



# Study of the Relationship between Mental Security and Urban Views

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**Abstract:** *Mental security is considered as one of the basic needs of citizens in urban structures. The problem is the visual disturbances of the urban environment. Part of the visual disturbances in the streets of Birjand are related to the dissonance and disorientation in billboards of medical and commercial centers, advertising banners in streets, wall paintings, dead colors and uncoordinated urban elements that are often thought to be in contrast to other. Pollution has less consequences, but disregard for it are important factors for creating visual anomalies and mental insecurity and urban confusion. Unfortunately, these boards are manufactured and installed without any supervision and do not comply with any regulations in terms of type, size and location. Meanwhile, in many advanced countries, urban advertising and street images are based on urban planning principles and each neighborhood has its own advertising on the basis of urban texture. This paper, using library studies and field observations, firstly explains the factors that generally cause visual contamination in urban landscapes and then provides solutions to reduce visual contamination and create a relaxed and vibrant citizenry. This study, it is expected that their standardization in terms of the shape and location of the installation, visual impairments and disturbances that disturbs the harmony, will increase the quality physical and visual comfort improvement on this street.*

**Keywords:** *Urban Views, Mental Security, Visual Turmoil*

## INTRODUCTION

The need to pay attention to improving the quality of visions and perspectives in urban public spaces due to the lack of clarity of the desirable form in these spaces and the grounding for the readability and clarity of the form of urban public spaces. Unconnected forms, height and colors of buildings, The use of heterogeneous and inappropriate materials with the climate, the heterogeneity of volume, mass and location of buildings, conflicting neighbors, and the presence of visual contaminations such as irregular and illogical signs, signs, heating and cooling facilities in the walls and roofs, inappropriate condition of the winds, trees and sidewalks They have diminished the clarity of today's urban spaces and have made citizens of the city feel more at ease. Therefore, it seems that discussions about the city's views and perspectives, and the need to pay attention to them, and efforts to improve their quality, are an integral part of the aesthetic visual component of the quality of the environment. (Ismaili 3: 2011)

Visual contamination in major cities is a problem that, despite the destructive effects of social and mental health among people, its significance remains hidden from the eyes of the authorities.

Experts believe that visually impaired people who are seen at the city level, in the long run, suffer from mental distress and mental illness. Disruptions and visual disturbances disturb the harmony and relaxation of the brain and the person finds long-term preparedness for aggressive behaviors. In addition, these visual disturbances are effective in the onset of sleep disorders.

Older cars, old buildings, semi-arranged buildings, abandoned and abandoned spaces, wall paintings, fungal growth of billboards and advertising banners, and urban uncoordinated elements impose such a disturbance on the visual appearance of these cities, showing the appearance of each building without any alignment with the adjacent views. And the climatic position dominates it. (Ismaili, 2011: 3)

Applying personal tastes in construction, neglecting the facade of the building, semi-detached structures and abandoned spaces is one of the main examples of visual pollution in cities, and coping with them will have a significant impact on the reduction of visual contamination from the city's face. Advertising signs and banners are essential for urban living, in which they have to consider the suitability of the panel in terms of installation location or size, quality level and type of design with its application, so that it can not be environmentally friendly, beautiful and distracting. . Unfortunately, in the last decade, fungal growth of banners and billboards in different parts of the city, city walls, post offices has created a lot of unrest in big cities, and it's easy to see how to design, print and even install these banners in such a way that in addition to increasing the amount Visual contamination also violates the rights of citizens. (Bentley et al. 2003)

The design creates order, beauty and scale: the order is based on the rational and intelligible arrangement of the independent elements, which embraces the order and relationship of an element with other elements. Beauty is in fact the quality of the excellence of the emotions and the brilliance of the mind, which brings with it a sense of aesthetics and external visual impact. (Trancik, 1986: 225) On the Iranian streets, advertising labels and posters, turbulent buildings, dead colors, large and small boards The headquarters of companies, organizations and stores, moored and eroded shadows against shops and billboards and banners have created such a disarray in these cities that the eyes of every passerby are baffled.

## **Theoretical Framework of Research**

### **Urban Landscape**

The urban landscape is the art of integrating the visual and structural into the set of buildings, streets and places that make the urban environment and the art of how to establish connections between the various components of the city's body. (Colun 58: 1998).

