
Contents lists available at Sjournals

Scientific Journal of
Pure and Applied Sciences

Journal homepage: www.Sjournals.com



Original article

How to develop urban murals based on the swot strategic models

G. Heidari^{a,*}, A. Jafari^a, B. Shafiei^a, F. Nooraei^b

^a Department of Geography, Payame Noor University, Iran.

^b Department of Biology, Payame Noor University, Iran.

*Corresponding author; Department of Geography, Payame Noor University, Iran.

ARTICLE INFO

Article history,

Received 30 December 2013

Accepted 16 January 2014

Available online 29 January 2014

Keywords,

Design

Mural

City

Planning

Strategy

SWOT

ABSTRACT

Art history spanning the life of humanity, which had its basis, to express ideas, create peace or creating emotional disturbances, to pay. The art of creating images on rocks, skirts Nature, wall or generally called the graffiti art, which is now, in many cities around the world and Iran, from various reasons, use the should in this context, to formulate a basic strategy, according to various options, should be taken. This study, based on the method of analysis - statistical, and retention of existing resources, in this context, and use of strategic models of SWOT, the basic strategy for the optimal development of the wall paintings in the city of Iran is discussed. Based on the obtained results, it can be stated that, drawing on ethnographic murals, public demand is from people who benefit from a weighted score of 0.64, in the first place strengths, not enough attention the interests and needs of people in the field of graphic design, with a weighted score of 0.44, in the first place weaknesses, taking advantage of experienced professionals, with a weighted score of 0.56, has the highest weight rating, and the first opportunity to available, and the non- utilization of specialist and experienced widely, with a weight rating of 0.7, in the first place threats, lies. Based on these, the most important, strategic strategies, tailored to the context of the wall painting can be a key focus in the field of graphic wall design, based on the desires of the people, especially the youth, and the use of skills, expertise and experiences of individuals in the field, optimal utilization of symbols, culture, identity and historical and natural attractions in the wall painting

design, and combines it fits with the development and modernity to the world, and taking advantage of the artist Maher, in this country there are also plans to create a fascinating and confusing, according to citizens' demands, said.

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1. Introduction

Perspective of urban public spaces, play an essential role in the formation of healthy cities and sustainable urban development (Kiani and Salarisardari, 2011). Urban landscape, the result of human contact and the city. In this regard, not only in the visual landscape of the city, through its activities, has an impact on the urban landscape, but also the behavior and the subjective perception of citizens, through contact with the urban landscape, is affected (Crow, Brown and De Young, 2006). Urban Landscape (urban landscape) with different aspects of structural, functional, and its meaning, of particular importance, the organization of the visual environment, and quality of urban spaces are, and the integration of visual and structural buildings, streets environment and urban spaces and places, make (Hosseini and Razzaghiasl, 2008), is effective. Today, one of the most important issues in architecture, urban planners and designers, has attracted the question of the need to improve the quality of vision, and the urban landscape, in terms of visual elements - aesthetic, the quality of the environment (Poorjafar and et al, 2009). This improves the quality of vision, indeed the city wall painting or graffiti art is.

Mural, wall reliefs, and murals depicting the role.... Terms that, in the past few years, the public has become familiar with the terms, terms that are closely associated with the city, and the urban art form, are defined. Maybe drive First, create a wall art of writing, because that would require some ugly urban environments, were placed on the face of the city, but now it needs to become a public demand For beautiful eyes friendly and aficionados people, is (Sharifzadeh, 2012). Graffiti - style authoritarian government and companies on the urban environment, and the circumstances of everyday life, bro. As a form of sabotage, and destroy beauty, graffiti uniformity enjoyable, and effective space and urban life, is faced with interruptions (Solaimani, 2012).

