

Development of an Conceptual-Analytical Framework for Placemaking with Emphasis on the Linking Places in the Old and Middle Textures of Mashhad

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ABSTRACT

Placemaking is among the most effective approaches in the urban design process which emphasizes the transformation of urban spaces to valuable and high-quality places. However, in an urban texture, the presence of only one quality place is not enough and a collection of such places is needed. Identification of the places, improving the quality of the existing key parts in the texture, and establishing an effective link between the places can be among the main objectives of placemaking. The current study has aimed to explore the components and principles of placemaking for linking places in two parts with a descriptive-analytical method. In the first part, the components and the theoretical framework of placemaking were extracted and in the second part, its application in some parts of two adjacent textures-old and middle- in Mashhad was investigated. The selection of two textures with distinct features, besides providing the proper context for strengthening the qualities and spatial links between the two textures in a proper connection and link, created numerous opportunities for the application of different types of placemaking. The first step in placemaking as a participatory and process-oriented action is searching for the places. The two primary conditions for identification of the places are the place's publicity and a common collective meaning for it. In this regard, a combination of place game techniques and placecheck in the form of a questionnaire and in-depth reviews, SWOT analysis, and place mapping based on the external(observer)and internal(everyday life experiences) techniques have been used. The researcher's findings indicate that those urban spaces which are identified as a place are those with the capability of being addressable, memorable, feature-specific, attractive to people, and with special activities or patterns of behavior. In the next step, how these places are transformed from an ordinary place to a successful place with unique features as well as linking them to each other and people (place-place link/place-people link) are provided in the form of designing patterns and then, are applied in the form of the objective and role determination in the designing areas.

Keywords: Place, Placemaking, Linking Place, Placemaking Principles.

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1. INTRODUCTION

Today, with the extensive changes and evolutions in modern society, the quality of many urban places is either lost or degraded. Placemaking is a transforming idea to turn the urban public spaces into valuable places with special quality and in an effective connection to each other, in a way that promotion of only one single place is not intended and every place is considered in a relationship and connection with other places. The creation of economic competition, promotion of the social network of the places, giving a meaning to the places, directing and retrieving the places, strengthening the old urban districts, etc. are among the results of creating and strengthening a network of linked places in the city.

In the placemaking process, building the places is only the starting point. The main question is how the link between the places can be established based on the placemaking approaches and principles? Searching for the places, inducing better quality into key and important parts of the texture structure, and making effective connections between them, are among the main objectives of placemaking, and in each urban texture, based on the field of study, principles, and policies, different types of placemaking would be applied. The researcher in the current study has tried to, by selecting a part of the old and middle textures in Mashhad, provide extensive options and opportunities for placemaking so that besides providing the proper context for application of different types of placemaking, the connection between the two old and middle textures is also strengthened. Placemaking in this area compensates for the shortage of urban public spaces in a proper connection and link and revitalizes declining urban areas, especially in the old texture, that encourages participation in the protection of past heritage. The main objectives of the study are as follows:

(1) Identification of the places, (2) Revitalization of the places and creation of a link between them with the aim of strengthening the link between the two textures.

2. REVIEW OF RELATED LITERATURE

The long and rich history of the literature related to the places dates back to the 1960s and the emergence of urban design when opposed to the modernism results and car-oriented planning, some approaches with human-scale content and social interaction in the spaces built emerged and the focus of the urban design turned from the buildings and public open spaces to the place quality improvement. Carmona, in his definition of urban design, defines it as the process of making better places for people (Krause, 2014).

The concept of place was formulated in Lynch (1960) and Jacobs (1961) theories and later, it was expanded by Norberg Schultz (1976), Edward Relph (1976),

Donald Appleyard and Allen Jacobs (1987), Peter Buchanan (1988) and Francis Tibbaldz (1992) (Bonakdar et al., 2011). In this period, the dominant paradigm in urban design is evolved from the 'space' to the 'place' which was the dominant paradigm in the former period, and paying attention to the human experience of urban space and its perceptual dimensions, citizen participation, and taking into account the different needs of different population groups also became a part of the urban design agenda (Golkar, 2003).

From the early 1990s on, placemaking emerges as a new approach in urban design. This approach seeks to promote the role of sustainable public places with a special identity based on human needs and demands, which include the social activities in the local communities (Bonakdar et al., 2011).

Before this period, the place was studied in the framework of single places, while in this period, the placemaking is seen in the form of an urban design document under the title of "placemaking framework" on a scale beyond an urban space, in the global experience. In fact, in this new approach, the places are not separate components. Rather, they are interconnected in a coherent structure (Fig. 1).

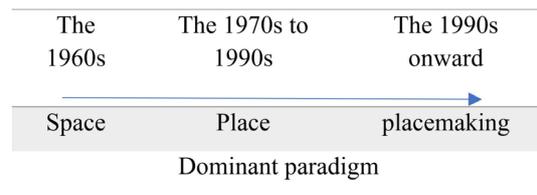


Fig. 1. Emergence of Placemaking

3. THEORETICAL FRAMEWORK

In the following, the main relevant subjects and theoretical concepts would be addressed.

3.1. Placemaking and its Types

In the primary definitions, placemaking has been introduced as a way to transform places. Shibley & Schneekloth (1995) assert that placemaking should be exercised amid the everyday life activities, and emphasize the importance of people's participation in the activities (Krause, 2014, p. 17). PPS-urban design group defines placemaking as the evolution and transformation of public spaces to the spaces for everyday life and a means for urban life revitalization that leads to strengthening the local community participation in designing and managing the public spaces (Project for Public Spaces, 2016).

Such definitions denote the essential aspect, or in other words, the content of placemaking, however, from some theoreticians point of view, "placemaking is a process and for some, a methodology or technique in urban design that measures the preferences of the

citizens and finally, combines the results with the experts' experiences and expertise to make it a better expression of all views" (Thomas, 2016).

Furst et al. (2004) introduce placemaking as a collective process in the urban design whose objective is to improve the use of space and transform it to the place in a social-emotional method. In their definition, placemaking includes all activities related to the public spaces and they emphasize that place evolution is realized through activities rooted in the place (Krause, 2014, p. 16).