### **View**

The facade in the Dehkhoda dictionary means the appearance of anything that is exposed and eye-opener, what is seen from the outside, the external view of the building and the building, the exterior of the building and the facade, the pavement pavement, and the building of the mansion. In architecture, they are called the outer shell of the building.

### **Urban views**

The interface between architecture, urbanization and urban design can be rooted in the geographic, environmental, cultural and social factors of each climate and the earth, and establish a direct relationship between man, nature and architecture, the relationship that leads to the creation of an artwork.

### **Adjoint elements**

Elements that are not part of the original design of the building and subsequently annexed to the building by the owner or resident. These extensions are generally without design and cause quality degradation of the body (cooler, canal cooler, commercial signs ...).

### **Traffic elements**

Today, billboards and advertising signs are also an integral part of the look. The graphic elements that can fit into each building in any building can be regarded as a positive point. That is, with its proper design, it can be considered as part of the design. Fit dimensions and sizes, colors, sex, texture and shape ... are among the issues that should be considered in this field. Whether graphic elements are a bit of a view should always be of interest to designers.

One of the important elements of a variety of buildings, especially commercial buildings, is a panel display. The signs indicate the viability of urban space and is a guide for the pedestrian to find the desired building; the lack of use of principled and proportional panels not only confuses the face of space, but also reduces the visual value of its dependent areas. The location of the installation of the panel should be determined when designing according to the existing guidelines and its design and color are appropriate to the neighboring panels. In designing boards, it is recommended to consider the following:

Tab shape, line type, line color, line size, background color, location, area, size and fit.

In the end, it should be noted that in the design of the design of the building, the goal must be to create a whole in harmony with other components of the design (Shafie 10: 2013)

### **Feel the security and visibility of the city**

Security, from the Latin root of "secures", which means "lack of apprehension" in the word, also includes topics such as "liberation from danger, threat, injury, anxiety, fear, concern, with peace, confidence, comfort, trust, security, Warranties". Security in Persian culture also means freedom and tranquility, lack of fear and non-invasion of others, and in the culture of behavioral sciences, the two meanings of the term include "a state in which satisfaction of personal needs and wishes" and "personal sense of feelings" Confidence, Confidence, and Acceptance, which are ultimately applied by the social classes to the individual. "(Salehi 5: 2013)

The ugliness of the city's image destroys citizen engagement with the environment and has a negative impact on their mental health. In general, a person who lives in an environment is indirectly feeling safe. Studies show that when people are in an environment where visual feelings are pleasant, spending auctions and helping others grow. It is also necessary for each community member to start from their own place of residence and to regulate the walls and walls of their place of residence. People then feel the identity of the place they live in, and they identify with it and introduce their environment to others (Varschichi 14: 2012).

### **Visual comfort**

Visual comfort is one of the basic components of human environments, because "for home and living, a city is a home, big and as the home has the qualities and benefits to make living and living comfortable and comfortable, the city must also have qualities and Features for comfort, convenience and security. Likewise, a city like a home must have a warm, intimate and pleasant environment to provide a decent life. "(Salehi 3: 2010)

The hypothesis of this study is that behavioral pollution has a tendency to spatial and temporal adhesion of environmental contaminants (including visual contamination). On the other hand, visual comfort can be described for places that, because of the quantity and quality of the information and conditions that it presents, are used in a healthier and more desirable manner, and have higher official and social controls. (Salehi 3: 2010)

Indicative components in this regard include the following axes:

1. Symbolic pollution (environmental information) and legibility
2. Visual pollution (visual Turmoil)
3. Color pollution (undesirable use of colors in urban spaces)
4. Light pollution (darkness)

**Design of the building and walls of the city**

The facade is not really a flat surface, but a part of the design that should be designed like the rest of the design elements in the design cycle, in the back and forth between the various components of the design. For the facade, there should also be a scenario in the sense that the facade should be designed in such a way that at any stage of approaching people, the building has more novelties and more details. That is, the designer has planned for each moment the movement of people on the approach to the building.( Moeidi, 2013)

