

Check the Beautification and Landscaping to Reduce the Detrimental Effects of a Lack of Natural Landscape (Case Study: Tehran District 14)

Mohammad Reza Zandmoghadam (PHD), Seyed Saeid Dadghostar

Department of Geography, College of Human Science, Semnan Branch, Islamic Azad University, Semnan, Iran

Received: March 19, 2015

Accepted: May 2, 2015

ABSTRACT

The present study investigated the effect of beautification and green space on urban landscape and devastating effect of its lack.

This study is based by combining the perspectives of urban theorists such Roboxia, Wright, etc. and factors such as environmental advertising, elements, urban beautification and urban space, in relation to reducing the devastating effects in care of citizen

To doing this study, documental methods are used for theoretic section and measuring and survey used for analysis of data The family caregiver of district 14 of Tehran municipal has chosen as example group. Sample size was 171 person. Sampling method was cluster and random.

The results show the effects of explanatory variables, artificial beautification, advertising or signs and urban elements are important factors in increasing or reducing over detrimental effects of a lack of natural landscape which is show the significant relationship between the independent variables to the dependent variable and the relationship enhancer is a direct and positive change.

KEY WORDS: Landscape - green space - environmental beautification and urban advertising – artificially elements

1- INTRODUCTION

After the industrial revolution and the vast rural-urban migration are new consequence called the large towns and hen cities metropolitan. People lived in rural areas or small towns without environmental pollution after moving to the cities and the destruction of pastures, lawns in order to build residential buildings and factories have created cause more congestion in urban areas and continued to rise in land values and mass immigration in cities is formed in continuing we see the trend that the destruction of green space due to their physical and psychological structure of human need to connect with nature and by approaching the residence and work in cities Possible exclusion of people migrating to urban areas reduced and Sometimes we pass all the days of our lives in an urban area (Shariat Zadeh, 2012:65).

There are relation between Population density and productivity on the one hand and the loss of green space in cities other side this is important and should be considered whether man created for the environment and can adapt to its environment?

Today metropolitan cities have found different from the past decade that have no resemblance to any of the town's history. Researcher due to his job is as an administrative officer of the beautiful metropolis of Tehran with a history of 23 years with reference to its historical memory and processes in Tehran metropolis is well to remember this information can be used as first-hand information for research (Barat, 2007:152).

Assumptions:

1. It seems personable and Urban Development perspective and create green space beautification is effective in reducing the damaging effects of the urban landscape.
2. It looks there is a significant relationship between the beautification of urban green space in district 14 of Tehran and the care of these spaces by residents of the study area.

In this study, we sought in addition to examining the impact of urban living on the lives of the citizens of District 14 Tehran studied strengths and weaknesses of the area and the physical and spiritual welfare of its strengths for greater citizen and weaknesses to provide practical solutions and may be done to reduce it.

2- MATERIALS AND METHODS

2-1- The study area:

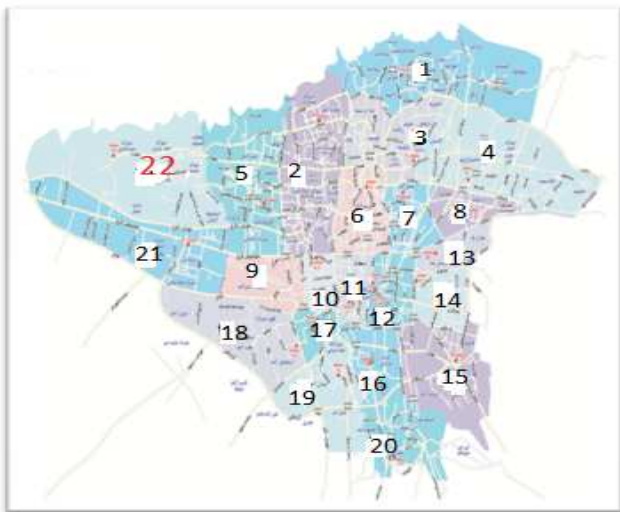
The district 14 of Tehran municipality

Zone 14 on the east line of legal regulation plan have (Inclusive) in 2002, covers an area of 2,203 hectares and is regularly updated. The range consists of two distinct parts. West of Highway Afsriyeh area of 1,457 hectares is five municipal areas within the municipal area is under active management and from north to Victory Street is limited to

West Street from September 17, avenue East and 45 meters south of the track (pourahmad, 2008:184). East of Highway 747 hectares area Afsiryhe limited to victory Street and continue north to the Turquoise Palace From the East to the legal limits, and south to St. Rahimi Due to the large scale deployment of elements (flat ground, mission hospitals and ...) and also depends on the level of military organizations (including housing, education, etc.) despite the development and utilization of urban services area, have been limited to urban management in applying the requirements of and municipal regulations of areas of practice (karimi, 2010:114).

