

Comparative Comparison of Qualitative Criteria for Locating Art Street from the Perspective of Citizens and Experts

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Abstract

The public space in the city is the platform for the manifestation of cultural values. Locating and improving the quality of these spaces creates interaction between citizens and space. In the meantime, identifying and classifying the main spatial qualities under the title of Art Street is an effective step to locate and improve the quality of urban spaces. Such a street is organized with the focus on art and provides the possibility of two-way communication between people and art, or in other words, urban interactive art (public art). The result is the role of citizens as creators of Art works and increasing their belonging to the environment. The present study seeks to achieve the qualitative components affecting the locating of Art Street and tries to interpret the concept of street art, physical, social and perceptual criteria for the locating and organizing of Art Street. For this purpose, by studying the relevant theoretical foundations, the components and criteria of Art Street were collected and classified from the perspective of experts. From their viewpoint the components of environmental quality affecting the desirability of Art Street are classified into four dimensions: physical, traffic, socio-cultural and environmental. In the next step, based on theoretical foundations, a questionnaire was distributed among the citizens in three selected sequences, including a part of the three axes of Valiasr Street, Enghelab and North Kargar street and the qualitative dimensions and locating criteria of Art Street were extracted from their point of view and classified. Then, a comparative comparison of the locating criteria of Art Street from the perspective of citizens and experts was performed. According to the research findings, the criterion for the existence of uses related to art and leisure and the continuity and flexibility of sidewalks is one of the main criteria for locating Art Street. the presence of activists such as artists and art students and functions such as art galleries, colleges and art and craft markets is the main factor in the successful location of Art Street. Also, the physical integration in the components, the cohesion of functional nodes, and the ability to diversity and fluidity of functions are the main criteria representing Art Street.

Keywords: Art Street, Location, Artistic Functions, Flexibility, Continuity.

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INTRODUCTION

In recent years, there has been a growing awareness of the role of cities as a driving force for innovation and the attraction of capital and creative labor. Also, urban space as cities fundamental element play a strong role in the equations of competition between cities and cause significant efforts to create attractive urban spaces as well as improve the urban environment. It is being formed to attract urban visitors, urban tourists, investors, the workforce and business owners; therefore, as a part of this review about the role of cities and the importance of urban spaces as a fundamental factor in attracting tourists, capital and

labors to the city, we focus on components that Promote this attraction.

Urban space as an essential element of cities' competitiveness in attracting tourists and capital by using the values, gives sense of place to the city and turns the place into a receptive environment. Therefore, urban space and place quality are considered as one of the main variables in the era of competition between cities and places. On the other hand, the degree of desirability of urban spaces depends on the quality of use of that space and the degree of attractiveness of that space to attract appropriate activities. As "Gehl Jan" divides the activities performed in urban spaces into

three categories: mandatory (necessary), optional and social considers [1-3], the occurrence of voluntary and social activities conditional on the quality of the components of the desired place or urban space [4]. Therefore, the higher the quality of urban space, it can accept and maintain voluntary activities and subsequent social activities.

Pedestrian paths and art streets as one of the types that are specifically dedicated to the subject of art in urban spaces, are places that accommodate the selected urban tourism activity. The main question that this study seeks to find an answer to is what components of the quality of the place play an effective role in the desirability of art-themed sidewalks (in response to the purpose of the selected tourism activity) and then provide a good Image of the city. Therefore, the present article has the following purposes and review a case study on streets that regarding main

criteria, have the potential to become an art street. It seeks to provide the components, qualities and factors that make this type of urban space desirable in the eyes of experts and citizens as an attractive image of the city. These goals are:

- Investigating the qualitative components of pedestrian paths and especially Art Street from the point of view of experts.
- Identifying and prioritizing quality criteria for locating routes that can be turned into Art Street.
- Achieving environmental quality components that affect the desirability of Art Street from the perspective of citizens.

