The effect of organizing viewpoints on quality promotion of environment with approach of reinforcing urban landscape
Case study: lands of North of Kish Island

Hasanali Laghai¹, Elyas Modiri², Hamid Danesh Pajouh³

1. Ph.D, Department of fine arts, Tehran University, Tehran
2. Master Of Urban design, Department of Tehran Urban design, Tehran University, Tehran
3. Master Of Urban design, Department of Tehran Urban design, Tehran University, Tehran

Corresponding Author email: msoleimani6671@yahoo.com

ABSTRACT: Viewpoint is an arena or three dimensional areas that starts in a point and extends towards an index subject or a visual quality. It seems that organizing viewpoint areas toward specific urban signs has a considerable impact on appropriate aesthetic components and form of environmental quality in shaping urban spaces toward idea of urban landscape. Therefore, this article aims at identifying the role of organizing viewpoint areas on promoting quality of environment in urban landscape. In this research concepts of quality, environment, landscape, and components of environmental quality and landscape in urban planning and views and visual landscapes are studied precisely in components of environmental quality and components in the form of index and criteria related to viewpoints and urban scenes were evaluated using analytical hierarchy process and finally landscape of every area with these exiting indexes of the concept of viewpoint were compared and it is in the form of approaches to preserve, reinforce and optimization and organizing are offered.

Keywords: environmental quality, quality components, urban landscape, views and scenes, viewpoint

INTRODUCTION

Human is interacted and connected to his/her environment. The environment is formed by factors and natural phenomenon, handmade elements and products of development and growth of human societies and mutual interactions between natural and manmade phenomena. In fact, human always has had direct and close relationship with environment and in this balanced and dynamic relation human uses environment and create it and even destruct environment. The result of inappropriate use of human from environment in recent years was considered by experts and theorists of natural sciences more that ever. This attention to unsuitable effects of inappropriate use and out of rule of human from environment provides growth and development of ideas and approaches that are based on increasing the quality of environment that in arena and urban spaces, promoting the visual-aesthetic quality of these spaces is very important. Because pleasure and wellness of visual landscapes has inevitable impact on natural landscape and human peripheral manmade that is the result of suitable interaction between human and environment and also they have irrevocable impacts on sensation, perception, phenomenon and elements in the mind of human. It seems that this issue refers to the role of elements in intensifying the process of continuous attempts of human for identifying, understanding structure, and finding specific meaning of visual elements and way of ordering them in environment. Today it is one of the issues that attracted the ideas of architects, planners, and urban designers. The issue of the necessity of promoting the quality of viewing urban landscape is the componential framework of visual-aesthetic quality of environment. This issue beside promotion of other components of quality of environment such as activity-operational components, meaning-perceptual and environmental issues can provides the grounds for promoting quality of environment in spaces and general urban arena and stable urban view (Pour Jafar, Taghvaee, Sadeghei, 2009). Todays industrial developments in the world causethose cities develop respecting green spaces, out of previous organic patterns that are the answer to ecological responses. Designing urban spaces in the form of green spaces that are a part of urban landscape that
attract views is not incidental activity for a city, a place or region and as they plan in building the body of city they think about surroundings and then design them, also they design about live parts and think and design about them. This part of designing not only is not important, but also is of the main factors of urban environment and acts by close relationship with architecture and building and improving quality (Leghaee, 2003, pp. 12-16). Paying attention to quality, visual characteristics, and organizing factors of landscape are undividable parts in the process of designing. Viewpoints as one of the visual corridors that directs the mind of addressee is very influential in perception of aesthetic effects. Simon Bell is of individuals that devoted to understanding visual elements of creating the landscape. In his view mounts, hills, plains, water, forest, green areas, buildings and artistic elements are formed that creates different patterns of landscape. Every thing of forms can be based on distance and it is possible to divide visual creation elements to four elements of point, line, level, and weight (Bell, 2008, 13). It seems that lack of clear identity, disorganizations, and visual disorders, lack of mental security, and vugueness of people in town arena escaping, and demolition of signs and cultural and historical elements, in appropriate quality of building facades, lack of organized shape in form and landscape of urban walls represent the problems of readability, routing, vugueness in finding directions, lack of positive evaluation of people from urban spaces and decreasing the sense of dependency to urban environments for necessity of increasing visual quality and urban landscape in the framework of visual-aesthetic component of environmental quality.