The physical structure of this particular region of two distinct parts is composed of different are apart these two sectors by March Street (Solaymaniyah) and include land west: this area is constitute part of the old villages around Tehran during Qajar the renewal is mainly due to the expansion of Tehran and generally have a fine texture and small pieces density dominant performance of homes arazy Eastern This section has a regular texture of the checkerboard grid and urban planning system has been implemented in this new and relatively common much of this section has hundreds of neighborhoods and the nurses. Historical texts existence villages Dollab and Solaymaniyah residential areas within the region as Tehran eastern margin of fourteen states. Dollab is 12 districts of Tehran Unfortunately, Tehran's mayor ordered the Pahlavi era were subject to destruction Today, the name of the only remaining monument of the city is fine. Solaymaniyah is part of Dollab the village and its old name was Esfehanak, Isfahan. District 14 consists of 6 districts and 26 neighborhoods that neighborhoods Dollab - Koi mortgage banks - Solaimaniyah sar asebab of sad dastgah gheyasi and turquoise Palace is the most important of them (mazendran y haeri, 2013:48).

Map1: Tehran



Map 2: 22 districts of Tehran



Map 4: the neighbored of 14



Map3: Regional areas position 14

Table 1: population

year	1976	1986	1996	2006	Horizon Project
population	398858	395968	394611	483432	
Rate of growth		-0.017		-0.003	2.05
20. The growth rate					1
Forecast growth rates 1385-1400					0.79
The total population of the region					543997
Population based on the proposed comprehensive plan					490000

Table 2: The structure and characteristics of the regional (2006)

Existing areas	Existing neighborhoods	Existing population	Extent (hectar)
District 1	1	9779	38.8
	2	9141	31.7
	10	17742	42.2
	11	13604	33.8
	12	16026	38.2
	13	17349	49.9
	18	28968	91.5
District 2	19	18722	50.3
	3	14247	46.2
	4	14002	39.6
	8	14583	20.3
	9	14206	31.4
	14	23958	53.9
	15	21568	31.9
District 3	16	14009	13.4
	17	21313	94.3
	5	19766	42.2
	6	31719	153.5
	7	13451	30.5
District 4	23	19944	90.6
	20	13728	48.8
	21	20419	58.3
District 5	22	19942	65.7
	24	29124	20.20
District 6	25	29124	74.6

Table 3: Land use area 14

User	Area	Percent	Content
Residential	6922011	47.98	15.99
Commercial	434988	2.98	0.99
Education	276805	1.90	0.63
Higher Education	28595	0.20	0.07
Religion	66431	0.46	0.15
Culture	21681	0.15	0.05
Catering	35830	0.25	0.08
Health	8440	0.06	0.02
Health	27275	0.19	0.06
Recreation	1066	0	0
Sports	137458	0.94	0.31
Administrative	79906	0.55	0.18
Green Space	1022153	7	2.34
Military	71486	0.49	0.16
Industrial	125939	0.86	0.29
Facilities	114742	0.79	0.26
Transit	74400	0.51	0.17
Bayer	307186	2.11	0.70
Agriculture	88484	0.61	0.30
Cemetery	76794	0.53	0.18
Garden	39216	0.27	0.09
Grow Flowers and Plants	187817	1.29	0.43
passages	4354367	29.88	9.96
Total	14573070	100.00	33.32
population	437316		

2-2- Research Method:

Since research the method and studding have direct communication research to the subject, in this research were used documentation and survey methods. as for the study of information theory and the measurement and analysis of documents, Due to the efficiency of navigation techniques for data collection, this method is used they make regular and statistical operations on the data The most common type of social research and survey methods to collect data Where certain groups of people are asked, to some specific questions (the same for all individuals) to respond. (Groter, 2009: 196) The survey questionnaires are typically used that including a list of all planned to obtain the desired information. (Le Corbusier, 2005: 48)

So using this method is tried to test the hypotheses addressed the relationship.

2-2-1- Statistical Society:

The population of a set of people that we examined based on one or more common characteristics that. The study sample consisted of residents of District 14 of Tehran that based on collected statistics are the number of 417,046 persons.

2-2-2- statistical units:

The basic unit of analysis in this study is the head of the family, in the sample.

2-2-3- sample:

The sample estimate of the variance of the total population and obeys. Society is much less variance the sample size is smaller and more homogeneous. To select the sample, there are a variety of ways that One of the most typical and most common is using Cochran formula. In this study, using Cochran formula is considered value equal to 96/1 and 99 Percent confidence interval.

