Color and its role in creating a sense of place in the city; Case example: Ithar Street, Baharstan, Isfahan

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Abstract
The current research is based on the color analysis methods of Long and He Young and the color bar in the investigation of the relationship between color and its role in the identity of a place.

In this research, out of 50 passers-by and residents have answered the mental image questions related to Ithar street and the appropriate colors for that place.
The results have generally shown that the identity crisis is one of the main problems in today's cities. In order to get rid of the identitylessness and respond to the spiritual and psychological dimensions of the residents, it is necessary to take a serious discussion of the urban identity in all the stages of designing and building the city.
Considering the fact that colors are present everywhere and they affect the human psyche, mental images and their identity, one of the most important ways to promote urban identity is to pay attention to the identity effects of colors and carefully selecting them for Urban planning and urban designing.

Also, color has a direct role on urban identity by making a space more scrutable. Colors are present in our collective memories, events and all our lives.

 The image of places has meaning only with colors.
Mental images play an important role in forming a sense of place and a sense of belonging. The color of every city is a basic part of its visual identity and affects the individual identity of its residents. Nowadays, paying attention to the issue of color in urban spaces and its correct application is an effective step in improving the quality of urban life. Our current cities have been transformed into a combination of metal, stone, and glass, and most of the Visual disturbances originate from these From these colorless and gray spaces.
Therefore, for a better use of color, we must improve our knowledge about all its effects.

Keywords; place, place attachment, sense of place, color

Introduction
Many definitions have been given for place, but generally speaking, the phrase "place" versus "space" is defined as an effective link between an individual and a special group. In other words, the place is combined with human principles and values (Almaghrabi SY., 2022; Mekeres Gm, et. al.,

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2022). As a result, the place is a special space that is covered with the meanings and values of the user. Places play an important and vital role in human life (Zahra NA, et. al., 2022; Hinge MA, et. al., 2022). Every place has its own characteristic, which is considered an important issue in social sciences (Parmar K, et. al., 2022; Sulastri T, et. al., 2022). The reviewed studies show that places are not only important components in creating and maintaining individual and group identity, but also play an important role in human behavior and mental health (Najim SM, et. al., 2022). Rapoport argued that places, in addition to physical features, which include meanings and messages that people receive, also give meaning to them based on their roles, experiences, expectations, and motivations. Therefore, the sense of place refers to the special experience of a person in a special group. This is a general way for a person to have feelings about a place. The sense of place is an important factor in preserving the quality of the environment.

Also, the important aspect of integrating the user and the place is that it leads to better use, satisfaction and attachment to the place. The original reviewed articles show that in modern societies, through the growth of human societies, changes in people's lifestyles and the creation of technical developments, places no longer mean anything, and people People suffer from a sense of "placelesness."

According to Ralph, placelessness refers to places that have no distinctive personality or sense of place.
Ralph claimed that when places cannot be culturally distinguished, they suffer from not having a sense of place. In this situation, people are faced with being placelessness. Therefore, being without a place can be explained in the form of non-place physical characteristics that the environments are culturally unidentifiable and similar to anywhere else.. Ralph argued that designers who ignore the meaning of place for people, try to destroy valid places and build invalid places. At the same time, scientists discuss that because one of the main goals of urban design is creating a sense of place, architects, designers and planners should pay more attention to the quality of places and environment construction. Therefore, today the role of the plan as a tool to respond to human expectations and needs is more important. Also, due to the importance of colors in urban design and the deep effects that it has on citizens consciously and unconsciously, and it is somehow recorded in their conscience. In the present research, let's first briefly state the primary concepts of color and identity and examine their role in urban planning; Then, the effects of color on the identity of the place will be discussed and then some questions will be raised. With all this, this study will discuss about the concept of sense of place and the role of color in creating sense of place in urban spaces and will answer the following questions:

•What is the main role of color in creating a sense of place in the city?
• How can color improve the identity of urban spaces by strengthening the sense of place?

The importance and necessity of research:

The people of every city apart from their community need psychologically that their city has a special face. The image of a city that has a strong connection with the culture, history, memories and collective events of its citizens remains in the mind and people enjoy life in that feeling and respect their living place. Therefore, in order to give meaning to urban places and give them an identity, all the things that are effective in shaping a city should be selected with great precision and selection.
The use of color in the design of urban spaces and places has different effects, such as improving the identity and security of the centers, identifying regions and localities, information tools, inducing different mental states to the users, etc. Therefore, the correct use of color in the city can transform urban spaces into suitable places for urban living and social interactions. The correct use of color in the design of urban spaces requires the correct knowledge of the effects of these elements

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on human situations and behavior, as well as the correct techniques of using them in urban spaces. Therefore, this problem explains the importance of research in the context of the role of color in creating a sense of place.

