

# The Role of Environmental Perception in Understanding and Designing Cultural Landscape in the Cities' Entrance Spaces; Case Study: Western Entrance of Gorgan\*

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Received 11 April 2016;

Revised 24 April 2016;

Accepted 31 July 2016;

Available Online 22 September 2019

## ABSTRACT

Nowadays, majority of the cities' entrances have become uniform and cliché spaces in lieu of manifesting the identity properties and showcasing the cultural ID. The degree of uniformity is so extreme that they are not even understandable. Therefore, it is necessary to seek creating of the required preparations for understanding of such an identity alongside with creation and enhancement of the identity in the cities' entrances. In other words, manifestation of identity in a tangible and perceivable manner for the onlookers is of great importance in the entire urban spaces, especially cities' entrances as the first space of the individuals' familiarization with the city. The objective in offering the present study is investigation of the role of perception and the factors influencing it on the ever increasing conception of the landscape drawn on a special identity in a neighborhood and this has been specifically conducted on the western entrance in Gorgan. To do so, this qualitative research deals within the format of an applied research based on a descriptive-analytical method with the exploration of the aforesaid subject and offers in the course of its examinations a matrix table for exploring the relationship between the indicators influencing the environmental comprehension of the cities' entrances with various species of the cultural landscape. The main method of data collection has been documentary research, library search and field survey. The results obtained from the present study indicate that paying attention to various factors like age and gender groups, the observers' mobility or staticity, being pedestrians or passengers, being citizens or travelers and others in the designing of the spaces influences the increase in the individuals' perception of the well-identified spaces featuring cultural landscapes. On the other hand, the application of various human and manmade factors and natural elements is effective on the creation of a perceivable cultural landscape. In organizing the entrance in Gorgan, as a northern city with unique climate and special natural environment, paying special attention to the natural factors, as the most distinct factors of creating cultural landscape, is of great importance. Engaging the various age, gender groups, etc. as well as the proportional designing based on their perceptual properties in such activities like creation of rosaries, urban farming and agrotourism and so forth can enable the achievement of a perceivable cultural landscape.

**Keywords:** Environmental Perception, Cultural Landscape, Cities' Entrance.

\* This article is an excerpt from part of an M.A. dissertation by the second author under the title of "offering designing principles for organizing and identification of the city's entrances" as supervised the first author and advised by Engineer Morwarid Ghasemi in the architecture department of architecture and urban planning faculty of architecture and urban planning.

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## 1. INTRODUCTION

As the first place of the individuals' familiarization with the city, the entrances play an important role in their mental images of the city. Since past times up to now, the entrances have had various shapes and played different roles that have undergone changes in the course of which they have been recrystallized in new forms. The important point is that these changes and evolutions have led to the consistency and uniformity of the majority of the entrances and this is the main reason for the present study's paying of attention to identity in the entrances; however, one cannot suffice to the existence of identity in the entrances rather the identity should be rendered perceivable by various individuals, as well. It is evident that identity is inherently a semantic issue that distinguishes an element from the other; getting identity exited from a completely semantic issue and manifesting it on a perceivable ground from the viewpoint of the external observers helps paving of the ground for creating a perceivable cultural landscape. According to the various definitions, cultural landscape is indeed an exhibition of stable interaction between human beings and environment. Due to the same reason, stability is also an inseparable part of the cultural landscape. The entrance spaces of the cities work as intermediaries between the nature and the city. Due to the same reason, the ground would be more set for the expression of cultural landscape stemming from the stable interaction between the human beings and the living environment and, of course, it possesses a high potential for perceivable designing. For example, designing of the spaces for urban agriculture that is per se reflective of the stable relationship between the human beings and environment is a good sample from the perspective of cultural landscape that is potentially and actually perceivable to the various groups of space users. This has to be also mentioned that the cultural landscapes are not solely limited to a natural type of them and the manmade structures, as well, can be considered as cultural landscape upon being given constructed with special conditions. It can be stated based on the aforementioned interpretations that the environmental perception is a key factor for better and more complete perception of the identity of the spaces in the city entrances and far better designing thereof. The manifestation of identity in a tangible and perceivable manner for the onlookers has made the present study deal with the environmental perception of the landscape in relation to the identity properties. In other words, the present study looks for a perceivable cultural landscape in the city entrance spaces.