It explained that the target population of 171 questionnaires distributed, a total of 171 completed questionnaires.

$$n = \frac{pqz^2n}{d2n+t2pq} x = \frac{(0/2)(0/8)(1/96)^2(417046)}{417046(0/06)^2+(0/2)(0/8)(1/96)^2} = 171$$

2-2-4- study type:

The present study is the cross sectional area and can be the controlled conditions of a survey (cross-sectional) And refer to the document library and Internet sites, resources and content needed by the business.

2-2-5- sampling:

Sampling is a process in which a number of units are chosen in such a way representing the larger population from which they are selected. (Azizi, 2011: 272) The design of multistage cluster sampling method and the sampling. Cluster sampling method, the method of choice the unit, rather than a cluster of individuals. This method is usually used when the population is very large and sparse. The technique used to obtain a final example involves a multi-stage

2-2-6- method of data collection:

To collect data from various methods such as interviews, questionnaires have used observed, and so on. However, the questionnaire is the most widely used technique. To accomplish this, the questionnaires were distributed that the study aims to describe the contents of the questionnaire, Questionnaires were made available to students in the sample and then return to complete the research. The data collected through interviews and questionnaires he After the pilot to calculate the facial validity of the statistical sample was distributed among the students (fakuhi2009:124).

2-2-7- method of data analysis:

In this study, according to different levels of measured variables, is used methods and techniques used to analyze data the set of data and its presentation in the form of statistical information The most common data collection tools and techniques in the social sciences (spss). In this study, to describe the one-dimensional tables and measures of central (bar graph) for explaining the findings of the two-dimensional tables and was used statistical analysis, linear regression, correlation,.

3-Analysis of data

3-1-Assumptions

3-1-1- first hypothesis: A seems it is impressive creation of advertising spaces appear, Stand in reducing the damaging effects of urban landscape.

First, to test the hypothesis of a correlation matrix between constructive dimension advertising space variables is presented (urban roads, urban panels and stands) and destructive effects (to safeguard the rights of the individual in society, health, the environment and healthy living, affordable housing and access to transport).

Table 4: Correlation matrix between the dimensions of constructive and destructive effects of advertising space on the lack of green space

a quiet life in the ambient	access to transportation	affordable housing	physical health	that the rights of the individual	signs	urban roads	instead of advertising	Variable name
							1	instead of advertising
						1	0.356**	urban roads
					1	0.305**	0.309**	signs
				1	0.431**	0.311**	0.230**	that the rights of the individual
			1	0.125	0.121	0.072	0.037	physical health
		1	0.100	0.304**	0.363**	0.170**	0.205**	affordable housing
	1	0.413**	0.199**	0.127	0.132	0.141	0.103	access to transportation
1	0.413**	1**	0.100	0.304**	0.363**	0.170*	0.205**	a quiet life in the ambient

Source: author

** Significant at the 01/0 level (two-range test)

* Significant at the 05/0 level (two-range test)

significant correlation if coefficient between is $(3/0 \pm - 0)$ relation weak intensity $(6/0 \pm - 3/0 \pm)$ relation average intensity $(1/0 \pm - 6/0 \pm)$ if in space relation intensity is strong to mention the extremely strong relationship The correlation coefficient determines the relationship is as defined is ratio positive correlation between two variables Direct relationship between the two variables is positive and negative if the inverse relationship between the two variables is negative.

- Related capacity assistance- different:

Given that there is a significant relationship between these two variables as the correlation coefficient value $(269/0 = r)$ should increase advertising said, by increasing the destructive effects of their differences. However, this relationship is weak intensity

- There is assistance- affection:

Given that there is a significant relations the increase in advertising and public stands, coupled with the devastating effects of the increase. However, this relationship is weak intensity

- There is a difference capacity- affection feeling: Given that there is a significant relationship between these two variables given the value of the correlation coefficient $(164/0 = r)$ have said that increasing the destructive effects, coupled with rising advertising is different. However, Of course this relationship is weak intensity.

- Regarding the detrimental effects – Beautiful: Given that there is a significant relationship between these two variables given the value of the correlation coefficient (339/0 = r) should increase the devastating effects.

- Relationship the individual rights provided - damaging effects: Given that there is a significant relationship between these two variables given the value of the correlation coefficient (300 / -0 = r) must ensure that the increase in individual rights, and reduce the adverse effects associated. However, Of course this relationship is weak intensity.

