

Organization and design of city entrance with an emphasis on the space identity, Case sample Shiraz Northern Entrance

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ABSTRACT

Objective: Evaluation of cities' entrance spaces change trend from the past to today indicates social, cultural, political, economic, and technology developments. They have affected biological pattern of communities in settlements of the country over time. **Methodology:** Conversion of old cities' entrance spaces from coordinated and defined gate and rampart tower to entrance corridors or ugly and worn residential buildings, repair shops, military users, materials storehouse suggest over but disrupted growth and development in today's cities of the country. **Results:** Evaluation of the related theoretical subjects and explanation of importance of city perspective entrance, and its role in revealing the identity have been firstly dealt in this paper, through scientific research. **Conclusion:** Strategies have been then provided for organization of Shiraz northern entrance according to Delphi method and analysis based on SPSS software in line with the obtained results. Design ground rule and criteria have been also provided to improve entrance identity.

1. Introduction

Cities' entrance should introduce the city or in other words, to be a showcase displaying city's identity and values hidden in it. Unfortunately, criteria and regulations of urbanization have not been observed in cities' entrance' design. The only thing in today's cities' entrance that announces approximated to the city is a sign that announces the beginning of the city. The northern entrance of Shiraz city (Qur'an Gate) is of the cities' entrances that design criteria and issues have not been observed in designing its entrance. This factor has caused confusions at the entrance of the city.

Major part of our knowledge is formed of the city and landscape of a city in urban open space. These spaces make prominent image of city. The landscape of a city is a series of natural and artificial factors that is formed under influence of its specific natural, cultural and social and economic characteristics. It is considered as the topic posed in the quality and utility of cities.

Urban landscape has also significant effect on sense of city utility in the minds of citizens. It is of the spaces affecting improvement of urban landscape of cities' entrance spaces. City entrance principles had high quality in the not too distant past that the extent of cities' border was determined by gates. It was considered one of the distinctive elements and of clear features of city and somehow identity of city.

But today, principles of cities' entrance have been changed to quick routes for traffic of motor vehicles with the expansion and development of cities and increasing importance of the use of vehicle in urban and suburban communication system. Their adjacent lands have been also allocated to troublesome uses and incompatible with environment that have caused visual disorder and disturbance of these spaces, as well as weakness in form and content of the cities' entrance space. This has somehow made cities' entrances without identity.

While quality of these spaces play a significant role in the way of travelers arriving in the city and knowledge of people from the culture, history, past and present of these cities and their citizens. Today our cities' entrance, unlike in the past does not play its role properly. As people do not have a proper understanding of urban entrance and identity when entering the cities. Unfortunately, criteria and regulations of urbanization have not been observed in

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cities' entrance' design. The only thing in today's cities' entrance that announces the driver and traveler that approximated to the city is a sign that announces the beginning of the city.

Shiraz city is as one of the metropolitan cities and as the third city of shrine of Ahlul Bayt (Peace Be Upon Them) is receptive to attract many tourists and pilgrims during the days of the year. The northern entrance of this city encounters with the phenomenon of spatial fragmentation. Manifestation of this space fragmentation has created scattered and incompatible constructions in the past and now because of low price of lands, as well as the negligence of the related authorities. Their use is mainly industrial, workshop and residential. Any construction should not be taken place on the margin of roads and entrances according to regulation of roads, so that the observer only observes roads and green space in the field of his view. This entrance is considered one of the main entrances of Shiraz city. It is very important in terms of appropriate relationship with physical elements of the city such as the holy shrine, market entrance and downtown and etc.

In addition, establishment of recreational and cultural and tourism places in the northern entrance of the city has always been considered by pilgrims and tourists. They choose this place to spend times and provide the required facilities and services. Therefore, organization and design of the city entrance is dealt in this research.

1.1 Research background

1.1.1 Background of research conducted within the country:

Research background of entrance to the city in our country despite the abundant dating in the design of entrances of cities of Iran is not return to many years ago. Examples of researches plans and papers that have been done in this area and are considered valuable resources for research-operational plan in this field. With importance of space of city entrance and the area around so far numerous articles and theses has been developed in this regard. The main texts that have been discussed more have expressed the study of physical and environmental quality of the city's points of entry that in this regard, can be referred to Table 1.