Based on this, the steps of the present study can be classified according to the following diagram:

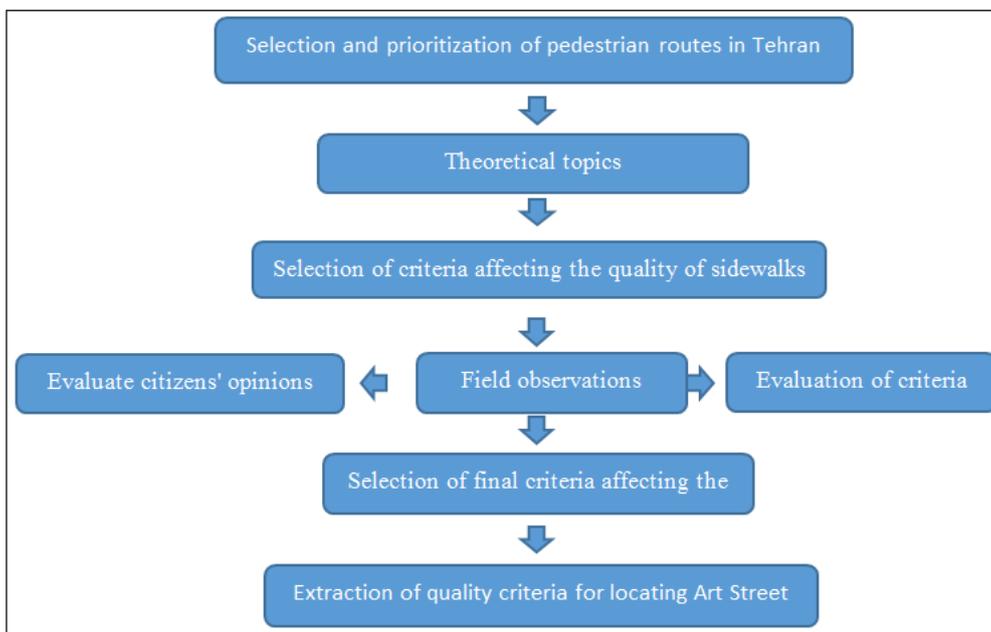


Fig-1: Research steps
(Source: Authors)

THEORETICAL FOUNDATIONS OF RESEARCH

Urban art and the spatial quality of the city

The public space of cities has always been a platform for the expression of cultural values of each period and its image has changed based on different social, economic and political situations. Man, and the physical environment created by his hand always reinforce the interaction between themselves and the environment is a reflection of the ideas, interests and structure of the value system of its creator; It also affects his behavior. In the meantime, not paying attention to the human scale and ignoring the needs of pedestrians is one of the problems that can be seen in today's cities, so that the lack of quality in sidewalks weakens the identity of urban spaces and social identity

of citizens. In this way, pedestrian urban spaces can be seen as a platform for the expression of identity and consequently a burden for its cultural values.

Meanwhile, art and especially urban art with its manifestations can be considered as a factor in strengthening pedestrianization in urban streets. Throughout the life of public space in cities from the beginning until now, art with its presence in this space has played a valuable role in the social stability of societies and consolidation of cultural symbols and their integration in urban spaces and tools to tell stories that are the foundation and wealth of communities be, has provided. The art in the public spaces of the city, more than other artistic and aesthetic tendencies, explains and shows the social and cultural situation Society is in its

time and on the other hand in mutual relations provides the quality of the environment. Therefore, by accepting the assumption that urban art in the public arena follows the demand of urban society and based on quality, urban art can be used to improve the quality of urban space at the highest level. But as far as we know, the habit of urban development is to impart quality by creating it out of nothing. This is while the logical view in development is the calculation of the reality of place and environment.