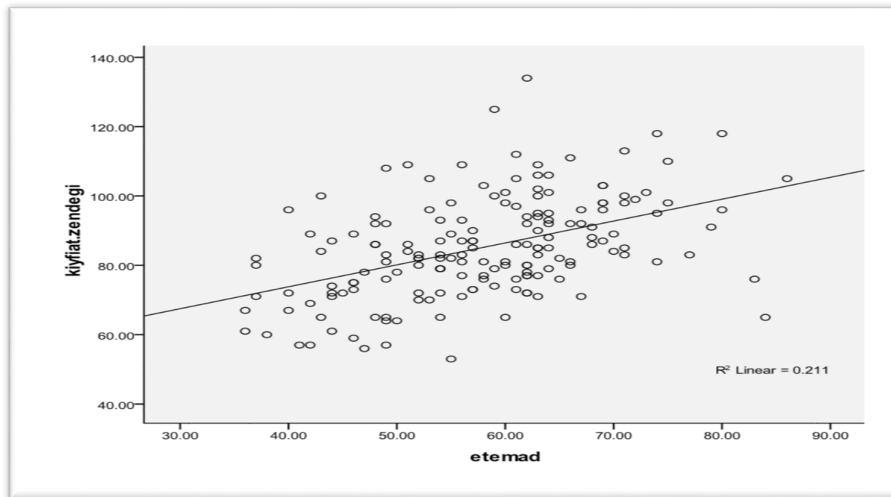
- Relationship detrimental effects - physical health: Given that there is a significant relationship between these two variables given the value of the correlation coefficient (174 / 0- = r) It should be noted that the increase in physical health, minimize the deleterious effects associated with. Of course the intensity of this relationship is weak.

- Relationship of housing association - damaging effects: Given that there is a significant relationship between these two variables given the value of the correlation coefficient (351 / -0 = r). It must be said that the right to housing, to reduce the adverse effects associated. Of course is the average intensity of this relationship.

- The relationship between living in acceptance different capacity: Given that there is a significant relationship between these two variables given the value of the correlation coefficient (165/0 = r)

It must be said that life in a quiet environment, of course coupled with increased capacity is different. The average intensity of this relationship- The second step is to use linear regression which measures the linear relationship between two variables addressed in this study:

Figure 1: Two-variable linear Histogram "propaganda and destructive effects"



Source: author

To predict the devastating effects of varying grades was used by variables from bi vicariate regression.

Table5: Regression analysis identifies the impact of advertising on the devastating effects of global regulators

Significant level(p)	F	R ² Adjusted	R ²	Correlation(r)	Index / Regression
0.000	45.064	0.206	0.211	0.459	1

Source: author

Table 5 shows the regression coefficient advertising on the devastating effects of the respondents. The correlation coefficient between these two variables 459/0 and has a very high significance level (000 / 0P =)

Since this figure is positive direct relation between these two variables. The higher the advertising rates go up, destructive effects also increases. Therefore, the hypothesis that there is a relationship between two variables and it will be accepted. 211/0 R² = coefficient of determination with respect to the amount of 21% of the damaging effects of the changes can be explained by the amount of advertising.

Table 6: Regression coefficients and the devastating effects of advertising

Significant level(p)	t	Standard B	SE	Regression	Index model
0.000	8.767	-	5.536	48.530	Fixed rate
0.000	6.713	0.459	0.094	0.632	Advertising

Source: author

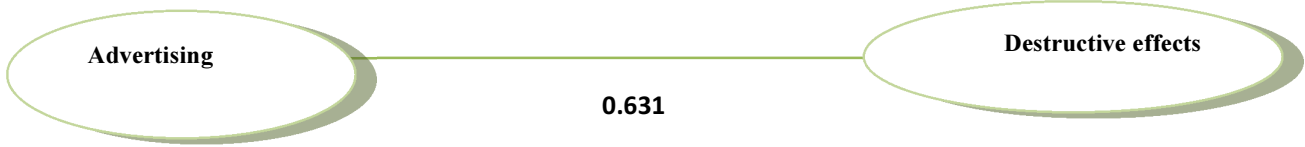


Figure 2: Impact of advertising on the devastating effects of regression variables

Can be predicted by following the regression equation for the destructive effects of advertising on the set: destructor effects on the landscape $(632/0) + 53/48 =$ Promotions the above equation implies that if the control variable, advertising, the destructive effect is 53/48. Also, for every one unit increase in advertising, 632/0 unit respondents increase to occur in detrimental effects.

3-1-2- it appears between beautify the urban landscape in district 14 of Tehran and the care of these spaces by residents of the study area there is a significant relationship

First, to test the hypothesis of a correlation matrix between constructive dimension and changing urban landscapes (collaboration, capacity to accept differences, to feel the impact and efficiency, the value of the community) and take care of the space (to safeguard the rights of the individual in society, health, the environment and healthy living) is provided, affordable housing and access to vehicles and transportation.