Table 1. Scientific articles regarding the Iranian city entrances (source: the author)

Article Title	Authors	Journal title	General principles
Old gates of contemporary urban development, rooting field of memory	Mahsa Sholeh	Beaux Arts Magazine, Issue 27 - Fall 2006	<ul style="list-style-type: none"> - establish the position of the gate of collective memories contemporary city - rooting disciplines memory
Evaluate the quality of the physical and functional urban entry points Case study: Babolsar city	Mostafa Ghadami, Golamreza malekshahi, Amir Akbari Maham, Iraj Mohseni	Journal of Beaux Arts year of 2011	<ul style="list-style-type: none"> - evaluate the physical quality of Babolsar city entrance as a tourist and academic town - total criteria of research in the field of users and elements and components of main road - urban informing the physical quality of the surrounding building facades
Input perspective, perception valve of the city	Enisieh Ghavam pour	Perspective Magazine, Third Issue January 2009	<ul style="list-style-type: none"> - identify the reasons for the ineffectiveness of present-day city entrance
Check entrance space of the city with sustainable city approach	MR Taghsan Mohammadi, Parisa Rismanbaf	Congress of Architecture and Urban Planning and Sustainable Development, 2013	<ul style="list-style-type: none"> - providing the principles and criteria for designing
Examination of environmental quality components in the space of city entrances	Masoud khademi, Reza Rafie Jowzam		<ul style="list-style-type: none"> - interpretation of the nature of entrance space according to the form and functional and semantic characteristics - dividing the entrance space into three external semi-autonomous area, intermediate Independent and semi-independent - Examination of environmental quality components (form, function, sense)
Designing the safety model for points of entry of cities	Afandizadeh Shahriar, Reza Golshan Khavas		<ul style="list-style-type: none"> - investigate the relationship physical status and demographic statistic events with entry points of cities
Improving the quality of urban environment components at city entrances Case Study: Mashhad - Sarakhs road	Majid Yazdani, Shahab Abbasi Zadeh, Javad Hosseini Shakhen	Congress of Architecture and Urban Planning and Sustainable Development, year of 2013	<ul style="list-style-type: none"> - According to the data analysis to identify road safety index

According to the table and adding up that can be stated that nowadays entrance space, is among the forgotten spaces of cities that are facing with variety of problems and ravages. These ravages will be on two levels, some of this ravages have caused the points of entry from the minimum reading component as an urban environment to be deprived in general (Khoshdahan, 2009).

1.2 check and analysis of the northern entrance to Shiraz

According to different land use of marginal route, to create a feature of its landscape as well as functioning its surrounding area addition of slow-motion with cars and take photos of the constituent bodies of route and its landscape has been noted the land uses available and performance of them. So that by their overlapping, spatial continuity of route determine and issues and shortages will be clear and due to photos the available range and their users, the route was divided into several different areas (Naghshan Mohammadi and Rismanbaf, 2013).

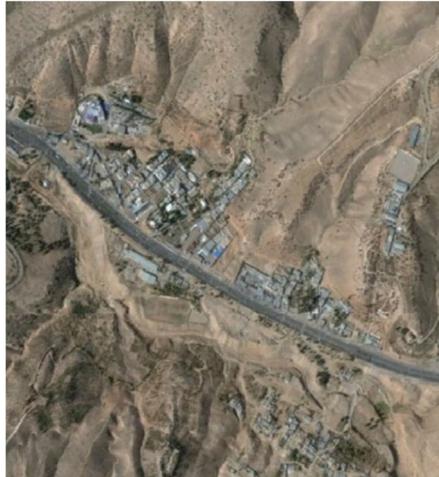


Figure 1. Aerial photograph from the area under the research (source: the author)

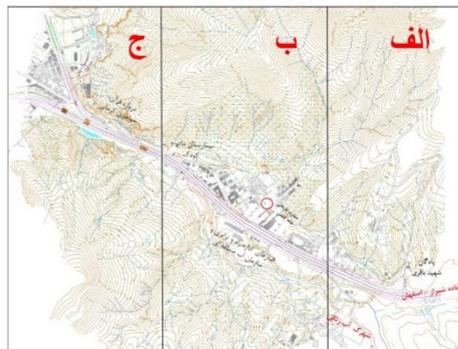


Figure 2. Map of range with dividing them (Source: author)



Residential and commercial
 Military
 Healthcare
 Tourism
 Historical
 Abandoned Warehouse



Figure 3. Map of type of the major land users of the set (Source: author). To side of the Shiraz road of Marvdasht

1.3 Limitations and facilities

1.3.1 Facilities

The existence of wasteland near the route and in the range of (a) and (b) creates this possibility that separate land uses aggregation services to the cars. Since this type of land use is of land uses of points of entry services so that can be created Car Repair in the several different places and these type of

distributed land users be organized under one roof and so, the one hand to provide these type of service to be provided more facilities the business and they will be more prosperous (Shoole, 2006).