Baharestan city of Isfahan is one of the cities that has problems such as low identity level and identification and aesthetic qualities, dimness of walls, soullessness of spaces, low level of interactions and lack of dynamism and presence of space. For this reason, improving qualities such as security, urban identity, and sense of place are among the priorities in organizing the spaces of this city. In the other hand, Isfahan is a city with historical identity and many public places, so Baharstan, as one of the cities of Isfahan, should move forward along with this city and look forward to improving its aspect qualities. Correct use of color in the body of this city can play a positive role in increasing security, identity, personality and sense of place in this city. Therefore, this issue explains the necessity of research in this city in terms of color and its role in creating a sense of place.

The theoretical basis of the research:

1-1 Color

Color or color in the dictionary of Dehkhda means the effect of light, which gives different appearances on the appearance of objects (Dehkhda).

Apart from the light sources, the color of any object depends on the light that the object reflects or passes through. For example, if white light shines on a red flower leaf, this leaf absorbs all colors except red and reflects only red color, and that's why it looks red, as well as the green of trees and... the main colors. There are seven colors: red, orange, yellow, green, blue, indigo and purple. Newton, the famous scientist of the 18th century, guessed for the first time that white light must be the combination of these colors, and he tested this by turning his famous page and proved that the combination of these colors together produce the effect of white light. The color stays on the eye for about one twentieth of a second.

2-1 Color and city

Color is one of the important aspects of city life. Color is one of the features that, in addition to the shape, dimensions, gender and texture of any object, let us know its volume or space. In most cases, the first thing that the viewer recognizes about a shape is its color. And the image of the world without color is not possible for any of us. In the urban environment, you can see color everywhere; In the body and appearance of buildings, roof covering, floor constructions, urban furniture, green space, cars

And even the sky of the city and also the coloring of people's clothes, all of which play an important role in determining the color of the city. For example, in our society, dark and murky colors are the dominant colors, which certainly make our cities different from the cities where people tend to use harsh colors. Colors are not only important for giving beauty to the world around us, but they also have strong emotional-psychological effects on people. Colors have different psychological meanings and the same

As discussed before, you can identify the characteristics of people or society based on the colors they use and like. In this sense, color is an important tool in the direction of guiding and inducing mental states specific to individuals and societies.

Dark and disorganized spaces make people suffer from depression and unwanted psychological pressures, while the people themselves are not aware of the real reasons. (Mahmoudi (107: 1384,

In the old buildings and spaces, the natural colors of the local materials, which were used to build the buildings, gave the city harmonious and homogenous faces, and were more compatible with the spirit, climate and culture of the people. In this order, the color of each city was fixed and an aspect

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of its identity was revealed. Therefore, despite the difference in scale and functions, a kind of overall unity prevailed throughout the city. Each city has its own color identity.

In these cities, the buildings of the city index, especially the religious buildings, shone and distinguished themselves with their turquoise colored tile decorations in their earthy background. Desert cities, with blue sky, green trees and earthen buildings and turquoise colored domes, leave a pleasant image in the mind and memory of every viewer. The experience of moving in such urban spaces was relaxing because of its unity and was lively and varied because of the variety of colors. (Mahmoudi (108: 1384,

On the contrary, in our cities today, the use of color has turned into a problem without an answer, which has pushed builders, architects, designers, and ordinary people to mindlessly and blindly use color. Our cities are a colorful canvas of emptiness and confusion that only cause depression, psychosis and nervousness of the people of the society. In our society, people's sensitivity towards space has been lost and people lack a coherent view about the type of spaces. As a result, the spaces have been dealt with passively and we are allowed to follow the pace of daily life and events! We deal with the important issues of our spaces, including color, on a case-by-case basis.

In our cities, there are no codified principles and foundations for urban environments, depending on our environment, climate and culture, and based on color design principles, managers, designers, and even people can be guided in choosing the colors of our environment. .

What one should consider in the management of a city is that the color of a city is not only the buildings, floors and other fixed urban elements, but the color of the types of advertising and urban boards, traffic, the color of the people and the color of the cars in this The field is effective

Also, the change of seasons depending on the geographical location of each city has a significant impact on its color face and are considered variable elements.

In this case, the purposeful choice of the color of public transportation, including buses, taxis, or intervention in the coloring of billboards, including store billboards and other city signs, can completely change the color of the city. In some abandoned places, the presence of round retailers, including flower sellers, can be effective in coloring the space and its vitality.

Therefore, in determining colorful face of the city, there is always a coordination between the decisions of responsible organizations on the color of the relevant elements so that their selected colors or licenses not only dont distort the color of the city,but aslo to be in harmony and to be in the direction of the city's comprehensive color plan.

In order to be able to influence the city through color, we need strategic policies to determine the color program of the city. The urban planner should identify the elements of the city, areas, paths, nodes and edges and prepare a comprehensive color plan of the city based on the accurate examination of the local colors in the environment. (Mahmoudi (1384: 110)

In general, for the preparation of the colorful face of the city, the following items should be considered:

1. Prepare a color map of the region or city.
2. The comprehensive color plan for a city should be comprehensive and feasible and follow the rules of color coordination.

