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**THE ROLE OF SIGNS AND SYMBOLS OF A STREET IN URBAN ORGANIZING,  
(CASE STUDY: CITY OF KORD)**

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**ABSTRACT**

The cities of developing countries in line with the progress of science and technology, we developed the streets and squares of the illegible and therefore space is organized. Many factors affect the readability cities Lynch theory that has been of interest to urban planners. Among these factors and symptoms of urban nodes that have a significant impact on the readability of the city. The importance of the fact that with the development of modern cities have urban nodes and signs and elements for ease in finding routes and places to be effective citizens. The aim is to identify factors affecting the symptoms of urban citizens is to effect further reading. The method used in this research is descriptive and case studies of types and methods of data collection library and field observation and questionnaire. The main objective of this paper is to examine the role of street signs and symbols in organizing urban space, Kord to a greater impact on citizens is reading. Results showed that signs and symbols play a role in organizing urban space and identity is part of the city.

**Keywords: Street signs, signs of the city, organizing the space, Kord City**

**1- Introduction:**

Looking back in time, where urban cities, we find that the growth and spread have shown little urban furniture you could say today's urban furniture known as a fine art and urban graphics going so far not much attention to the organization. Undoubtedly the environment cannot be attributed exclusively to suspend the removal of pollutants and the development of health services. For creating beautiful spaces and graceful and rhythmic organization of urban structures and appropriate very important role in creating a sense of happiness and ease the tension builds community spirit. The monumental task of organizing urban planners and managers, relaxation and improvement in the management of urban space and equipment. Outdoor equipment design and overall theme of urban design that brings the atmosphere of beauty and comfort. Street or urban furniture elements and equipment should be designed as single or isolated Rather they should be seen as part of a coordinated system of urban space in which all components are considered in concert And communication structures (body) and litter the streets (floor) makes. At the same time a means of securing profit and power on the basis of the competition, the allocation of operation and the division of

[14]. The furniture industry can be considered as a component of income who may face in addition to the national and international level to advance economic development as a means to provide economic development and better social conditions [13]. As a result, the city also leads to social development and eventually will lead to sustainable development. And hence the smallest of urban furniture elements, for example a bench or a drinker, not a broad general view of the urban area was ignored.

**2- Statement of the problem and the need for research:**

These days, the role of urban furniture in serving the citizens of every city known to everybody but city officials, and practitioners believe that besides the service of preserving identity and beauty of the urban landscape of high priority. If the criteria is sometimes observed that with the development of many large cities and population increase, Municipal authorities to control the situation and to dominate the urban landscape and organize them less than they are Identity, visual appearance, and sometimes under the guise of preserving the functions and needs of everyday citizens to be forgotten. Right at the beginning of the 21st century is considered as the most global environmental

degradation it can be predicted that in the future design of the products supplied will be compatible with the environment. Urban furniture is no exception and if it had been less attention in the future will be. Urban furniture along with physical health needs of different groups of urban spaces will also pay its aesthetic dimension. And the resulting aesthetic harmony, unity, diversity, and repeatability, and flexibility of those involved in urban design thus we define the city's identity and its impact on furniture design stated:

"Ka Len" identity is defined, according to the personality of the environment and the avoidance of uniformity and similarity in urban environments. The definition of "Jacobs" environmental identity in relation to the activities and life in public spaces is defined Verse.

### **3- Research Objectives**

The researchers at first tried to define its objectives, to determine the direction of their research that the overall objectives and details of this study are as follows:

The overall goal:

1. The aim of this study was to investigate the signs and symbols of a street in the urban organization is of city of Kord.

Detailed objectives:

1. Understanding the signs and symbols of urban (urban elements) and its impact on citizens' attachment to place.
2. Regulatory impact assessment of desirable and undesirable elements in the city and beautify the urban public space (the street).

### **4- Research Questions**

Several questions need to do any research is the foundation of our current study is based, primary and secondary research questions are:

1. Visual signs and symbols of place on the streets of the city of Shahr how organized and effective citizens?
2. The role of urban elements in the public space of the city and is organizing the chin?
3. Is part of city beautification and street signs and symbols of place citizens?

