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COMPARATIVE INVESTIGATION OF SENSORY RICHNESS WITH EMPHASIS ON THE ROLE OF IDENTITY IN URBAN TOWNSHIPS CASE STUDY: SAGHARISAZAN TOWNSHIP, RASHT AND TANDIRCHILER OF ORUMIE

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ABSTRACT

Sensory richness is the different sensory experiences that citizens achieve of a fixed environment. Its theoretical importance is hidden in this important question that “how people can achieve different sensory experiences of a fixed environment?”. In response to this question, various views of urban environment quality based on the votes of Lynch, Bentley, Allan Jacobs and Donald Appleyard, Tibbalds, Punter and Carmona. The mentioned theorists considered some qualities as improving complexity, happiness, visual enjoyment in artifact, urban view and urban perspective effective on achieving different sensory experiences in urban spaces. Bentley considered the above mentioned qualities as sensory richness and mentioned the effective factors on achieving this concept. This study is evaluation and is done by analytic-comparative study. This study attempts to investigate the impact of identity in a place on its sensory richness in Sagharisazan townships in Rasht and Tandarichiler of Orumie. To achieve this aim, at first we can determine the identity features via investigation of natural, built and humanistic components of these townships and then, we can investigate the visual sensory richness from the view of physical-performance dimensions, perception-visual and time. The survey data collection method is based on objective investigations of the researchers. The final evaluation and the data analysis are done by AHP method. The analytical results and evaluation showed that Sagharisazan Township with 0.6042 scores has good sensory richness quality and it reflects the identity features of the mentioned township. According to the study findings, the sensory richness and place identity have close relation with each other.

Keywords: *Sensory Richness, Identity in Place, Urban Design*

INTRODUCTION

Urban environment quality is the result of a complex combination of structural elements of city, urban activities and natural environment elements. Urban design as environment quality improvement should learn environmental perception indices well and can use the achievement method to these indices in various levels of urban design from urban sets to detailed plans level. The improvement of experiencing qualities of city is one of the goals of urban design and it is creating the environments developing good experiences of city (Tabatabayi, 2006). One of the tools to achieve this goal and improving environment quality is the investigation of various aspects of people. Where they could and could not go, the range of users availability, how easily they could understand what opportunities it offers, the degree to which they could use a given place for different purposes, whether the detailed appearance of the place made them aware of the choice available, their choice of sensory experience, the extent to which they could put their own stamp on a place (Carmona, 2006). But fixed components of places are considered for designers. These fixed components should be considered in design as the sensory various choices can be provided in sensory richness. The design requirements can include the trend in which people can select different sensory experiences based on different opportunities. Thus, we should start our question as how people can choose different sensory experiences from a fixed environment (Bentley *et al.*, 2013). The present study aimed to investigate the township identity in sensory richness quality in urban townships as considered in two townships with two different climates. The first section of study presents the criteria of investigation of urban environment quality from the view of various theories and identity in place. Second

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section analyzes the sensory richness quality based on physical-performance issues, perception, visual and time in most of the studied townships and qualitative valuation of each of investigated components in the mentioned townships. Third section can perform the comparative comparison and analysis of sensory richness quality and township identity by AHP method and finally the conclusion and study achievements can be presented.

The Investigation of Urban Environment Quality the View of Theorists

Based on the definitions, quality is a set of definite attributes enabling us to judge about superiority, similarity or inferiority in comparison to another thing and we can judge regarding the beauty or ugliness, efficiency or inefficiency and etc. Its scientific importance is regarding investigation of major challenges of cities, new cities and quality crisis.

Kevin Lynch

Lynch identified five performance dimensions of urban design: Vitality, the degree to which the form of places supports the functions, biological requirements, sense, the degree to which places can clearly perceived and structured in time and space by users. fit, the degree to which the form and capacity of spaces matches the pattern of behaviors that people engage or want to engage in, access, the ability to reach other persons, activities, resources, services, information of places including the quality and diversity of elements that can be reached. Control, the degree to which those who use, work, or reside in places can create and manage access to spaces and activities. There are two final criteria in subset of these five dimensions: 1-efficiency, relating to the costs of creating and maintaining a place for any given level of attainment of the dimensions, 2-justice, relating to the way in which environmental benefits were distributed. Thus, for Lynch the key questions were 1) what is the relative cost of achieving a particular degree of vitality, sense, fit, access or control? b) Who is getting how much of it? (Carmona, 2006).

Bentley et al.,

5 Choices are raised in making places responsive: permeability means access (physical relation and visual relation with various points), variety, performance variety, type of forms and people and social groups, legibility, easy reading of environment and easy finding to the required addresses, robustness, the places that are used for various purposes and can present more choices to users, visual appropriateness, the fitness of visual features of place with performance and its meaning, richness, considering the tender trends in sensory stimulations not merely visual stimulations and personalization, the residents and citizens can put their stamp on city space and can make it personalized.

It was later suggested that resource efficiency, cleanliness and biotic support be added to include the ecological impact. Bentley (1999) has subsequently proposed a responsive city typology consisting of the deformed grid, the complex use pattern, robust plot development, the positive privacy gradient, the perimeter block and the native biotic network (Carmona, 2006).

Francis Tibbalds

In 1989, 10 design principles were stated: consider the places before buildings, have the humility to learn from the past and respect the context, encourage the mixing of uses in towns and cities, design on a human scale, encourage the freedom to walk about, cater for all sections of the community and consult with them, build legible environments, build to last and adapt, avoid change on too great a scale at the same time, with all the means available, promote intricacy, joy and visual delight in the built environment (Carmona, 2006). In design process, there is no fully true or false response and there is better and the worse and their quality is determined in definite time. The frameworks can determine the product and output of urban design better than its process dimension and qualities of good environment and good urban design and their achieving can be proposed. The urban designers also need to understand the concepts acting by it and the process by which the places and developments can be created. Also, there is a gap between theory and practice and new city –orientation experience is an example (Carmona, 2006). The comparison of the various vies of theorists is collected in the following Table.