3. In choosing the colors, the identity of the city and the taste and culture of the people should be taken into consideration.
4. The comprehensive color scheme not only defines the task of the urban areas and spaces in terms of coordination, but also organizes the selection of the color of the equipments and fixed and moving elements in the urban space between different organizations and institutions of the city. It should be noted that four levels should be studied in the color scheme of the city:
o City or region
o Street or square
Individual buildings

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o Details (windows, decorations, urban furniture and (...)

Colors can add depth to space and even create space. Colors can make buildings understandable and legible and even show their function. At the time of presenting the color scheme for the building, the relationship of the building with its surroundings should be checked and the function of the building in the city as well as in the city environment in which it is located is determined. For example, does the street need to be colored and decorated? Colors can help design to create a sense of unity, identity, continuity and order. Color can be used to identify important buildings and city signs. You can read the routes, famous squares and restaurants and important streets with color codes. On the other hand, with the help of color, you can determine and define a unit pattern for the whole city.

1-2-1 Color management in the city

Psychological researches (Lou Sher 1372 2; Roland 1377 3 and Dorothy Sun 1378 4) have proven that the type of color combination used in human environments affects the mental state of people and how they relate to each other and the space.
One of the factors that has caused our cities to be no longer lovable, they are no longer an indicator of unity and integrity, and in the details they also introduce diversity and complexity, is the lack of attention to color qualities. Paying attention to the mysterious world of colors and their role in the relationship between humans and the environment can be one of the easiest, cheapest and at the same time the most effective measures to create relaxing environments. If the solutions presented at this time are considered in terms of the different dimensions of human needs and in harmony with each other, you can cover this comprehensive goal in the best way. In this regard, "Hong Kil" (2000) has investigated the different dimensions of color applications and its relationship with various human needs. In this discussion, he used "Maslow's" Hierarchy of Human Needs model, and he combines this model with the different operations that can be done for color.

Table: Different uses of color and its relationship with different types of human needs.

Aesthetics 8	Symbolic 7	distinction 6	treatment 5	Psychology 4	physical 3	cover 2	safety 1	Functions of color / Maslow's needs
A8	A7	A6	A5	A4	A3	A2	A1-	Physiological (A)
B8	B7	B6	B5	B4	B3	B2-	B1	safety and security (B)
C8	C7	C6	C5	C4	C3	C2	C1	Belonging(C)
D8	D7	D6	D5	D4	D3	D2	D1	Dignity and self-confidence(D)
E8	E7	E6	E5	E4	E3	E2	E1	Self-fulfillment(E)
F8	F7	F6	F5	F4	F3	F2	F1	Cognitive(E)

G8	G7	G6	G5	G4	G3	G2	G1	Aesthetics(G)

Source: Kil Hong, 2000

Kiel Hong proposes eight basic functions for color. These tasks include:
•Safety: some colors have warning or deterrent features. Researchers believe that this characteristic has its roots in the natural phenomena surrounding the human being and has been accepted by him as a principle.
Coverage: This characteristic of color is defined on the basis of the level of harmony or color contrasts and it is created by creating maximum harmony between the existing colors with its substrate (shape and time). This characteristic of colors is also widely used in nature and is used in various species of animals and plants for different purposes (camouflage from the enemy, attracting attention, etc.).
• Physical: since colors have an essence dependent on light; Therefore, their characteristics also depend on the physics of light. From a physical point of view, it has been proven that colors have different energy levels. For example, red color has higher physical energy compared to blue color, and this phenomenon is independent of human feelings and perception of colors (Syed Sadr, 2013, p. 145).
• Psychology: Byrne (1934) believes that the expression of people's opinion about the colors they like or don't like is an indicator of their personality and mental states, and with the help of colors, you can get close to the unknowns of people's souls.
• Therapeutic: It is related to the physiological effects of colors on humans. Different researches of scientists confirm the effects of color on blood pressure, heart rate, breathing rate, physical senses, pain effects, etc.
• Distinctiveness: The opposite point is the feature of color coating and it can be created with the help of different types of color contrasts between objects and phenomena - different identity, differentiation and identification.
• Symbolism: from Shahin's point of view (1383), a symbol appears in the form of an objective reality and a tangible sign and reveals abstract thoughts and hidden truths to us. Symbols appear in the form of signs and colors.
Also, Nikobakht (1384) believes that the history of human symbolism has shown that he has given symbolic properties to color and sometimes color has become one of the most important elements of symbolism.
• Aesthetics: In general, the colors and the type of composition and their harmony are associated with the concept of beauty. Bakhtiari Fard writes: "Harmony" is a Greek word and the name of one of Aphrodite's daughters, "the goddess of beauty, and in summary it creates harmony between the parts of a whole, color harmony is a pleasant arrangement of elements.
Therefore, one of the elements of beauty is achieving color harmony.
Each of the characteristics are closely related to one or more levels of "Maslow's" needs model. For example, to reach the second level of Maslow's needs (safety and security), safety works and color coating are more important, or the last level of Maslow's needs (cognitive beauty) is manifested mostly with the help of symbolic and aesthetic characteristics of color.