Creating green space and planted various trees with different shapes (conical, columnar, round and shaped) and different types (color, texture and size) can be of the most important environmental variables that to induce in the viewer's mind the scene of different bodies and in the most troubled places, even in the positive sense spaces is impressive. Therefore, this element can be used as visual design materials with this action, vision ugly and malformed bodies available will be hidden behind it. Creating green spaces, in addition to environmental benefits will create a space to roam and experience (Lopes et al., 2003).

Naturally with changing environment and its landscape, number of the incompatible land uses change gradually the data user and will be converted to the more suitable land uses for the city of points of entry such as tea eating, dining and major stores, barren and large lands that are located in the entrance of the city and on the periphery can be dedicated users such as hotel, Large shops with the creation of special architectural fit the vernacular architecture of the city in this important and strategic area the of the city, act as visual cues. However, should be preventing of any construction in that range ((b)) and barren land in this range to become a user associated with the entrance of the city (Heidari, 2005).

1.4 General idea about organization and design of route

The general idea about organization and design of identity of the northern entrance of Shiraz city is creation of the city entrance element according to Shiraz city history that has been with an entrance element for the city (Qur'an Gate), and most of those who enter and exit were crossing this element in the not too far years. But to revive and design this entrance according to the expansion of urbanization process and expansion of communication roads of the city entrance element (Qur'an Gate), as well as the role and importance of Tangeh Allah Akbar that has been removed or faded due to expansion of the city and the existence of incompatible uses in this space (Nassiri and Jokar, 2008).

Now creation of high-speed and low-speed Boulevard separately has been considered due to existence of a lot of tourists and travelers to this city that encounters that city entrance with traffic problem and lack of parking. Artificial and natural elements form its body. The artificial elements include open and individual buildings with a pattern of vernacular architecture of Shiraz city (Nikobakht et al., 2010).

This boulevard is in several treed rows, and has separated high-speed and low-speed roadways in areas that is necessary (Areas A and B), and accompanies the trails with layouts of garden. Consecutive and different and incessant spaces will be created along the route. It will be equipped with element of urban space proportional to it according to the specific features and performances of each area to meet the needs of those who enter or exit. Special architecture will be used in areas (B) to (C) to shape its bodies, while creating visual and identity signs. In total, this route should introduce and induce an intimate and pleasant entrance for the city and tourists and travelers and with regard to the identity and culture of this city's history (Snyder, 2002).

2. Materials and methods

Research methodology is the tool or method of determining this issue who a research statement is confirmed or rejected. In other words research methodology provides framework of investigative operations or actions to achieve the aim of research in order to test the hypothesis or to answer the research questions (Bazargan et al., 2006).

2.1 Information analysis method

Interviews with experts and specialists (Delphi method) have been reviewed and comparative comparison has been done among the different samples existing in Iran and the world to perform information analysis in the identification and analysis part. Then questionnaire completion has been utilized for need assessment among the people as the users of an urban space and specialists. Use of analysis of SPSS software and uses have been also utilized to achieve the objectives and criteria.

2.2 Research methodology

The research methodology applied in this research is of descriptive-analytic type. Information collection method is of type of library and field and survey. The researcher has used the most important of his tools means note taking in this research. He has written important and needed matters in research notes by reference to all resources identified already, of course, with detailed mentioning specifications of the used source. Then he has attempted to analyze the information by using tool of observation and interview and questionnaire distribution in the environment and finally qualitative content analysis (Statistical Yearbook, Unesco 1998).