Markusen & Gadawa (2010) define placemaking as a bottom-up, asset-based, and person-centered process whose subject is collaboration and participation of the community in the promotion of the ability to live in the cities. In their view, placemaking is a dialogue framework that links the people to the place and each other, narrates the people's stories and lets their voice out, and links the personal narrations to the public ones. As a result, it makes a firm linking bridge between the urban structure and the communities and is considered as a basis for the collective movement (Toolis, 2017). In other definitions, the necessity of provision of placemaking strategies derived from the local features, experiences, and attitudes is emphasized so that in the form of a coherent approach, its social, economic, political, and psychological aspects can be also addressed in addition to the physical and spatial aspects (Pancholi, Yigitcanlar, & Guaralda,

2017). Steve Grabow (2013), inspired by the book "Making Places Special", has provided the most important principles of placemaking in the form of 5 basic subjects (Fig. 2) (Grabow, 2013).

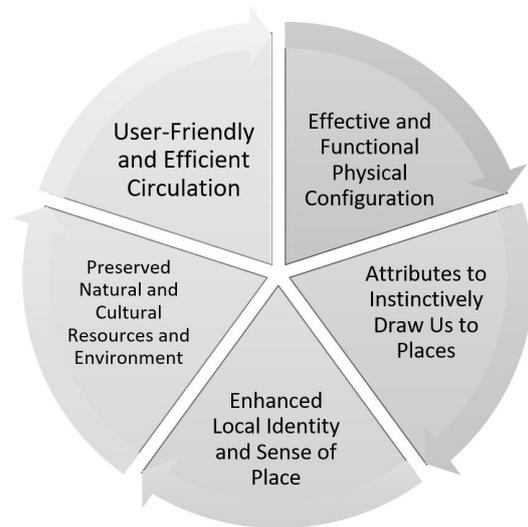


Fig. 2. Basic Subjects in Placemaking

The types of placemaking from Wyckoff's point of view are provided in Table 1 (Wyckoff, 2014).

Table 1. Types of Placemaking

Types	Definition	Features	The subject of projects/ activities
Standard placemaking	Standard placemaking is the universal form of placemaking aiming to improve the quality of space.	<ul style="list-style-type: none"> - Long-term time frame - Construction and implementation on a small scale such as a neighborhood unit or downtown streets. 	Park design, sidewalk design, town squares, etc.
Strategic placemaking	Strategic placemaking seeks to create diverse jobs and increase revenue by raising capital, and its goal is to create quality places with unparalleled attractiveness.	<ul style="list-style-type: none"> - 5 to 15 years' time-frame - Construction and implementation on a large scale such as urban centers, nodes, and corridors in densely populated areas. 	Sustainability, pedestrian orientation, respect for historic buildings, and ...
Tactical placemaking	Tactical placemaking begins quickly with realistic, small expectations, free of exorbitant costs, and eventually creates deep-rooted changes in place.	<ul style="list-style-type: none"> - Short-term timeframe - Low risk 	Facade, urban furniture, bike path, walking path in historical areas and ...
Creative placemaking	Creative placemaking is an idea that aims to institutionalize art, culture, and creative thinking in all dimensions of the built environment and seeks to shape physical and social character in the form of cultural-artistic structures.	<ul style="list-style-type: none"> - Construction and implementation at the scale of the neighborhood unit, district, city - Promotion of local economy - Increasing the security 	Public arts, artistic-cultural activities, showing films in parks, music in public spaces, artistic ideas for children, holding celebrations and ...

(Wyckoff, 2014; De Brito., Richards, 2017)

3.2. Linking Places

Trancik (1986), with the introduction of the theory of figure-ground, linkage, and place, emphasizes the physical link between the spaces and elements in a structure and states that a purposeful empty space (context) with the potential for physical connection of elements becomes a place only when it is given a meaning of cultural or regional content. The overlap of all three theories helps to shape the mass-space structure, the link between the various parts organized together, thus responding to human needs and the unique characteristics of the environment (Trancik, 1986). Tavassoli (1993) points out that in the theory of linkage, the discussion is about creating a system of connection between spaces and elements that forms a structure in which the movement and efficiency are considered and activities are also connected. He also explains the two principles of "spatial link" based on the continuity of the city center complex and neighborhood centers through the main pathways (Tavassoli, 2007), and also "connection" principle means recognizing the features and characteristics of components and elements and their attachment to the collection (Tavassoli, 2003).

Hillier (1996) in his theory, tries to explain the methodology that explores linking connections in the space based on the complex urban nature in a way that transforms the city into a network of interrelated spaces, linked pathways, and important public places. He believes that in the cities, a relationship between the form and function is allowed by the space, and the

movement is a major part of spatial composition (Esmaeilzadeh Seilabi, 2010).

Rogers (1999) in a report entitled "Towards an Urban Renaissance", denotes the creation of artistically beautiful places in the form of an interconnected network of urban open spaces whose objective is the creation of better access to urban public spaces in a cohesive and linked form. These spaces not only are the linking spaces between the public areas in the neighborhoods and the city, but also they are places in the city that link the living places, work, and leisure in the community (Carmona et al., 2011).

Carmona (2003) also speaks about the principle of "continuity of places" and emphasizes the continuity of connection with the past, not disconnecting from it. In this definition, he puts special emphasis on the sense of place, its character, and identity (Carmona et al., 2012).

Recently, the "link and place" approach has provided a more comprehensive definition of linking place. In this definition, the streets are the linking factors that on the one side, facilitate the movement, and on the other hand, are considered as a destination and a place in which the activities and events take place. This approach indicates that the streets in the city's context, in addition to being a place, should provide economic, environmental and transport links, to the extent that they are introduced as a network of linked places (Jones, 2009). The linking places in theorists' points of view is presented in Table 2 with reference to the emphasized aspect in the structure of place (form, activity, meaning).