Generally understanding, organization and aware designing of viewpoints as a form of scene in forming urban landscape toward index signs and visual values of city has an important role in promotion of quality of view and urban landscape and by the way promotion of visual aesthetic quality of environment in spaces and urban arena. By viewing the experience of promoting viewpoints toward visual values during history before everything we can find the clear role of this element in increasing the quality of environment and urban façade. Therefore, it is possible to use the role of these elements in:

Visual, physical, and operational organization of Rome and identification of churches with value of this town in 16th century
Designing and renewal of Capitol piazza and visual emphasis of Palazzel del Senatore in this squire in centuries of 16 and 17
Designing squire and Saint Piter Church and creating visual emphasis and visual guide of pilgrims toward the church in 17th century.
Providing visual emphasis on one hand and chance of accessing to the wide view on the other hand in royal Versailles city in 17th century
Creating visual and physical connection between two parts of Medievaland Renaissance centuries and also visual emphasis on The CountyHouse in Nancy city in 18th century
Organizing the visual- physical structure of Paris through viewpoint of Champs-Elyse’s in 18th century
Visual emphasis on operational valuable buildings and showing the glory and power in Washington DC in 19th century
Creating new identity while emphasizing on national elements and natural features in Rachel Beth New Delhi in beginning of 20th century
Representation of political power and physical organization and also visual emphasis on building with operational value in Pirozi Street of Bokharest socialism in Romany in 20th century. Therefore, by analyzing and borrowing experiences and key concepts of visual value in urban landscape we can attain suitable strategies in creating this issue.

METHODOLOGY

This research at first deals with finding definitions and concepts of quality, urban landscape, environmental quality, concepts of views and scenes with the aim of eliciting criteria and related indexes to the subject of viewpoints that its results are specified in the form of main criteria and their sub-categorical indexes. After eliciting variables and related criteria using check list method and image analysis to evaluate landscape with visual viewpoints is used that is dissolved to its components (physical, biological, and manmade layers) and every part with respect to landscape visual quality is scored. Techniques that are used in this method contain check list, matrix, and image analysis that meantime according to this subject that in Matrix and picture analysis is better (Kronert and et al., 2001). In the case of evaluation of visual quality of landscape based on matrix method various people had activity that we can refer to studies of MoK et al. in relation to features of street landscapes in USA (Mok et al. 2005), Bulut and Yelmaz in the case of features of mountain landscapes in Turkey (Bulut and et al., 2007), and Arriaza et al. in the case of agricultural landscape features in Spain (Arriaza et al. 2004) to lead to results in this respect.
At first a short history about framework of check list method in evaluating landscape with consideration of viewpoints. In this method at first general features are discussed that are physical, biological, and manmade layers that are described below:

Physical layer: that contains structures and texture of land, topological features, and dominant steep and hydrologic features of site that each of them can be divided to other sub-categories.

Biological layer: biological variables that are influential in the site are compounding and dominant type and main form of plant layer, compaction of planting and existence of animals.

Manmade layer: influential manmade layers in the site are existence or lack of existence of building … in the view of different access routes, buildings and equipment in some parts of the site and rate of cooperation and respect to the environment.

Landscape of the area by considering differences in these three groups of elements and visibility and general features site landscape by consideration of viewpoints and main scenes, zoning and in the next stage general features of every zone and table of landscape creates factors in every zone. In Matrix method main quality criteria in discussion of visual landscape in frame of beauty of landscape and affectivity are analyzed and they are as follow:

Diversity: compound of textures, forms, and different colors causes diversity. Diversity to great extent related to a landscape that can be seen in different scales. Increasing diversity causes decreasing of scale. Excessive diversity causes ambiguity and complexity. Diversity adds attraction of environment and is considered as a main factor. Generally diversity of city components in visuals landscape is of the most important components of an elevated scene. In table 2 indexes related to the diversity are introduced as sample.

Antagonism: it is a state that division between two phenomena exceeds to the extent that passes from contrast line and divides to two individual phenomena. Contrast in the case of one phenomenon and its ground or a phenomenon can be cleared. Antagonism causes distinction of elements. Also, in perceptual understanding contrast causes distinction between one thing from another and in this respect.

Coordination: it can be created when landscape components have suitable relationship with each other and with the ground. In other words, coordination of different parts with each other and with the whole is possible that is as one of the principles of designing that causes unity. Unity is related to relationship between formation parts of a landscape with the entire landscape i.e. compounding elements and related features for creating a unique form (Shamshiri, 2012).