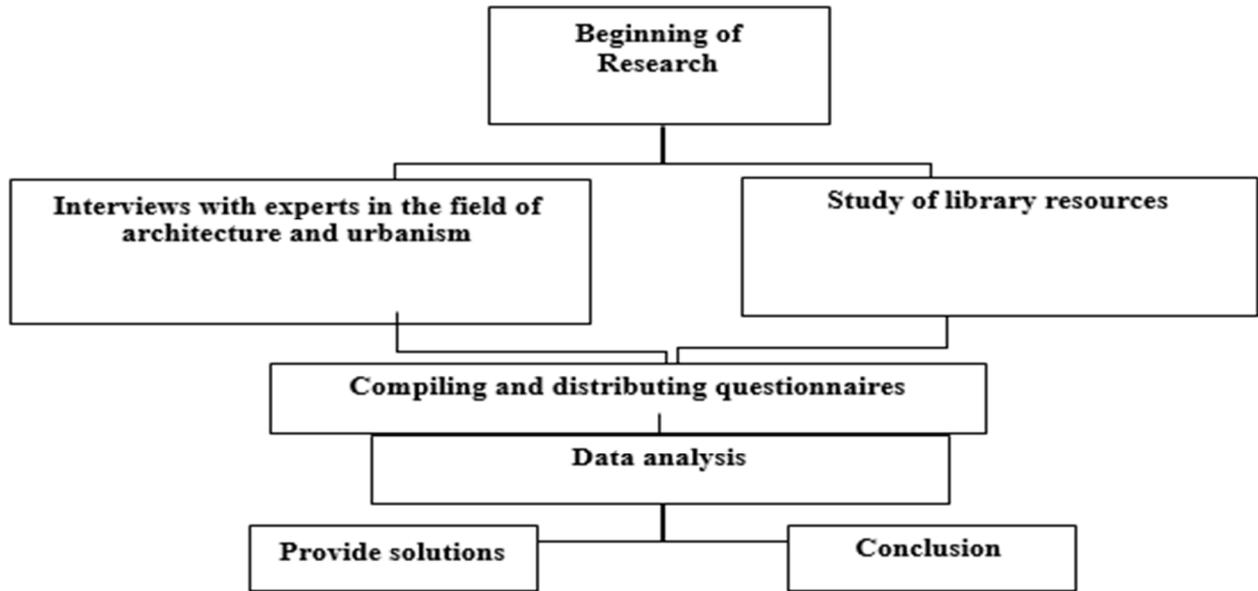


Figure 1: Research process diagram

A question related to the studied subject was firstly posed to conduct the achieved research; so that the research to be developed and expanded based on this question and the intended objectives to be achieved. These questions are as follows:

1. Does identity affect design of city entrances?
2. How much is the combined effect of artificial and natural factors in improving the quality of city entrance space?

3. Discussion and results

3.1 Descriptive Statistics

T statistic and chi-square distribution have been used for analyses to evaluate descriptive statistics of this study.

3.1.1 General description of sample

The intended population of this research is experts and specialists of urban issues, which are 81 people. The sampling has been conducted in this research through Morgan table. 56 people are defined as statistical sample size.

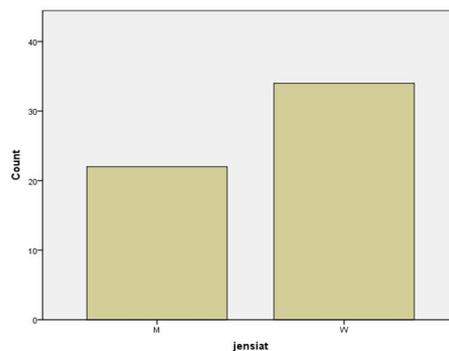
3.2 Gender of respondents

Based on the information collected from 56 distributed questionnaires among which ratio of 53% is female and 47% is male. The results have been shown in the following Table.

Table 2. Gender of research statistical population (Source: results obtained from the collector research)

Sample: respondents	Frequency	Percentage
Female	34	60.71
Male	22	39.29
total	56	100

In continue the status of gender of research using diagram analysis.



statistical population has been investigated by

Figure 4. Histogram related to gender of research statistical population (Source: results obtained from the collector research)

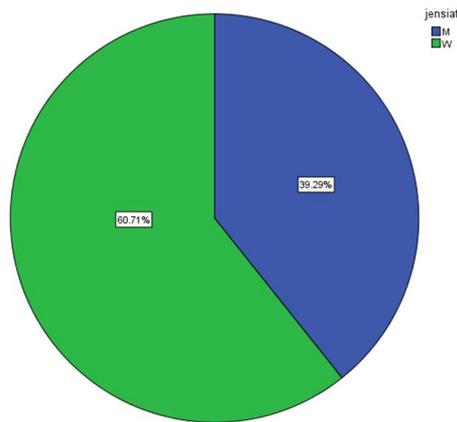


Figure 5. Pie diagram related to gender of research statistical population (Source: results obtained from the collector research)

3.3 Age of respondents

Based on data collected from distributed 56 questionnaires among which about 21% of people existing in the sample are in age range of 20-30 years old. 41% of people are in age range of 30-40 years old. Percent of people existing in the age range of 40-50 is 28%. The rest of people were in the age range of 50-60 years old. The results have been shown in the following Table.