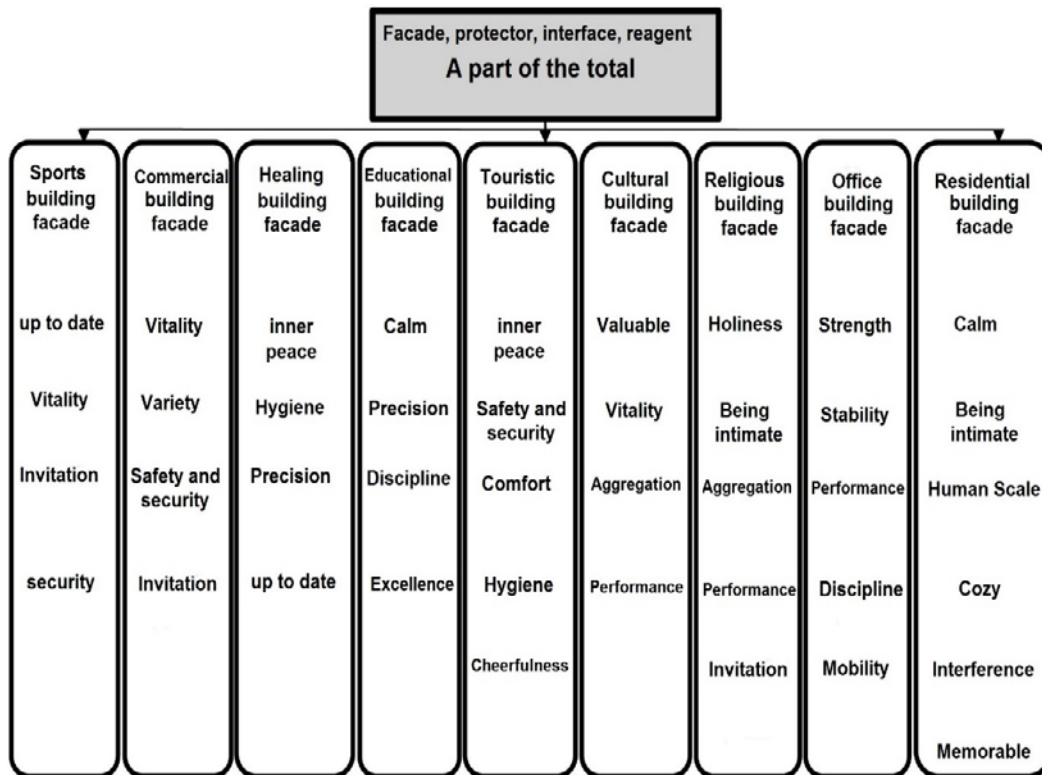
**The evolution of expectations from the view**

Harald Dylman and his colleagues in their brief review of the poster, have addressed the four expected performances:

1-protector 2-interface 3-representative 4-part of a whole.

These expectations seem to contradict two or two, but in practice, there are the extremes that the plan seeks to balance and reconcile.

**The hierarchy of general and local expectations of the view**



**Figure 1:** A series of general and local expectations from the viewpoint (Tabatabai Malek, urban walls and their role in urban space, Jahanshah Pakzad Introduction)

**Investigating the Effect of Identity in the Formation of Urban Views**

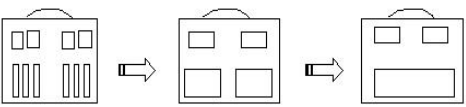


The facade of each building, the shape and form of each city, is influenced by the complex of the city in which it is present, and it affects the body of the streets or the fields in which it is located. If the

single-facade structure is considered without regard to the other facades, then the integration of the urban landscape disappears in its entirety. In the construction of each facade, there are usually materials that affect the color, shape, roughness, and appearance of the facade. Indigenous materials indicate that the facade is in relation to what region is. The urban view of the set of views overlooks the public spaces. Each of the images in the city is indicative of the constructive economic and social status and the way of thinking and attitudes toward different issues. The facade of the building is actually an important component of the building, which is a reflection of memories, and these memories add to the sense of belonging to the place and ultimately create identity for the city. Unfortunately, today, due to the weakness of the mandatory rules for the designer and the builder in this connection, the facade is of the least importance. And it is necessary to adopt laws that protect these identity effects.