## 2. STUDY METHOD

The present study adopts a qualitative approach to the exploration of identity-related topics and cultural landscape based on a descriptive-analytical method.

The main method of data collection in the present study is documentary research, library search and field survey. In this study and within a matrix table, the relationship between the factors influencing the environmental perception of the cities' entrance has been investigated in respect to the various species of cultural landscape in such a way that the various kinds of the cultural landscape are placed in a general classification in the columns of this table and the factors influencing the perceptions of the cities' entrances are situated in the rows thereof. In case of the association between the rows and columns, the factors constructing this relationship have been introduced in the intersection rooms. Applying a similar method in the study case, as well, the factors influencing the creation of cultural landscape are placed in the columns and the perceptual factors influencing the city's entrance have been located in the rows considering the natural conditions and special position of Gorgan and the corresponding solutions are extracted from the intersections of the columns and rows.

## 3. STUDY BACKGROUND

This section deals with the plans suggested for the entrances of Franklin as well as the researches conducted on the landscaping activities on the sides of the roads to Texas. The entrances to Franklin have been investigated due to the attentions paid therein to the identity elements of the city and the symbolic recrystallization of these elements in the entrances and the effect they directly leave on the onlookers' perceptions. Franklin has been once the industrial center of paper production and tree is considered as a symbol and sign thereof. The existent element of the city has been constructed of a Mammoth Tree that is a symbol of the sawing factory and timber segments. It was found out in an investigation and review of the existent conditions that the natural, historical and cultural properties of Franklin have been used for the enhancement of the city gates. For instance, the meanders of the city river have been taken into account as a catalyst for the designing developments. Furthermore, the masonry used in the monuments is mostly brick and the vegetative cover is consisted of various flowers reflecting the city's historical use of adobe and various species of plants. On the entrances that pass near the rivers, efforts have been made to reflect the river's softness in the plan of the entrance. Due to the same reason, the walls on the sides of the road have been designed in a curvature form so as to reflect the motion of the river's water and transfer a feeling of tranquility to the passersby. In another entrance of this city, the element in the middle section of the street is preserved and the winglike brick constructions facing the passing traffic are created on the two sides of the road and precinct development is carried on a row along the vehicles' movement direction so that the passing motion can be intensified (Kimley-

Horn & Associates, 2009). The article “the effects of precinct (landscape) development and improvement on the safety of the roads in Texas” has dealt with the experimentation of the issue based on the environment psychologists’ theory that believes the roadside landscapes might cause stressing effects and distraction during driving. To do so, 61 road segments in Texas that had been subjected to precinct development were compared to a state before landscaping. This study’s findings indicated that there is a certain reduction in the rate of accidents after the improvement of landscaping (Mok, Landphair, & Naderi, 2006) and that landscaping directly or indirectly increases the drivers’ consciousness and number of accidents via engaging the perception-related issues.

#### 4. ENVIRONMENTAL PERCEPTION

In spite of its independent external existence, each space is converted in the process of perception to a

mental phenomenon and we take advantage of this perceptual image and mentality according to type identity process and try assessing the space based thereon. So, identity recognition is in fact a sort of valuation or quality specification that establishes a perfect relationship between space and the individuals’ mental accumulations of the direct experiences to culture and tradition (Komeyli, 2008, p. 171). Based on the ecological model of perception, the conception of the archetypal properties of the constructed environment should be taught. The learning process is sometimes clear and the social norm is naturally taught through the socialization processes. This model emphasizes on the importance of culture in perceiving the environment’s meaning (Lang, 2011, p. 241). There are numerous factors playing a role in the human beings’ perception of the environment and space. The factors influencing the formation of the environmental perception have been summarized from the perspective of the various thinkers in table 1.