1-2-2The role of color in the ergonomic design of the city

The word "ergonomy" is derived from two Greek words (ergo) meaning work and (nomos) meaning law and natural rule, and in the dictionary it means natural laws of work.
However, in terms of applied science, ergonomics is a set of knowledge that has come from the integration of biological sciences, human physiology, systems and methods, job and work environment design, which tries to design tools , devices and work environment considering
the physical and intellectual abilities and limitations and interests of people. This science is formed with the aim of increasing productivity with regard to the health, safety and welfare of employees in

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the work environment (Sadeghi 2009; Taheri (2016).

Some of the definitions given by specialists and experts in this science of ergonomics are given below as examples:

• Ergonomics is the science of studying people while doing work, to understand the complex relationship between people and the physical and psychological aspects of the work environment, job needs and work methods.
  •Ergonomics is a scientific science that studies human beings and their interaction with products, productions, equipments, facilities, methods, work and life environment, and unlike technical-engineering sciences (which mainly deals with techniques and manners) emphasizes on human beings and the design of means for individuals (Saunders and others. (1378)

• Ergonomics is the application of available scientific information about humans (and scientific methods of obtaining such information) to solve design problems (Hollander, 2015).
According to the above definition,the science of ergonomics,benifits from scientific fields such as medicine, physiology, statistics, psychology, anthropology, anatomy, biomechanics, and measuring the dimensions and components of the human body, for the design of our workplace and work environment.
In fact, ergonomics is a multi-field science that establishes the interrelationship between technology, the environment, and human mental and physical needs. In the United States of America, instead of the word «ergonomics», they use the term «human factors engineering».
The Human Factors and Ergonomics Organization of America also emphasizes on design methods and defines human factors engineering as such:« Discovery and application related to human behavior and design features, evaluation, maintenance process of products and systems with the aim of being safe, effective and creating satisfaction among employees.»
The main goal of ergonomics is to improve the way of doing work, work methods and work tools, and their adaptation to human psychological and physical characteristics. Of course, it should be noted that with the observance of ergonomic principles, work pressure and unnecessary fatigue will be reduced. Also, ergonomics is based on the scientific adaptation of the occupation, conditions, tools and work environment with the physical characteristics and body type of a person, as well as the determination of his physical strength and ability. The job and the work environment should be designed in such a way that it matches the physical characteristics of the average people (taking into account the deviation of the relevant criteria) (Frozanfar (1378).
The ergonomic functions of color are evaluated with criteria such as achieving safety, good visibility conditions, durability and preservation of product appearance and attention to the nature of the product.It seems that the structural function of color includes its ergonomic function, but the truth is that the structural effects of color are used to achieve ergonomic goals.The ergonomic function of color has been investigated in many studies. Also, color has been studied as a tool for reducing the light contrast between a light source and its surroundings. Color can be used as a control tool and uniform distribution of light in a room.

1-3 sense of place
In this research, the sense of place is examined from two phenomenological and psychological perspectives. The phenomenological point of view focuses on the meanings and experiences of the place using a qualitative and descriptive phenomenology. Phenomenology in architecture explores the characteristic of human ontology and considers being in the world as an undeniable part of permanence. At this point, the group is a complete ontological structure that is necessary for the phenomenological nature and human health.
Therefore, phenomenologists argue that the concept of "existential space" is of central importance in architecture. In parallel, Norberg-Schulz (Norberg-Schulz. C, 1985) defined place as a result of space with added features. He explained that changing a space into a place is the objective of architecture.

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Therefore, there must be a conscious effort to discover the meanings that exist in the environment. Norberg-Schulz.)

(1985) also pointed out the important role of architecture as the provision of physical characteristics for the space that facilitates the habit of users and also their physical and mental health Therefore, architecture should not only pay attention to these meanings, but also pay enough attention to the physical characteristics of the complex. Ralph, as a phenomenologist, defined the place as "human fusion and the order of nature" and explained that places are important centers of the experiences of every moment of our world.

From the psychological point of view, based on the opinion of environmental psychologists, architects and designers, both the emotional and functional quality of places are considered.

In this regard, they explained that the purpose of designing places is not only to facilitate daily activities, but also to show that providing symbolic and effective qualities is useful in attracting more people to places. The overall quality of the environment is determined by the richness of psychological and cultural-social meaning and also in relation to physical comfort, safety and functional standards. Also, environmental psychologists say that the experience of a place is one of the most important factors in the sense of place. In this case, Estil defines the sense of place as a special experience of a person in a special group. He argued that feelings such as pleasure, memory expansion, excitement and others are examples of this experience and he stated that the spirit of a place or the personality of a place creates the feeling of a place. A place is not just an object, but a part of a larger whole that can be felt through the real experience of meaningful events. This experience is understood through all senses (sight, hearing, smell, taste and touch) and the experience of the place is actually a complete sensory experience. From this, a relationship is formed between a person and a place, which is the messages that flow between a person and a place within a specific locality. Also, Lynch (1998 Lynch. K,) suggested that the sense of place creates a good relationship between people and places. He argued that a place must be recognizable and must have an identity to create a sense of place that leads to place attachment. Also, the sense of place is defined as a combination of three elements, i.e. place, landscape and human intervention.