Turning to the context of public arenas, it becomes clear that every public arena has a place inherent in nature, and the identity and value specific to that place must emerge. When urban art is performed somewhere in the city, it must be in relation to that place and defined in the existing context so that it can enhance the quality of that place. The local context creates the face and content of urban art. The place of the city has an identity of a place that is not known only by its appearance. Urban art should also be in proportion to the quality and scale of that part of the city. Considering the above, it is obvious that there is no urban art, abstract and independent of the urban space, and the urban art performed in any part of the city must be in proportion to the quality of that place and in some way consolidate the quality of that place.

One of the spaces that can specifically cause art in the body of urban spaces and consequently improve the quality and identity of the city is the street, and the design and creation of a street called "Art Street" as an important element that specifically and permanently to the subject of the play. Art is dedicated to the urban sphere, in addition to increasing vitality, diversity, social interactions and improving the urban landscape, if used properly and studied, it will improve the spatial quality of cities and revive identity.

Explaining the concept of Art Street

In the search for art in the city, more attention has been paid to the Physics and man-made visual elements of it; But the search for beauty in the city is not limited to these visual aspects. Some thinkers consider the city as a text in which the method of reading it is "movement", and during this movement, innumerable manifestations of beauty can be felt. It's a text that is rewritten by people every day, with the change of space and movement and relations between them, and each time it can be interpreted in a new way and beauty can be sought in it.

In contemporary urban planning, the street is the most important factor for shaping the quality of a city and the consistency of its construction. The street is one of the living spaces of the community that is lost due to the physical view to the city, while it is the main element in the perception of the city. Urban landscape recognizes the street as one of the main components of the city quality. Perhaps one of the most concise and

most accurate statements in describing the importance of a street and an urban landscape is that of Jane Jacobs; she says "Think of the city and what will it remember? Its streets! When the streets of the city are beautiful and interesting, that city is lively and when the streets of the city are ugly and boring, that city will be boring".

Accordingly, in connection with the idea of bringing art to urban spaces, the ideas of street art, road art or pedestrian art have recently been proposed; but the idea of "Art Street" has entered in the urban planning literature of many countries for several years. At art Street, diversity and vitality are brought to the city by designing and creating a sidewalk in which a wide range of artists present their works of art, and action is taken in order to achieve the goals of pedestrianization and to increase social interactions. This street, which is dedicated to the art permanently, is one of the positions that can be physically manifested in the city as a dynamic route and somehow cause its beautification and identification. In addition to economic prosperity, the design of this street creates a dynamic and active atmosphere with high social interactions, in which vitality and revival of identity in urban life as well as the promotion of urban landscape are its positive consequences. It seems that spatial locating of Art Street as a permanent location while considering the qualities of space, can be an effective step towards achieving the goals of creating Art Street. The point to be made in this regard is that from the experts' point of view, such qualities should have what qualities in order to be selected as Art Street and its spatial qualities should be improved. On the other hand, surveying the perspective of citizens as the main users of such a space in the city can also pave the way for the successful location of such a space in the city. Based on this, identifying and classifying the quality criteria of street location that can be turned into an art street while walking, can be an effective step towards its proper location and organization and, consequently, improving the quality of a city's spaces.

Quality criteria of sidewalks from the point of view of experts

In recent years, with the increasing trend of reviewing the role of cities and the importance of redefining urban spaces, there has been an increasing focus on the quality of the urban environment and its shaping and promoting components. The desirability degree of urban spaces depends on the quality of using that space and the degree of attractiveness of that space to attract appropriate activities. Art Street is considered as a platform for pedestrian activity and is one of the types of urban spaces that includes selective activities and indicate the relationship between space (pedestrian path) and choice of activity (art supply). On the other hand, since walking is the most natural, oldest and most necessary form of human movement in the environment, walking is still the most important opportunity to observe places, activities and feel the

excitement of life and discover the values and attractions hidden in the environment. Therefore, the formation of this selective activity depends on the desirability of the components that create the quality of urban space related to it, i.e. sidewalks, and in explaining the quality characteristics of the street called Art Street in Tehran, attention to the quality of the sidewalk is one of the most basic issues.