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Table 1: Comparison of various views regarding urban environment quality, source, Abaszadegan, 2009

Carmona <i>et al.</i> , (2003)	DETR 2000	Punter and Carmona (1997)	New Urbanization Congress (1993)	Francis (1992)	Allan and Donald (1987)	Bentley <i>et al.</i> , (1985)	Kevin (1984)
Access	Identity	Environmental sustainability quality	Neighborhoods should be diverse in use and population	consider the places before buildings	Livability	Variety	Vitality
Space construction and space norm	Continuity and surrounding	City perspective quality	Communities should be designed for the pedestrian and for transit	have the humility to learn from the past and respect the context	Identity and control	Legibility	Sense
Public space	Public presentation quality	Views quality	Cities and towns should be shaped by physically defined and accessible public spaces	encourage the mixing of uses in towns and cities	Access to opportunities, imagination and joy	Robustness	Fit
Safety and security	Easy motion	City form quality	Considering local history	design on a human scale	Meaning	appropriateness	Access
Urban perspective	Legibility	Building form quality	Climate	encourage the freedom to walk about	Community and public life	Richness	Control
Mix and congestion	Flexibility	Public field quality	Ecology	cater for all sections of the community	Urban self-reliance	Personalization	Efficiency
Universality	Variety		Building practice	build legible environments	An environment for all	Permeability	Justice
Space time management				build to last and adapt		Resources efficiency	
				Avoid change on too great a scale at the same time		Biotic support	
				promote intricacy and visual delight		Cleanliness	

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Table 2: The classification of the views of theorists based on 10 common cases of urban environment, source: Abaszadegan (2009)

Visual appropriateness and human scale	Efficiency	Safety and security	Richness	Legibility and identity	Variety and vitality	Sustainability	Public presentation quality	Permeability	Justice
Fit	Efficiency	Control	Richness	Sense	Vitality	Resources efficiency and biotic support	Social public and community	Access	Justice
Visual appropriateness	Robustness	Control	promote intricacy, joy and visual delight in the built environment	Legibility and personalization	Variety	Livability and urban self-reliance	consider the places before buildings	Permeability	Environment for all
Design at human scale and Avoid change on too great a scale at the same time	build to adapt	Safety and security	Urban perspective	Meaning and identity	encourage the mixing of uses in towns and cities	Built to last	designed for the pedestrian and for	Access to opportunities and joy	Providing for all parts of society or their participation
City form of building	Considering performance		Urban perspective	have the humility to learn from the past and respect the context and building legible environment	Neighborhoods should be diverse in use and population	Considering climate and ecology	Public field quality	Promoting freedom in pedestrian	Access of cities or public spaces for pedestrians
Continuity and surrounding	Flexibility			Local history	Variety	Environmental sustainability	Public field quality	Easy motion	Universality
	Hard and soft space			Identity and legibility	Mix and congestion		Public space	Access	

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The Concept of Identify in Place

Identity from the View of Architects and Urbanity Planners

Christopher Alexander considers identity as the physical imagination of unknown qualities in buildings, the qualities the main basis of life and soul of any human, city, building or virgin nature but it cannot be named (Alexander, 2002). Walter Bor believes that identity is small and big differences leading to the distinguishing of a place or legibility and it creates place attachment (Qotbi, 2008). Callen emphasizes on the importance of difference of each environment with other environments. He defines identity as considering personal character of place and avoiding uniformity and similarity of urban environments via showing specific features of each environment. According to Rappaport, identity can be distinguished from an element to another one. Rappaport gives intelligent solution regarding identity and determines public and private identity and believes that two kinds of identity tools should be distinguished (Fanmays, 2005).

1. Private identity, fixation of identity for the self and the relatives and only those informed can distinguish these cases.

2. Public identity, the manifestations of the identity tool should be clear and recognized.

Private identity means the extra-group difference. Public identity means internal group similarity. The identity requires having two different and similar qualities of features at the same time. These features should be as the city body is changed in time continuity and finally it leads to the formation of total (Mir, 2004). There are three evaluation criteria of identity- distinction with others and similarity with self, continuity and change and unity in multiplicity are defined implicitly and the distinction from the other and similarity with the self is fundamental principle and two next criteria are the subsets. Among these two criteria, the continuity and change are raised in single building architecture and considering this feature gives unity to city as the result of multiplicity of different components and the unity feature is manifested in multiplicity (Mahdavinejad, 2010). Behzadfar in the city identity book separates the cities as all creatures based on different attributes separating them from other creatures with identity. He divides city identity components into three types of natural and artificial and human components (Behzadfar, 2008).

The Natural Components of City Identity

Each city has natural specific position distinguishing it from other cities. The natural features of each city depict a part of city identity as defined in the form of natural identity of city. It is mountains range, desert and natural mines in the surrounding of the city. The recognition of natural components is investigated in six branches.

1. General total position (longitude and latitude of the city and relevant indices)
2. Geographical structural components (topography, hydrography and relevant indices)
3. Natural structural components (river, valleys)
4. Natural build field components (soil variety, vegetation and watershed flow)
5. Point components (springs, valleys and similar cases)
6. Linear-point components (water path and similar cases)

The Built Components of City Identity

Any city is investigated in terms of structural-physical identity in various time layers. This identity is pursued since the city was as a village unit now acting as a big city. The dimension of built identity of each city are based on thinking in linear elements, focal, squares, gateways and etc. The built agents of identity of each city are manifested as structural-physical in various layers of time in city space. The mechanisms of evaluation of these agents include the factors affecting the components and generality of built unit of city. The variables of built component of city identity indices are classified in various subsystems.