**Table 1. Factors Influencing the Perceptions of the Environment from the Perspective of Various Thinkers and Researchers**

Thinker’s name	Factors Influencing the Formation of Environmental Perception and Emergence of Perceptual Diversity
Amos Rapoport	Prior experiences/social class/cultural background
Edward Hall	The change in the individual abilities as a result of learning/gender/culture
Yorg Grutter	Social and psychological factors/cultural differences
John Lang	Prior experiences/needs and motivations/cultural environment/human beings’ individual personality
Kermona et al.	Social and cultural evolutions/personal experiences/value systems/individuals’ personality differences
Brody et al.	Social, cultural and economic indices/distance and adjacency/history of residence
Santos and Others	Physical and cultural factors of the environment/social indices/individual indices/housing properties
Vischer	Environment’s physical and contextual factors/interests, emotions, memories and expectations/social ground/time
Naghizadeh	Ideology (designer and society)/culture/history/awarenesses and expectations of the society/various human faculties

(Kazemi & Behzadfar, 2013, p. 78)

Therefore, it can be stated that the various factors of the environmental perception can be classified into two general sets and, of course, they are in a mutual relationship with one another: some of them depend on the type of the peripheral environmental factors and some of them on the onlooker’s characteristics.

In the dimensions related to the first type, various factors are involved like the spatial enclosure, specification of the spaces’ edges, spatial hierarchy (Gharib, 2003) that are some examples for the first type. As the entry routes of the cities and independent structures, the roads can have properties in relation to the peripheral environment and to the motions of the passersby: a. the visual properties of the roads as an independent structure (connectedness and association,

manifestation, implicitly, visibility, high quality and maintenance, naturalness); b. visual characteristics of the roads in relation to their peripheral environment (interconnection and conflict); and, c. visual properties of the roads in relation to the movements of the ones passing through them (diversity, the flow’s aesthetics, legibility and navigation) (Blumentrath & Tveit, 2014, p. 41). These properties can be effective in the better perception of the roads. In the second type, the onlookers, their positions, their emotions and values, their sensory faculties and so forth influence the perception and this type of perception is in an unbreakable bond with the first type of perception. In this regard, paying attention to the various gender and age groups and special groups, paying attention to the

onlookers' being pedestrians or passengers, their being mobile or immobile, their being citizens or travellers and others are important. Generally, the onlookers' abilities and needs should be taken into consideration regarding the instigation of the intended perceptions of the entrances.

In Lang's idea, the role of movement is of a great importance in the perceptions of the environment and the human beings learn to make a distinction between the small details and more general elements of the environment (Lang, 2011). As a specimen, considering the idea that the movement speed differences between the pedestrians and the passengers, the thing perceived by the individuals in vehicles looks discontinuous from the perspective of the walking onlookers. Therefore, the perception of the urban space for the pedestrians

needs a sort of hierarchy in a finer scale.

The city's entrance should greet the individuals passing through it. The sense of being welcomed to the city can be achieved via factors like the environment's openness, presence of natural elements, preservation and corroboration of the views to the landscapes and possession of welfare facilities and contextual and practical comfortability. The legibility and clarity of the entrance path as well as its distinctive and symbolic nature can influence the humans' perception of space as the other features expected from an entrance (Pakzad, 2011).

Summing all of the materials related to the perception, table 2 gives the primary indicators influencing the perceptions of the city's entrances.

**Table 2. Primary Indicators Influencing the Perceptions of the Entrances**

Primary Indicators	
Ideology, culture, expectations and values	Naturalness
Sensory and intellectual faculties	Principled and regularized interconnection
All-inclusiveness of the space and paying attention to the onlookers' needs and abilities	Diversity
Space's enclosure, its being specific and relationship and association	Aesthetics of the flow (in terms of the time, speed and motion)
Spatial continuity and sequence	Legibility and easy navigation
The possibility of being manifested	High quality and maintenance
Visibility	Being characterized by a distinct personality and identity

## 5. CULTURAL LANDSCAPE AND ITS CONSTRUCTIVE FACTORS

Landscape is expressive of the history and reflective of the intangible aspects of the urban culture (Türkyilmaz, 2016, p. 503). It is stated in a definition in landscape convention (2000) that "landscape is a region perceived by the people with its character being created by the interaction of the natural and human factors" (Enache & Craciun, 2013, p. 310). Nasar (1992) believes that "the native culture-beauty concepts of the landscape are inspection labels and constituents of a standard for the landscape perception" (Naveh, 1995). Cultural landscape is the place wherein the land use reflects a combination of bioenvironmental opportunities (like slope, climate, soil fertility) and human endeavors (Azari-Dehkordi, 2011, p. 55).