Painting the walls, people have been drawn, in many cases, due to surface misplaced colors, and configurations of coarse, and far from feeling, not even paying attention to pedestrians, do not absorb. Painting the inside world Prjnb, pimples and restless today, they stop short of its audience, and the message they convey, or cause a short calm, be in the audience, just as a large color screen, the city walls, have been to picture (Moosavi, 2013). The wall paintings of the city, this is a form of painting content and geographical location, and be consistent. Graffiti is the art, the artist who performs his special sensitivity than it should have, and the details and generalities, however, note. In discussing urban wall paintings, artist, painter, at least we know for certain and what the hands of the citizens see it. A good wall paintings, when the urban environment, delivers First, the place or framework on which it runs, is a visual adaptation, ie Graffiti picture is at the heart of the city, which must be true, keeps pace. Also in terms of culture, context or content, context, and location desired, be adapted (Eskandari, 2012). The wall painting and design, is a vehicle for culture in the city, and also a way to show and introduce, the better the visual arts among the people Haghigatshenas, 2013).

2. Materials and methods

This study is based on an analytical method - a description, and utilization of available resources, the wall paintings, and strategic development in the country, as well as a comprehensive review, analysis SWOT, is used to determine strengths, weaknesses, opportunities and threats, actions, and more, based on expert opinion and interviewees, the weighs options, set and finally, the most important integration points, key strategies for developing strategic wall painting, the country was determined.

3. Strengths, weaknesses, opportunities and threats by using SWOT

Analysis SWOT, identification and evaluation of internal factors (strengths and weaknesses) and external factors affecting the area (opportunities and threats), on the wall paintings of urban development, the country used to be. In fact, this method as a tool to identify strategic issues and provide guidelines and strategies appropriate , can be used. First, the measurement of indoor and outdoor environments, the list of strengths, weaknesses, opportunities and threats Chennai, ranked, and then the polls and talking to people, officials and experts, these factors are identified and for eliminating or minimizing weaknesses and threats, strengthen and improve strength, opportunities available in conjunction with wall paintings in the country, proposals and strategies, was developed. Internal factors affecting the development of an urban wall painting in the country

In this section, three existing categories strategies, practices and resources, attention and been investigated, and as the strengths and weaknesses, is divided as follows ,

Strengths	No
General desire of the people	1
There are artists skilled in painting the walls of the city	2
There symbols, cultures, landscapes and exquisite landscapes, at the country level as model	3
There are several areas, and the vast majority of the city for painting and drawing of walls	4
There are specialized organizations Graffiti in the City Beautiful	5
Various conferences in the field of wall painting urban	6
Attitudes towards, and approaches to more persistence murals, the use of newer methods	7
Attempt to create an identity for graffiti, some city officials	8
Organizing exhibitions, models and pictures of murals in various cities in Iran and around the world	9

Weaknesses	No
The lack of adequate attention to the interests and needs of the people, the graffiti designs	1
The lack of a comprehensive plan and applied to the problem of murals	2
The disappearance of wall paintings, in a short time, due to lack of compliance with environmental and climate	3
Policies are often inaccurate, the fresco	4
There are numerous wall paintings, confusing, and so, in most cities, the viewer is confusing	5
Utilizing the old and duplicates plan	6
Plan without thinking, and rushed	7
Using traditional technology, which is visual pollution	8
Create a photo wall, the city 's various agencies, and lack of planning	9
Using thread -level design	10
Colors are misplaced, in most designs	11
Composition of crude, and far from feeling, in more urban graffiti design	12
Arbitrary implementation of many projects, the organizations, especially the municipalities	13
There are numerous banners and billboards in the city proper places	14

4. External factors influencing the development of graphic wall proportional

The purpose of this phase explored the effects of the external environment on the development of Graphic wall , to identify opportunities and threats, the wall paintings of urban nation is facing. In this regard, it should be noted opportunities, set of features and capabilities that are outside the area of the fresco, directly or indirectly, contribute to, and also the threat of outside factors, which are in the areas of non-performance, direct and indirect effects, are. Based on studies and analysis on the state of the country, and an effective set of opportunities and threats, the arts, which can be drawn are as follows ,