Table 3. Age of research statistical population (Source: results obtained from the collector research)

Sample: respondents	Frequency	Percentage
Age range of 20-30	12	21.42
Age range of 30-40	23	41.07
Age range of 40-50	16	28.57
Age range of 50-60	5	8.92
Total	56	100

In continue the status of age of research statistical population has been investigated by using diagram analysis.

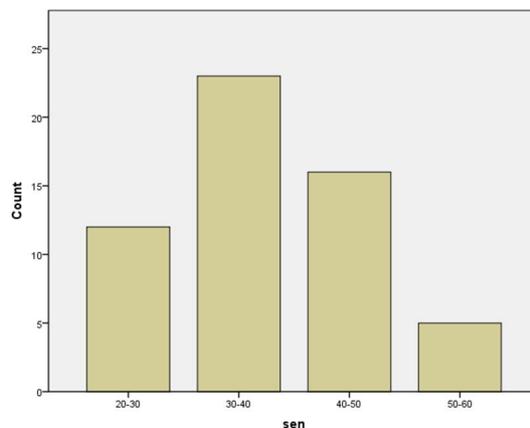


Figure 6. Histogram related to age of research statistical population (Source: results obtained from the collector research)

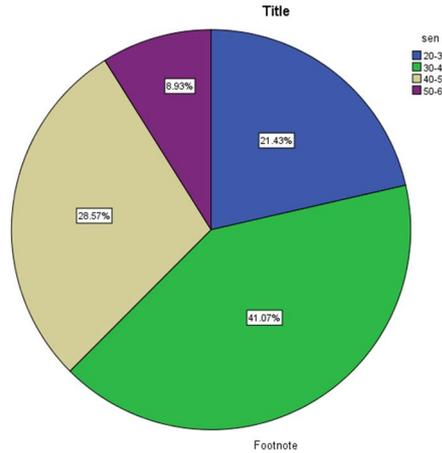


Figure 7. Pie diagram related to age of research statistical population (Source: results obtained from the collector research)

3.4 Education of Respondents

Eventually in the first part based on data collected from the sample of 56 questionnaires distributed that among which approximately 17.8 percent of people available in sample have a degree of diploma or under diploma and around of 26.7 percent of people are with associate's degrees and eventually those with bachelor's degree and master and above include about 50 and 5.3% of the statistical sample in this research that the results has been shown in the table below.

Table 4. Education of research statistical population (Source: Results obtained from the research of Collector)

Sample: respondents	Frequency	Percentage
Associate Degree	10	17.86
Bachelor	35	62.5
Master's degree or higher	11	19.64
Total	56	100

In continue the status of education of research statistical population has been discussed by using graphical analysis

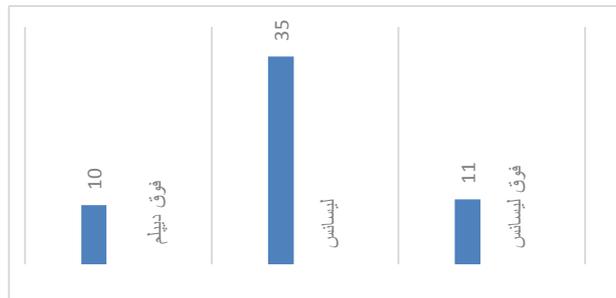


Figure 8. Histogram related to education of research population (Source: Results obtained from the research of Collector)

3.5 describing research variables

The results related to statistical characteristics of the index, the main variables of research include Caller Receptivity, identity, recognition and visual has been shown in Table 5.

Table 5. Description of research variables (Source: Results obtained from the research of Collector)

Dimensions of research questions	Mean	Standard deviation
Dimension of Caller	4.272	0.435
Dimension of Receptivity	3.923	0.998
Dimension of identity	3.983	0.897
Dimension of diagnosis	4.029	0.487

Dimension of visual	3.875	1.093
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Evaluating the mean and standard deviation of the model's original variables has been discussed in the above table. Based on the results obtained whatever mean of obtained average of indexes is greater than number of three indicate the proper assessment of each of these indexes on elements in the region. According to the responses received from the questionnaires, the three elements of visual, identity and identify in order will have the highest impact on the scope of organizing and designing the city entrance. Kendall agreed coefficient value shows the 0.45 that indicates relative agreement in terms of ratings among experts (ANOVA of ranks sum is equal to 45 percent of the maximum possible amount of variance).