The personality of a cultural landscape stems from a set of factors like a) geology, landform, vegetative cover, land use, background and patterns of human accommodation; b) its past, present and/or future background and c) the relationship between biophysical and cultural factors. Thus, the properties of a cultural landscape can manifest itself

in a combination of natural and cultural elements of the earth ecosystems for the creation of unique places featuring a special environment and economy as well as functional and social values (Azari-Dejkordi, 2011, p. 56). The identity of each space is indeed created through the interaction of the nature and the cultural components of the landscape in the course of time. Jackson (1984) is of the belief that "this concept includes not only the unique and special places but also the daily places like where the individuals live and work or take a trip to, as well" (Kaya, 2002). This cultural landscape can include such intangible aspects as acoustics, sense of smell and so on (Danesh Pajouh, Taghi Bakhsh, & Baba Mohammad, 2013). Nohl, as well, believes that "since the late 19th century, the urban landscape was disrupted in terms of the quality of the aesthetical effects and this disorder has become accentuated in the loss of the diversity, nature, rural structure, well-identified regions and view qualities. He believes that the improvement of the landscape's aesthetics is suspended on the improvement of the landscape's stability that has to per se manage all the aspects related to the nature and the resources. In addition, the perceptual-aesthetical aspects of the landscape and

nature should be also taken into account. In Nohl's opinion, stability cannot be attained unless when the economy, ecology and culture are coordinated with one another in an economic process and no destruction is made in the resources and the nature. He also believes that the stable urban landscape is comprised of the spaces and places wherein the nature can be freely and spontaneously developed" (Nohl, 2001, p. 227).

Generally, cultural landscape can be divided in a general categorization into three natural, manmade and human sets. Put differently, every city has been formed in a ground of nature. climate, natural properties like topography, natural elements like mountain, agricultural lands and others can be considered as natural factors creating the cultural landscape in the entrances and the identity elements like symbols and signs, special performances and the vernacular activities of a city, well-identified constructions matching with the native character, holding of special ceremonies on special occasions like various kinds of celebrations, the special characteristics of the city residents like language, clothing, type of food and so forth, various sounds and special technologies can be also considered as the human and manmade manifestations of the cultural landscape.

## 6. THE RELATIONSHIP BETWEEN ENVIRONMENTAL PERCEPTION AND CULTURAL LANDSCAPE AS A SORT OF LANDSCAPE

Since urban landscape concomitantly embraces the city context and quality, it can be claimed that the perception of the city is the very interpretation of the urban landscape (Attashinbar, 2010, p. 50). Various factors can influence the perceptual issues under the conditions of stable landscape and cultural landscape as an example of stable landscape; factors like culture, consideration of the nature along with the manmade elements, easy identification, wild nature, exhibition of self-dynamicity, self-organization and self-generation of landscape and, in the meantime, natural and rich structures are amongst this set (Nohl, 2001). Depending on the onlooker's position, urban landscape can be proposed in various scales that depend on the onlookers' elevation level, their view angle, duration of observation and the vastness of the observed area, direction and time of the observation, speed of the onlookers, the type of the moving vehicles, onlookers' position as well as their mental background of the urban spaces as well as their knowledge and insights about space (Naghizadeh, 2007, p. 41). Considering the vastness of the discussions, the relationship between the environmental perception and the cultural landscape in the city entrance spaces has been elucidated in table 3.