Opportunities	No
Taking advantage of experienced professionals	1
The use of cultural symbols and traditions of the country, and its composition is planned, with new developments, cultural figures to present to the world	2
The use of new designs, and meets the needs of citizens	3
Using the successful experiences of other countries	4
Using traditional art, modern manner	5
Utilizes symbols, and designs that represent the country's cultural identity.	6
Development seminars, and professional congresses, and participation in international congresses	7
Use of designs and symbols - Persian historical and natural, as a means to attract tourism	8
To clarify the role of walls audience, the artists in urban areas	9
Wall paintings are being exposed to public view, with wide horizons	10
Admission painting as an independent art, the authorities	11
Remove the banners and billboards in the city proper places	12

Threats	No
Failure to utilizes, expertise, and experience widely	1
Benefiting from projects that create a mood of melancholy is boring	2
Use plans, and alien symbols	3
Lack of attention to the environmental and climatic conditions considered, the composition of the material	4
The lack of appropriate policy, urban design, and lack of basic road map	5
Not using the best practices of other countries in this field	6
Lack of attention to the mood of youth, and the public interest, the wall paintings of	7
Mismatch urban graffiti form, content and geographical location	8
The widespread use of signs and banners and decorative, in the appropriate spaces in the city and see people	9

5. The final analysis of the factors influencing the development of appropriate urban wall painting

For the final analysis, in tabular form, based on internal factors (weaknesses and threats), and external factors (opportunities and threats), with four columns, containing factors, weight, weight ratings and the rating is. Column A (external and internal), the most important strengths, weaknesses, opportunities and threats facing the system, we like the name. In column two (weights), each of these factors, according to their possible impact on existing strategic location (Based on the finding, identifying and analyzing the status quo), the weight of a (major most), to zero (the most unimportant), we will. The more weight, the current situation and its future impact on the system, the greater the (sum of columns 2, regardless of the number of 1's).

In column three (grading) to each factor based on the importance and location of the current system, the special agent, a score of 5 (very good) to 1 (poor), (Based on the findings, identifying and analyzing the status quo), we will. These ratings, show that, how each external system responds. Column four (weighted score), the weighted degree of each factor (column 2 multiplied by column 3), we multiply up to the device, the weighted scores to obtain. Thus, for each factor, a weighted score of 1 to 5, is obtained from the average (mean) of these scores is the number 3. Finally, the weighted scores for all internal and external factors, in column 4, separately, shake together, and the weighted scores, we computed. The total weighted scores, indicating that the system how to present and potential factors and forces in its external environment responds. Always weighted average of scores in a system context, is the number 3 (Hanger and Violin, 2005). If it is higher, it is more important, and if it is less than that of lesser importance and influence has.

6. The results of the analysis of internal factors affecting the development of appropriate urban wall painting (IFAS)

Organizing internal factors, strengths and weaknesses facing the issue in the system, using the calibration factors, and considering the importance of each of their strengths and weaknesses, and the impact of each on proportional to the amount of wall paintings of urban development in Iran, were determined and calculated as described in Table 1.

Table 1
Results of analysis of internal factors (strengths).

Weighted Score	Calibration	Weight	Strengths
.64	4	.16	General desire of the people
.54	4	.14	There are artists skilled in painting the walls of the city
.52	4	.13	There symbols, cultures, landscapes and exquisite landscapes, at the country level as model
.36	3	.12	There are several areas, and the vast majority of the city for painting and drawing of walls
.33	3	.11	There are specialized organizations Graffiti in the City Beautiful
.3	3	.1	Various conferences in the field of wall painting urban
.18	2	.09	Attitudes towards, and approaches to more persistence murals, the use of newer methods
.16	2	.08	Attempt to create an identity for graffiti, some city officials
.07	1	.07	Organizing exhibitions, models and pictures of murals in various cities in Iran and around the world
3.1		1	Sum

Table 2
The results of the analysis of internal factors (Weaknesses).