To create a sense of a place, all three components must interact with each other. He pointed out that the similarity between our buildings and the digital age reduces the sense of place. Rogan and his colleagues defined the sense of place as a factor that makes an environment comfortable from a psychological point of view. They identified the three variables of sense of place, perception and preference for the visual environment and also the compatibility of the group with human goals. From their point of view, belonging to a place is the first level of sense of place, the second stage is attachment to a place, and the third is commitment to a place that has the highest phase.

Shamai states that in order to have a better life, people should emotionally

And spiritually be connected to their living places.

They satisfy their needs through emotional relationships and identity with their living place. This emotional relationship is called sense of place. They satisfy their needs through emotional relationships and identity with their living place. This emotional relationship is called sense of place.

Scope of study:

In terms of subject matter, this research is placed in the intersection of environmental psychology, sociology and urban aesthetics. And in terms of location, it means the range that this research tries to identify, describe and plan and present a comprehensive color plan for that area. , has addressed the town of Baharestan, Isfahan, and Isar street of this town has been investigated as a case study.
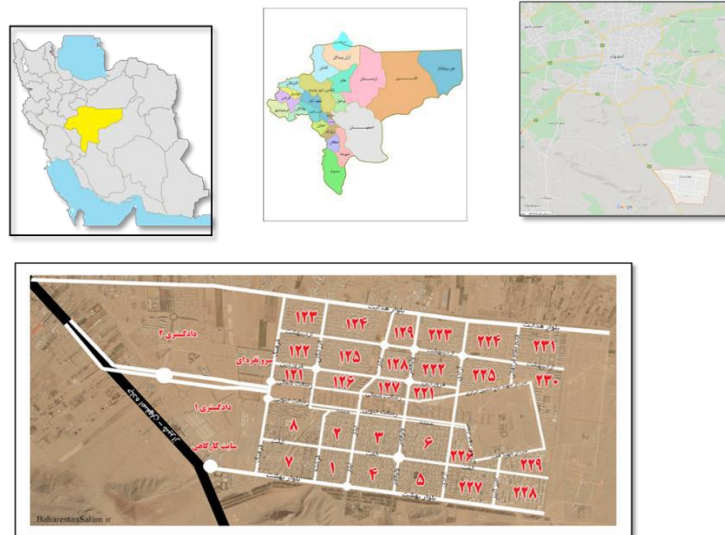
Figure 1: Geographical location of Baharstan city

Research method:

In this research, firstly, by using library methods and field methods, a theoretical framework will be developed, and in the second stage, after the questionnaire will be developed and distributed among the users of the space, it will evaluate the quality of the space in terms of color and its role according to the sense of place.

In the following , the color condition of the space is examined and analyzed from the point of view of the users of the space, and then by using the photography technique, the color analysis of the space is done by identifying the color code in different layers and determining the color theme of the space. In this way, the idea for the design of the color frame of the space will be provided. And in order to analyze the color of the studied sample (Ithar Baharstan Street), the techniques of color analysis of Long and He Young and color tape have been used.

Discussion and findings:

Table 1: (Simplified and colored strip of partition 1)

Findings obtained from the use of the color strip method...