**Table 3. Elaborating the Relationship Between Environmental Perception and Cultural Landscape in the City Entrance Space**

Indicators	Factors Influencing Perception	Cultural Landscape		
		Natural	Manmade	Human
	Ideology, culture, expectations and values		Architecture and urban engineering in proportion to the vernacular and local values	Exhibition of accents, dialects, clothes, rites and so forth
	Sensory and intellectual faculties	Preservation and enhancement of the ecological elements, especially those with sensory richness	Vertical classification of the views in proportion to the perceivable human senses	
	All-inclusiveness of the space and paying of attention to the onlooker's abilities and needs		paying attention to the various gender and age groups and special groups, paying attention to the onlookers' being pedestrians or passengers, their being mobile or immobile, their being citizens or travellers, paying attention to the onlookers' view angle, observation duration and vastness of the observed area and so forth	

	Space's enclosed nature, its being specified and connected	Use of various kinds of vegetative cover for creating enclosure	Contextual continuity via making constructions in the barren lands between the masses	
	Spatial continuity and sequence	Balance between the natural and manmade elements on both sides of the road	Hierarchy in the construction process and entry activities like adopting fine and precise approaches to the bodies' details and finer gradation in the process of approaching the city	
	The possibility of being manifested	Transparency of the natural signs	Corroboration of the signs in the space and transparency of the signs	
	Visibility	Existence of no constructions barring the view over the natural elements in the periphery of the route	Paying attention to the scale of the pedestrian/passenger's scale of movement; the existence of no constructions barring the view over the valuable artificial elements like urban signs, city's silhouette and so forth	
	High quality and maintenance	The nature's cleanliness and being devoid of bioenvironmental pollutions	Cleanliness and being free of bioenvironmental contaminations Use of repairable vernacular constructional materials	Paying attention to the people's participation in maintenance and enhancement of the spaces
	Naturalness	Wild and spontaneous nature at the side of the designed nature		
	Regularized interconnection		Constructions coordinated with the effective contrast	
	Diversity		Diversity in the type of the constructions and the applied activities and the natural landscapes	Paying attention to the various age, gender and ethnicity groups and so on
	Aesthetics of the flow (in terms of time, speed and movement)		Various views over the landscapes, proper sequence and hierarchy of the spaces, scale and details in proportion to speed and movement	
	Legibility and easy navigation	Supporting the view over the natural elements	Guiding of the view through creating and enhancing the signs, simplicity in design, lighting in proportion to the movement type	
	Identification and personification	Original presence of natural elements	Distinct context and activity in proportion to the city's personality, elements, monument and so forth	

## 7. BRIEF RE COGNITION AND ANALYSIS OF WESTERN ENTRANCE IN GORGAN

In the western entrance of Gorgan, the dense and tall sycamore trees planted for a 15-kilometer distance on the roadsides create a special enclosure in the space. The gardens and, especially, the agricultural lands in the periphery of the route also provide favorable views. For long years, cotton was cultivated as the most important agricultural crop in Gorgan and

in the suburbs and it has become a symbol of the city. The grazing of the domestic animals in the green spaces in the vicinity of the road and the huckstering on the roadsides create a fascinating landscape along with an urban village sense in the onlookers' minds. Unprecedented landscapes and views of the distant mountains as well as the Hezarpech tourism hills and artificial foresting can be seen upon the entry into the city and stepping on the road in an immediate area to the entrance. On the other hand, the seasonal (Anjirab) river is another ecological element of this route that is

considered as part of the natural identity of Gorgan. Amongst the other prominent elements of this entrance, Gorgan's tower can be pointed out which is 57 meters tall and reminding of the victory year of Islamic Revolution and used as a symbol for Gorgan in the ending section of the entry route's corridor in Basij Square. Amongst the distinct problems and limitations of this entrance is the unpleasant and distressed visage that has been brought about by the land uses disproportionate to the entrance's personality. Identity-less architecture, overflowing of the repairshop activities and disCOORDINATED accessories are amongst the cases intensifying this unpleasant countenance. The development and expansion of the

city is continued towards the agricultural lands and this threatens the natural resources. The factories in the periphery of the entry route, including the cotton factory, are not working and have been abandoned. The seasonal Anjirab river is waterless in most of the times during the year and it is surrounded with concrete walls and transformed to a space for accumulation of garbage and discharge of sewage. The passenger-specific domiciles are very few in this entrance. The recreational and leisure time land uses are very trivial and, with a little exaggeration, they do not exist at all. The entrance space is completely masculine, particularly on the route, and the women and children's presence has become very rare.