Table 6. Kendall agreement calculations (Source: results obtained from the research of Collector

Kendall's coefficient of agreement	Mean	Rank	Factors affecting in organizing and designing city entrance
0.45	4.1	1	entrance
	3.15	2	Identity
	1.73	3	Visual
	1.05	4	Recognition
	1.01	5	Caller Receptivity

In addition to showing the number of factors used to show the Factors affecting in organizing and designing city entrance of Shiraz was used based on scientific analysis that the results has been reported in the following graph:

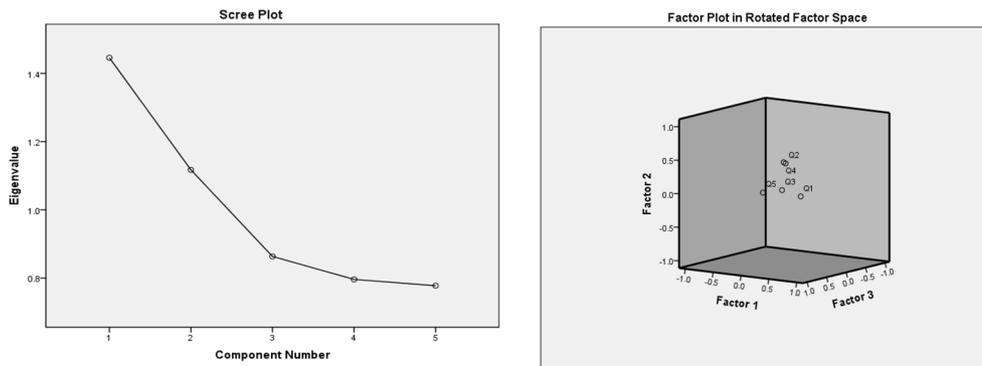


Figure 9. The number of components and factors used in the research (source: ED)

Based on the results obtained number of three indicators of identity, visual and diagnostics have the greatest impact.

In this study, from the confirmatory factor analysis was used for evaluation of index. To run the factor analysis we perform the following steps:

1. Feature of the model structure: the relationship between research indexes to set the use of vector and arrow.
2. Evaluation of model fitting: The main task of structural equation is an output with correct results.
3. The research model evaluation: judgments about the veracity and accuracy of the estimation model are one of the things that should be important. In fact, in this research LISREL software will do this task.
4. Modify the model: if the estimated parameters, in the range are not defined, means model does not have appropriate fitting, must be remedied the model.
5. Also to model fitting and to understand whether the model is already well desirability. There are many indexes that can be indexes of chi (Chi) square degrees of freedom, fitting softened Index (NFI),Not soft index fitting (NNFI),Comparative fitting index (CFI),GFI fitting indexes and adjusted AGFI fitting for the present study from the all of them is used.

It should be noted that square index to estimate the root of the variance of the error approximation (RMSEA) for this study is equal to 0.001 that model is a good fitting indexes.

Table 7 shows the fitting indexes.

Table 7. Test results of final research model fitting based on structural method (Source: ED)

Fitting index	Optimized value	Value obtained	conclusion
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NFI	higher than 0.90	98	Appropriate
NNFI	Greater or equal to 1	10.1	Appropriate
CFI	Greater or equal to 1	12.1	Appropriate
RMSEA	Less than 0.05 or between 0.05 and 0.08	0.075	Appropriate
GFI	higher than 0.09	10	Appropriate
AGFI	higher than 0.09	15	Appropriate
RMR	The smaller the better	0.017	Appropriate
IFI	higher than 0.90	99	Appropriate
AIC	The smaller the better	85	Appropriate

Results obtained from the study indicate the suitability of the goodness of fit of final model statistics used in this research.

4. Conclusion

The general idea about organization and design of identity of the northern entrance of Shiraz city is creation of the city entrance element according to Shiraz city history that has been with an entrance element for the city (Qur'an Gate), and most of those who enter and exit were crossing this element in the not too far years. But to revive and design this entrance according to the expansion of urbanization process and expansion of communication roads of the city entrance element (Qur'an Gate), as well as the role and importance of Tangeh Allah Akbar that has been removed or faded due to expansion of the city and the existence of incompatible uses in this space.