Panorama

Simplified view

Color bar

Table 2 : Colored and simplified strip of partition 2

Panorama

		Simplified view
		Color bar
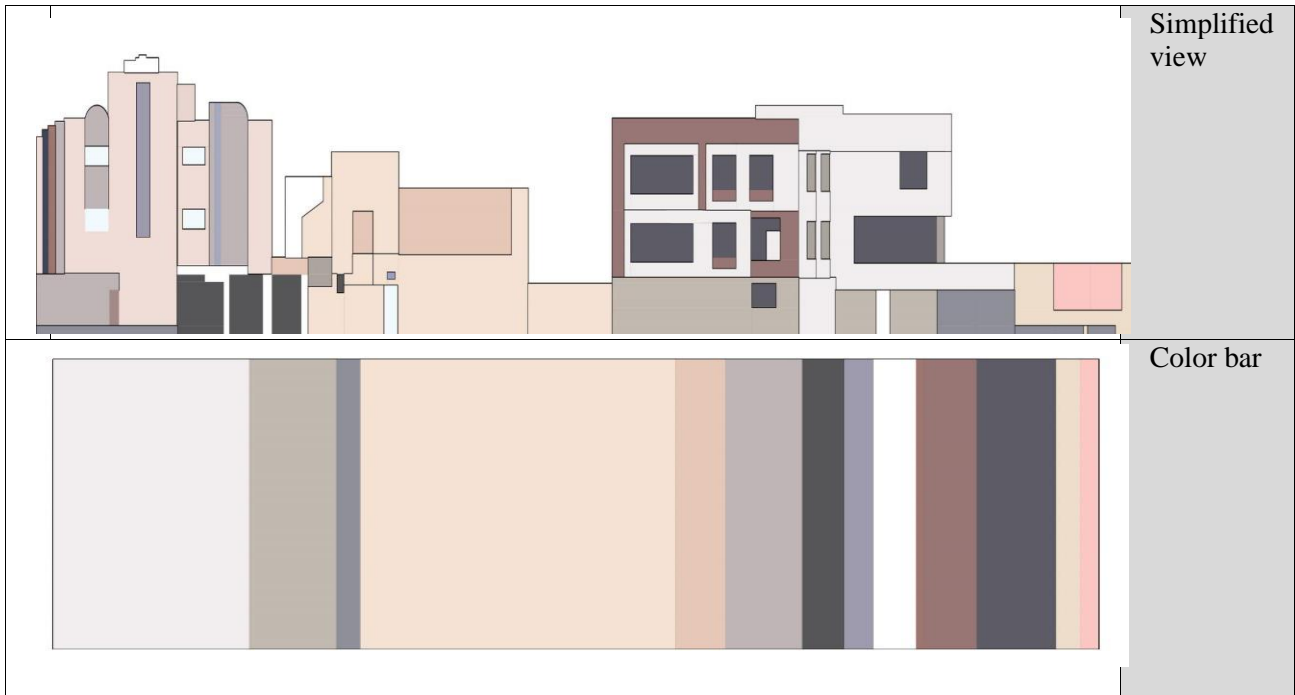
Table: 3 (Findings obtained from the use of the color strip method on the partition (1)

The percentage of color from the whole part	RGB identification code	color	The main parts of the compartment 1framework of
30%	12210499		Brick wall
7.36%	144133127		stone
11.94%	255255255		Shop shutters and window frames
26.67%	147142152		Shop glass
3.89%	191194199		the columns
1.94%	163188210		Window glass
0.56%	0,0,0		The decorative stone of the partition
1.53%	202,188,179		Panel1
1.25%	1532730		Panel2
1.67%	3452110		Panel3
0.69%	94116161		Panel4
0.56%	162,169,187		Panel5
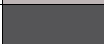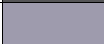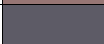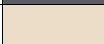
0.69%	169,150,128		Panel 6
3.61%	213,207,207		Brick
1.39%	170,162,159		Panel 7
0.14%	133,114,110		Decorations
4.31%	183,180,191		Stone
1.81%	119,122,137		Terrace Glass

Table 4: (Findings obtained from the use of the color strip method on the partition 2)
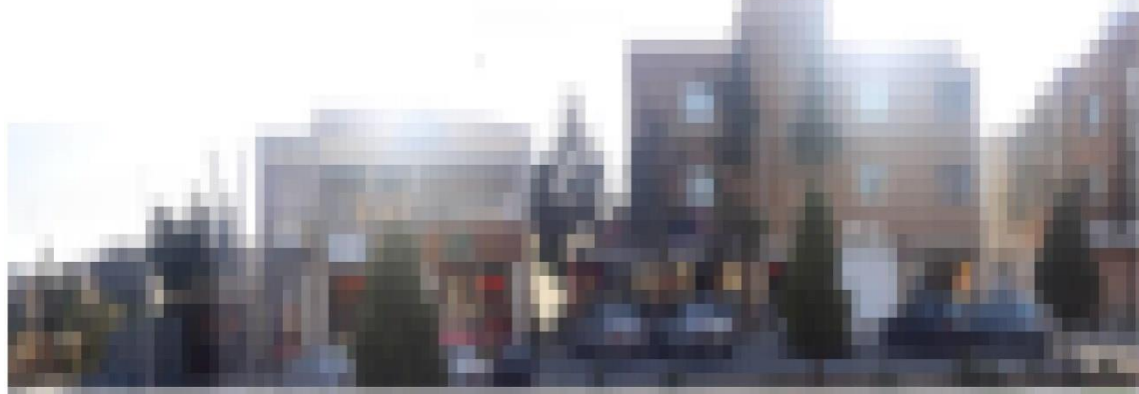
The percentage of color from the whole part	RGB identification code	color	The main body parts of the section 2
%18.73	241,238,238		stone
%.8.35	194,185,176		columns
%2.28	142,143,153		stone
%30.13	245,226,211		brick
%4.81	230,200,14		brick
%7.34	191,181,182		terrace glass
%4.05	86,86,88		terrace glass
%2.78	158,155,174		cement
%4.05	255,255,255		Building door
%0.76	158,118,111		Brick wall
%5.06	152,118,116		Brick
%7.59	93,91,102		cement
%2.28	237,221,202		Brick
%1.77	251,199,195		Brick

The results obtained from the color separation of the walls of Ithar Street showed that:

• The colors used in the bodies are mostly of warm spectrums (cream-brick) in combination with the group of grays, which is compatible with the climatic characteristics.