In this study, with the aim of examining and analyzing the effective components of art street quality, theoretical foundations related to the desirability of sidewalks have been developed in such a way that first, have a case study of expert theories about sidewalks and footpaths and Then, in order to achieve more accurate components of the urban space quality that is more readable and close to the context of the Iranian urban space, a number of domestic theories have been added to the collection of theoretical studies in this collection.

Therefore, considering the purpose of formulating the theoretical foundations of this research, which is to achieve indicators and criteria for evaluating sidewalks in order to accept artistic activities, the principles and foundations proposed by theorists in the form of four dimensions of physical and spatial, access and traffic, social And cultural and environmental assessments, and finally, in accordance with the

objectives of the sidewalks, the final quality criteria that affect the desirability of the sidewalks will be presented.

Components of the physical dimension deal with the perceptual, cognitive perceptions and environmental preferences of individuals for sidewalks as an urban space. Dimensions of access and traffic include providing easy movement and convenient pedestrians’ access to attractive central urban spaces. The social and cultural dimension includes components such as passive entertainment, watching various ceremonies and etc. to guarantee the vitality and richness of the city’s spatial experience.

Finally, the components of the ecological dimension in its micro dimension include categories such as micro-climate regulation of urban spaces (sun, air flow, wind, shading, etc.) and in its macro dimensions include environmental sustainability concerns such as balance in the environment, reduction of pollutants and environmental cleanliness and etc. after examining the theories about the qualitative components of the desirability of sidewalks in global and domestic models, finally the mentioned components can be tested and categorized according to the following table according to the name of the theorist in the above four dimensions.

Table-1: Sidewalks Qualities provided by experts

Theorist	Physical and spatial dimension	Access and traffic dimension	Cultural, social and economic dimension	Environmental dimension
(Rapoport, 1987) [5]	Topography, slope, perceptual characteristics, appropriate level of complexity of the environment, paving	Access to services, distance to the goal and ...	Security, norms and culture	Climate, shade, sun, snow and rain, sound, smoke and ...
(Handy, Cao, & Mokhtarian, 2006) [6]	Density and intensity, mixed use, route scale, three-dimensional space, aesthetic quality, pleasantness and attractiveness of the place	Connectivity of streets	The social structure of the region	Percentage of shadows at noon
(Frank & Engelke, 2001) [7]	Comfort, pleasant environment, personal habits	Distance, cost and access time	Security, values and attitudes	—
(Jacobs & Appleyard, 1987) [8]	Mixing of uses, flexibility, permeability, liveliness of sidewalks, noble furniture, sense of place, human scale, public space	Accessibility, regulation of public transport services	Security, interactions and social mixing, diversity of activities, monitoring	Existence of green space
(Appleyard & Lintell, 1972) [9]	Originality and meaning, livability, allocating space to pedestrians	Safety, access to recreational facilities, restricting the movement of the rider	Health, social diversity	Providing environmental comfort to passers-by
(Appleyard & Lintell, 1972) [9]	—	Reduce rider movement	Increased social interactions, the presence of different age groups	—
(Tibbalds, 1992) [10]	User mixing, human scale, readability, visual pleasure, sense of place, quality of life	Freedom to walk	Social diversity, security	Pedestrian comfort
(Jan Gehl, 1987)	Ambient quality, attractiveness, vitality, relaxation, public spaces,	—	Security, social diversity, social	—

[1]	urban furniture, comfort, enjoyment, utility		interaction	
(Krier, 2015) [11]	Attention to human scale, user mixing, readability, sense of place	—	Security	—
(Carmona et al., 2003) [4]	Comfort, usability, vitality, attractiveness, readability, hard space and soft space, public space, mixing and density, universality	Ease of access, safety	Security, sociability	Cleanliness, greenness
(Calthorpe, 1993) [12]	Housing diversity, pedestrian scale, public space, sense of place, land use mixing, compactness	Access to public transport stations	public education	—
(Saelens, Sallis, Black, & Chen, 2003) [13]	High residential density, diversity and mixing of uses, permeability, aesthetics	Walking facilities, safety, access to a variety of uses	Security	—
(Schmitz & Scully, 2006) [14]	User mixing, variety of activities, human scale	Traffic calming, expansion of public transportation	Security	—
(Cerin, Macfarlane, Ko, & Chan, 2007) [15]	High residential density, land use mixing, low street slope	Access to services, walking facilities, safety	—	—
(Lynch, 1984) [16]	Vitality, sense of place, adaptability, efficiency, human scale, adaptation	easy accessibility	Justice, control and supervision, security, presence, use and activity	—