To do evaluation and features of view and landscape that has the most influence on quality of viewpoints and ecological factors can be discussed. In the next stage these criteria according to the site for variables of every zone are defined and evaluated from +3 to -3. This evaluation index is analyzed from excellent to the weak. Finally the score of every zone through designing the diagram are compered. Accordingly to improve and reinforce landscape of every zone a series of strategies can be offered (table 1, 2, 3).

### Table 2. management strategies and designing according to the quality of landscape (Shamshiri, 2012)

<table>
<thead>
<tr>
<th>Rate of interference</th>
<th>Score</th>
<th>Quality of landscape</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of need to interference</td>
<td>+3 to -1.5</td>
<td>Excellent</td>
<td>Complete preservation</td>
</tr>
<tr>
<td>Least interference</td>
<td>+1.5 to +0.5</td>
<td>Good</td>
<td>Preservation</td>
</tr>
<tr>
<td>Need to change area</td>
<td>+0.5 to -1.5</td>
<td>Average</td>
<td>Support and improvement</td>
</tr>
<tr>
<td>Need to main change</td>
<td>-1.5 to -3</td>
<td>Weak</td>
<td>Rebuilding</td>
</tr>
</tbody>
</table>
Table 3. variables of diversity in matrix of evaluating landscape (Shamshiri, 1391)

<table>
<thead>
<tr>
<th>Score of every variable</th>
<th>-3</th>
<th>3</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plant Form</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Biological</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compaction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stratification</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manmade</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Installation</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Score of every variable</th>
<th>-3</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biological</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Texture type</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compaction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stratification</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manmade</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Installation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As it is necessary that this method be along with preparing pictures and film, compounding components of landscape and changing them to organize viewpoints in general environment and special features are appeared in mutual effects that causes deep perception of landscape based on thinking. What is inevitable is that perception of different individuals in a similar view can have wide domain of changings. Now using expert individuals in this domain can lower domain of changings.

Therefore, purposes of this research are defined in two levels:

- **Macro level:** in this research the main purpose is accessing quality parameters of viewpoints in urban landscape according to the visual values to reach applied principles in designing and visualizing urban political organization.
- **Operational level:** in the small level the purpose of this research is evaluating zones of studies by elicited parameters to have strategies to be as a representative from urban spaces besides benefiting appropriate operation, evaluation and appropriate perception for supervisor.

**Conceptual framework of research subject**

**Quality**

The term quality is a concept that in entire sciences and grounds is related to the life of human. In general situations quality means clear for describing the elevation degree of things and phenomenon (Golkar, 2001, p. 38-65). But the concept of quality is a relative concept that requires a wider meaning than it obvious meaning. The concept of quality has two dimensions. It means that beside the fact that quality is a vague and multi-meaning concept it is clearer. In fact the purpose of quality is main features of things. On the other hand, quality is generality and system from qualities that create on thing (Pakzad, 2006, p. 78). In fact helping qualities we can find differences in things, while by general qualities we can reach differentiation of things. In this regard, Amid Persian Dictionary defined the lexical meaning of quality as state, way and feature on one thing (Amid, 1984, p.1027), also the term quality in English means something that a person or a thought causes its uniqueness (Longman L.C , 1981 : 680 ). On the other hand, Oxford English Dictionary offers four meaning for the term quality.1. the standard of something as measured against other things of a similar kind; the degree of excellence of something.2. a distinctive attribute or characteristic possessed by someone or something 3. general excellence of standard or level 4. archaic people of high social standing (Oxford A.D , 2006.1233). But in fact quality is the way of something that
makes emotional and mental impact on human (Pakzad, 2006, p. 78). This impact should be so that the sense of human is able sense and understand it.

Environment
Moein Persian dictionary defines environment as coverage and surrounding and living place of human (Moein, 1992, 3929). Geographers, psychologists, social scientists and architects offered different definitions of environment. But in fact surrounding environment is the main criteria for different definitions of environment. Therefore, every description and definition by determination of function of environment should be based on something in surrounding space (Long 2002, p. 85). In the case of division of types of environment we face two environments. First potential environment for human welfare and second influential environment that individuals pay attention to them and use them. Also, many researches distinguish between physical, social, psychological and behavioral environment. Physical environment contains land and geographical zone, social environment contains institutions that involves people and groups, psychological environment that consists mental images of people and behavioral environment is a set of factors that person react to them. What in this division is seen more than everything is difference between real world of surrounding Phenomenological that consciously and subconsciously force to reaction behavioral patterns of people. In this view world depends on the rate and quality of perception of mind. In this relation Court Kalka (1935) differentiates between geographical environment and behavioral environment, so that considers geographical environment as objective environment and realities beside human, and evaluates the behavioral environment as an image of understanding of objective environment that forms the basis of human behavior. In addition, Douglas Proteous (1977) poses the conceptual model that adds it to concepts of phenomenon or personal environments. Human in the process of living needs mental interaction with environment. So that soul and mind of human is motionless and lack of interaction with environment and space in their natural and complex form causes death and silence. Conversely, environment and familiar space that is in accordance with general structure of culture is complex, readable, joyful, calm, certified, sense of dependency and ... that causes development and increasing thought, mental innovative, high theoretical efficacy and ... and evolution becomes cultural (Pour jafar, Taghvaee, Sadeghie, 2009). This dependency from needs to understanding human social relations, for understanding concepts and domination and promoting needs against various events. Therefore, human seeks for relationship between him and environment and benefits it to reach experimental rights and concepts in the language to make communication with environment (Barati, 2002).
Environmental quality