**Table 4. SWOT Analysis of Gorgan's Western Entrance Area**

	Natural/Cultural Landscape	Manmade Cultural Landscape	Human/Cultural Landscape
Strengths	<p>Existence of valuable ecological elements like agricultural lands, sycamore trees, river. Grazing of animals on the open lands of the route as a special experience of the entrance for the passengers. Familiarity and interest of the various people groups with and in agriculture and gardening.</p> 	<p>Existence of a view corridor towards the tower</p> 	<p>Existence of limited huckstering activities on the road brinks</p> 
Weakness	<p>Paling of the role of river in the people's minds due to the low water volume or drying of the river and creation of pollution in most of the times during a year</p> 	<p>Absence of land uses exhibiting the vernacular identity and existence of inconsistent land uses Absence of spaces specifically defined for the hucksters Absence of buildings with valuable facades on the roadsides Existence of abandoned cotton factories and so forth</p> 	
Opportunity	<p>Barren lands and capable of accepting activity Hezarpich tourism hill and artificial forests created at the side of it in an immediate area attached thereto Existence of agricultural lands with the ability of increasing the people's participation, public agricultural instruction and exhibition of the identity and vernacular culture of the region Natural existing elements with the capability of favorable views and lively and dynamic ecological landscape Annual precipitation in the region and ability of managing the water resources for keeping the water always going in the river</p>  	<p>Valuable architectural patterns in the historical texture of Gorgan and the ability of foregrounding these patterns in the city's entrance</p>  	<p>Promotion of agriculture and instigating the general public's tendencies to do so The huckstering on the roadsides and the competencies for the spontaneous people-driven activities Identity and cultural factors of Gorgan like the patterns existent in the vernacular and historical constructions, vegetative cover, special souvenirs and so forth that can be exhibited in the entrance</p>

Threats	Destruction of the agricultural lands and gardens with the unplanned constructions and immethodical developments	Prevalence of the identity-less constructions in respect to Gorgan's character	
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## 8. OFFERING SOLUTIONS FOR ORGANIZING GORGAN'S WESTERN ENTRANCE BASED ON PERCEIVABLE CULTURAL LANDSCAPE

According to the abovementioned cases, it is inferred that the natural elements play an important role in granting identity to the entrance in Gorgan. In organizing the cities' entrances in a manner perceivable by the onlookers, one of the most effective solutions is getting the individuals somehow engaged and involved therein. When the various kinds

of activities, contexts and peripheral landscapes and so on are made closely interlaced with the cultural concepts specific to a city, it would become easier to obtain a perceivable cultural landscape. According to the aforementioned materials and in line with the contents of table 3 and also in accordance with the particular conditions in the intended Gorgan's entrance, table 5 offers a collection of special and topical strategies and policies for the western entrance of the aforesaid city based on the interaction between the indicators pertinent to the cultural landscape and environmental perception.

**Table 5. Strategies and Policies Extracted from the Interaction of the Environmental Perception and Zultural Landscape in the Western Entrance of Gorgan**

Indicators	Cultural Landscape			
Environmental perception of the entrance space by the onlookers		Natural	Human and manmade	
	Strategies	Exhibition of the region's ecological elements	Exhibition of the region's vernacular identity	Exhibition of symbols for the region
	Space's all-inclusiveness	Creation of proper grounds for the instruction and recreation in the agricultural lands and gardens in the periphery of the route via urban agriculture and agrotourism Construction of ecopark	Creation of exhibitions and workshops of producing and selling food and artefacts specific to Golestan Province with the accentuated presence of women Creation of encouraging activities; families' presence in the space such as in parks, business complexes, urban agriculture and so forth	
	Proper enclosure	Conservation and enhancement of sycamore trees on both sides of the route		
	Paying attention to the onlookers' perceptual limitations and needs	Creation of spaces for the individuals non-intermediated use of natural elements	Use of classified details in the views in proportion to the onlookers' movement and speed	Creation of temporary and diverse landscapes via planting trees and agricultural crops in various colors in a manner perceivable by the onlookers on different elevations and in a changeable manner in various seasons at the same time with the change in the types of the crops cultivated
	Legibility		Revitalization of the vernacular and well-identified activities in the entrance Exhibition of the vernacular architectural principles in constructions	Creation of rosaries as a symbol of Golestan Province Designing a bridge on the river for a symbolic entry into Gorgan Creation of a hall of fame