Table 2. Linking Places in Theorists' Points of View

Theorist	Theory/ Approach/ Principle	Description	Emphasis
Trancik (1986)	Figure-Ground, Linkage, Place	<ul style="list-style-type: none"> - linkage theory involves lines (streets, sidewalks, linear public spaces, etc.) that establish the physical connection of elements together in a network and create a structure for the spaces. - Place theory examines the components of human needs, cultural, historical and natural contexts, and enriches the physical space by combining the unique form and details of the context. - A purposeful empty space with the potential for physical connection of elements becomes a place only when it is given a meaning of cultural or regional content. - Linking spaces and elements in a structure lead to the movement, efficiency and connection of activities. 	Form Activity Meaning
Hillier (1996)	Movement Theory	<ul style="list-style-type: none"> - The city is a network of interconnected with geometrical links between the pathways and public places. - All functions are connected by two general factors: the comprehensibility of the city and the movement in the city. 	Form Activity
Tavassoli (1993) (2003)	The Principle of Spatial Link, The Principle of Connection	<ul style="list-style-type: none"> - "spatial link" based on the continuity of the city center complex and neighborhood centers through the main pathways. - Connection means recognizing the features and characteristics of components and elements and their attachment to the collection. - Connection deals with the distance between components. The abstract, mental, mathematical, semantic, or physical distances. 	Form Activity Meaning

Theorist	Theory/ Approach/ Principle	Description	Emphasis
Carmona (2003)	Continuity of Places	- Emphasis on continuity of the connection with the past, not breaking the link with it in such a way that special value is given to the meaning of place, its character, and identity(Carmona et al., 2012).	Meaning
Jones et al. (2007)	Link and Place Approach	- Streets in the context of the city, in addition to being places themselves, should provide economic, environmental and transport links to the extent that they can be considered as a network of interconnected places that encourage people to spend their time in these spaces.	Form Activity

3.3. THE CONCEPTUAL FRAMEWORK OF PLACEMAKING

Since the quality of urban design of a place is inevitable to respond appropriately to the various dimensions of the urban environment, the components of the quality of urban design can be defined as components parallel to those of the placemaking (Golkar, 2000). According to the orientation of the current study on linking places, the theoretical framework is based on

the agreed components of place in three dimensions of form, activity, and meaning that refer to the criteria of linking place and related principles of placemaking. In this regard, the general framework of placemaking is based on the general policy of the studies relevant to the subject of placemaking, and the specific framework is presented in Table 3 based on the conditions of the studied sample proportionate to the context.

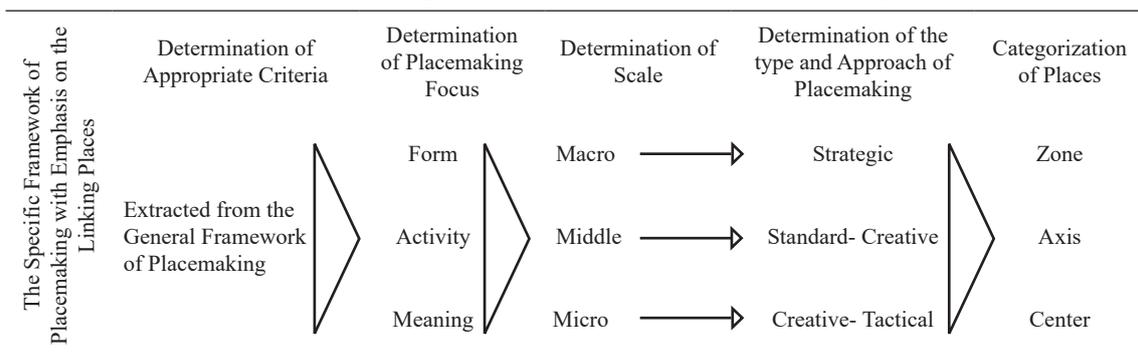
Table 3. The General and Specific Framework of Placemaking to Link Places

		Linking Places in Placemaking Approach		
The General Framework of Placemaking with the Linking Places Approach	Dimensions of Place	Link with the form	link with the activity	Link with the meaning
	Qualities and Criteria of Linking Places	Link between physical-formal features	Linking socio-economic features	Link with the past and everyday life experiences
	Linked physical configuration	Participation	Strong local character	
	Physical permeability	Sociability	Remembrance of memories (mental image)	
	Redevelopment and infills	Vitality	Intimacy and a sense of attachment to the place	
	Visual appeal	Dynamism and movement between the places	Comfort and convenience	
	Unique physical form	-	-	

Linking Places in Placemaking Approach

The General Framework of Placemaking with the Linking Places Approach	Principles of Placemaking	<p>Creating compact communities with a network of linked paths and open spaces with the ability to walk in them. (Northern Michigan Council of Governments, 2011; Grabow, 2013)</p>	<p>Land use planning and centralized development around transit corridors and proximity to public transportation stations (Grabow, 2013)</p>	<p>Conscious protection of historical and cultural resources and contemporizing them (Grabow, 2013)</p>
		<p>Integrated protection of the environment, parks, and urban open spaces to strengthen the link between areas and neighborhoods (2013; (Grabow</p>	<p>Variety of activities and mixing of uses, especially mixing of residence and employment (Grabow, 2013; Carmona et al., 2012)</p>	<p>Creating a clear idea of the place in a way that expands the experiences and brings pleasure and fun (Carmona et al., 2012)</p>
		<p>Creating strong urban centers as an essential element for economic health, cultural-historical heritage, and the pride of civil society (Grabow, 2013)</p>	<p>Transformation of a place through activities rooted in the same place (Krause, 2014)</p>	<p>Showing cultural, historical, spiritual, symbolic and ... features in the cityscape (Krause, 2014; Gruter, 2009)</p>
		<p>Integrity of new development in the surrounding landscape (Great Britain. Department of the Environment, Transport and the Regions, 2000)</p>	<p>Predicting the right context for observing a variety of behaviors (diverse behavioral patterns) (Grabow, 2013)</p>	<p>Appropriately and uniquely reflecting the local assets in a way that represents the place (Grabow, 2013)</p>
		<p>Filling the empty spaces such as forecourts with proper activities rooted in the place (Grabow, 2013)</p>	<p>Considering attractive functions such as cinemas, theaters, restaurants, and other cultural meeting places (Carmona et al., 2012)</p>	<p>Transmitting a new spirit through the use of artistic activities, sculptures, arboriculture, and lighting (Great Britain. Department of the Environment, Transport & the Regions, 2000; Grabow, 2013)</p>
		<p>Urban grain and splitting large lands into smaller ones (Great Britain. Department of the Environment, Transport and the Regions, 2000)</p>	<p>Anticipate the presence of local, traditional, or ethnic entertainment as well as public art performances (Grabow, 2013; Wyckoff, 2014; Stout, 2008)</p>	<p>The narration of places, using past memories and people attachments, events, and paying attention to historical and valuable contexts (Wyckoff, 2014)</p>
		<p>Creating diversity in architectural types, styles, and designs with dominance of special building facades and forms (Grabow, 2013; Carmona et al., 2012)</p>	<p>Design of natural green elements, furniture, and facilities for climatic comfort (Wyckoff, 2014)</p>	<p>Creating the right ground to create or strengthen a sense of security (Project for Public Spaces, 2016; Wyckoff, 2014)</p>
		<p>Use of local materials, methods, and construction details (Great Britain. Department of the Environment, Transport and the Regions, 2000)</p>	<p>Possibility of participation in public life and ownership of public spaces by people (Carmona et al., 2012)</p>	<p>Providing a positive mental image for more participation of women, children, and ... (Project for Public Spaces, 2016)</p>

