sometimes using Sale, which is associated with a and singing. A key factor in survival is the subjective observers. Therefore, as thousands of manufacturers, thousands of attitudes and preferences, as well as social and economic strata, with several historical elements of the historical center of the city right can be noted, the right of municipalities to form the body of the much attention supervisors is. Perceived elements in the field, including Municipal Building, Building E, hotels Iran, the National Library, the former Governor, West Street, Imam Khomeini's body, the body Stylish and sign the statue of Mirza Koochak-khan street market and a clock tower. Among the components of the Square Building, Municipal Center, more than any other structural elements in the city and even in the area of interest Supervisors. At the urban scale, some of the walls of the historical value, walled city and right Grass field Wall Street H. Imam Square to City Hall Square, Wall Street, science, between right Municipality and the grass is not right. In most cases, the appearance of old buildings adjoining the limits set by the local architectural style or European architecture built in harmony with their height and skyline.

Town Square is located in the core of the city, the surrounding market and placing Buildings City and near the post office is under consideration. Ceremony February 22, Ashura and the axis, the gathering place The place of establishment of the special issue on other days of the year, but the color is less.

The historic areas of the events and activities that can be done and the memory of the historical elements of quality Unfavorable environment (traffic, noise caused by the ongoing review vehicle, compression, irregularities), abandonment and functional troubles, their dissatisfaction of these areas and historical areas of the city have been turned away. Most important Causes of people fleeing the city's historic district, landscape unsuitable environment, lack of resources and poor quality environment. But the presence of unique areas in mourning and religious rituals represents social cohesion and links despite the weakening of the sense of place is this historical routes. Here to emphasize and strengthen social cohesion can protect religions hold quite street and views on local regulations as solution offered of important urban spaces.

To achieve a sense of place by building new housing in the area of link with the past and present of the city and incarnate it in your old character spaces should be re-discovered. This goal is achieved when the first We share the value of its functions, After its proper place in the town planning scheme "said Kevin Lynch terms" location Identity can be understood. This type of identity or sense of place can bring a sense of belonging among the people and places Communicate and create unity.

The visual clarity and understanding of space makes it suitable for people with space and the connection that led to Social importance of space leads City requires that the structural space is conjoined with life. The flexible and Can be revived.

In the past, the use of natural colors and local materials to harmonize and standardize existing buildings face the street gave and more consistent with the climate and culture of the people. However, the use of multiple materials and inconsistent results in terms of color People are visual disturbance. The use of certain colors and textures to suit the mood to organize the wall The date on which a certificate of identity in the count seems to be necessary.

Avoid the establishment of office space and time in the body immediately, avoiding the coarse and rigid structures Proximity way to increase the vitality of the wall also seems necessary.

Conclusion:

In architecture and urban design according to citizens is one of the most important factors in the design means that space and environment What are the features that have attracted people to take It means creating an environment in which its citizens In terms of age and gender in a wide range of time in which to practice.

Accordingly, this article is to review and organize the historic walled City with the aim of Imam Khomeini Avenue The creation of a "sense of belonging", "sense of place" and a "sense of memorabilia" as functions of psychological, environmental and Social memory has been performed, How can we show that through these functions to enhance environmental quality Solving urban problems caused the city to restore identity provided to the walls.

Highlighting the historical elements in the image citizens overcome the historic elements of the image and to overcome They and historical elements of the totality of the historical walls, creating consistency in the historic city Rummy Be the most important factor in promoting the historic walled named, These are to increase the sense of a place in the wall Is historical. Conservation, restoration and historic buildings highlighted by environmental lighting and signs, promoting Physical quality and create a unified identity through the design.
and implementation of coordinated) lining of symptoms Environment and (...) during the organic layer and the location of the historic district, and the proposed design elements and signs of coordinated Environmental Graphic)) Presented inscriptions, logos historical sites, Boards Help (can the coherence of the Historical context, promote a sense of place in the cause, and the neighborhoods of historic areas in the image citizens Returns highlighted. To combat the effects of decreased sense of belonging to this historical place and reduce their sense of place in the arts Universal), graffiti, E. Porter, sculptures and (...) fits the historical context with the emphasis on ritual and representation. The collective memory of the citizens and the use of local artists in the quality of public spaces used Did and Cordoned this strategies that can promote a sense of place and a sense of place and upgrade problems Provide from it. Some of the strategies and measures of collective memory can be used for public art Appropriate to the historical context, the use of local artists, conservation and holding exhibitions blow ritual memories the main areas of the historic city walls, as indeed quite remarkable.

Collective memory in mental-time image of the city, creating a clear sense of shared past, personal identity and place, Objects and their links with schools, agreement and the bond between members of the community.

REFERENCES