Quality of a thing comes from two sources or zones: 1. mental arena of individual, 2. Objective arena of thing that some qualities are introduced as values that with difficulty are quantitative and with difficulty we can measure them. Qualities are related to suitable and unsuitable, ugly and beauty representations of things are in this category. While real qualities of things are qualities that are measurable and they are related to measurable capacities like weight, height, and speed. Therefore, in the case of quality of a thing we can say that: “quality” of a thing is degree and rate of priority, similarity or lowering of it than other things that by human mentally and objectively is considered as a set of features of that thing. Quality of a thing comes from two sources of “ego” of person and the “thing” itself, that respectively we call them “value” and “measuring score”, they represent two groups of “suitability qualities” and “capacity qualities” of things (Golkar, 2001, p. 38-65).

In fact we can consider the “quality of environment” as one of the problems of the science of urban designing. This issue is so that most of the theorists consider it as the most important duty of urban designing (Pakzad, 2006, p.77). In theoretical texts planning and urban designing there are different definitions of environmental quality. These different understandings are based on ideas of theorists or the pattern of selecting indexes by them. Therefore, lack of a comprehensive definition for the concept of environmental quality is very clear in theoretical principles of urban designing. This issue can be the result of relationship with overlapping of this concept and vague and complex concepts like quality of life, capability of life and resistance (Van Kamp, 2003 :5-18). In table 1 some concepts related to environmental quality are studied.

<table>
<thead>
<tr>
<th>Research</th>
<th>Concept of environmental quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lansing and Marans (1969)</td>
<td>An environment with high sensual quality of welfare and satisfaction for people by branch that might be physical, social, or symbolized.</td>
</tr>
<tr>
<td>Porteous (1971)</td>
<td>Environmental quality is a complex issue that involves mental perception, attitude and values that are different between groups and individuals.</td>
</tr>
<tr>
<td>RMB (1971)</td>
<td>Environmental quality in the result of quality of formational elements of an area, but it is something more than total elements, environmental quality of perception of place totally. Elements of each of them have specific and qualitative features.</td>
</tr>
<tr>
<td>RIVM (2002); Workshop livability</td>
<td>Environmental quality can be as a main part having wider concept like main qualities like health, security in compound with aspects like simplicity and attraction.</td>
</tr>
</tbody>
</table>

Source: Van Kamp, 2003, 7

Environmental quality in urban landscape and its components

Urban landscape as a general feature has a specific importance in bedding evaluation of visual values of the city. Therivel in 1993 introduced factors that are involved in creating a specific landscape that are: physical factors, human factors, aesthetic factors and connections, historical factors and cultural factors (Therivel, 1993, 160). Visual resources in landscape for reflection of their values as a source that doesn’t need to be renewed requires management (Dearden, 1980, 51-68). From 1970s in USA some rules considering environmental planning with emphasis on visual values are documented and short and long term consequences of development on landscape are emphasized (Priestly, 1932, 52-59). In fact, design of landscape values in professional activities of landscape was started from beginning of 20th century (Noss, Harris,1986,299-309 ). By case studied in this regard we can refer to views of forest industrial sites, designing open spaces and evaluation of landscape of roads (Corry,2005,265-280). From 1960 onward, perception of visual and aesthetic values as an interdisciplinary activity in environment planning was posed in macro scale (Zube,1986,3-9), and by starting 1970s in the USA, NEPA for answering to increasing attention to society than decreasing quality of environment results from second world war, dimension of visual values during the process of decision making about designing of development projects is represented as an interdisciplinary activity (Zube & Taylor,1982,1-33).