Placemaking based on the Context and Conditions of the Study Area



4. METHODOLOGY

In the selection of the applied methods and techniques in placemaking, each sample is a unique experience and the same method cannot be used for placemaking activities and projects. The place maker should select a combination of methods and techniques proportionate to the specific conditions of the place and the existing values and assets (Arefi, 2014; Wynn & Yetis-Bayraktar, 2016). In the current study, first, the places have been identified and documented, and then, the

strategies for linking places are provided. Identification of places has been done based on Buttimer's (1977) and Seamon's (1979) approach (internal and external approach). "The external approach is about what the viewer sees and the internal approach is about the individuals' everyday life experiences which are related to the individual's mental feelings, events, pleasant experiences and feelings, etc. and has sensual-emotional approach (Brent Tofle, 2010). The placemaking process and techniques are provided in Figure 3.

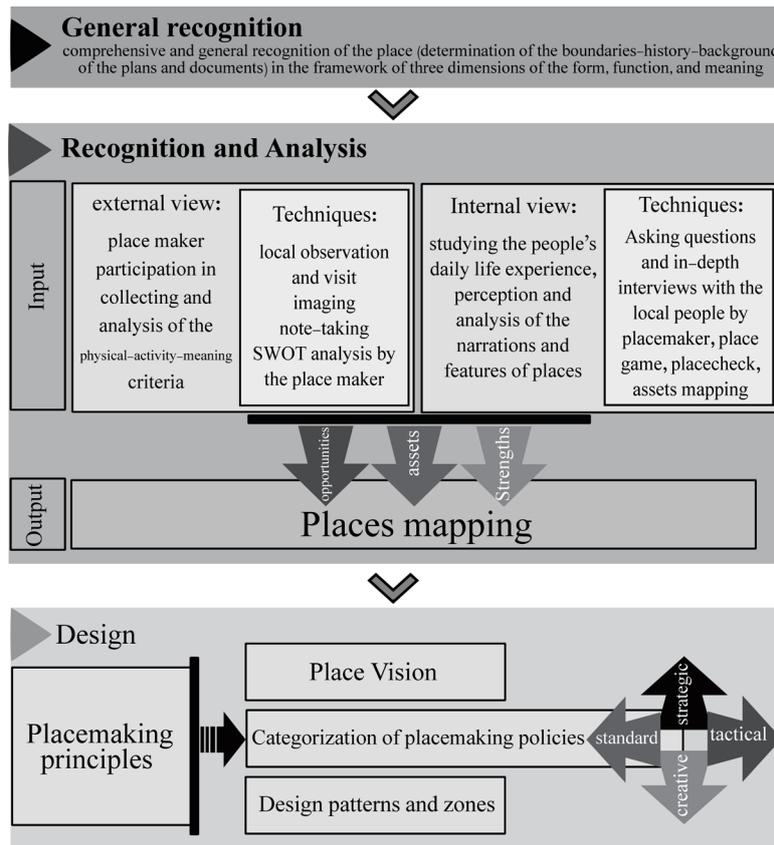


Fig. 3. Process of Placemaking in the Study Area

5. INTRODUCTION OF THE SAMPLE

The area under study includes a part of the central zone of Mashhad with the adjacency of two old and middle textures. The old texture has been developed in years before 1300 (SH) (1922), and then the middle texture has been developed around it until 1310 (SH) (1932) (Fig. 4). Transition from the old texture to the middle one, interventions and transformations have taken places such as creating streets and new constructions that are opposed to the prevailing spirit of the texture, that have weakened the qualities and spatial links and disintegrated the neighborhoods. As a result of such measures, these areas have become isolated areas that are declining day by day. In this

regard, placemaking in this area can be a facilitating idea to compensate for the shortage of urban public spaces and revitalize the declining places in a proper link with each other. Among the main features of this area, the proximity with the Holy Shrine of Imam Reza (PBUH), population attracting destinations, historical buildings with valuable architecture, fine grain, and narrow pathways in the old texture, etc., as well as the diversity of the distinguished and attractive public places and spaces such as the Golestan Bookshop, yogurt making, butter Shops, ice cream shops and bird shops of Tohid Street, Alton Tower, Municipality Fruit and Vegetable Market, Dr. Sheikh Hospital, Hoveyzeh Cinema, Takhti Square Stadium, Shohada Square (the site of the mourning ceremony),

the Jafariha, Ahmadiha, and Heydariha mosques, the former Faculty of Literature and Qara Khan Park can be mentioned.