Table 7: Correlation matrix between the constructive aspects of the urban landscape and environment care

access to transportation	affordable housing	physical health	ensuring the rights of the individual	the proportion of the urban landscape	the value of the community	a feeling of effectiveness and efficiency	Care of urban space	urban landscape	Variable name
								1	urban landscape
							1	0/269**	Care of urban space
						1	0/164*	0/154*	a feeling of effectiveness and efficiency
					1	0.363**	0.274**	0.339**	the value of the community
				1	0.802**	0.321**	0.183*	0.225**	the proportion of the urban landscape
			1	0.300**	0.410**	0.177*	0.246**	0.300**	ensuring the rights of the individual
		1	0.125	0.248*	0.174	0.060	0.148	0.007	physical health
	1	0.100	0.304**	0.351**	0.283**	0.164*	0.165*	0.110	affordable housing
1	0.413**	0.119*	0.127	0.059	0.043	0.142	0.078	0.067	access to transportation
0.413**	1**	0.100**	0.304**	0.351**	0.283**	0.164**	0.165*	0.110	a quiet life in the ambient

Source: author

* Significant at the 01/0 level (two-range test)
 * Significant at the 05/0 level (two-range test)

If a significant correlation coefficient between if in space $(3/0 \pm - 0)$ is relation weak intensity and if in distance $(6/0 \pm - 3/0 \pm)$ be relation average intensity $(1/0 \pm - 6/0 \pm)$ is strong relation intensity to mention extremely strong relationship to determine the relationship between the sign of the correlation coefficient So that if the correlation coefficient between two variables is positive direct relationship between the two variables is positive and negative if the inverse relationship between the two variables is negative.

- The relationship between the capacities of the urban landscape- beautification of the city:

Given that there is a significant relationship between these two variables given the value of the correlation coefficient ($269/0 = r$) to say the increase beautification, is associated with an increase in the natural landscape. However, this relationship is weak intensity.

- There is assistance - affection relation:

Given that there is a significant relationship between these two variables given the value of the correlation coefficient ($154/0 = r$) have said that increased cooperation is felt coupled with the increasing influence. However, this relationship is weak intensity

- There is a difference capacity relation – affection feeling: Given that there is a significant relationship between these two variables given the value of the correlation coefficient ($164/0 = r$) to say

The increased sense of efficacy is different and combined with increased capacity. However, this relationship is weak intensity

- Relationship to be valuable in communities assisting - : Given that there is a significant relationship between these two variables given the value of the correlation coefficient ($339/0 = r$) to say that increase synergy, coupled with an increase in the value of the community. Of course this relationship is the average intensity

- Relationship to be valuable in assisting - communities: Given that there is a significant relationship between these two variables and given the value of the correlation coefficient ($339/0 = r$) to say that increase synergy, coupled with an increase in the value of the community.

of course this relationship is the average intensity of

- The relationship between the value in communities – acceptance different capacity communities: Given that there is a significant relationship between these two variables

Given the value of the correlation coefficient ($274/0 = r$) to say the capacity to accept differences, is coupled with an increase in the value of the community. However, this relationship is weak intensity

- The relationship between the value in the community - felt of impact: Given that there is a significant relationship between these two variables and given the value of the correlation coefficient ($363/0 = r$) to say that the increased sense of influence, coupled with an increase in the value of the community. Of course this relationship is the average intensity of

- Individual rights regarding provision o- assistance, given that the two variables Given the value of the correlation coefficient ($300/0 = r$) to say the increase in the provision of individual rights- assistance it is coupled with an increased sense of collaboration. However, this relationship is weak intensity

- Relationship between Individual rights provide- acceptance different capacity:

Given that there is a significant relationship between these two variables and Given the value of the correlation coefficient ($246/0 = r$) It should be noted that increasing the supply of individual rights, The difference is coupled with increased capacity. However, this relationship is weak intensity

- Relationship between Individual rights provide - sense of effectiveness: Given that there is a significant relationship between these two variables and Given the value of the correlation coefficient ($321/0 = r$) to say the increase in the provision of individual rights is felt coupled with the increasing influence. Of course this relationship is the average intensity

- Respect the individual rights secured - the value of the individual in society :Given that there is a significant relationship between these two variables and Given the value of the correlation coefficient ($410/0 = r$) to say the increase in the provision of individual rights, coupled with the increase in population is a feeling of being valued. Of course this relationship is the average intensity

- Safeguard the rights of the individual life- satisfaction relationship: Given that there is a significant relationship between these two variables and given the value of the correlation coefficient ($300/0 = r$) to say the increase in the provision of individual rights, is coupled with an increase in life satisfaction. However, this relationship is weak intensity

- The relationship between physical health - life satisfaction: Given that there is a significant relationship between these two variables and given the value of the correlation coefficient ($174/0 = r$) to say that enhance health, increase life satisfaction associated with. However, this relationship is weak intensity

- suitable - housing association- acceptance capacity of the differences : Given that there is a significant relationship between these two variables and given the value of the correlation coefficient ($165/0 = r$) to say having adequate housing, coupled with increased capacity is different.