1. Public view, including city form quality with bird eye showing the city condition from the past to now
2. Linear-structural elements: Including the main streets of city structure
3. Focal indices and point of city as squares, gateways, parks and the like
4. Linear-point indices of historical and physical including palaces and the like

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5. Urban indices single buildings

6. Masses, fields and important urban spaces: Old townships of old city, the set of residential buildings and the like (Behzadfar, 2008).

Human Components of City Identity

This component is based on the tradition, beliefs and the life method of the residents of each city and refers to the civil aspects of citizens. The important part of this human component is the accent or language of the city as considered Masses, fields and important urban spaces: Old townships of old city, the set of residential buildings and the like (Behzadfar, 2008).

The Color and City Identity

Color is one of the most important tools that can be used to improve legibility and identity in urban spaces. The colors have symbolic meaning and are manifested in our mental imaginations as each building with specific colors (Behzadfar, 2008). Various colors can associate time, meaning and specific events. In the past cities, natural colors of local materials by which the buildings are built coordinated the city and were consistent with the morale, climate and culture of people and the color of each city was fixed and it showed an aspect of its identity (Behzadfar, 2008). In old buildings of Tandirchiller Township, variegated brick and green wooden windows were used and gave identity to the township. The new constructed buildings were without old texture with different materials and colors. In Sagharisazan township, wood and heated brick and clay ceiling were used as fixed component of place as repeated in this township as rhythmical and gave identity to the township as making it distinct.

MATERIALS AND METHODS

This study is evaluation research methods and is conducted as analytic-comparative. Based on existing criteria in evaluation of sensory richness quality and based on main approach of study, the mentioned townships can be evaluated. The theoretical framework is investigated by specialized library studies of quality of urban environments and then is investigated in the form of the views of theorists of urban issues. The valuation of objective components is done by expert observation by present study researchers and is used to evaluate the sensory richness quality in visual, perception, physical, functional and time dimensions and the investigation of identity variables in three components of natural, artificial and humanistic. The field study in various places of township is the basis of qualitative data collection. Finally, to adapt the mentioned components, AHP and Expert Choice software can be used for final adaptation.

Case Study

The Investigation of the Identity in Studied Townships

Tandirchiller township is old texture of Orumie located in western Azarbayijan including northwest to Bakery boulevard and Bakery three-way and from north east to Shahid Montazeri street and Mahabad square and from south to Besat and Pezeshkian street. In 1921, the old border of city passed form southern part of this township and there were two gateways of Hezaran and Bazarbash (located in Mahabad square and Janbazan square, respectively) in two sides and Khanbaghi and Shahid Azimi alleys were used as one of the main districts in Pahlavi era. These townships were designed at first as organic and to meet the needs of pedestrians. Due to introversion, the main domain is observed in access arrangement. The models of the buildings are also introvert. The furnace construction was remained yet and it is the identity of this township and one of the humanistic components of city identity is the Turkish language of most of the residents of this township. Tandir Chillar in Turkish means the owner of furnace. Sagharisazan township is one of the old historical texture townships in Rasht city of Gilan province. This township has organic texture and the alleys are located as introvert with low permeability. The model of the buildings is extrovert. This township was designed at first to meet the demands of pedestrians and later by the car; it couldn't fulfill the transportation needs. The greatest identity factor is using steep ceiling in the roof and this is due to the natural identity components of Rasht city. This city has mild and humid climate and the average rainfall is more than 1000 mL per year.

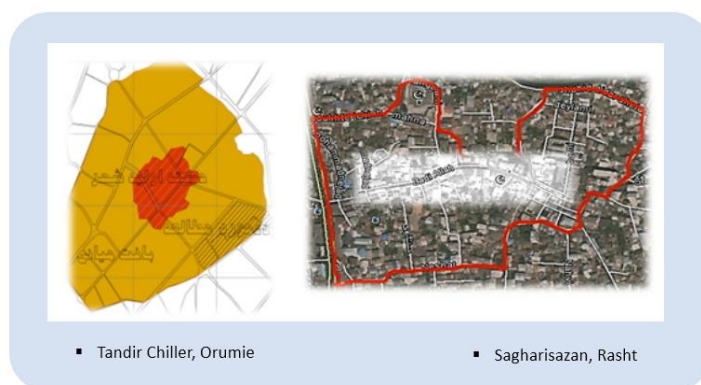


Figure 1: Aerial image of Sagharisazan and Tandirchiller townships, Source: comprehensive plan and Google earth

Based on these townships, we can compare some of the natural, artificial and humanistic identity components and the findings are in the following Table.