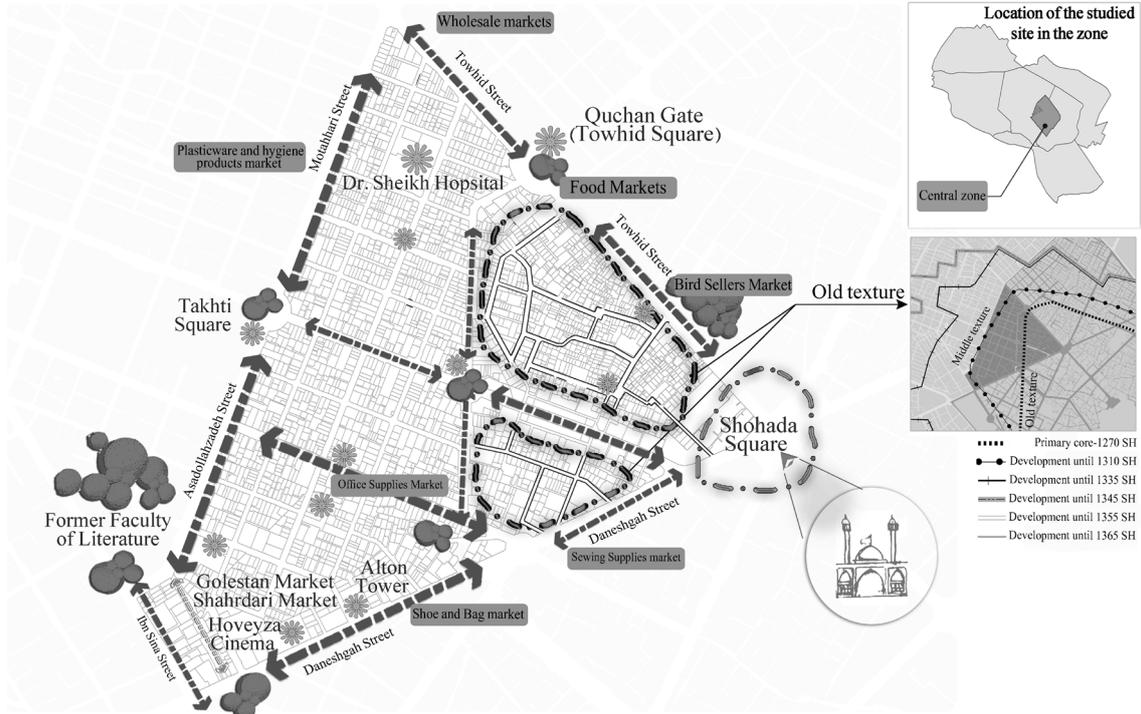


Fig. 4. Introduction of the Area under Study

6. FINDINGS

According to the definitions of placemaking, two important principles are considered in the identification of the places: 1- The place is public, 2- The place should have a common collective meaning, i.e. the interviewees should emphasize the repetition of a shared meaning, mental image, or an experience in

the place. Based on the perception of the researcher and interviews with people (Table 4), a collection of features, strengths, assets, and experiences relevant to the urban open spaces were identified. Identification of the assets and experiences, and parallel to them, the places, is considered as the starting point of place-making.

Table 4. Introduction of the Places

Content of Local Interview Questions - Questionnaires (Place Game-Place Check-Asset Mapping)

- * This section is completed by local participants with the help of a researcher (place maker).
- Investigating and identifying significant and special urban spaces in the area - those that are immediately remembered
- Investigating and identifying unique features, positive features, and negative features
- Searching for solutions to improve, change and optimize spaces (public suggestions)

Checklist content

This part is filled in by the researcher (place maker)

- Investigating and identifying the historical background of places, unique features of the place, and landmark elements
- Investigating the qualities of spatial cohesion, permeability, aesthetic features, comfort and
- Investigation of ongoing events, activities, the place of incidence of activities, and behavioral patterns

Place	Assets-Features		
	Form	Activity	Meaning
Shohada Square	Old-historical texture/ sidewalk	Dominant activity: commercial- administrative (prominent element: Municipality building)	Memorable name: Mojassameh Square-Shah Square
Towhid Square	Old-historical texture	Dominant activity: commercial (selling groceries)	Memorable name: Quchan Gate / Nostalgia for ice cream parlor
Bagh Sangi Neighborhood	Old-historical texture	Dominant activity: residential	Religious spirit/quiet/garden and large houses
Zardi Alley	Old texture	Dominant activity: Residential / interconnected alleys	Religious spirit / beautiful old houses
Old Sahib Al-Zaman Neighborhood	Old texture	Dominant activity: residential	Religious spirit/ green area
Towhid street	Part in the old-historical texture / Part in the middle texture	Dominant activity: commercial (shopping) (prominent element: Nasr Complex)	Religious-ritual spirit: The ritual of greeting Imam Reza (AS) / Memorable name: Balakhiaban / Lively / Nostalgia of ice cream parlor
Sanabad-Daneshgah Neighborhood	Part in the old-historical texture / Part in the middle texture	Dominant activity: residential- cultural	Religious spirit / calm / original / lush with beautiful old trees / old affluent neighborhoods
Daneshgah Street	Old-historical texture/ one-way path	Dominant activity: commercial- cultural (prominent element: Hoveyza Cinema, University)	Socio-cultural spirit / stylish / fun / memorable name: Chatr Sabz
Sahib Al-Zaman Square	Old texture- middle texture	Dominant activities: Jegaraki (sellers of the roasted liver) - mosque	Religious spirit / memorable
Saadi Square	Old-historical texture/ middle texture	Dominant activity: commercial (shopping)	Known as Sarab Square / Memorable
Saadabad Street	Middle texture	Dominant activity: sports	Memorable / lively / Memorable name: Takhti
Sanabad Street	Middle-old texture	Dominant activity: residential- commercial	Original / memorable
Golestan Book fare	middle texture/sidewalk	Dominant activity: cultural- pedestrian-only	Socio-cultural spirit / fun/ youth spirit
Adabiat Three-way	Middle texture - triangular entrance	Dominant activity: Faculty of Literature	Beautiful/good feeling
Meidan Bar Intersection	Old texture	Dominant activities: commercial (wholesalers)	Lively / crowded
Golestan Intersection	Middle texture	Dominant activity: cultural (prominent element: Hoveyza Cinema)	Socio-cultural spirit/ memorable/entertaining
Doctora Intersection	Middle texture	Dominant activity: commercial- education (prominent elements: Hikmat High School and Ibn Sina Hall)	Lively / crowded