However, this relationship is weak intensity

- The relationship between affordable housing - feel the impact: Given that there is a significant relationship between these two variables and given the value of the correlation coefficient ($164/0 = r$) to say having adequate housing is felt coupled with the increasing influence

However, this relationship is weak intensity

- The relationship between affordable housing - feel valued in society: Given that there is a significant relationship between these two variables and given the value of the correlation coefficient ($283/0 = r$) to say having adequate housing is coupled with an increased feeling of being valuable community However, this relationship is weak intensity

- The relationship between environment safe living in acceptance different capacity -: Given that there is a significant relationship between these two variables and given the value of the correlation coefficient ($165/0 = r$) to say Living in a quiet environment, coupled with increased capacity is different. Of course this relationship is the average intensity

- The relationship between safe life - feel the impact: Given that there is a significant relationship between these two variables and given the value of the correlation coefficient (164/0 = r) to say

Living in a quiet environment is felt coupled with the increasing influence. However, this relationship is weak intensity

- The relationship between safe living - the value of the population -: Given that there is a significant relationship between these two variables and given the value of the correlation coefficient (283/0 = r) to say living in a quiet environment, coupled with an increase in the sense of being valued.

However, this relationship is weak intensity

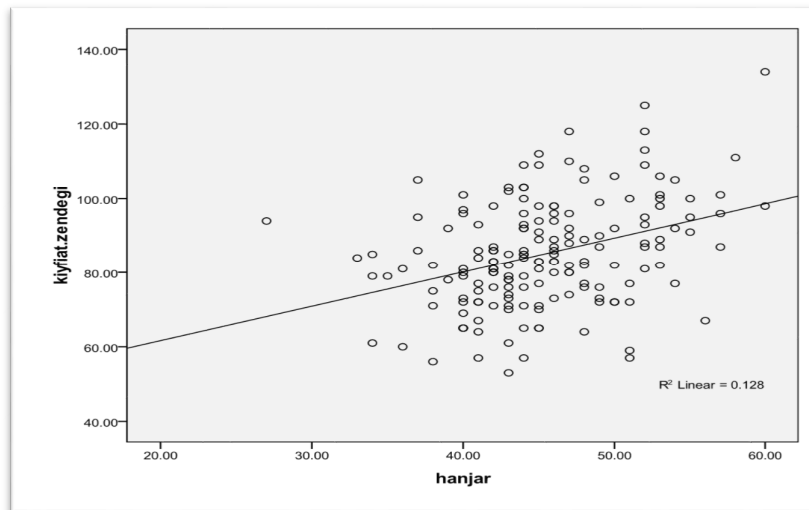
- The relationship of safe life - caring urban environment: Given that there is a significant relationship between these two variables and given the value of the correlation coefficient (351/0 = r) to say living in a quiet environment, coupled with the rise of urban surveillance. Of course this relationship is the average intensity.

In this regard, it should be noted at the completion of the experimental findings is one of the fundamental characteristics of care is a multidimensional urban space and urban experts agree that this is all despite the fact that all of these dimensions, researchers have identified many efforts have But the dispute agree but overall, we can say that the differences are more common. According to Wright Valborzyh urban landscape in three dimensions, have come together Time and experience. Relationship contains elements of the environment, beautification, cultural and political context of their individual the status of the individual in relation to family and social groups of all known and this is a very important supporting role.

Cultural and political context in which the component on the individual and the family. And social groups affected.

- The second step is to use linear regression which measures the linear relationship between two variables addressed in this study:

Figure 3: Histogram of linear two-variable "urban landscape and caring citizens."



Source :author

To predict changes in care varied citizens scores through is used the changing urban landscape of bivariate regression

Table 8: Regression analysis of the impact of specified regulators to protect the citizens of the urban landscape

Significant level(p)	F	R ² Adjusted	R ²	Correlation(r)	Index Regression
0.000	24.809	0.123	0.128	0.358	1

Source: author

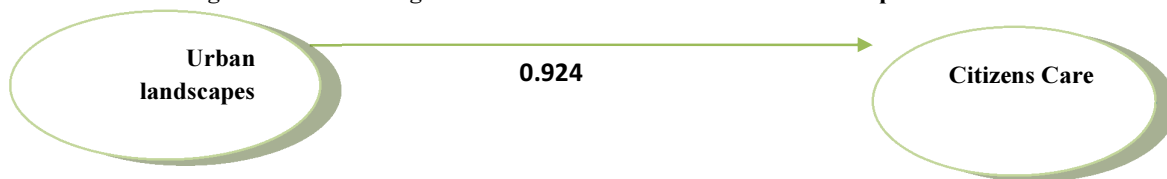
Table 8 Regression coefficients urban landscape and caring citizens of the respondents show the correlation coefficient between these two variables is 358/0 and has a very high significance level (000 / 0P =) .Since this figure is positive Direct relation between these two variables. Means the amount above the urban landscape is increases. Therefore, we hypothesized that there is a relationship between two variables will be accepted 128/0 R2 = coefficient of determination with respect to the amount of 13% of municipal care changes the eyes can be explained partly by the city.