Qualitative components of Art Street locating from the experts Viewpoint

According to Jan Gehl's theory, people's activities in urban spaces can be divided into three groups: essential, selective and social activities. Necessary activities are more or less mandatory and generally include people's daily activities, and since it is mandatory, it receives the least impact from the environment and space. Selected activities is when a person is willing to do them and is done with the help of time and place and is more related to the physical planning of urban space than the mentioned activities, and finally social activity is an activity that is constantly present in the space. Urban and public is needed and is one of the actions that occur spontaneously, such as accidental contacts of people and

As can be seen, according to Gehl's theory, selective activities are based on the individual's desire and favorable temporal and spatial conditions. Here, the meaning of favorable temporal and spatial conditions brings to mind the concept of the quality of the space used; therefore, the quality of urban space and its constituent components is the most important factor in the formation of selected activities in urban space. Pedestrian path is considered as a platform for activity

and among the types of urban spaces, and pedestrian movement, which is a selective activity, indicates the relationship between space and activity choice. Therefore, the formation of selected pedestrian activity is directly related to the quality of urban space associated with it. On the other hand, since walking is the most natural, oldest and most necessary form of human movement in the environment, walking is still the most important opportunity to observe places, activities and events, feel the excitement of life and discover the values and attractions hidden in the environment.

Accordingly, the most basic element of Art Street in the city, where it is possible to discover and observe activities, especially artistic activities, is its pedestrian area. Therefore, the formation of this selective activity depends on the desirability of the components of the quality of urban space related to it, i.e. sidewalks. Accordingly, in order to derive the qualitative criteria for the location of Art Street, it is possible to summarize the proposed principles of the approaches of urban experts regarding the qualitative components of sidewalks, which can be categorized as Table-2.

Table-2: Physical and spatial characteristics and criteria of Art Street location