Among the prominent values, assets, and features in the area, the following can be named: Having a religious spirit due to the presence of the mosques and religious centers and holding specific religious events, having a cultural spirit due to diversity of educative spaces, cinema, university, bookstores, etc., having several memorable elements and names such as the Balakhiaban, Zardi Alley, Sarab Square, Sanabad, etc., having aesthetical values of the past architecture, having local economic activities (selling porridge, dairy, ...), including nostalgic activities (bird sellers, ice cream parlors, ...), having pedestrian-specific places (the park, bazaar), and also having old, huge, and lush trees.

The places mapping has been highlighted in the form

of the center, axis, and zone in the three categories of the places, urban spaces transformable to the place, and declining urban spaces or places (Fig. 5). In this categorization, based on the findings obtained from the interviews, checklist, and other techniques, those urban spaces are considered as places that:

- People can give address, precisely .
- They have a specific memory of that place.
- They can name specific features for that place.
- They loved the place.
- The place is specifically attractive to them.
- The place has specific activities or behavioral patterns.

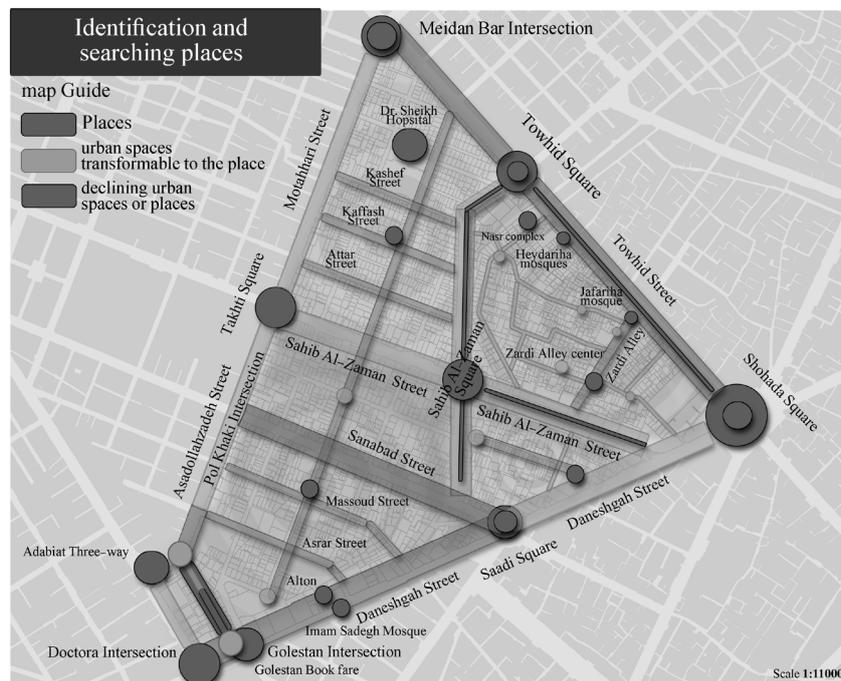


Fig. 5. Identification of Places

The strategies and policies in this part have been investigated with the determination of the type of placemaking based on the manual of the “Placemaking Assessment Tool” (2015) (Table 5). Then, the design patterns in the three dimensions of form, function, and meaning are provided separately in Figure 6 and the design areas are represented according to Table 6-Figure 7. Among the most important cases addressed in the contents of the patterns are the followings:

- Determination of building placement and massing design with emphasis on the continuous units on the edge of main streets and the placement and massing of the peripheral units in the old texture.
- Height typification based on the width of the street.
- Suggestion for a connecting texture to link the new development (the high-rise) with the old texture (the low-rise).
- Designing important entrances and corners.

- Designing strong urban centers and neighborhoods.
- Creating openings and breathing spaces especially in the old texture.
- Maintaining and strengthening the old valuable buildings and utilization of past architecture elements and combinations in new constructions.
- Revising access and inputs to link local pathways between the old and middle textures for greater permeability to the old textures.
- Movement organization in the connective network and designing a pedestrian and biking-friendly linked network.
- Planning the land use with an emphasis on the usage mixture and diversity of activities along with the provision of criteria for establishing land uses and activities.
- Organizing the markets.
- Determination of the character (space character)

based on the available cultural, artistic, historical, spiritual, symbolic, ... values.
- Introduction of the memorable places and components and emphasis on maintaining them.

- Provision of practical solutions to encourage people for collective participation to maintain and promote the places and strengthen the positive mental image.