### **5- Methods**

(A): study with a qualitative approach and the direct and indirect observations to investigate the role of signs and symbols street of city of Kord has, based on the purpose of the present study is based on descriptive-analytic nature.

(B): the means and methods of data collection

Data collection based on observation and the use of the Internet, databases and the jack was used to collect data. Given that this study is a survey of the practices of the research questions are referred directly to the questionnaire - which is commensurate with the goals of interviews and case studies has been developed.

### **6- Theoretical**

**- History of Urban Furniture:** Given full knowledge of every historical phenomenon that has come the phenomenon in terms of time and place demands is important. The urban landscape with massive hardware to work with them is a relatively new phenomenon [12]. Streets, alleys, squares, parks and the city itself are the origins of the furniture. Direct impacts and identify each city on a set of elements and Fzahaysh's no secret. City streets and their impact on urban furniture and other equipment [4]. Urban Islam in Iran in the period before and after the Islamic era, the use of diverse urban elements was performed. Isfahan schools of urban elements are described below:

School of Urban Construction, Equipment and various decorations in the city was created. The equipment and decorations in urban environments and interactive animated man with his surroundings may make space. The equipment and decorations can be

classified according to the following categories:

1. Equipment and decorations of the building, porch, porch, gateway, and ...
2. Equipment and decorations that have a functional aspect: lighting, trees and ...
3. Equipment and decorations of the facade signs are: minarets and ...
4. Equipment and decorations decorative aspects are: statues and ... [1].

**- Definition of Urban furniture:** Urban furniture translate English words (urban furniture) is. Urban furniture elements set of equipment and facilities that improve the quality and efficiency of life in urban environments And task-driven, control, security, ease of communication, information and advertising in the city and the streets are decorated and fun to play. In fact, urban furniture urban elements are those that are used in public spaces. These elements are of use in the civil service and the beauty of the city, are effective. These features are most important and relevant regulations under the furniture and paintings, plants, fixtures, lighting, benches, trash containers, kiosks, etc. are provided [7]. French term meaning Dkrasyvn furniture, furniture collection is a

model. There's a wide range of conceptual and usage. The visual elements include a collection of different background threads are organized elements that represent the identity and capacity of the landscape of a particular area and thereby enhance readability and collection of landscape and a special place in people's mental maps to help orientate and navigate in the collection contain. These elements are: the signs and symbols, Environmental quality, Visual quality, gate ways, public realms and spaces, edges and

directions [9]. According to the definitions of urban furniture with these characteristics can be defined as:

1. A wide range of instruments, devices, objects, symbols, spaces and elements.
2. In the city, street and outdoor installation and positioning are total.
3. The public use and its presence in urban space responds to the needs of citizens.



Figure 1: images of street signs and symbols in the form Kord city

#### - The importance of urban furniture:

Great is the creator of a work of art in its breadth and the number of population is "The main purpose of creating a creative environment for people who live in it." With such a diverse environment, and gives people the freedom of choice to provide creative field, Relationships with people and make the

most of the space around them, and provides habitat and a way to share all of this In hand has of proper facilities, city. The space between buildings and monuments, additional elements are needed in order to improve urban life, home equipment such as furniture, to live in the enclosed space between the rocks and provide concrete and

glass. The components of motion, rest, recreation and anxiety set in the city and its vibrant spirit. Furniture, equipment or furniture, urban, street or open space facilities are common terms. The facilities in the UK, most of the "street furniture" in America's "universal furniture" and "outdoor furniture" is known. "Furnish, assemble furniture and fixtures means of survival. Equipment, aggregate equipment, and recruiting and more to decorate the vehicles, and military equipment shed. Collection of furniture and decoration furniture French word meaning a place. The most common combination "urban furniture" includes concepts that can be implied. There's a wide range of conceptual and usage. Urban furniture in a wide range of items, objects, devices, symbols, retail buildings, spaces and elements in the street and said that they have been installed in the outdoor public use have been known to use the term. The main problem in Tehran and later moved to the city (mounted and dismounted) and the problems of perception and behavior can be studied in the urban landscape. So daunting task and responsibility for planning, organizing, relaxation and improvement of urban space and equipment upon administrators, managers, designers and artists to be.