**Table 1:** Principles and Criteria for the Design of the Facade (Dalake 46: 2014)

Row	Principles and Criteria	A Descriptive of the Criteria of Formation
1	Part of the identity	It leads to mental ordering and understanding. The identity of the urban landscape makes it possible for the observer to link it to one another in their minds, and to understand its pattern in space and time, in one's place, and one in the person, one here. The identity of creating a sense of the environment is formed, which is one of the benefits of the design process.
2	Urban Urban Regime	The rhythm of the occurrence of events and visual features in the city body. The form, causing the overall visually perpetuating the overall view of the city, creates a special language for it.
3	Discipline	The size attributed to the components of the whole, individually and according to Vitruvius: "The ordering or placement of the components in terms of their size, the arrangement of the symmetrical components is in proportion to the whole effect." The order is in fact the form and the matching with the whole consistency.
4	View scale	The quality of scale in buildings is one of the most powerful pillars in design. The scale is an inseparable claim of size that does not create a structure in the sense of size for the eye. The scale and size of both are considered as indistinguishable components in the design.
5	View Rules	Several laws have been introduced in Gestalt's theory: in this theory, form means the arrangement. This means that it is from an object that is different in space or in an entire ally. The whole is understood by what is perceived as part of its component.

**Table 2:** The principles of organizing the vision (Dalake 46: 2014)

General principles	Pictures	Description	Targets
principle of approximation		A journey from component to whole to visualize visual elements	-Organize elements close together - The view of the facade as a whole
principle of evolution		In order to complete the visual elements in a complete mental constitution	-Complete elements in the figure -Replacing elements in a simple and complete form
Principle of continuity		The effect of the principle of continuity in the construction of a building	-Select lines and shapes along continuous lines

**Table 3:** Factors causing disturbance in the face (Dalake 46: 2014)

Row	Factors causing disturbance in the facade	Description
a	Exercise and non-expert involvement of individuals	Creating a heterogeneous view with adjacent tissues
b	Establish a culture of governance in the community	Not paying attention to the design of the building, observing the principles of design
c	Some artists are awkwardly played	Creating a vulgar view in the neighborhood of the building
d	The absence of an expert in design control	The emergence of anesthesia and disorientation in the views
e	Lack of control of the map and the completion of work by the municipality experts	Create inconsistencies in the context of urban imagery
f	Absence of a suitable model for the design of the facade	Apply personal tastes

### Investigating the impact of rules and regulations on the formation of city views

Aesthetically pleasing environments are pleasing to sensory experiences based on the perceptual structure and mental elements of the audience and, more recently, to them, that is, the information in the environment is understood by the person's sensory interpersonal and people expect to experience something new. The facade composition of the facade is due to several factors that are mentioned below in several examples:

1. Quality and how to build a city building
2. Modernism and construction culture today
3. The value of land and its impact on the type of construction
4. The terms and conditions approved in relation to the facade of the building

### Collecting objects from balconies

The adornment of the urban environment requires the elimination of visual contamination and the removal of its frustrations. Like the bumps in the balconies overlooking the public spaces, the cooler channels, the worn-out signs of the shops, and ... Wearing the clothes inside the terrace, except the ugliness of the building's view, will be very ugly and nasty for the passersby in terms of Islamic aspects, and will bring the city's face Will be ugly. The municipality should take steps to encourage the owners to collect additional objects from the viewpoint. Because the electric cables or canalways overlooking the public spaces bring a great deal of beauty to the city, owners should, if possible, collect them from people's viewing angles or make them look their own facade to preserve the beauty of the environment. Should replace worn-out signs of their shops with new signs, and if they are the owners of the house, they should replace the canopies made by Iranians and their mattresses on the balcony of their homes. Therefore, not only officials have the right to protect the rights of citizens in the field of having a beautiful environment. They should act in the field of beautification, but citizens themselves should also take steps to preserve these components and eliminate pollution, and cooperate with the municipality in the field of beautifying the city, so that other rights of citizens can not be trampled.

### Factors for the formation of heterogeneity of urban views

The facade is an element that is nowadays an inseparable part of the urban body. Natures define street space or field, and this is why the facade is more sensitive and more important.

The following are the things that cause disturbances in the city body:

- A. Exercise and non-technical interference includes:
  - 1) Arbitration of a nonprofessional construction culture (build a vendor)
  - 2) Acting owner or employer tastes
  - 3) Not using the ideas of architect experts in design and implementation

- 4) An Exaggeration of Some Designers
- B. Theoretical weakness:
- 1) Lack of awareness of the principles of Iranian architecture
  - 2) Failure to use modulation
- C. Abnormalities related to non-compliance with the design principles:
- 1) Non-compliance of form and user
  - 2) Excessive and unproductive extensions
  - 3) Use of worthless and idiosyncratic architecture trends

The lack of identity, disorientation and visual disturbance are among the most critical criticisms of the Iranian city today. Several factors contribute to shaping the city's image, one of the most important of which is the appearance of urban monuments. Considering how the urban planners are dealing with urban issues, there are two fundamentally different methods for the formulation of these principles: one is an artistic method and the other is a method that can be called the human method. In the first method, the principles and criteria are determined on the basis of the expert's sentiment, which is the designer's artist. In fact, this is a technology that takes precedence over citizen's views and demands. In this view, the user does not have a comment or review authority, and the designer commented instead.