NEPA and rules in NEPA by reflexing visual values cause growth of insurable methods and processes of distinguishing the value, visual quality and visual effects for suggestion to developers (Zube,1986,3-9). Also, in this decade the condition of preservation laws and protecting visual resources in management and applied planning of land in Canada was started and until now activities like these are increasing (Moss & Nicking,1989,177-192). Most of these processes and approaches in visual evaluation are based on laws of USA and are tested. Managing visual resources is a process for ensuring recognition and are considered and used in management processes. The purpose of management of visual resources is preparing systematic and visual information about visual quality of landscapes and visual effects of development activities in the landscape (Feimer & Smardon & Craik, 1981, 12-16). In the case of quality of human interaction with environment three psychological theories are introduced that are theories of environment specification, environmental possibility and environmental probability. The theory of environment specification causes changing of geographical, social, cultural, and natural made environments that
are natural or artificial, and causes changing in perception and human behavior and human is submissive to environmental conditions. This theory is attitude of environment quality in urban designing those obligatory results from environment and specifically from environment.

While the theory of possibility states that environment provides a set of potential capacities for some behaviors and human is not completely submission against nature and benefits relative selection. But, possibility of environment doesn’t lead in a specific behavior. But if there is no capacity in environment certainly behavior is not achieved. This theory is the attitude of environmental quality in urban designing that is as a mental issue that is made by supervisor and has no relation to structure and features of environment. But in the view of environmental probability, environment is able to provide the bed and ground for behavioral event or specific perception and is not able to specifically determine the behavior and human is free in selecting environmental conditions. This theory is attitude of quality of environment in urban design as a concept by offering sensible features by physical environment and on the other hand the sensed, percept, understood and evaluated issues that are followed by supervisor. In this attitude the process of purchasing between physical and sensible features of environment on one hand and patterns, cultural issues and mental abilities on the other hand that dorms the quality of environment. Generally we can state that quality of urban design is the connecting point of three components of functional quality, experimental-aesthetic quality and bio-environmental quality of cities. The functional component of urban design quality on one hand covers movement and easy access to passenger ways and roads to attractive urban centers and on the other hand involves other operations like inactive pleasure, watching people and different customs to ensure livid and richness of urban special experiences. The component of experimental-aesthetic deals with perceptual findings, recognition, and environmental preferences of people instead of urban spaces and finally bioenvironmental component in micro dimension covers issues like regulation of micro climate urban spaces and in macro dimension they are concerned about complexes of urban environmental stability (Golkar, 2001, p. 38-65).

Views and landscapes in components of environmental quality of landscape

In analyzing the quality of environment and in visual-aesthetic studies always there are interpretations of visual features of environment that are considered. Gurdon Cullen writer of the well known book urban landscape defending the role and importance of physical-visual features of environment writes that: “we study visual issues, because in this way we know environment. Visual perception is not the only suitable means, but it reminds touchable senses that remained in our minds”. If fact, Cullen considers the art of urban design in line with architecture and believes that buildings, trees, nature, traffic, advertisement tools and … should be connected so that to realize the urban art show. In other words, visual and aesthetic studies emphasizes on objective capacities of city (Fajr and Toseeh, 2005, p. 33). Also, Lynch regarding quality of city states that; understanding the quality of a city only is obtained by viewing it by citizens and this issue is because of mental image and environmental perception that people have from their residential place. Therefore, by senses that individual feels, colors, shapes, movement, and verity of light, smell and voice are influential. It is clear that having a clear image of environment enable individual to move easily from one place to another. In other words, features like readability only exist in a good form of city. This factor that qualifies the environment of human life separates them from qualified environments (Lynch, 2005). Necessity of paying attention to promotion of quality of visions and landscapes in urban spaces because of lack of clearness is a suitable form in these spaces and provides the ground for readability and formal clearness of spaces in the form of a general landscape. Unrelated forms, height, different colors of buildings, using various materials that are not appropriate for climates, heterogeneous volumes, mass and order of buildings, conflict neighborhoods and visual pollutions like disorder categorization of installations and systems inside buildings decreased the clearness of urban spaces and orientation sense of citizens in the cities faces problems. Therefore, table 5 analyzed components related to increasing the quality of view and landscapes in the process of improving quality of environment in urban designs and ideas of theorists and international institutions.
### Table 5.