The structure of the program that can be run both in terms of organizing the city and is divided into two main sections:

**1- Environmental design and urban landscape:** Storage space, landscaping, flooring, walk-building, mural, repair, lighting, urban walls and facade cleaning, Revitalization of valuable historical, cultural, architectural and urban applications, relaxation and.....

**2. Furniture and equipment urban:** Includes all the essentials of urban furniture that is placed in the city and more than a hundred as divided; the rods of hedge fence and lighting to bus stops, toilets, signs, billboards, trash and Bridges pedestrian.

Segmentation of urban furniture elements in different ways, but as a whole it can be introduced in four key:

1. Outdoor furniture
2. Furniture park
3. Furniture Traffic
4. Structures for Information and Publicity

The urban experience has shown that the application of the proper use of equipment and furniture to Chd can have a positive effect on citizens and consumers in urban areas have. For example, this allows people to design a suitable living the opportunity to sit and enjoy the view of urban space and

social interaction and verbal communicate with each other freely. Urban and Environmental Studies show that consumers and the public demand for more versatility and beautify the city facilities are as a symbol or icon and volume in our city and fits beautifully designed cars and modern products to meet the expectations and needs of today's aesthetic work.

### 7. The study area

Chaharmahal and Bakhtaran Province with an area of 16533 km, the area is extensive high central plateau of Iran and along the Zagros mountain range is located. In terms of geographical location between 31-9 up to 32-8 degrees north latitude and 49 degrees east longitude has been 30 to 51-26. The provinces of the North and East of the province and south to Kohgiluyeh and Boyer Ahmad province of the West and the North West province and is adjacent to the 1390 census of population that separation 263/895

450 968 men and 444,295 women are. (Management and planning of the province).Kord city, Chaharmahal and Bakhtiari province in terms of geographical location Kord city over 50 degrees and 49 minutes and 22 seconds to 50 degrees 53 minutes 44 seconds latitude and 32 degrees 18 minutes and 22 seconds to 32 degrees 21 minutes 50 seconds is located. And at an altitude of 2070 meters above the roof of Iran, which has long been known. The area of this city is over 63/2524/47 sq. It was located on the plains and in the form of a beam in the direction of east-west took place in the city on the southern slopes altitude and Kolah'ghazy guard houses, located in a vast plain of the North and East to the hearing and Shahr Isfahan Province and south the city Borujen and the West leads Farsan city Figure 2: Map and location of the study area (Statistics Region, 1385: 7).

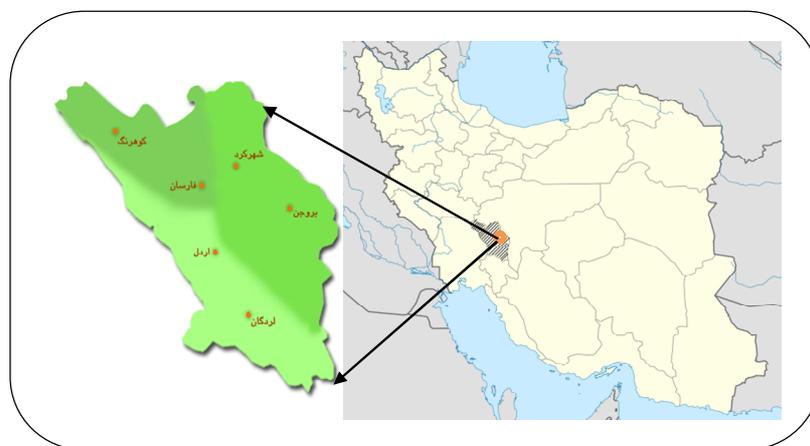


Figure 2: Map and location of the study area

## 8- Research findings

### Street signs and symbols role in organizing space and the face of the city of Kord:

Urban Furniture category and its role and importance in every aspect worthy of investigation. Or in other words, we can say that the role of urban furniture from different angles can be explored. Consequently, the urban furniture can be evaluated from the following perspectives and an autopsy was performed. It should be noted that this study was not comprehensive and can be more widely discussed in other topics.