Dimensions	Criteria	Sources
Physical and spatial	Variety and mixing of applications compatible with art and leisure	Cerin <i>et al.</i> , 2007 [15]; Grant, 2005 [17]; Schmitz & Scully, 2006 [14]; Talen, 2013 [18]; Tibbalds, 1992 [10]
	Walkway continuity and flexibility	Haas, 2008 [19]; Schmitz & Scully, 2006 [14]; Song & Knaap, 2003 [20]
	Observe the human scale	(Carmona <i>et al.</i> , 2003 [4]; Haas, 2008 [19]; Schmitz & Scully, 2006 [14])
	Existence of pedestrian facilities	(Carmona <i>et al.</i> , 2003 [4]; Jan Gehl, 1987 [1]; J Gehl, 2006 [2]; J Gehl 2011 [3]; Haas, 2008 [19]; Schmitz & Scully, 2006 [14])
	Vitality of the environment	(Carmona <i>et al.</i> , 2003 [4]; Jan Gehl, 1987 [1]; J Gehl, 2006 [2]; J Gehl 2011 [3]; Jacobs & Appleyard, 1987 [8]; Schmitz & Scully, 2006 [14]; Talen, 2013 [18]; Tibbalds, 1992 [10])
	Texture permeability	(Grant, 2005 [17]; Haas, 2008 [19]; Talen, 2013 [18])
Access and traffic	Pedestrian planning in connection with various modes of transportation	(Cerin <i>et al.</i> , 2007 [15]; Grant, 2005 [17]; Haas, 2008 [19]; Schmitz & Scully, 2006 [14])
	Safe passage of pedestrians	(Jan Gehl, 1987 [1]; J Gehl, 2006 [2]; J Gehl 2011 [3]; Grant, 2005 [17]; Haas, 2008 [19]; Jacobs & Appleyard, 1987 [8]; Schmitz & Scully, 2006 [14]; Tibbalds, 1992 [10])
	Convenient pedestrian access to daily services	(Carmona <i>et al.</i> , 2003 [4]; Jan Gehl, 1987 [1]; J Gehl, 2006 [2]; J Gehl 2011 [3]; Grant, 2005 [17]; Haas, 2008 [19]; Jacobs & Appleyard, 1987 [8]; Schmitz & Scully, 2006 [14]; Song & Knaap, 2003 [20]; Talen, 2013 [18])
Cultural, social and economic	Frequency of pedestrian traffic on the axis	(Khosravi, Kianinejad, Yazdaniroostam, Sadeghian, & ShahiriParsa, 2018 [21]; Rostam, Kia, Sadeghian, & Khosravi, 2018 [22]; Yazdaniroostam, 2017 [23]; Yazdani Rostam, Khosravi, Estelaji, & Khosravi, 2019 [24]; محمدی، چنگلوايي، & بونس، 2012 [25])
	Security	(Jan Gehl, 1987 [1]; J Gehl, 2006 [2]; J Gehl 2011 [3]; Grant, 2005 [17]; Haas, 2008 [19]; Schmitz & Scully, 2006 [14]; Talen, 2013 [18]; Tibbalds, 1992 [10])
	Paying attention to the needs of different age-sexual groups	(Carmona <i>et al.</i> , 2003 [4]; Jan Gehl, 1987 [1]; J Gehl, 2006 [2]; J Gehl 2011 [3]; Grant, 2005 [17]; Haas, 2008 [19]; Jacobs & Appleyard, 1987 [8]; Schmitz & Scully, 2006 [14])
	Social interactions and mixing	(Grant, 2005 [17]; Haas, 2008 [19]; Schmitz & Scully, 2006 [14]; Song & Knaap, 2003 [20]; Talen, 2013 [18])
environmental	Existence of green space	(Haas, 2008 [19]; Song & Knaap, 2003 [20])
	Cleanliness of the environment	(Carmona <i>et al.</i> , 2003 [4]; Haas, 2008 [19]; Schmitz & Scully, 2006 [14])

RESEARCH FINDINGS

In this section, in order to answer the research questions, the qualitative criteria for locating Art Street from the citizens' point of view are examined.

In this step, based on the findings of the previous section, a questionnaire was prepared and distributed among the citizens in the following three urban axes, the qualitative dimensions and physical

criteria for locating Art Street were also extracted and classified from their point of view.

- Vali-Asr street, the distance between the Vali-Asr square and Vali-e-Asr crossroads
- Enghelab Street, between Valiasr crossroads and Enghelab Square
- North Kargar Street, between Keshavarz Boulevard and Fatemi Street



Fig-2: Map of selected research area.

According to the initial studies and considering the background of the selected urban areas among the users as well as the specialized community and the artistic uses of the space, it is assumed that the studied areas are accepted as spaces with artistic backgrounds among the public.

The samples tested in this questionnaire are random passers-by. This sampling was done from 50 people and they were tested using Excel software.

The main question in this questionnaire was:

"In your opinion, how important are each of the following criteria in successfully locating an art street in the city?"

In this question, fifteen criteria with five different scales were considered. The scales of each question are: 1. Very high, 2. High, 3. Somewhat, 4. Low, and 5. Very low. (According to Likert-Type Scale Response).

