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ABSTRACT: The quality of streetscape has been the focus of attention during the last two decades. This has been true for the Iranian streetscape as well with an emphasis on the problem of lack of Identity. In response to this problem designers often seek specific qualities in the streetscape, which in their terms are manifested in specific physical features. While on the other hand some believe that culture is a determinant of the type of spaces and places that people prefer. Focusing the case on some streetscapes of Tehran, Iran, the preferences and the mental constructs of users were studied. The results show cultural differences between some user groups, but there are certain commonalities among their tastes. The most permanent preferred dimension of meaning in the environment is the organization. Diversity is the second dimension of meaning which is almost permanent and positive contributing to the preferences of all groups. The least permanent and most controversial quality is typicality/atypicality.