<table>
<thead>
<tr>
<th>Institution and theorist in issues of environmental quality</th>
<th>Title of book</th>
<th>Components related to the views and landscapes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rojer Transik</td>
<td>Finding lost spaces (1986)</td>
<td>Controlling axes and perspectives</td>
</tr>
<tr>
<td>Michel South Worth</td>
<td>Theory and action of contemporary urban design (1989)</td>
<td>Views and landscapes</td>
</tr>
<tr>
<td>Tibaldez</td>
<td>Making appropriate cities of people (1992)</td>
<td>Visual pleasure</td>
</tr>
<tr>
<td>Consultative committee of London planning</td>
<td>Quality of London urban environment (1993)</td>
<td>Visual richness</td>
</tr>
<tr>
<td>National seminar of urban designing in Australia</td>
<td>Challenge of urban designing (1996)</td>
<td>Visual and accessing possibility</td>
</tr>
<tr>
<td>John Punter and Mathew Carmona</td>
<td>Designing dimension of planning (1997)</td>
<td>Quality of views</td>
</tr>
<tr>
<td>Kevin Lynch</td>
<td>View of city (1960)</td>
<td>Readability and visual clearness</td>
</tr>
<tr>
<td>Poul Spirgan</td>
<td>Designing city (1965)</td>
<td>Vistas and various visual experiences</td>
</tr>
</tbody>
</table>

Source: Pour Jafar, Taghvaee and Sadeghi, 2009

### Urban views and landscapes

In the cities there are various species of landscapes and causes attractiveness in urban landscapes, a scene might be closed, framed or extends and cut by high buildings or deviates (Worskett, 1969:16). William Holford considers views the result of natural ripples and various forms of land like open spaces, parks, trees, buildings, and structures and different views and landscapes: Viewpoints that are directed to the cities from countryside. Viewpoints inside the city that extends to surrounding sides. Viewpoints of city from manmade high point inside cities

Scenes inside cities that is limited to a street or squire or a restricted section.

Scenes are comprised of each of them (Holford et al., 1991:19) in another division Roy Varkey classifies scenes as follow:

*Scenes outside city*

Consecutivescenes outside city

Scenes toward countryside; in these scenes the station of high buildings are ant considered and these types of scenes are compounds of wide and panoramic views or narrow views with low sight that are between buildings. These views might be the result of specific viewpoints of the city.

Outside scenes toward countryside; local views toward countryside from city center that covers views from cities to the entire city.

Yards with appropriate chances visually that are of expressed cases in urban views (Worskett, 1969:232-242).

In another classification views and scenes to panorama and wide views, vistas and viewpoints are divided. Panorama is an unlimited and wide scene respecting environment. Webster dictionary defines panorama as “image or a set of images of one landscape, historical events and likewise that are shown in a unique level and extend to a part that in the picture senses extension (Mazini, 1995, C48). By Panorama we mean wide landscape of subjects that are seen and they can be seen with each other(ibid, 48). Panorama views are more in the situations of hills and valleys. Situation of cities in heights or shores provides the outside views of panorama (Tugnutt & Robertson, 1987:52).

Vista is a scene that is controlled by strong and fixes edge or edges. By Vista view we mean the view or landscape that is seen among a row and is to some extent longer from factors like buildings and trees (Mazini, 1995, 122). Vista emphasizes on and adds to suitable quality of road (Ibid, 121). Different types of Vista are represented in urban views: 1. Grandiose Vista; from among subjects that are used for here and there application are discussed and exploited and Vista landscape is of their most common. Vista landscape connects the ground to the far landscape 2. Scrummed Vista; this landscape works commonly, except when the sense of “there” is added by a buffer or something. Scrummed Vista provides the use of buffer for scrumming landscape (Cullen, 1998, p. 41-42). The main purpose of one Vista is framing one distanced view and therefore this view is seen among one compound ground and in the final point it is stabilized by valuable signs. As prerequisites and terminating element plays the main role in appointing a Vista scene and here the channel of street is not needed to refer to similar facades because it provided a direct route and visual direction is seen to have a strong sense from one perspective (Kostof, 1991:264-293). Viewpoint; or visual corridor forms when the view line is strongly controlled and guided by ages from two sides. View line comes from one viewpoint of device or person. View lines are appointed in specification of quality of movement of devices and immunity of other users of road (Fajr and Toseeh, 2005, p.12).
**The concept of viewpoint**