Weighted Score	Calibration	Weight	Weaknesses
.44	4	.11	The lack of adequate attention to the interests and needs of the people, the graffiti designs
.4	4	.1	The lack of a comprehensive plan and applied to the problem of murals
.36	4	.09	The disappearance of wall paintings, in a short time, due to lack of compliance with environmental and climate
.32	4	.08	Policies are often inaccurate, the fresco
.28	4	.07	There are numerous wall paintings, confusing, and so, in most cities, the viewer is confusing
.24	4	.06	Utilizing the old and duplicates plan
.18	3	.06	Plan without thinking, and rushed
.18	3	.06	Using traditional technology, which is visual pollution
.18	3	.06	Create a photo wall, the city 's various agencies, and lack of planning
.18	3	.06	Using thread -level design
.15	3	.05	Colors are misplaced, in most designs
.1	2	.05	Composition of crude, and far from feeling, in more urban graffiti design
.08	2	.04	Arbitrary implementation of many projects, the organizations, especially the municipalities
.06	2	.03	There are numerous banners and billboards in the city proper places
3.05		1	Sum

From the perspective of those who were asked about the most important strengths that Iran's development of wall painting, it has the following, public demand is from people who benefit from a weighted score of 0.64 in the first place, which is located in the cities, many are reluctant to beautify the urban environment, and beautiful wall paintings, and attracting a large role in creating that feeling. There are artists skilled in painting the walls of a city, with a weighted score of 0.54, in the second place, are the strengths of this show is the fact that there are dexterity of artists and painters in the country, which have high ability, and we specialize in creating beautiful designs wall ethnographic be used. There symbols, cultures, landscapes and exquisite landscapes in the country as a model, with a weighted score of 0.52, is third in points. In fact, Iran has a variety of climatic, environmental and cultural, each of these has a certain beauty, and they can be unmatched in the works, the surface can be used, and according to the appealed, and the spirit, lush grounds, as well as tourism in the city, will be. Table 2 presents the results of the analysis of internal factors (Weaknesses) it offers. According to Table 2, it is observed that the lack of adequate attention to the interests and needs of people in the field of graphic design, with a weighted score of 0.44 in the first position of weakness, which must be applied to that approach, in consideration of the needs and interests of the city, the wall paintings of the city, is considered to be rich in the arts, and the introduction of greater public attention to them, and creating a pleasant feeling in the city to add. The absence of a comprehensive and practical plan, in the murals, with a rating of 0.4, in the second place, were, in fact, the wall painting projects, as well as graffiti, a complete instruction in all cities, according to the measure of all factors that take place, as well as comprehensive maps, and practitioners should be sent to all machines, so based on that, they are attempting to create murals. The disappearance of wall paintings, in a short time, due to lack of compliance with environmental and climatic conditions, with a weighted score of 0.36, third in points, sits, it shows that, in many cities, wall painting must be designed, based on geographic conditions and convenient location, the place and the climate, and air humidity, temperature, etc. In it, and in accordance with its terms, the materials and the right tools, can be used to design, long shelf life, it is more.

7. The results of the analysis of the external factors influencing the development of appropriate urban wall painting (EFAS)

To organize external factors, opportunities and threats facing issues within the system, using agents, and graded according to the importance of each of the threats and opportunities, and the impact of each wall painting in Iran was measured and calculated as described in the following table. As you can see, the option of taking advantage of experienced professionals, with a weighted score of 0.56, has the highest weight rating, and the first available opportunity, which has been, should be more of an expert in the field of design city, according to urban areas, as well as specific contacts, but due to personal experience, they can be used. The next highest score belongs to the use of cultural symbols and traditions of the country, and its composition is planned, with new developments, cultural figures to provide the world with a rate of 0.48, which represents the role of symbolism and domestic employment nationally, the design of graffiti images, which would lead to keep the culture alive, and interior emblems, and of course the traditional images with modern developments are coordinated and aligned to be integrated, to cause attract all classes and trends in the city. The use of new designs, and meets the needs of citizens, with a weighted score of 0.44, in third place another chance, and, new designs and new can meet the needs of citizens, according to the wanted they were to work to the highest performance is. Table 4 shows the results of analysis of the threats weighing and weight rating, it shows.