In order to create a cultural landscape with an emphasis on the climatic and natural conditions and the special identity of Gorgan, various areas can be defined in the entrance to the city. Some of the most important of these areas have been introduced in table 6. In the same table, there are instructions given to

maximally render perceivable the cultural landscape for the individuals. Paying attention to the sensory faculties and the all-inclusiveness of the space are amongst the most important factors that can be underlined in this regard.

**Table 6. A Number of the Primary Areas that can be Organized in the Western Entrance of Gorgan**

Primary areas	Instructions
Agrotourism urban agriculture	Equipped, comfortable and cheap spaces for the tourists' spending of the night Booths organized for the selling of the agricultural and horticultural products in these spaces Presence of various groups; especially safe and controllable spaces should be existent for children and adolescents for teaching and instructing agriculture
Ecopark	For tangible exhibition of the nature, the type of the applied designing should be emphasizing on the wild aspects of the nature; use has to be made of solar energy in lighting and heating of the greenhouses in ecopark The children and adolescents should become familiarized with recycling issues in a safe and controlled environment meanwhile being provided with fascinating spaces Organic restaurants and coffee shops should be created in this space
Rosary	Part of the space should be dedicated to seasonal exhibitions of various flowers Part of the space should be dedicated to the visitors' planting of flowers In parts of this space, the fragrant plants should be sown so that fragrance can be extracted In part of the space, medicinal herbs can be cultivated and sold.
Hall of fame	The entrance to this space should have an outstanding view of the road The building of the hall of fame should be constructed based on the historical architecture of Gorgan and it has to look like the old houses in Gorgan The famous faces of the region can be exhibited in statues and, in the periphery of each statue, activities that have brought fame for them should be represented to the maximum possible extent
Industry Museum	In industry museum, various parts of the factory are symbolically exposed to the view of the general public and part of the factory can be equipped for setting the ground for the production of the cotton clothing

## 9. CONCLUSION

The above-mentioned materials indicate that the mere existence of identity in the cities' entrance spaces is not sufficient, rather this identity should be perceivable and tangible in the space. Cultural landscape is a term deeply interlaced with identity meanwhile enabling the insight and perception of identity. Cultural landscape can be divided into three natural, human and manmade sets in a general categorization. Generally, cultural landscape can be better exposed to the perceptions by the space visitors in the city's entrance through adopting certain policies. Considering the sensory and intellectual faculties of the target population, the all-inclusiveness of the space and paying attention to the onlookers' needs and abilities, space's enclosure, spaces' specification and their interconnection and association, the spatial continuity and sequence, capability of being manifested, possession of the flow

aesthetics (in terms of time, speed and movement), legibility and easy navigation and others are amongst the factors influencing the perception of the existing cultural landscapes or the ones that can be created in the cities' entrance spaces. In creating a perceivable cultural landscape for the entrance of Gorgan, the spaces related to the urban agriculture and agrotourism can engage the entire sensory and intellectual faculty of the visitors and make the identity-related matters remain in their minds for a period longer than the time the agricultural lands are showcased from inside the fences stretched in the periphery of them; when the various groups like children, women, passengers, citizens and others are provided with an opportunity of proving presence through creation of various activities, it is possible for them to perceive and get in touch with the cultural landscape and identity in the space meanwhile creating and enhancing an all-inclusive cultural landscape.

## ACKNOWLEDGEMENT

The authors would like to express their special thanks to Morwarid Ghasemi for her valuable guidance and sincere cooperation.

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