Table 3: The indicators of township identity components

Tandirchiller township in Orumie	Sagharisazan township in Rasht	Identity subcomponents	
45°, 4' eastern longitude from Grinveech and northern latitude from equator 37°, 33'	49°, 58' eastern longitude from Grinveech and northern latitude from equator 37°, 27'	Longitude and latitude of city	Natural components of identity
An area with height 1300 to 3000 m of sea level	Elevation from sea 5m	Roughness in city	
287.3mm	More than 1000 mm	Average annual rainfall	
Mountainous	plateau	City location in natural environment zone	
1-5%	2-5%	Required region gradient	Artificial component of identity
Bakery boulevard as one of the important streets (Orumie city), Besat street as going to the old market of city.	Establishing township market and using historical and religious use around it, great squares of Sagharisazan with four important historical buildings in center	Linear-structural elements of indices	
Goldis park for Women, Mahabad square and Janbazan square (placing Hezaran and Bazarbash gateways in Pahlavi era as destructed today)	Establishing historical bank of Sepah in entrance of township and creating good view, great square of Sagharisazan and four important historical buildings and creating strong view, establishing township market and establishing historical and religious use around it as important visual center	Focal and point indices of city	
Tanursazan	Badiallah place and establishing a	Linear-point	

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	team of great market of Rasht in township due to the street design in the relevant zone, historical and cultural body from the beginning to the end of local street	indices of historical and physical	
Tow old mosques, Ferdowsi bathroom	Holy shrine of sister of Imam, Seyed Abas tomb, Haj Sami mosque, Goldaste mosque, Golzar bathroom, Gilan culture house	Important single buildings	
Most they are Turkish, Kurdish and Persian as national language of our country	The language is Gilaki, Persian is formal language	Language	Identity humanistic component
Muslim	Muslim, Jewish(Due to the establishing of Jewish township of valley in Sagharisazan township)	Religion	

Investigation of Richness

Regarding the investigation of richness in the mentioned townships, perception, visual, physical and performance components and qualitative valuation time. Qualitative valuation of each of the mentioned components is done by SWOT technique. The environment view elements for exact investigation of richness quality can be analyzed.

Physical-Performance

The presence of physical index elements as bathroom, mosque and traditional furnace construction and memorial buildings with local value architecture and the materials used in these elements are effective factors in physical features in achieving richness. The applied techniques and financial and economic justification are effective in richness-based design. This is important to consider in design the attractive applications of a region and pedestrian and rider access paths as an important indicator in legibility of region. Destroyed buildings are important potentials to create good urban space taking its visual signs from traditional architecture models of the region and it leads to keeping local identity. By exact design of urban spaces structure, we can give good richness to spaces users.

Table 4: Physical- performance analysis of Sagharisazan township, Rasht

Threats	Opportunities	Weaknesses	Strengths
<ul style="list-style-type: none"> ▪ Enhancing physical wear-out in most of the areas in case of ignoring it ▪ High vulnerability of parts to natural disasters as earthquake, snow due to high physical wear-out ▪ The lack of consideration of new constructions to tradition models and creating turmoil in physical building in the area 	<ul style="list-style-type: none"> ▪ The possibility of project definition and improvement-gathering of the areas with fine texture ▪ Creating coherence of tourism area via linking valuable historical areas in the studied area ▪ Creating turning points of open spaces in proximity to building with high value ▪ enhancing physical identity 	<ul style="list-style-type: none"> ▪ High wear-out of residential textures ▪ 70% wear-out old residential buildings older than 60 years in the region ▪ The lack of definition of movement paths due to the body and defined bottom in township ▪ Low permeability and routes and narrow spaces (Ashtikonan alley) 	<ul style="list-style-type: none"> ▪ Presence of important physical indices (Holy shrine of sister of Imam, Seyed Abas tomb, Haj Sami mosque, Goldaste mosque, Golzar bathroom, Gilan and a part of market as effective in giving identity in the physical sector of studied region. ▪ memorial buildings with local value architecture and the old routes in the historical place

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Table 5: Physical-performance analysis of Tandirchiler township

Threats	Opportunities	Weaknesses	Strengths
<ul style="list-style-type: none"> Enhancing physical wear-out in most of the areas in case of ignoring it High vulnerability of parts to natural disasters as earthquake, snow due to high physical wear-out turmoil in physical building in the area Inconsistent use with township texture 	<ul style="list-style-type: none"> The possibility of project definition and improvement-gathering of the areas with fine texture Creating pedestrian tourism area Using unused land and destruction buildings for creating urban space The destruction buildings as creating urban spaces 	<ul style="list-style-type: none"> Low permeability and routes and narrow spaces (Ashtikonan alley) old residential buildings older than 20 years in the region Most of housing sectors have problems in access to routes Occupancy level in most of the new areas is high and open spaces are low. 	<ul style="list-style-type: none"> Presence of important physical indices (old bathroom of the township) as effective on physical identity of the studied area.



Figure 2: The structural-performance component and the investigation of environment view elements in Tandirchiler township of Orumie and Sagharisazan of Rasht

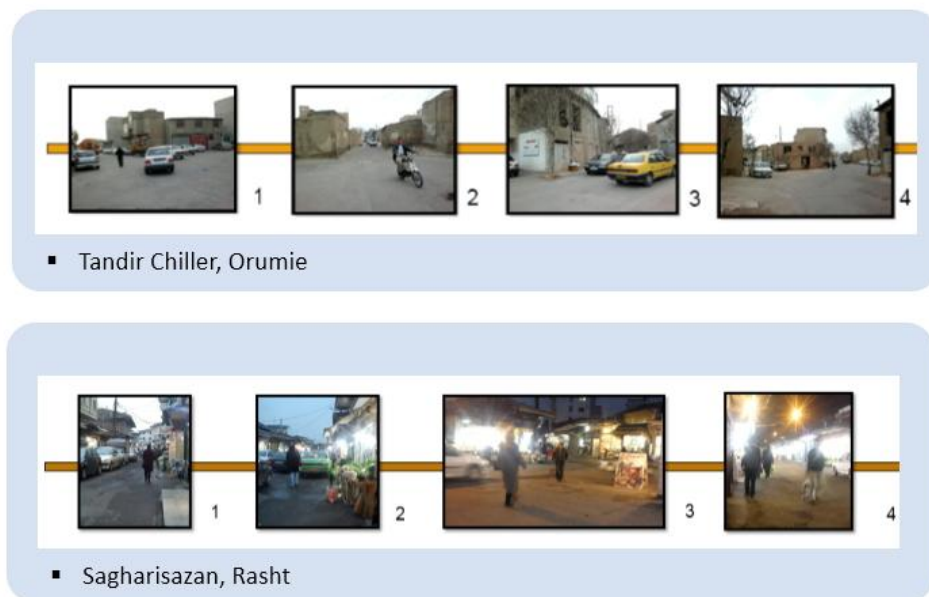


Figure 3: The lack of definition of pedestrian and rider routs in Tandirchiller and Sagharisazan townships