Viewpoints are the result of order of buildings around an open space such as street so that connection of these buildings by a linear axis that there are controlled scenes around them. Compounding of building is so that their central line is for shaping an axis that is correspondent; therefore, buildings are in a spatial connection that tends toward the central point of the axis. Axis views are sometimes designed by series of trees. The considered point is sometimes direct and its final point might be limited to natural or artificial elements or far view. Checkered networks of streets or radial network is of the most common patterns of axial networks (Ghafari, 2001, p. 180). Also, visual corridors contain axis that toward the visual landscapes provide a considerable scene. Visual corridors generally contain different axis. They are axis that for appropriate view is categorized by urban signs or valuable elements of architecture that create a useful scene made from visual factors. Ecological specific axis like glen that for its separation can provide a natural attractive scene (Fajr and Toseeh, 2005, p. 204). Viewpoint is three-dimensional arena that starts from a point that is able to transfer a pleased sense from view and landscape to human. This point can be a hierarchy of suitable viewpoints or only a specific point. The rate of width and depth of every viewpoint directly depends on quality and spot that viewpoint emphasized on it and is in the center of attention of viewpoint (Pour Jafar, Sadeghi. 2008, 97). Also viewpoints are direct lines that provide a visual connection and at least one prominent element. These axes are a framework for foundation of a city to be historical and reminding. These axes are able to use natural events amazingly (Bahraini, 1998, p.221).

**Introducing understudied area**

Kish Island with width of 91 square kilometer is situated in the space of 18 kilometer from Iran’s south shore. This Island is considered one of the most beautiful Islands of Persian Gulf in 18 kilometers from Iran’s south shore and situated between geographical coordinates of 53 degree and 53 minutes to 54 and 4 minutes of east length from Greenwich Meridian and 26 degree and 29 minutes to 26 degree and 35 minutes north width. Length of this Island is 15 kilometer in direction of east-west and its width is 7 kilometer in north-south axis. It is nearly oval shaped. Respecting length and width Kish Island has no diversity and is nearly flat. This Island is 22 meter upper that the level of Gulf water and its most height point is in the east of Island and it is 45 meters higher than the surface of the sea. Therefore, shores with a low steep biases toward the sea. This Island has coral structure. Coral islands are formed by developing different types of corals and other organic materials on Anticline, a salt dome and volcanic material. There are different types of trees in the Kish that are Lore, Konar, Iranian and Pakistanimesquite, acacia, Crete, eucalyptus and palm. The biological animals of this area are birds and fishes.
Zoning the site respecting visual features of landscape

Identifying different zones to apply application strategies to improve viewpoints of site are assumed for view corridors that lead to quality improvement of landscape and also it involves features, potentials and issues of each zone. Zoning by considering aerial pictures in the area and attendance in the site, visual and field aspects were studied and similar parts respecting physical, biological and human factors were studied in this zone and accordingly the entire site is divided in three zones (city zone, Urban-arboriculture Area, and Becker part. It should be considered that by titles of every zone we mean contents that are influential in the situation of each of them and it is not possible specify a specific border for these zones on the map and these zones are ideal. Picture 3 is the zone of site visually. Then there is a short description about the zone.

Urban area

In this area there is vegetarian life widely to provide possibility for building structures and developing the destructed city. We can say that plants are centralized for to corridor spaces of streets and inside spaces. This zone contains inside area of Sanaee and Kashani Street and Iran Boulevard on one hand and on the other hand the interval between developed part and main pole of business and tourism part of Island and area of an untraced zone. Specifically according to the growth and development in the areas of Kish Island this zone has visually more characteristics so that visual elements are greater and diversified that are considered respecting valorizing viewpoints. Generally most of the viewpoints in this area contain corridors of streets with canonical points in the end of axis that lasts in a part of the city and plants have the main role in this area.

Urban-arboriculture Area

This area contains a considerable plant covered areas that is designed in most of the area as a green space. This area is situated in the edge of Iran Boulevard and also contains city structures that are developed beside these plant areas. Most of the internal spaces of places naturally have better green area. Visual value in this area is more considered by natural dimension of the zone and beside existence of buildings speared viewpoints are not canonical and they are completely untouchable.
**Original area**

This area contains original planting area that is separated and is created without involvement of human and in some areas is light and there is little landscape. This zone that is connected to north-eastern shore of Island contains lower percentage of city furniture and green areas than other zones that are specifically the type of planting cover and low varieties in their forms that is not readable and most visual value of this area is considered by existence of the sea.