• In the color bar of the walls, there are very dark gray colors tending to black, mostly related to the glass of the shops, which is seen in this way during the day due to the lighting conditions.

• In the color bar, a small percentage is dedicated to cold colors, and mostly the body surface is made up of warm colors of cream, brick and brown spectrum.

• Warm and cold colors have been used in the details, especially the paintings and canopies, and ignoring the rules of color harmony has caused visual disturbances.

Findings obtained from the application of Hiyang's method
Table 5: Application of Heiyang's method in section 1

	Section 1
	First stage
	second stage
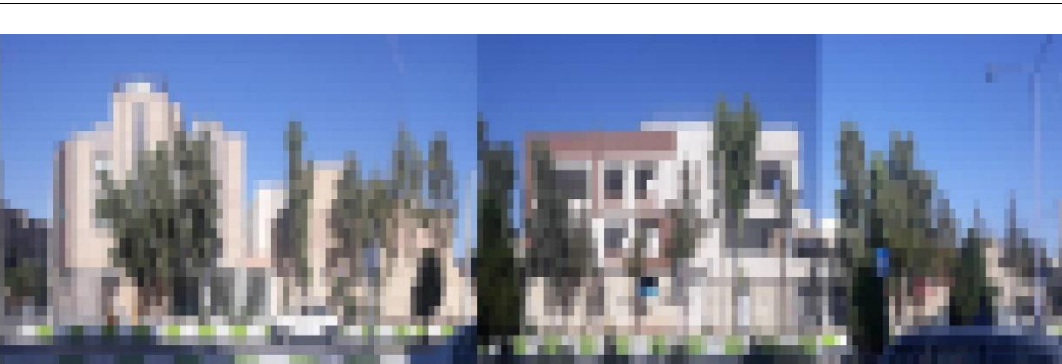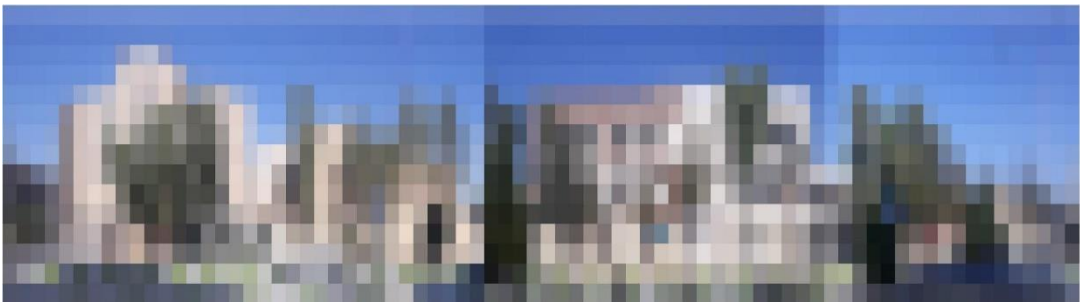
Table 6: The use of Heiyang's method in partition 2

	Section 1
	Stage 1
	Stage 2
	Stage 3

Vegetation layer of partition 1	
83,82,75	
85,86,79	
62,62,57	
65,66,61	
51,53,45	
53,55,49	
46,47,44	
43,44,40	
53,56,55	
39,40,37	
37,37,35	
34,35,34	
43,45,41	
121,123,115	
126,126,119	
91,93,85	
93,94,86	
96,96,89	
72,73,68	
55,56,52	
53,54,49	
51,52,48	
51,51,49	
57,57,58	
46,47,46	
60,61,61	
57,5857	
67,67,61	

Artificial body layer of partition 1	
95,79,76	
92,73,70	
86,70,68	
122,109,105	
118,105,99	
119,97,86	
94,81,73	
159,135,118	
162,144,130	
169,154,141	
176,164,151	
146,158,178	
154,163,183	
162,183,206	
109,74,69	
111,71,65	
101,70,68	
86,65,63	
87,68,63	
159,135,118	
162,144,130	
169,154,141	
176,164,151	
187,178,169	
179,170,151	
203,190,167	
233,235,242	
180,180,185	
200,200,205	
152,148,157	
133,127,134	
101,95,99	

Layer of the sky, partition 1	
241,248,255	
251,251,252	
239,239,242	
233,239,250	
241,248,255	
239,242,247	
215,219,233	

Artificial body layer of partition 2	
162,154,153	
150,138,132	
134,120,115	
123,107,102	
172,147,143	
112,80,83	
224,209,205	
231,214,206	
211,197,191	
187,176,171	
165,168,177	
164,165,174	
140,140,151	
119,121,135	
220,221,232	
232,227,229	
192,169,160	
182,161,152	
165,147,138	
150,134,126	
232,227,229	
205,199,199	
198,182,183	
173,160,162	
138,126,127	
141,118,116	
121,101,96	