1. The role of urban furniture, landscape and urban citizens.
2. Urban furniture, the disabled, veterans and seniors.
3. The symbol of urban furniture.
4. The relationship between urban furniture and mental health and peace of mind.
5. Effect of climate, materials, color and artistic characteristics of urban furniture.



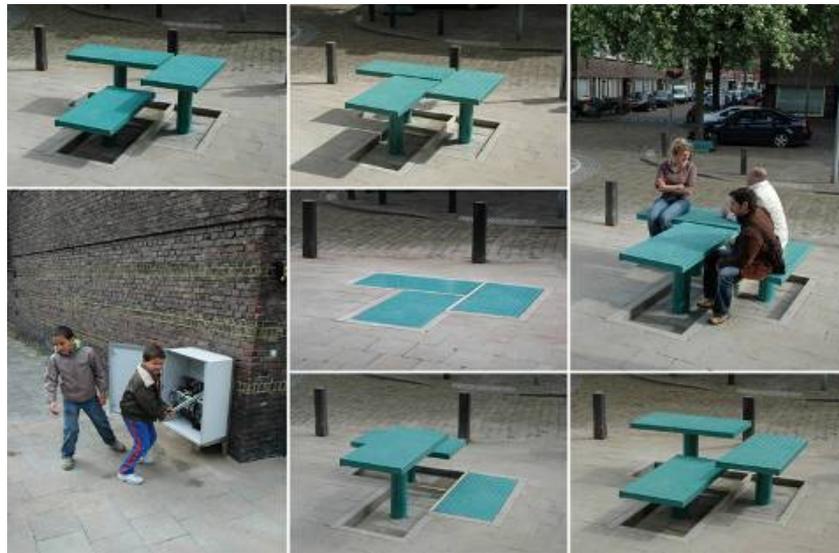
Figure 3 – Design streets for better readability and induction of identity

### -The role of urban furniture in the face of the city and the citizens of Kord:

Undoubtedly much of the elements forming the landscape of the city, the city's furniture. Aside from the beauty and order of components that perform specific tasks in the order you give. Naturally, each of the image forming visual elements that create memories to leave every visitor in mind. Kevin Lynch

in the face of the Effect of Memory and Memory in the face of a city rather than stay in the mind of the viewer (Image) speak Detailed. Art design along with layout of the tools and components that satisfy the needs of citizens and the beautiful landscape of the city, it. So that citizens feel more relaxed and comfortable in dealing with them. Benches, lamp posts, mailbox and telephone booth,

panels, green spaces, Fountain and many other components that comprise this order.



**Figure 4 – The design of the furniture in order to save space and eliminate the need for citizens**

Today, in cities such as Europe and America advanced experts worked a lot on this topic. The state and city views and the details are important, and sometimes as much as comprehensive and detailed urban plans are important, City Furniture and TV special for the price paid, For example, many boards as possible to eliminate standing traffic instead of lines and signs are painted on the street. The first contribution of this move to avoid chaos, confusion and congestion at the sight of the viewer and crowded environment. Importance that the designers of the people and citizens need to So that the decision is theirs, they are mostly well-being and comfort So that the visual and combined to create an appropriate balance, comfort and tranquility for residents to bring. So that there are elements of urban furniture is not

only disruptive to commuters but is also right where they need to be taken. Maybe you've ever seen in many major shopping centers, a place to rest or sit, especially for elderly people is considered. Sometimes seen in many modern cities to buy a hand wheel is used inside the booth Without having to face any problem regarding traveling. So the citizens of the city landscape and the urban identity of the rings together and are inseparable Supports and complements each other. And lack of attention to any serious injury and grave lacuna in the face of poor city.

Following the above discussion refers to the relationship between the components and elements of urban furniture and need a specific cortical including people with disabilities, elders appear to janbazan. Are

Low Countries which have special features for this class is to consider the direct relationship between the images of their city needs a class and create urban furniture? It can be said that the most basic facilities, stairways are suitable for low and Slope (RAMP) is a basic requirement for attending this class creates the community and the environment. Aside from the special parking or appropriate Benches, even handle that should come in time to help the needy also be felt. The upshot is that our country's war-torn countries and engaged in war, like many Third World Furniture design in creating a balance between town and need not have been this successful Qshrkhas And even many other public key Khtmanhay of these people are deprived of the opportunity to travel The result of the absence of their most basic needs are not being met, in the lead. European countries, even in the stores for this class seats on wheels (wheelchair) was designed electric With a special basket and went shopping and buy all the exhibits provided And more interestingly even baskets for local children have been sitting and curiously missing and twin sons and he was also specially designed baskets. Perhaps it is here that we ask ourselves what percentage of stores with large parking and is convenient to shopping baskets (trolley)

access to the side of the car, and how many of them have a place for fun children.