Now creation of high-speed and low-speed Boulevard separately has been considered due to existence of a lot of tourists and travelers to this city that encounters that city entrance with traffic problem and lack of parking. Artificial and natural elements form its body. The artificial elements include open and individual buildings with a pattern of vernacular architecture of Shiraz city. This boulevard is in several treed rows, and has separated high-speed and low-speed roadways in areas that is necessary (Areas A and B), and accompanies the trails with layouts of garden. Consecutive and different and incessant spaces will be created along the route. It will be equipped with element of urban space proportional to it according to the specific features and performances of each area to meet the needs of those who enter or exit. Special architecture will be used in areas (B) to (C) to shape its bodies, while creating visual and identity signs. In total, this route should introduce and induce an intimate and pleasant entrance for the city and tourists and travelers and with regard to the identity and culture of this city's history.

Barren and large lands that are in the margin of entrance route can be only allocated to uses of city entrance principles, such as hotel, restaurant, department stores, as well as green space and tourism places and services to travelers. It was specified in evaluation and analysis of the existing spaces in entrance route that they have also special importance in terms of urbanization at the same level that the landscape of natural landscapes in the city (hill, dune and valleys) are important. Incompatible and pollutant uses without utility, such as low-quality residential houses in terms of visual and urbanization, as well as small car repair and services shops have been linearly and mass created in margin of the route, several manufacturing and pollutant workshops have been established in margin of the entrance route because of lands price because of lack of control and negligence of the related authorities in the past and may now. Each of these has a major role in provision of ugly and irregular appearance and visual pollution of the route. They should be destroyed or removed.

Or conversion of this type of uses into uses proportional to the city entrance can reduce visual disturbance and its ugly appearance. They are converted to a face, which is proportional to several-year-old identity and culture of this city and this land creates in mind of travelers and tourists. Whenever the name of Shiraz is heard or seen evokes happy memories in their mind.

4.1 Suggestions

The following points should be considered for a comprehensive study on entrance route between outside and inside areas of the city:

In a general analysis, both constituent elements of space and landscapes of margin of constructions route existing in its lands should be evaluated.

- Status of the most important parts of this route along with the photos that are taken during moving by car should be noted and performances of the areas to be determined. So that spatial continuum sample to be concluded from an overlap, and defects and deficiencies to be revealed.
- Identification of historical monuments and determination of identity of constructed historical buildings in the margin to be evaluated. The way of releasing these buildings from the other buildings or purging them from additional extensions should be done if necessary to reveal their real appearance more and more.
- Determination of the important constituent elements of the other views and actions that must be performed in order to intensify their visibility to be determined.
- Determination of the level of understanding and experiencing landscapes and scenes of the entrance route for observers and determination of performances of each area of the route separately.

4.2 Design regulations and criteria

- Design of entrance route and creation of diverse landscapes on the route should be considered according to the level of understanding and experiencing the landscapes by drivers and car occupants who are moving with an average speed of 30 to 50 km per hour. Since the distance a car travels at 30 to 50 km

per hour is equal to ten times of the distance that a pedestrian will travel per hour (Pedestrian speed is between 3 to 5 kilometers per hour). So experiencing the space and scenes for the driver and occupants will be like fast motion of a movie.

- Creation of various uses, especially services of city entrance principles, such as restaurants, coffee shops, department stores along the entrance route leading to the city.
- Creation of a harmonious skyline along the route that long and short shapes have created visual disturbances and disorders in it in current situation
- creation of diverse and pleasant spaces along the route by creating green spaces, layout of garden, creating pedestrian area, construction of places for car park and forecasting places for refreshment with benches to sit and relax.
- Allocation of parts of the route to public dynamic spaces for citizens and travelers and specifying performances of areas by landscaping, establishing special artistic and architectural shapes.
- An increase in the level of understanding and experiencing the route spaces through raising the level of design quality on consecutive spaces as well as for each space separately and renovating them.
- Intensifying characteristics of the route by creating consecutive and meaningful spaces to facilitate orientation and visual guidance.
- Creation of diverse and attractive scenes by intensifying landscapes of slopes, planting trees and shrubs on foothills of the margin of the route and margin of rivers and cities.
- Division of route length into several pieces will cause diversity and creation of spaces different from each other. Therefore, length of the created pieces on the route should not exceed 40 times the width of the space.

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