Figure 4: The definition of pedestrian and alleys called Ashtikonan in old texture of Tandirchiller and Sagharisazan townships

Perception-visual

In taking decision to provide visual sensory richness, three factors should be considered:

1- The range of the distances by which various parts of schema can be observed, 2-Relative count of those observing the building form the various view locations, 3-the time in which the views can be considered. The elements to play the role in improving sensory richness' should be observed. A part of the power of users in observing the elements depends upon the distance of the building from them (Bentley, 2013).

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Figure 5: The range of basic view distance of the considerations of sensory richness and Tandirchiller

Table 6: Visual-perception analysis of Sagharisazan Township, Rasht

Threats	Opportunities	Weaknesses	Strengths
<ul style="list-style-type: none"> Reduction of memorial sense of residents of texture with new constructions without considering township identity Creating visual turmoil in the area with new attachments as modern construction equipment, electricity and telephone wires in all accesses 	<ul style="list-style-type: none"> Enhancing legibility and mental map of residents of township by using design and sign in node points, vertical green space Definition, identification and design of potential entrances to improve identity of historical and cultural regions 	<ul style="list-style-type: none"> Creating unsuitable image for pedestrians due to the use of irrelevant materials with specific architecture of region The lack of scale and fit in new constructions The change of new construction scale due to increasing congestion 	<ul style="list-style-type: none"> The presence of elements and memorial buildings-a memory in the township with the sign role can increase legibility of township texture. The presence of human scale of building in most of internal parts of area texture Suitability of area in the mental image of residents