#### **The color effect on the beautification of the city**

Colors are elements that influence the quality of the visual and readability of urban spaces, whose proper use in the city, makes the morale of the citizens stale in today's busy cities and creates a good feel for the city. One of the main elements of visual perception is the "color" element, which apart from its high power in perceiving environmental distinctions plays a decisive role in the psychological, emotional and spiritual life of man (Fig. 2).



**Figure 2:** Painting in the streets of Norway (Dalake, 9: 2014)

#### **Advertising boards**

Many experts believe that billboards and environmental permits are essential for urban living, which in their use should pay attention to the suitability of the panel in terms of installation location or size, quality level and type of design with its application, in order to provide a beautiful environment. Do not have visual irritation. Urban advertising in Tehran is 140 years old. Until that time, the installation of the board was not widespread, and if it was installed somewhere, it was mostly in the form of inscriptions. Environmental science experts believe that one of the most important causes of increased infectious pollution in our country is that in Iran, we do not have the right tools to introduce our activities, while in advanced countries, tools for transmitting social and economic activities such as stations Environmental messaging or local media communication is used, and the consequences of small and large activities are brought to the attention of citizens.



Billboards are an important issue that, if not specified by certain rules, as one of the most important causes of increasing visual pollution, can lead to undesirable messages in urban life, which is far more difficult to deal with than creating suitable land for reducing pollution. It will be intuitive. (Ismaili 5: 2011).

### **Visual disturbance and lack of peace for the citizens**

The visual and auditory pollution that we see in cities is one of the main reasons for the reduction of work efficiency among citizens. In other words, many conflicts in the city are affected by urban pollution, especially visual and auditory. Deployment Urban texture, shape and form of urban spaces, fields, parks, exterior views of streets, streets, buildings, urban design, communication networks design, metro and bus stations design, and finally urban graphics, all in all, in the form of artistic and artistic activities. Design and review. Art is related to the construction and physics of the city, and its neglect is one of the important factors causing visual disturbance in the city. (Kaboli Farshchi 4: 2013).

### **Research Findings**

#### **Reviewing the case study**

However, billboards and banners have become a must for today's urban life, but in using them the fitting of the panel in terms of the location of installation, or size, quality level and type of design with its application must be considered, in order to be environmentally friendly, beautiful and distressed. Do not have a visit. Unfortunately, in recent years, in the streets of Iran, fungal growth of banners and types of standers, billboards, scaffolding, billboards in various parts of the city and ... have created a lot of uneasy and it is easy to see how to design, print and even install These banners are such that in addition to increasing the amount of visual pollution, the rights of citizens are also violated.

The widespread use of all kinds of outdoor advertising on this street has not only not helped beautifully but has caused the city to be ugly and ugly, and this is contrary to the laws of the city that underlie citizens' souls and minds for not paying attention to public taste and ignorance. Impact. Unfortunately, in spite of popular protests to the municipality, so far, no action has been taken. In the streets, advertising labels and posters, turbulent buildings, dead colors, weary awnings in front of shops and billboards and banners, and so on, have created such a disarray in the city that the eyes of every passerby are thrown.

The municipality, as the main trustee of the beautification of urban space and urban management, should, in addition to measures such as tabling, have to make the city deserving and deserve it and make it peaceful for its citizens.



**Figure 3:** Visual contamination caused by disorder of physician's office boards in Taleghani Street (Source: Negarande)



Many citizens are in the process of installing banners, cloths, posters, posters, brochures and announcements in the city, which not only is not a beautiful city, but also has caused dissatisfaction with other citizens and other problems for the municipality. Once we can implement the appropriate city management that, with a strong and resourceful management, guides this field and applies modern mechanisms to the city's management in a beautiful and eye-catching way, so the application in the organization of all billboards, laptops, boards and scaffoldings of the level of advertising this city is indispensable.