Table 9. Regression coefficient of the urban landscape and urban beautification

Significant level(p)	t	Standard B	SE	Regression	Index Model
0.000	5.088	-	8.483	43.160	Fixed rate
0.000	4.981	0.358	0.186	0.924	Urban Landscape

Source: author

Figure 4: Effect of regression variables based care urban landscape urban



The regression equation can be used to predict the urban landscape by caring citizens set: Social norms $(924/0) + 160/43 =$ quality of life the above equation implies that if the control variable beautify the urban landscape, The city life care is $16/43$. Also, for every one unit increase in the urban landscape, $924/0$ increased citizen informant is the unit of care.

3-2 - Data analysis: hypothesis testing:

introduction: To test the hypothesis, we try the parametric tests (eg, regression and correlation) use, so check first if the data is normally distributed, the first study the dependent variable is normally paid (It should be noted that the most important conditions Parametric tests include: (1) the dependent variable measurement distance is 0.2 - Normal data distribution bashd.3-variance groups studied is similar) check the normal distribution of the variables:

In order to determine the normal distribution of data variables Kolmogrov Smirnov test was used. The results in the table below:

Table 10: Table of Kolmogrov-Smirnov test.

the devastating effects of urban	building	Green Space	a city stands	the beautification of the city	Variable
0.806	0.525	0.808	1.158	1.036	Z
0.535	0.946	0.531	0.137	0.233	significance level(P)

Source: author

Commentary: If a significant level Kolmogrov-Smirnov test $05/0$ is more than can be concluded distribution data of the variable is not significantly different from a normal distribution. As reported in the table above the significance level for all variables is greater than $05/0$. So we can say that the distribution of data values is not significantly different from a normal distribution.

4. Conclusion:

The results can be summarized in two parts: descriptive results and the explanatory results illustrate that the results or interpretation of what is taken.

4-1- Descriptive findings:

In the first part of the descriptive characteristics of the sample population in terms of socio-economic characteristics (Age, gender, marital status, education, residence, occupation, Housing types and income paid monthly: Distribution of respondents by age were adjusted Shows that 38% of respondents were under 40 years and 6/55% Of respondents 40 to 60 years and 6.4 percent of study respondents there are also 61 years old. The majority of respondents were identified as age 40 to 60 years are frequency distribution of respondents by gender adjustment which shows the percentage of respondents were female and 2/63 8/36 percent of respondents are male. As is clear, the majority of respondents were men. Frequency distribution of respondents according to marital status has been set, indicating that 11.1% of respondents were married or 3/81 percent of respondents were married, and 7.4% of respondents without a partner due to death and 9.2 percent of study respondents are single because of divorce. As shown in this study the majority of respondents are married. Distribution of respondents according to education is set8.1 shows that without literacy of respondent percent and 9.9 per cent of respondents with primary education and 12.3% of respondents with secondary 9.4% of respondents with a high school education1/21 and 6/38 percent of respondents had an education level of high school percent of respondents have a Bachelor's degree and 7% respondents with higher education and a master's degree requirements. As the majority of respondents indicated they graduate.

Distribution of respondents according to their length of stay is set in Tehran Shows that 9.9% of respondents were younger than 10 years and 20.5 per cent of respondents between 10 and 20 years and 6/69 percent of respondents have studied up to 20 Saldar of Tehran residence. As is clear, the majority of respondents were over 20 years who are based in Tehran. Distribution of respondents is regulated according to occupation 21.1% of respondents indicated that unemployed or working and 27.5% of respondents self-employed and 8/39 of the employee or teacher respondents, 11.1% of respondents retired and military and 6/0% of are respondents have a high ranking government jobs The data above suggests 9/57 percent of respondents who had personal housing and 4/40 percent of respondents have a rental housing and 6/0% of respondents with housing organizations. The 1.2 per cent Nbz have stated that their housing than the above.

Distribution of respondents according to the average monthly wage is set showing that 3/36 cent of respondents earning less than 500 dollars, 52% of respondents earning between 500 and 700 dollars and 11.7% of the respondents have a high income of 700 dollars. As is clear, the majority of respondents were between 500 to 700 dollars are the revenue.