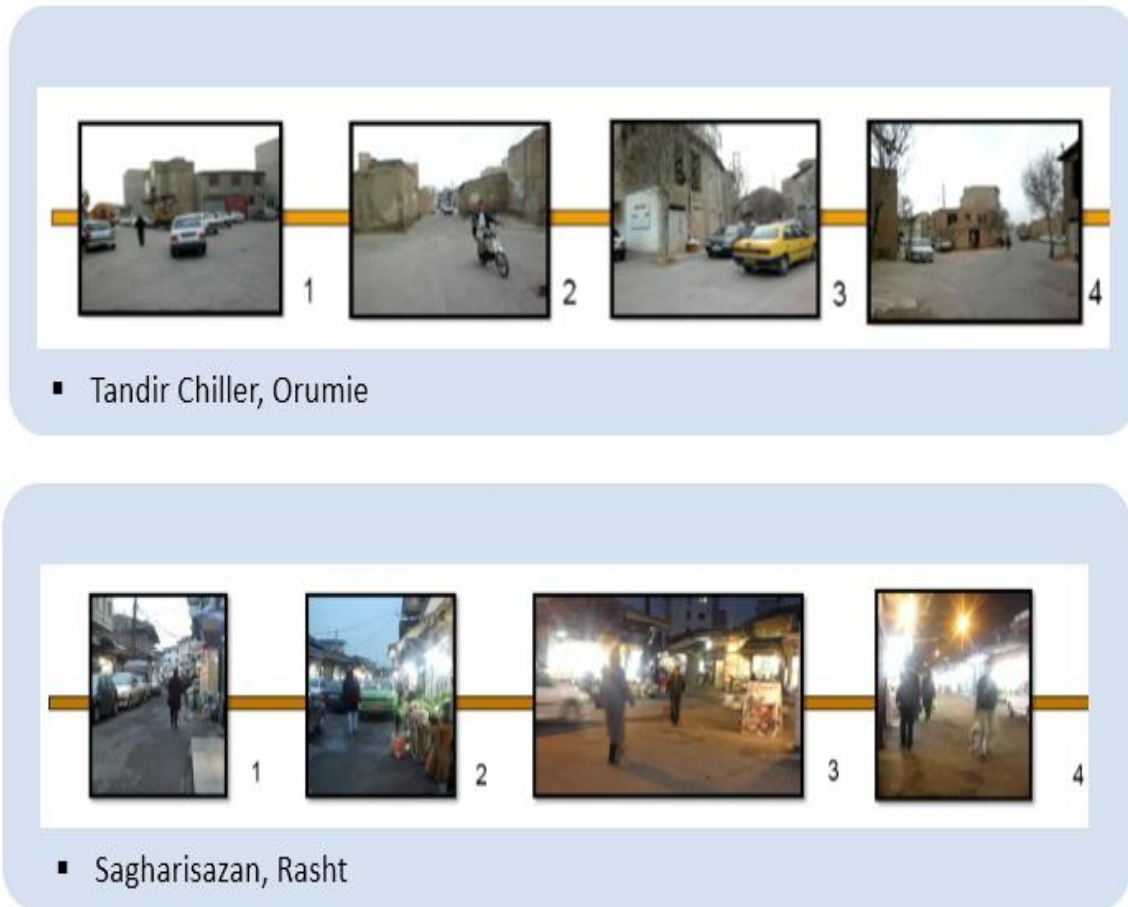


Figure 6: The change of view, Sagharisazan, Tandirchiller

Table 7: Perception-visual analysis of Tandirchiller Township

Threats	Opportunities	Weaknesses	Strengths
<ul style="list-style-type: none"> Increasing dissatisfaction of people of area due to the increase of wear-out and low quality Increasing wear-out of area due to the lack of considering existing texture Creating a place for criminals in case of increasing wear-out 	<ul style="list-style-type: none"> Enhancing legibility and mental map of residents of township by using design and sign in node points, vertical green space Definition, identification and design of potential entrances to improve identity of historical and cultural regions 	<ul style="list-style-type: none"> The lack of scale and fit in new constructions The change of new constructions scale due to increasing density and number of floors in texture of region without considering the physical nature of existing condition Lack of flooring and definition of good materials in movement routes in the township 	<ul style="list-style-type: none"> The presence of elements and memorial buildings-a memory in the township with the sign role can increase legibility of township texture. The presence of human scale of building in most of internal parts of area texture Suitability of area in the mental image of residents

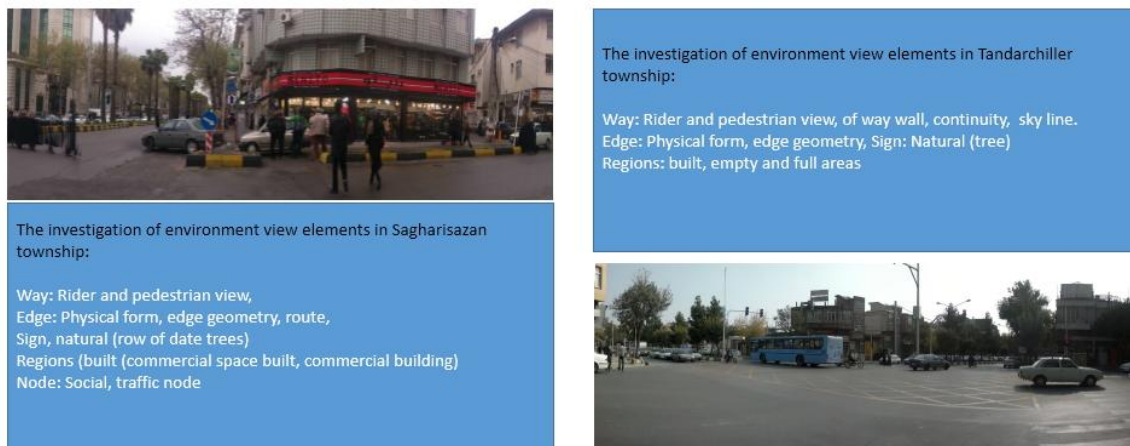


Figure 7-The perception-visual component and investigation of environment view elements in Sagharisazan and Tandirchiller townships

Time

In sensory richness, time range or duration of each views experienced on that period is important. The required level is organized as the power, durability and empowerment can be continued and by three following solutions, we can achieve the following goal:

1-Via great visual intricacy, 2-Via interesting things or visual secrets, 3-Via interpretation or generalizing suitable images (Bentley, 2013).

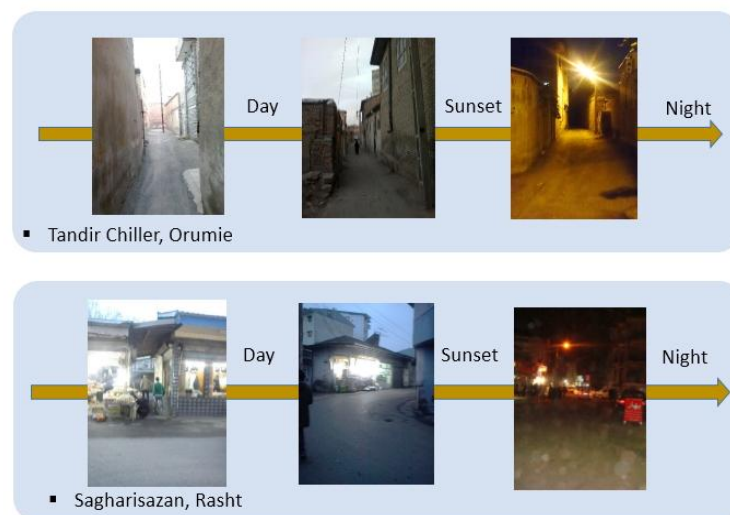


Figure 8: The view in various time distances in Townships of Sagharisazan and Tandirchiller

Analysis and Comparative Comparison of Sensory Richness and Identity

The first step in hierarchy analysis process is creating a hierarchy structure of the studied issue in which the goals of criteria, choices and their relation are shown. Four next stages in hierarchy analysis process are weight calculation (importance coefficient), criteria (sub-criteria if necessary), weight calculation (importance coefficient), choices, final score calculation of choices and investigation of logical consistency of judgment (Zebardast, 2001). Thus, for analysis of identity and sensory and visual richness for each subject as separately in the first stage creates hierarchy structure in charts of 9, 11 and in second and third stages are shown in charts 10, 12. Then, the final score of each township is calculated.