According to Table 4, it is seen that the non- utilization of specialist and experienced, widely weighted rating 0.7, the first position is threatened, which should be more qualified personnel in the fields of urban design, According to urban areas, as well as specific contacts, but due to personal experience, they can be used. Benefiting from the scheme, creating a mood is dull and depressing, with a score of 0.56, is in second place, it should be noted that if, cheerful and attractive designs, and the the needs of citizens in the city, applied to the amount of visual pollution, as well as vision disorders, have less impact, and to increase their attractiveness. The use of exotic designs and symbols, with a weighted score of 0.52, at other times, is under threat, according to the country's rich cultures, and our cities and having unmatched historical and natural attractions, the national level, should be tried, alien symbols and images, may not be used in murals, and based on the use of national symbols and Islamic cultural

richness added, and the underlying cultural development of the country, and attract more tourists provided.

Table 3
Results of analysis of external factors (opportunities).

Weighted Score	Calibration	Weight	Opportunities
.56	4	.14	Taking advantage of experienced professionals
.48	4	.12	The use of cultural symbols and traditions of the country, and its composition is planned, with new developments, cultural figures to present to the world
.44	4	.11	The use of new designs, and meets the needs of citizens
.4	4	.1	Using the successful experiences of other countries
.36	4	.09	Using traditional art, modern manner
.24	3	.08	Utilizes symbols, and designs that represent the country's cultural identity.
.21	3	.07	Development seminars, and professional congresses, and participation in international congresses
.14	2	.07	Use of designs and symbols - Persian historical and natural, as a means to attract tourism
.12	2	.06	To clarify the role of walls audience, the artists in urban areas
.12	2	.06	Wall paintings are being exposed to public view, with wide horizons
.05	1	.05	Admission painting as an independent art, the authorities
.05	1	.05	Remove the banners and billboards in the city proper places
3.05		1	sum

Table 4
Results of analysis of external factors (threats).

Weighted Score	Calibration	Weight	threats
.7	4	.15	Failure to utilizes, expertise, and experience widely
.56	4	.14	Benefiting from projects that create a mood of melancholy is boring
.52	4	.13	Use plans, and alien symbols
.48	4	.12	Lack of attention to the environmental and climatic conditions considered, the composition of the material
.33	3	.11	The lack of appropriate policy, urban design, and lack of basic road map
.3	3	.1	Not using the best practices of other countries in this field
.27	3	.09	Lack of attention to the mood of youth, and the public interest, the wall paintings of
.24	3	.08	Mismatch urban graffiti form, content and geographical location
.24	3	.08	The widespread use of signs and banners and decorative, in the appropriate spaces in the city and see people
3.4		1	sum

8. Analysis of strategic factors

In this model, using tables to analyze internal and external factors, and its composition, the most important strategic factor in the development of appropriate urban wall painting in Iran is presented. Indeed, analysis of strategic factors, strategic planners, decision, adopt, their strengths, weaknesses, threats and opportunities to the smaller number of agents, are limited. This re- examination of the weights of each of the factors included in the tables to analyze internal and external factors, as well. In fact, the heaviest elements in the two tables by weight,

strategic factor analysis table should be transferred, (Hanegr and Violin, 1386). The importance of strategic factors influencing the rate is proportional to the wall paintings of urban development, in the table below is a summary ,

Now the interaction of each factor on each other, the different strategies of competitive / aggressive (so), diversity (st), revision (wo), and finally defensive strategies (wt), which in turn follows.

9. Strategies competitive strategies / aggressive (SO)

In this strategy, the focus on internal strengths and external opportunities, is based on the following,

- substantial attention in the field of graphic design for walls, to the desires of the people, especially the youth, and the use of skills, expertise and experiences of individuals in this field;
- Optimal utilization of symbols, culture, identity and historical and natural attractions, the wall design ideas, and combine it fits with the development and modernity to the world.

9.1. Variety of strategies (st)

Internal and external threats in a variety of strengths, focus and include the following

- Taking advantage of the artists, and skilled in this country, there are also plans to create an attractive, non-distorted, according to the wishes of the citizens.
- attempt to create a constitutional policy, the use of cultural symbols and internal nature, the creation of images, and fight to get the alien models and patterns, in order to preserve the natural and cultural heritage of the country.