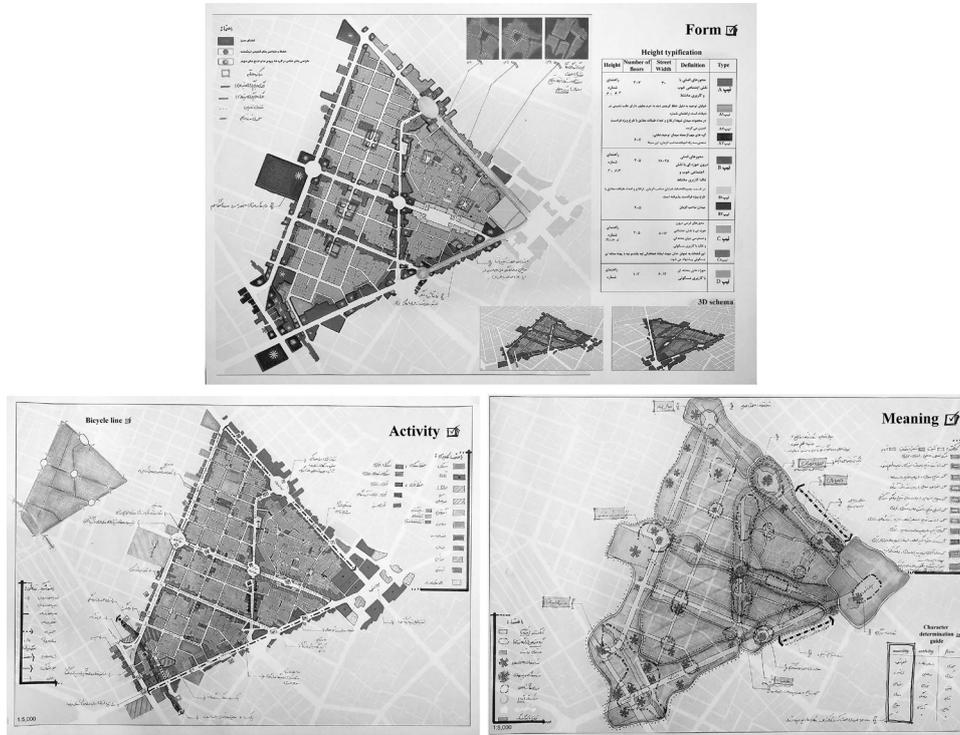


Fig. 6. Design Patterns based on the Three Dimensions of Form, Function, and Meaning

Table 5. Placemaking Types and Policies

Goal	Objectives	Strategy	Policy	Placemaking Type
Linking Places	Linking Physical Features of Places	Maintain, strengthen and increase the consistency of the texture structure and its prominent elements to establish links with other places.	<ul style="list-style-type: none"> • Emphasis on linking centers and corridors in the main framework by identifying and reinforcing key elements (places). • Linking urban and neighborhood centers through the main pathways. <ul style="list-style-type: none"> • Increasing the entrances for easy access to places. • Strengthening the green and open spaces within the network of places. • Avoiding constructions that block the view of prominent buildings. 	Strategic
			Maintaining and strengthening the old and distinctive buildings in the setback of pathways, especially in the old texture	Standard/creative
		Coordination between the lighting of the street bodies and the importance of the place	Creative/tactical	
	Integrity and coherence of new development in accordance with the context	Creating an interface texture for gradual coordination in new developments with the old texture.	Strategic	
	Creating unity and physical connection in the bodies	<ul style="list-style-type: none"> • Creating linked walls using units placements patterns at the edges. <ul style="list-style-type: none"> • Creating consistency in form in enclosing buildings. • The use of physical elements and features with a common meaning in new designs. • Controlling the order, fit, and coordination of the additional elements of the facade. • Flooring, repair, and design of cut-out entrances to neighborhoods as linking joints. 	Standard/creative	

Goal	Objectives	Strategy	Policy	Placemaking Type
Linking Places	Linking Functional-Activity Features of Places	Strengthening and developing socio-activity centers and axes	<ul style="list-style-type: none"> Injection of attractive functions and activities. Eliminating or transferring incompatible, contaminating, and unsightly repair activities to the second layer of street. Maintaining and strengthening the function of neighborhood centers in widening the streets. Enhancing nighttime activities within the residential texture. Activation and optimal use of unused lands and destructive buildings within the texture for the establishment of neighborhood activities. Strengthen the local economy by highlighting local activities (such as local bread production, butter, yogurt, etc.) 	Strategic
		Strengthening and developing the connecting network of pedestrians, bicycles, and public transportation	<ul style="list-style-type: none"> Encouraging intra-block connecting pathways and establishing strong pedestrian links between neighborhoods. Recovery of suitable paths for bike-pedestrian movement in connection with places and their improvement. Equipping busy streets with public transportation lines and convenient positioning of stations and special lines. Designing a parking lot for the residents of the old texture at a convenient distance from the crowded places. <ul style="list-style-type: none"> Increasing cross-access to pedestrian pathways. 	Standard
		Strengthening green spaces in connection with places	<ul style="list-style-type: none"> Designing and landscaping green spaces and shade trees for climatic comfort. Strengthening and maintaining the current green spaces in combination with urban furniture. 	Standard/ creative
	Linking Meaning Features of the Places (Link with the Past-Link with the Experiences)	Strengthening identity and memory in places	<ul style="list-style-type: none"> Maintaining and strengthening identity activities as place characters such as Golestan Bazaar bookstores, ice cream parlors, Towhid Street, etc. Using signs and symbols for recognition and introduction of places. Recognition of the mental concepts of the past such as the concept of gate and entrance (Quchan Gate). Emphasis on memorable names that have roots in the past (Balakhiaban, Qarahkhan, Zardi, etc.), names of mosques (Jafari, Ahmadi, etc.), names of people (Mirza Nazer, Dr. Sheikh, etc.), Names of streets (Adabiat street, Balakhiaban, etc.) Symbolic preservation of the former lines of streets during the street widening in the old texture. 	Standard/ creative
			Strengthening aesthetic features	<ul style="list-style-type: none"> The use of elements and general arts in accordance with local rituals and beliefs, such as elements specific to mourning ceremonies. Remembrance of past art and culture by increasing the use of decorative details, especially in new buildings such as tiles, house entrances, symbolic colors, etc. Artistic and creative use of green spaces such as vertical green spaces in new buildings.
		Promotion of the positive mental image	<ul style="list-style-type: none"> Establishing councils to maintain and promote designed places and holding workshops. Empowering communities to give them responsibility and ownership of public spaces. Enabling the presence of social groups and voluntary activities. 	Creative/ tactical