**Analysis of zoning of site**

For every zone according to the three groups of constructional variables there are landscapes and various threefold criteria, controversy and coordination with consideration of viewpoints and evaluation matrixes and each of these criteria are appointed from +3 to -3 and for completing evaluation and feature of view and landscape, depth of area, considerable areas, number of scenes are visible and added. Then scores to each variable average value obtained. Result for better comparison is diagramed. A sample of matrix table for zone number 2 is depicted below.
Table 6. Evaluation matrix of landscape for zone number 2 (urban – arboriculture)

According to the result in matrix of every zone, evaluation of view and landscape to offer strategies for supporting them with approach of quality addition of viewpoints in zones from 1 to 3 is documented in diagrams from one to four. The score of every zone directly represents visual quality of environment and landscape in every zone. To the extent that there are greater scores, they represent appropriateness of landscape in that zone that doesn't attract capacity of offering the strategy and accordingly require lower change. Therefore, greater attention of this research is to arriving at the least quality in a suitable landscape in the zones having lower score. Following according to the diagrams 5 and 6 we compare elements and variables that makes landscapes in the zones and final analysis.
Diagram 1: Comparing scores of variables of landscape in zone number 1.

Diagram 2: Comparison of the scores that constructed landscapes in zone number 2.

Diagram 3: Comparing scores of variables in zone number 3.
Area number 1

Existence of various trees especially palm trees in the borders of streets causes creation of suitable visual corridors in the main routes that are made based on compounding streets and appropriate plant cover with the skyline, architecture elements and suitable landscape than other zones. According to the high score of these area for benefiting attractive usages, development and more interactive capacities in the form of urban spaces, visual quality of landscapes have better potential, but because of low variety about landscape and view scenes by creating valuable visual axis.

Area number 2

This area in the process of analysis and comparison has average score than other areas and the entire referable landscape features are related to the cross sectioning and complex vegetarian area and manmade structures. Variety of planting area especially native trees and bushes are greater and there is lower density of
buildings. Generally need of this area about organization is totally sensible and for neighbouring with area it is possible to use suitable patterns in creating visual scenes and using viewpoint designs as canonical points and creating an indexed application that is in line with the type of architecture that in discussions of elements and skyline are for strengthening current landscapes.

Area number 3

This zone has the lowest score because of benefiting view and landscape features, spread of planting area and lack of designing this zone for landscaping that have no suitable quality while based on more physical nature of shore with potential features it is possible to create shores using native features to lead an attractive view with higher visual appropriateness.

CONCLUSION

General necessity of increasing the quality of environment and accordingly quality of life is one of these approaches that is appeared because of reform and completion of the concept of development. This approach that is formed by continuous interaction of various components it is believed that urban design in addition to paying attention to physical and functional goals the should be able to answer mental and quality needs of people in the city environment like social identity, security, and social welfare, stable occupation, mental welfare, aesthetic senses, cooperation, and social dependency. In fact promoting quality of environment in areas and general spaces of city to increase capability of attending in this area is the recipe of urban designers. In the process of increasing the quality of environment instead of physical and aesthetic features the features of social psychology, operational and bioenvironmental features should be considered. In the process of increasing quality of environment, increasing attainability by richening existence of citizens is possible in general urban areas. Attainability of optimal general areas by grounding for creating personal remebers and social pleasure, forming a suitable mental picture and continuous organized cognition plan is possible by promoting the sense of directing citizens in the city that provides possibilities of improving the quality of life for users of urban public spaces. But in this process to richen the experiences of attendance of citizens in urban public areas increasing the visual quality of aesthetic in public areas is very important. Generally recognition, analysis and conscious designing of viewpoints toward elements and visual values can causes promotion of increasing visual quality of urban public areas. In fact conscious designing of viewpoints toward urban signs and visual values through helping to coherence of mental image and recognition map of citizens has direct impact on the sense of orienting citizens.

But, process of understanding, analysis and conscious designing of viewpoints, offering formal indexes and operational that richened viewpoints and streets, axes and public areas became responsive and they have greater importance.

REFERENCES

POURJAAFAR Taghvali, Sadeghi 2009. visual readings centered on improving the quality of public spaces in urban environments (Case Study: Tehran Azadi Street), Tehran, Urban Management, Number 24
Corry Robert C. 2005. Limitations of using landscape pattern indices to evaluate the ecological consequences of alternative plans and designs. Landscape and Urban Planning 72 265–280
Golkar K.2001. author and manufacturer of quality urban design, platform magazine, Issue 32
Leghaee HA.2003. principles of Residential Landscape Design, Tehran, Building and Housing Research Center, page 22
Moss Michael R, William G . Nickling .. Environmental and policy Requirements : some Canadian


Pour-Jafari MR, Sadeghi AR. 2008. Target-oriented vision of the principles governing the design of urban identity of the city of publication. (3)

Sword S. 2012. Protection Organization - Tourism Bighat border city, Tehran, MSc thesis, Faculty of Environment, Tehran University