9.2. Strategies Weekly (WO)

Emphasized the intrinsic weaknesses, we try to take advantage of external opportunities, to increase young people to mosques in the country, and include the following,

- effort to create a document transformation, and comprehensive background in urban planning, especially in fresco, according to the country's rich culture, according to global developments ;
- scientific ground for fundamental research in the field to create images of urban visual environments based on environmental conditions and climate, in order to increase the retention of, and use of skilled professionals in this field;

9.3. Defensive strategies (wt)

These strategies have focused on eliminating the vulnerability of urban murals are,

- Extensive efforts in the field of professional and skilled people, the wrong design attractive, lively and stimulating, positive, and avoid feeling confused, and visual pollution ;
- Create a comprehensive plan, and a basic roadmap to the use of templates, models and symbols, native, natural, cultural and built in keeping them, and struggle with Western models ;

10. Conclusions

Art has always been an interest of humanity together, and in different times and places, have so many different problems, and a source of comfort or confuse the mind. One of these arts picture molding or painting, or graphite, which, at various times, there have been, and now, in many cities around the world and Iran for various reasons, will be used, one of the most important causes of dry, lifeless urban atmosphere, the mass of skyscrapers, buildings, pollution, noise, visual and air, the underlying tendency by people to make pictures and drawings, on the walls of the town, and the signs are different, but the use of this art, should be based on a fundamental perspective, and planned accordingly, in this context, which is, otherwise, not only to create attractive will not result, but also on the level of visual pollution, will also be added, as well as in various cities, using indiscriminate and hasty, and without thinking, causing more disruption in the urban area, which requires analysis and strategic planning, this is in which this research has been to investigate this matter, based on the obtained results, it can be stated that, drawing on ethnographic murals, public demand is from people who use benefits from a weighted score of 0.64, in the first place strengths, not paying sufficient attention to the interests and needs of people in the field of graphic design, with a weighted score of 0.44, in the first place weaknesses, taking advantage of

experienced professionals, with a weighted score of 0.56, highest weight rating, and in the first available opportunity, and not benefiting from the expertise and experience widely, with a weight rating of 0.7, the first position is under threat. Based on these, the most important strategic strategy in the context of the appropriate wall painting can be a key focus in the field of graphic wall design, based on the desires of the people, especially the youth, and the use of skills, expertise and experiences of individuals, in this context, optimal utilization of symbols, culture, identity and historical and natural attractions in the wall painting design, and combines it fits with the development and modernity to the world, and taking advantage of the artist Maher, in this country there are also plans to create an attractive, non- distorted, according to the wishes of the citizens stated.

Table 5
Analysis of Strategic Factors (SFAS).

planning			Weighted Score	Calibration	Weight	Factors
Long-term	The term	Short-term				
*	*		.64	4	.16	S1 = General desire of the people
*		*	.54	4	.14	S2 = There are artists skilled in painting the walls of the city
		*	.52	4	.13	S3 = There symbols, cultures, landscapes and exquisite landscapes, at the country level as model
		*	.44	4	.11	W1 = The lack of adequate attention to the interests and needs of the people, the graffiti designs
		*	.4	4	.1	W2 = The lack of a comprehensive plan and applied to the problem of murals
		*	.36	4	.09	W3 = The disappearance of wall paintings, in a short time, due to lack of compliance with environmental and climate
*		*	.56	4	.14	O1 = Taking advantage of experienced professionals
*		*	.48	4	.12	O2 = The use of cultural symbols and traditions of the country, and its composition is planned, with new developments, cultural figures to present to the world
		*	.44	4	.11	O3 = The use of new designs, and meets the needs of citizens
		*	.7	4	.15	T1 = Failure to utilizes, expertise, and experience widely
*		*	.56	4	.14	T2 = Benefiting from projects that create a mood of melancholy is boring
*		*	.7	4	.15	T3 = Use plans, and alien symbols

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