- **The role of symbols and signs of municipal furniture city Kord:** No doubt the status symbol of urban spaces and urban furniture is of particular importance and special. Why are so many cultural issues and customs and traditions of the people of these symptoms originate. Signs that represent memories, struggles and courage of a nation and its crystallization into a symbol of the city are formed concrete. Urban open spaces, urban furniture and the use of residents have a direct relationship and are interdependent. When to use or spend leisure time and holidays to forcibly open spaces and parks are used, Inevitably linked with urban furniture elements that relate And the signs and symbols of the city with their presence and panache that express memories And reminders of past experiences are bittersweet. However, there are signs Shvdgahy dimensions and their values are usually "position corresponding to a position where it is located. Sometimes, as in Tehran Azadi Tower, Paris Eiffel Tower or Big Ben in London or some other place in the country are located in urban or regional. In urban design, symbols and monuments of the special place and fit the culture, traditions and customs, and according to me and other

people associated with urban furniture designs. So aside from the visual and aesthetic environment and landscape, urban icons that are part of the furniture of the past and remember the many memories and memories are considered, generally "are imbued with the traditions of the people. So that even an ancient tree (like Saleh's Shrine Tehran) is monumental for many people living in the area. Urban Furniture relationship, peace of mind and mental health, it is obvious Because urban furniture in addition to the features and characteristics that have been mentioned have made a significant contribution in bringing tranquility and emotional and mental health is. Sometimes the bustle and commotion of the elements is such that not only does not seek peace, rather causes confusion and chaos so that citizens are tired of the daily grind, no desire for people to sit and use of

urban space and furnishing it. Perhaps far less attention has been paid to the relationship between urban furniture and mental relaxation, but certainly the effects of rotation in relation to how the citizens of these elements will be used. The unique sense when in a crowded and noisy market with signs of irregularly encountered no spontaneous feeling of calm and chaos will Or when in an urban space that is intended for use by residents of a rest for a few minutes But observe many psychological issues that are not counted in the city, the search will not feel uncomfortable and peace. Thus, the issues involved in art and urban furniture With proper installation and proper use while creating a pleasant environment for residents and Mnzrmnasb practice, The problems of mental and emotional well enough to have a relaxing environment.



**Figure 5: The role of symbols and signs in the city of Kord furniture**

**9- The Result:**

Urban furniture must be followed visually beautiful environment. Installation of utilities and it must be in addition to the proper use and service, Residents also provide spiritual and mental relaxation as well as urban furniture should be designed to take advantage of all segments of society including: women, men, old, young, disabled and veterans ... provided. Having good furniture and utilities can be designed with good taste, artistic features necessary to take advantage of local and indigenous materials. The urban furniture design, to the finer points of the art of sex materials, colors and attention to climate issues. In urban design, furniture elements can mirror in front of their identity and Events which induces the identity and culture of the first letter, they should be designed and carried out to maintain a sense of place, and the place is nothing to say that identity, an identity that is valuable from a historical and tissues. So it is better to look deeper and consider not only the beauty of the design is limited and the deeper and important factors such as urbanization concept among local residents, which places established in the social fabric, seen. Other initiatives contributing to the landscape and identity of urban furniture, multifunctional furniture design can be

offered; Multifunctional furniture design, comfort, to meet the needs of citizens are overshadowed and comfort, aesthetics and urban landscape also helps Because with this type of design, we also occupy space saving capabilities, the unit also provides some need civilians. For example, the fact that citizen action is to sit comfortably and be designed to visually enhance green space in the urban landscape has effective. There is adequate furniture and functioning properly, it can make a favorable impression on the minds of citizens.

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