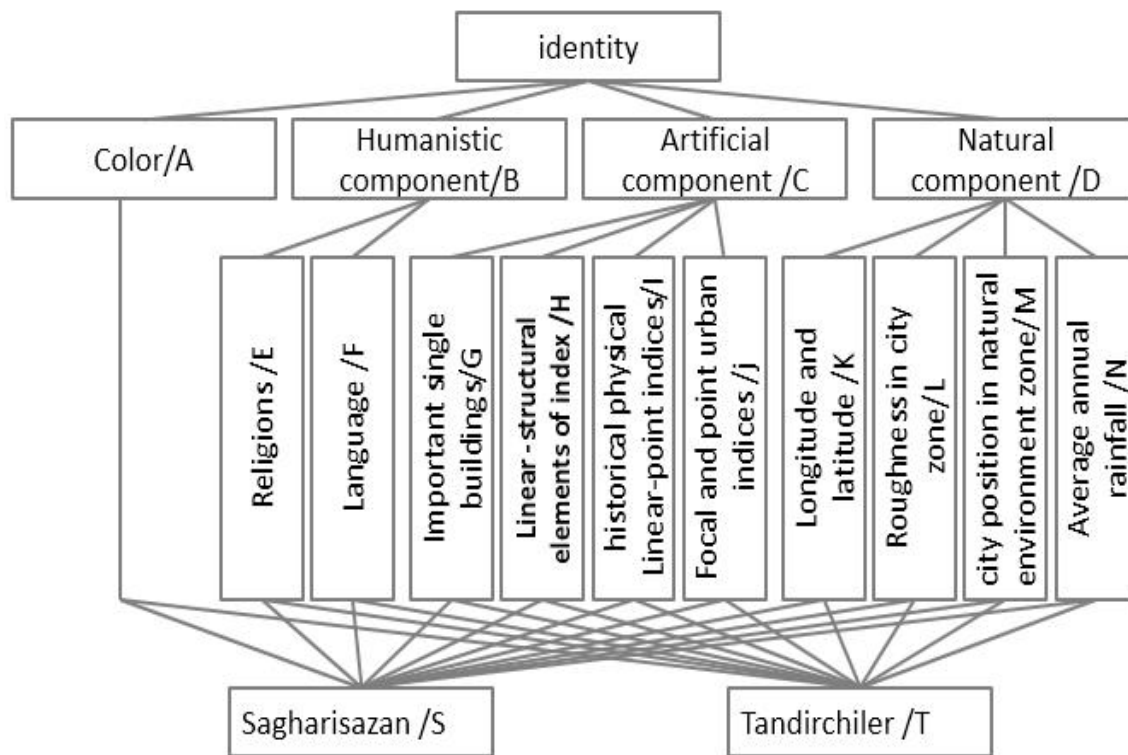


Figure 9: Hierarchy analytic process of identity in studied townships

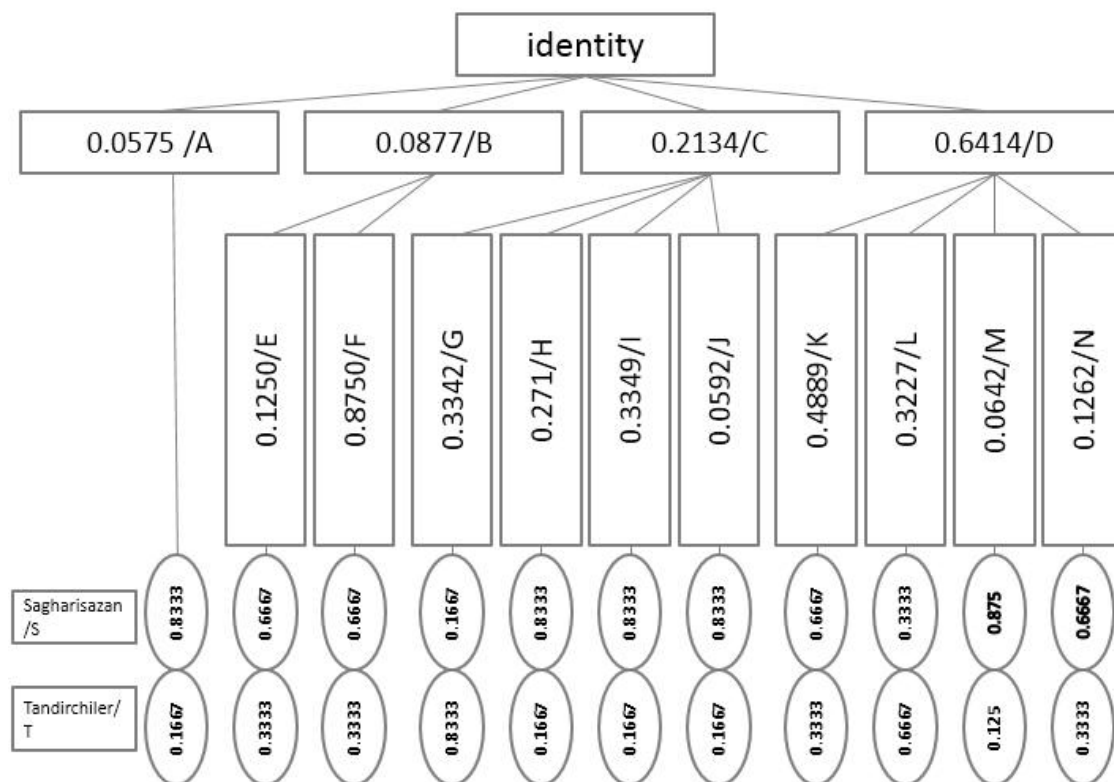


Figure 10: Importance coefficients of criteria and sub criteria in studied townships