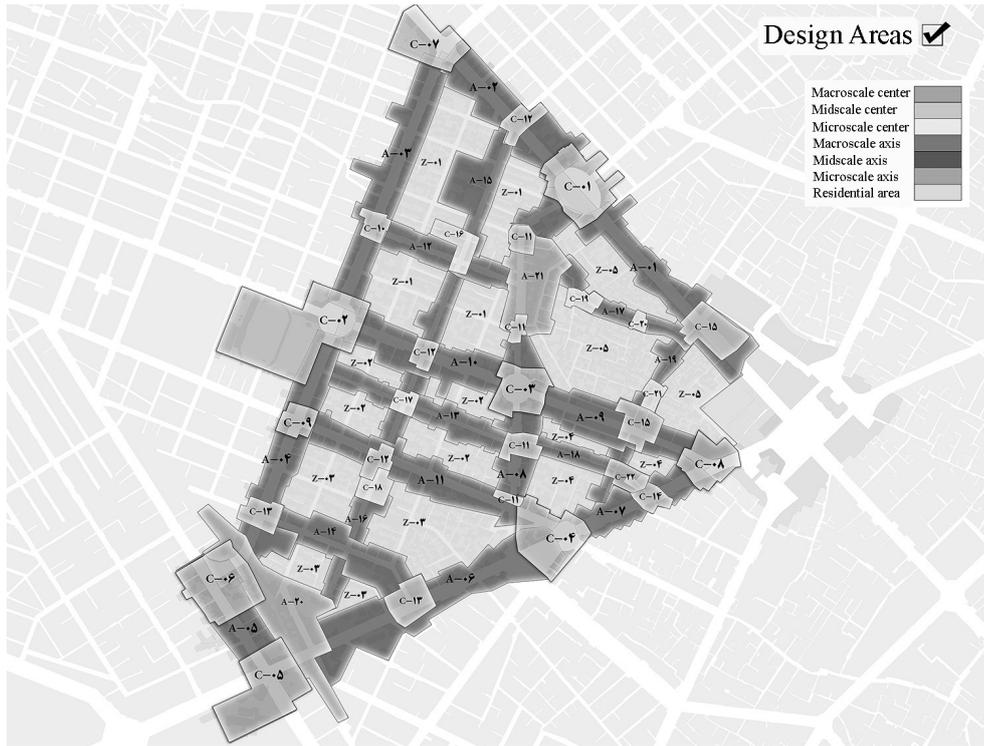


Fig. 7. Design areas (Zone, AXIS, Center)

Table 6. Sample Table of Design Areas in three Categories of Center, Axis, and Zone

Role	Objective	Code	Position	Scale	Typification
CENTERS	Macro	Towhid Square	C-01	Creating a fun place with food attractions and reinforcing the concept of entrance to a mixed urban area	* Link with other structural components (place-place) * Link with other peripheral functions (place-place) * Link between the time and experience (people-place)
	Middle	Bagh Sangi Alley Entrance	C-14	Creating an entrance with a valuable old character and strengthening the concept of the entrance to a residential area	* Structural link joint between macro and middle levels (place-place) * Link with other peripheral functions (place-place) * The link between time and experience (people-place)
	Micro	Neighborhood center-No.16	C-16	Creating local social and memorable places	* Center of link with other structural components (place-place) * Center of Neighborhood Service Provision (People-place) * Center of link between time and experience (people-place)

Role	Objective	Code	Position	Scale	Typification
AXIS	Macro	Ibn Sina Street (Main Street)	A-05	Creating an active social place with an educative and shopping spirit	<ul style="list-style-type: none"> * The axis of link between the main centers and gathering centers (place-place) * Axis of functional link (place-place) * Axis of link between time and everyday life experiences (people-place)
	Middle	Kaffash Street (bystreet)	A-12	Strengthening the link between the main places	<ul style="list-style-type: none"> * Axis of link between neighborhood centers and the linking between two levels of macro and middle levels (place-place) * Axis of link of neighborhood-scale functions (place-place) * Axis of link in time and experience (people-place)
	Micro	Sanaei Street sidewalk	A-21	Creating a vibrant and focused social place by reinforcing the concept of the link between the old and the middle texture	<ul style="list-style-type: none"> * Axis of link between micro-scale places and meaning linkage with people
ZONES		Residential area No.1	Z-01	Creating a cohesive whole by strengthening the spirit of residence	<ul style="list-style-type: none"> * Homogeneous zones with the order in form, function, and meaning (place-place), (people-place)

7. CONCLUSION

The perception of the subject of placemaking as a means for the creation of a link between places requires the perception of its dimensions, components, and principles. In this regard, the current study's conceptual model that includes the most important qualities and the criteria effective in placemaking would be applicable as the practical guide to placemaking. In the placemaking process, the place maker group, with the help of local people, identifies the places, perceives the good and bad qualities, and investigates how these places are transformed from an ordinary place to a successful place with unique features, in a suitable connection and link. And in the final plan, provides the relevant agenda. Investigating the realization of the main objectives of the study, it can be said:

- Placemaking is a participatory and process-oriented measure that seeks to explore and discover places in the first step.
- The researcher attitude towards place should be considered as a phenomenon and the placemaking should be based on a place-based perception in a way that the place is first searched and its exclusive features are perceived, and then, based on the same features, placemaking is performed.
- The two primary conditions for identification of the places are their publicity and the presence of a shared

collective meaning for them.

- In the process of placemaking, both the researcher and the local people play a role in searching and identifying the places in a way that the part is based on questioning the social groups and relies on the people's descriptions, and another part is based on the researcher's point of view and observations.
- Urban spaces are identified as a place that are easy to give address, are memorable places, have specific attractions, are popular, and include special behavioral activities or patterns.
- The places can be a center such as the squares, forecourts, entrances, or can be an axis such as the streets, alleys, linear bazaars, and sidewalks, or a zone such as a residential neighborhood.
- In the process of placemaking, the method and principles used are not the same and based on a single pattern, but each sample is different from the other. the selection of the type of placemaking also depends on the conditions of the ground (objective, scale, features, ...).
- Linking places is among the most important objectives of placemaking which is realized during the placemaking process and the proper grounds for the creation of the places, obviation of the shortage of urban public spaces, and revitalization of the declining places are provided in a proper connection and link to each other.

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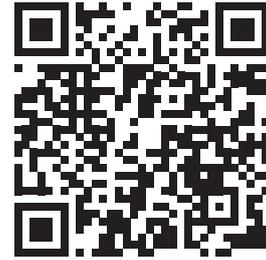
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