Vegetation layer of partition 2	
97,102,88	
85,88,77	
90,92,83	
80,83,73	
78,78,66	
67,65,58	
72,73,56	
85,89,82	
72,80,81	
53,62,54	
43,52,44	
140,138,135	
124,128,120	
142,149,130	
152,160,134	
53,60,60	
47,54,50	
35,41,36	
97,102,88	
85,88,77	
63,69,66	

Layer of the sky, partition 2	
68,104,187	
74,110,193	
89,119,192	
83,121,203	
89,129,208	
105,144,219	
137,167,220	
163,184,220	
92,137,220	
100,145,225	
117,163,233	
137,169,228	
139,178,238	

Identifying the general layers of color will help you to use it as a guide in order to compile a color scheme and apply selected colors according to the purpose with this color table. This stage generally shows that ithar baharstan street does not have a proper color variety in terms of vegetation and instead of a spectrum of green colors, it mostly includes a spectrum of brown colors:

Sky: Since the blue color of the sky creates depth in the space, it is necessary to pay attention to it. The color analysis of the sky layer shows a spectrum from blue to light gray; These spectra are influenced by factors such as the amount of sunlight in different seasons and hours of the day and night, and the amount of pollution and the presence of suspended particles in the air.

The choice of color for the layer of the artificial body should be in harmony with the color of the sky and according to the purpose, it should emphasize the sky line and hide the joints and inappropriate parts of the roof.

Artificial body: the analysis of this layer shows the presence of brown, cream, beige and gray spectrums in the body as a whole.

Conclusion:

During this research, the researcher has studied the concept of sense of place and the factors affecting it, and the effect of physical and cognitive factors on people's feelings towards space. First of all, the theoretical basis of color and the sense of place and its concept were examined from different points of view, and finally a theoretical framework was compiled that explains the role of color in creating a sense of place in the urban space.

The main questions of the research are based on the effect of color on the improvement of the sense of place, and the research examines the data with a descriptive and analytical method based on pictorial evidence and field observations. It shows the obtained results;

The obtained results show that the color space of Isar Street in Baharestan town is dull and dull and the variety of colors in it needs to be organized, and due to the existence of different uses and social and transit role, it requires the use of multifaceted color identity.

Therefore, it seems necessary to formulate a color combination plan and create unity and cohesion in the color palette of this space.

Therefore, during this research, it was tried to analyze the color by using different methods, such as compiling a questionnaire, the Lanko method, the color strip method, and the Hi Yang method.

Therefore, it seems necessary to compile a comprehensive color scheme and create unity and harmony in the color palette of this space.

The obtained results show that the color space of Isar Street in Baharestan town is dull and dull and the variety of colors in it needs to be organized, and due to the existence of different uses and social and transit role, it requires the use of multifaceted color identity.

Therefore, it seems necessary to formulate a multi-color scheme and create unity and coherence in the color palette of this space.

Therefore, during this research, an attempt was made to analyze street colors and the users' mentality of the existing color situation by using different methods, including questionnaire development, Lanco method, color strip method, and Hi Yang method, and the results of this analysis are as follows. :

*-As it was determined in the analysis of the color bar, the dominant color in the body of the block No. 1 and 2 of Ithar Street forms warm spectrums (cream-brick) in combination with the group of grays. In general, the bodies are compatible and harmonious in terms of color, and in some cases, with the appropriate use of the brown color spectrum, some of the buildings have been able to preserve their unique identity. It is also necessary to mention that the colors used in the bodies are in proportion to the climatic characteristics and color relations of Isfahan city.

*-In additions, especially signs and canopies, a variety of warm and cold colors are used, and not paying attention to the rules of color harmony has caused visual disturbances, therefore, one should try to use colors in billboards and advertisements that are attractive enough while preserving the

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identity and harmony with the existing body.

*-The low amount of vegetation and also the scattered and irregular appearance of the trees reduces the color quality of the street. On the other hand, despite the fact that the photos were taken in spring, we can see that the green color spectrum is dark and the level of freshness of the plants is low. Therefore, it seems that the amount of irrigation should be reconsidered.

*- On the other hand, by examining and comparing the results of the color strip and the questionnaires that were completed by the residents and users of the space, it can be seen that the color mentality of the people of this street is not compatible with the existing reality, and people often expect to use warm, varied and attractive colors..

In general, Itsar street is almost poor in terms of color diversity and vitality, the dominant colors used in this street are cream and brown, and the lack of attractive and diverse colors is quite evident, and this has reduced the possibility of creating a sense of place and belonging.

On the other hand, the amount of use of the gray color spectrum is too normal, so the face of the street looks dull and boring. Also, the extensions of this street need to be organized in terms of color, and rules should be formulated to coordinate the color of the extensions.

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