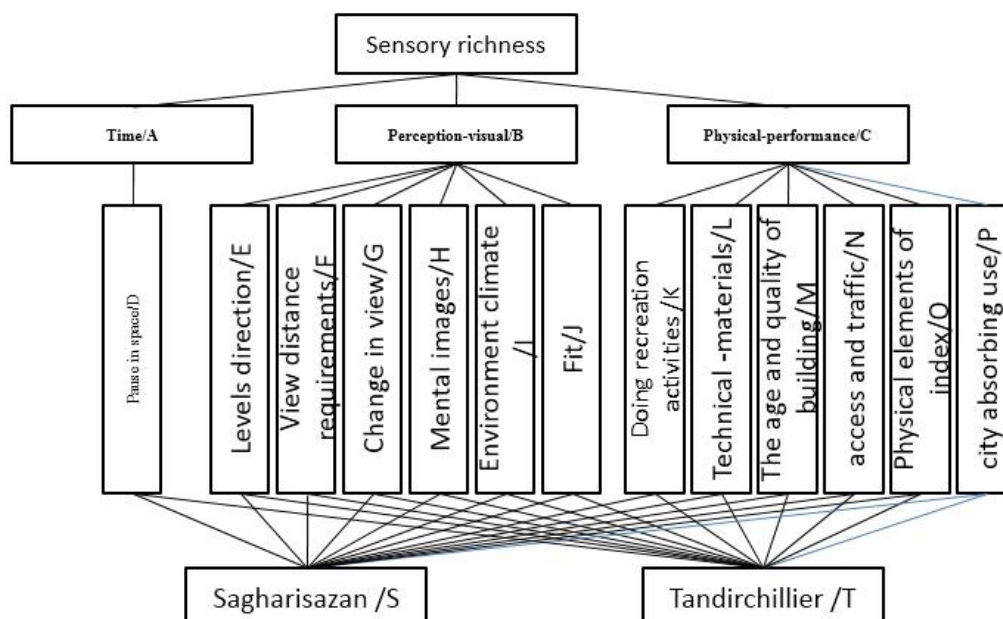


Figure 11: Hierarchy analytic process of sensory richness in studied townships

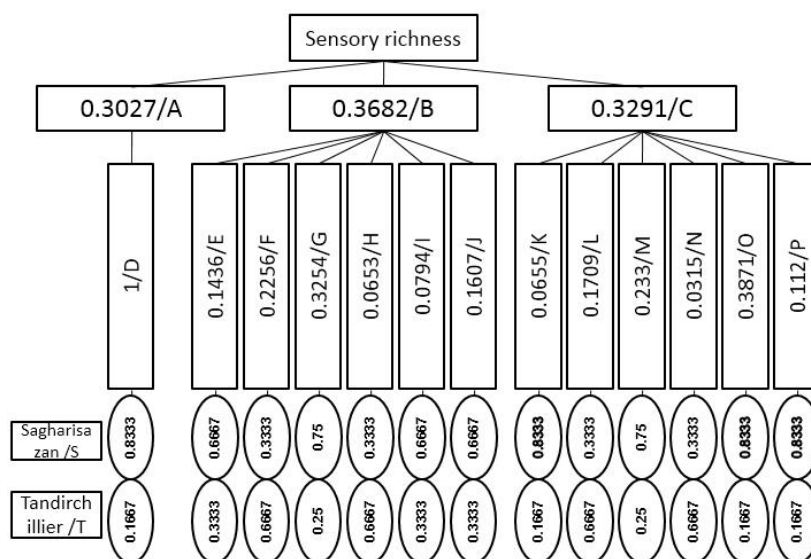


Figure 12: The coefficients of criteria and sub-criteria importance in studied townships



Figure 13: Achieving high score in Sagharisazan township in comparative investigation

By comparative comparison of two areas by AHP method, it was found that Sagharisazan township regarding better sensory richness is best and as this region in identity is better in Tandirchiller township. It seems that there is a direct association between sensory richness of a location and its identity and the study hypothesis is supported.

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RESULTS AND DISCUSSION

The recognition of each place is in its presence place and the physical and performance structure with its features, memories and relevant place feelings can be vital for us and we can identify the place. Bentley referred to two key factors in evaluation of the visual sensory richness: 1- Time range or duration that each of views can be experienced in that period. 2-The range of distance that the required level is observed. One of the ways of observing a place is having place identity and you cannot have sensory experience of place and claim you don't know there. The place has identity as it is in your mind. The location of township dedicating your time is in your memory.

This place with identity can reflect sensory richness, this place is important than other indices and attracts your attention. The improving of the identity of a place is effective on its visual sensory richness and as physical dimensions and performance are effective on its identity, it can be said besides the effect of visual components and time mentioned by Bentley, considering the physical, perception and performance components is effective in sensory richness-based design. He believed that the techniques and materials in sensory-richness design should have financial and economic justification. According to the study findings, the image recognition of normal people of cities and environment are important perception indices in quality of sensory richness. Attractive use of a region and historical, cultural and physical elements can be effective on improving experience of sensory richness in users of a space.

Thus, besides effect of visual and time components mentioned by Bentley, considering physical, perception and performance components are effective on sensory richness design. Carmona considers fixed effects of places and using them in design in using various sensory choices to fulfill sensory richness. He mentioned one of the tools to achieve this goal and improving quality of environment as investigation of people selection aspects. Based on the mentioned items, Sagharisazan and Tandirchiller townships with organic texture and two different climates have potential capacity in terms of investigation of this important index. Tandirchiller is located in Orumie by specific industrial activities as furnace making based on the name of township. Also, colorful bricks and green windows and pedestrian routes have fixed components in place and besides valuable potential can give special identity for sensory-richness design. Sagharisazan township is located in Rasht and follows the same rule. Using wood, brick and clay ceiling as fixed component of place repeated as rhythmic is effective on formation of local identity of region. Saghari means tanning leather. Thus, this township is based on the activities of craftsmen on that time. Passing this township, a person can feel the old spaces of Rasht. The fixed components of place are based on the views of the theorists in urban design and urbanity in studied places design as providing the selection of various sensory choices in fulfilling sensory richness. It is required the planners and designers of urban and regional issues are in this route to improve sensory richness experience as the effective quality in urban environments

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