4-2 -The explanatory:

Research hypotheses to be tested in each of the independent variables the dependent variable was analyzed separately and test Grfth. ast After this test have been used the variables (nominal, ordinal and interval).

Advertise regression coefficient and destructive effects show urban respondents. The correlation coefficient between these two variables 459/0 and has a very high significance level (000 / 0P =) since this is a negative number indicates a direct relationship between these two variables. The city's high level of advertising, the detrimental effects of increases The first hypothesis is will be accepted that there is a relationship between two variables 211/0 R2 = coefficient of determination with respect to the amount of 21% of the damaging effects can be explained by the amount of advertising. Advertise on control variables, the effects are devastating 53/48. Also, for every one unit increase in advertising, 632/0 of the respondents increased detrimental effects to occur. In this regard it should be noted that urban Advertising One of the fundamental elements of the devastating effects of urban In order to solve issues related to the role of eye Urban Landscape . A contribution to the campaign, the city stands This study has been investigates the role of beautifying the city and the combination of these factors are in the urban landscape of the city.

5- Suggestions:

Solutions and recommendations can be found in the second section, method, split function:

5-1- method:

- The final set of indicators in this research effort is Beautiful that compatible with the social and cultural patterns defined as a measure of compliance with applicable environmental
- And to other research in this area is recommended.
- Assessment of the urban landscape and advertisements in national research projects Periodically is recommended as beautification process that can be evaluated over time.
- The urban landscape at the micro-level, mid-major.
- Operationalization of the concept of beautification measure at the individual, family, neighborhood, village organizations

- Iran is required to pay in order to study the impact of political issues.

5-2-functional:

- TV Programs expanding for deleterious effects of urban and related spheres of urban beautification.
- Increasing areas of mutual trust between the people and government investment through positive The Society for the Promotion beautiful increasing.
- Establish a cultural context for increased participation.
- Reducing class differences in society through long-term planning in
- Improving mental health, behavioral and economic character.
- Strengthening local communities by the government to prepare the way for decentralization And reducing government spending, sure.
- Strengthen the natural landscape or vertical communication through formal institutional efficiency upgrades And systems
- Graduate and professional attitudes to the environment to be corrected.
- Monitoring the quality of the design and implementation conductor And comprehensive city plans to justice.
- Look at the evolution of the concept of development as a service.
- Create a database of projects implemented in the field to avoid duplication.

3- 5- Ways to reduce the detrimental effects and lack of protection of the natural landscape based on studies conference space to beautify the green border in the area of reducing the detrimental effects of a lack of natural background in 14 area

1. Maintain the status of the continuing nature of urban identity
2. The role of nature in terms of council
- 3-Ayjadfzahay collectively with natural landscapes in urban landscapes
4. Control the height of buildings
5. The protection of natural and historical perspective
- 6.preservation, restoration and building upon the urban landscape
- 7.maintenance urban viewing relating to advertising promotions, and encourages the production of high quality
- 8.implement comprehensive policies near to international standards in order to keep an eye on Urban Design Urban Urban background

9. Design and build landscape construction walk, Garden, Orchard Road, Marina, local Patq to preserve the natural landscapes of
10. Give priority to pedestrians and limiting the roadway to avoid visual problems, air pollution, environmental protection and relaxation visual citizens
11. Frills trimming by eliminating the physical city for relaxation and also adornment urban environment and remove problems in level and angles
12. The choice of plant species suitable for planting given the climate of the region harmony, beauty planting
13. Sustaining urban identity as a fixed essence through time
14. Proper arrangement of furniture plant city proper coverage (Based on the aesthetics of natural areas sophisticated) by Municipality
15. Eliminate spaces in the city defenseless safe, usable Zybav citizens
16. City urban management unit decision Coordinating all administrative units such as unit organizations and municipalities

6- REFERENCES

- Barati, Naser . (2007) *Language, Thought, and Space (Prelude theory of post-modernism to the environment)* Tehran: Publication of the City of
- Le Corbusier (2005) *New Architecture*, translated by Mojtaba Dolatkah, Tehran, malaek publication
- Fakuhy, N. (2009) *Urban Anthropology* Tehran, Nashr
- Shariat zadeh, Mohammad . (2012) *Contemporary Architecture of Iran*, Tehran, Negar planer
- azizy , shadi (2011), *middle-aged, middle-class cities*, Tehran, freelance designer
- Grotz, Alfred (2007) *aesthetic in architecture*, translator, Jonah Karimi, Tehran, educators
- Pourahmad, H. (2008) *The nature and the nature of the Islamic city*, Tehran, tebyan
- Mazdarany Haeri, Ali (2013) *Urban Space*, Tehran, publisher of architect
- Karimi, Ali(2010) *The structure of urban and green spaces*, Tehran, Tehran University Press