Factors influencing the location of Art Street that were questioned are:

1. Variety and mixing of applications compatible with art and leisure
2. Continuity and flexibility of the sidewalk
3. Observing the human scale
4. Pedestrian facilities
5. Vitality of the environment
6. Tissue permeability
7. Pedestrian planning in connection with various modes of transportation
8. Safe passage of pedestrians
9. Convenient access to daily services on foot
10. Multiple pedestrian traffic on the axis
11. Security
12. Paying attention to the needs of different age-sexual groups
13. Social interactions and mixing
14. Existence of green space
15. Cleanliness of the environment

Table-3: The obtained responses rate (related to the criteria of the four dimensions studied)

Criterion		Scale				
Dimensions	Indicator	Very Low	Low	Moderate	High	Very High
Physical and spatial	Variety and mixing of applications compatible with art and leisure	0	1	10	65	24
	Walkway continuity and flexibility	2	4	18	56	20
	Observe the human scale	5	12	44	22	17
	Existence of pedestrian facilities	7	18	24	47	4
	Vitality of the environment	5	17	43	23	12
	Tissue permeability	2	26	31	37	4
Access and traffic	Pedestrian planning in connection with various modes of transportation	8	15	36	23	18
	Safe passage of pedestrians	15	39	24	13	9
	Convenient pedestrian access to daily services	10	42	31	11	6
Cultural, social and economic	Frequency of pedestrian traffic on the axis	7	14	40	24	15
	Security	7	13	35	27	18
	Paying attention to the needs of different age-sexual groups	14	38	21	19	8
	Social interactions and mixing	12	41	27	20	0
environmental	Existence of green space	13	20	37	22	8
	Cleanliness of the environment	2	14	47	25	12

Qualitative criteria for locating Art Street

As can be seen, according to the research findings, the criteria for the existence of uses related to art and leisure and the continuity and flexibility of the sidewalk from the citizens' point of view were the most important criteria that could be effective in locating Art Street in the city. In other words, activists such as artists and art students and functions such as art galleries, colleges and art and craft markets can be the main factor in the successful location of Art Street. Also, the lack of physical disintegration in the components and elements of the axis and the connection and continuity of functional nodes and consequently the formation of a continuous chain of movement of active and dynamic presence of actors and the ability to diversify and combine axis functions are the main criteria of art street. After that, the existence of pedestrian facilities and the permeability of the texture were of the greatest importance from the respondents' point of view in the successful location of Art Street. Also, the criteria of safe passage of pedestrians, proper access of pedestrians to daily services and attention to the needs of different age-sex groups were the least important among the criteria.

CONCLUSION

In this study, one of the most important categories of contemporary urbanism (ie, qualitative criteria for locating Art Street) was investigated and evaluated. The research process began with a review of the theoretical foundations and research background, then continued with a review of the views of Iranian and world experts. Citizens' perspectives were used to examine the qualitative criteria for locating Art Street. The next stage of research continued with the knowledge of research methods and ways to achieve its goals. This part of the study showed that components

such as diversity and mixing of applications compatible with art and leisure and continuity and flexibility of the sidewalk are the most important factors affecting pedestrian movement, selective activities and the success of locating Art Street in an urban area.

Finally, it should be said that civic life is a qualitative matter and should be evaluated by qualitative criteria. Philosophical reflection on the relaxation and identity of art in urban streets and its role in improving the quality of the environment makes the need to pay attention to its place in the city inevitable. Considering a space in the city called Art Street is very important today as one of the solutions to pay attention to the quality of the urban environment. Paying attention to the fact that each part of the city reflects its own qualities and its totality is known to a certain mental image among the general public, it can be concluded that each part of the city has a message that is more suitable for what use and activity. In this way, by studying and refining the quality criteria of spaces with the potential to become art streets, it is possible to achieve a more complete knowledge of them and improve the quality of these spaces. Finally, in the present study, an attempt was made to review and summarize the influential components of environmental quality on the desirability of Art Street and, consequently, the location criteria of such a street. Regarding the creation of an art-themed street in Tehran, identifying and prioritizing streets in the city that can be turned into art streets based on the criteria and sub-criteria of spatial quality components can be the next step.

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