It will be a way for people to participate in urban beautification in their cities, and people will also receive the necessary training for a successful citizenship by the municipality. Also, using the opinions of artists, experts and activists in this field, it is necessary for the municipality of the Bank to create ideas and plans and potential solutions for urban problems, in this way, better communication of all citizens with urban management in the direction of development and civilization of this city. Provided.

One of the elements that can change the appearance and identity of a city is the advertising signs with color, lighting and material. Herald's advertising has created ugly faces in the city and can have psychological effects and unpleasant consequences.

Figures 4 to 9 show the status of the present (maladaptive signs and visual disturbances) of the streets of our city:



Figure 4: (Source: Negarande)



Figure 5: (Source: Negarande)



Figure 6: (Source: Negarande)



Figure 7: (Source: Negarande)

#### Solutions for the design of the facade:

- Getting to know more about the facade literature, the elements of the constructor and the design elements

- The use of architectural art specially designed to create meaningful visions in the city
- Promoting the knowledge and education of citizens, urban managers and architects on urban facades and helping to get rid of crooked tears.
- The lack of modular use in the vast area does not result in uniformity of views
- Provide comprehensive and consolidated regulations on the views and stronger enforcement of its implementation
- More attention to context-oriented architecture
- More use of Iranian knowledge and attention to Iranian-Islamic architecture in the design of the views
- Reducing interference Sellers in the field of construction or further oversight of them, especially regarding the quality of materials used
- Controlling demonstration by the municipality by laying down criteria and urban design mechanisms.

Organizing billboards and advertising banners and standardizing them in terms of the shape and location of the installation, collection and replacement of old and worn vestibules in front of the shop, attention to the facade of the building is one of those cases where the custodians of the cities can by attracting active participation of citizens to improve and organize the landscape and the image Make a city. Citizens' education in relation to the protection of the city's beauties must be taken seriously and citizens must also receive appropriate educational programs through schools, the media and other cultural institutions.

Improvement of the quality of the transfer of urban information and its approximation to global standards, the rapid and accurate access of information to citizens and tourists, the improvement of the urban structure in terms of urban information quality, the beauty of the city environment and urban furniture sets, the durability of advertising structures and the creation of psychological security for the public Citizens are targets that should be addressed to them by organizing environmental promotions in the city, because if they are prioritized to short-term economic benefits and economic benefits, they will, of course, guarantee a long-term increase.

Correction of the structure of the types of billboards is one of the most important requirements for the organization of this part of the city view. The development of uniform rules and regulations, of course, its timely and coordinated implementation, the removal of redundant boards and usage of the city, the identification of suitable places for the installation and operation of billboards, the observance of technical principles in the construction of structures and forms of forms, and the provision of conditions for the use of technologies. Modern, able to help urban managers in practice. To achieve such a goal in all the urban space of the country, the work of environmental advertising must also be given to the expert. Therefore, advertising related to non-governmental and, in fact, government activities should also be in line with the quality and technical level of other promotional symbols of the city.

## **Conclusion**

The readability of the urban order visually provides a clear mental image of people and somehow a sense of identity, security. The pleasure and understanding of the city increases their interest in it and improves the sense of belonging to their relationship with the city. In fact, with a successful urban design, a stronger mental image is created in the citizenry, and this image provides a better way for people to interact with the environment.

People in the city understand the city and direct contact with them. Consequently, urban designers who deal with the shape of the city, it is necessary to focus their attention on visual factors that

affect the observer and do not forget this, the images that the mind receives from the environment, in the long run in the person's life Affect. The components that have risen in the city's atmosphere sometimes find a good shape in the minds of the individual to give the person a sense of security. In fact, urban planners need to provide people with valuable city-style experiences and provide conditions that allow a person to find a good relationship with the outside world and reduce visual impairment.

Peripheral advertising has become an integral part of the face of small and large cities today. Therefore, the organization and guidance of the use of this method of advertising, especially in metropolitan cities, has been accepted in urban management as a principle in the world, and is used in coordination with other urban factors.

Based on this, environmental awareness should be considered as a central and focused program to prevent more visual pollution, and urban managers should consider the visibility and vitality of citizens as one of the most important goals in implementing urban planning projects in order to be able to Infectious contamination is significantly reduced. Achieving visual comfort requires a coherent program and a commitment from community officials. With such actions, visual impairments can be made, and the urban environment and visual comfort that is also beneficial to the peace of the citizens

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