Introduction

City landscape, is not only effective in spirit of human, but also affects in the structure of the economy, social relations, health and physical health and the quality and enjoyment of life. Article 55 of the Law of Municipalities (maintain cleanliness and beauty of the city), Article 23 of Law Renovation and Construction Act 47 years (height and number of floors in the elections view and quality construction) and paragraph "b" of Article 137 of the third development plan are the sections referred to, in the Act which refers to the concept of urban beautification. Accordance with paragraph "b" of Article 137 of the Third Development Plan, the Department of Housing and Urban Development is required to provide the tools and legal strategies to organize the urban landscape and communicate to the municipalities, which have not yet done so, and this is one of the major shortcomings is the beautification of cities. On the other hand addressing the issue of urban aesthetics and beautification is of the main areas that need to be considered in the field of urban studies, that this paper is an attempt in this matter. In the end, a solution is to beautify urban spaces of interaction within urban management will be discussed.

Materials and methods

Since this approach has an "explanatory - exploring" approach, this research is fundamental research in this field. The research method is "descriptive - analytic" which uses data collection tools such as: libraries studies, documentary, refer to portal and web sites to collect and gather the components and criteria and procedures used by the city beautification. However, this could be a small step in the genealogy of the concept of urban aesthetics and urban beautification methods and approaches to be considered.

Finding and results

The most important factors those beautifications of city dealing with urban management are:

1. High quality design: The indicators are:

− Strong structural pattern recognition of outstanding architectural design and its various sections like;

− Apparent relationship of the components of form, color, dimensions, size, quality, graphic design;

− Follow certain rules and design methodologies: (cohesion plan);

− Resolution elements: changes in form, conflicts appearance, color paper designed to fit;

− Have a coordinating: the manufacture, use, maintenance;

− Logical design: Choosing the right materials, process and design applications.

− Aesthetic, meaningful and valuable (without visual disturbance).

2. Stimulation of sense & intellect: this index is:

Overall impact on the viewers and users to create these senses: brace, satisfaction, and vitality, vivacity and happiness desire if necessary, to awaken curiosity, enthusiasm and creativity to the game plan that will inspire the kind of recognition and identity.

Three main beautification activities in the field of urban management are:

1. Urban Design, "Design and appearance of the environment" (vision and view of the city);

2. Urban Furniture (general equipment);

3. Urban Arts (artwork prized for installation in public space of the city). Subsets of urban design in the field of management of city beautification are:

Atmosphere and landscaping: Square - District - Waterfront, flooring, sidewalks - sidewalks, etc.;

Urban building facade and walls: the value of tissue repair and restoration of historic - cultural;

Landscape architecture and green spaces: urban gardens, green building, and so on.

Urban Furniture: City Furniture collections include the following:

− Urban furniture, including tools, parts, and equipment that operate with different purposes and can be installed in streets and urban spaces such as pedestrian bridges, of living, congestion, post boxes, phone booths, street lights, bus and taxi stations, etc. ;

− Organizing and developing appropriate urban furniture, not only the answer the needs of citizens and increase their satisfaction, but also will shape the face of the city beautiful.

Environmental Planning and Urban Design (Urban Vision and Landscape): environmental design and landscaping, sidewalks and pedestrian ways, flooring and design of streets, squares, etc...).

− Landscape City: all elements of the city that are visible to the eye are able to see it and are forms the human mind and memories.

− Urban landscape: visual and structural integrity of buildings, streets and places that make the city environment called urban landscape.

− Urban space: Artificial organized, equipped, and have the discipline to stay for activities and acts of human behavior.

Review and survey of the samples

The following are some samples which were implemented in the country and abroad:

1 - Green Hill sidewalk pavement in America: in this project, the optimization of the urban landscape, reduction of environmental waste, light poles and improved flooring carpet and relaxation pathways and useful plant species are considered in particular, the following images are visible (before and after implementation of the design and organization).

Figure 1. (Before implementation), Crossover Beautification of the town of Green Hill, America, before implementation, Source: The Municipality of Tehran and Jahad, 1391.

Figure2. (After implementation), Crossover Beautification of the town of Green Hill, America, before implementation, Source: The Municipality of Tehran and Jahad, 1391.

2 - Pavement design and organization of regional business environment, Derby - England:

Removing wastes elements of the environment, improved floor, unloading sidewalks car, and useful plant species and, infrastructure improving and flooring of urban spaces are considered.

Figure 3. (Before implementation) Beautification of streets in the city of Derby, England, before implementation, Source: The Municipality of Tehran and Jahad, 1391.

Figure 4. (After the run) Beautification streets of Derby in England, after the run; Reference: The Municipality of Tehran and Jahad, 1391.

3 - Environmental Design and improvement of local areas of regional residential neighborhoods Southampton, Canada: in this project, which has been done in the design of the neighborhood, the neighborhood park Improving and design, Flooring quality and reducing wastes of environmental elements are taken into consideration.

Figure 5. (Before implementation) of Southampton neighborhood Beautification of streets in Canada, before implementation, Source: The Municipality of Tehran and Jahad, 1391.

Figure 6. (After run) of Southampton neighborhood Beautification of streets in Canada, after running, Source: The Municipality of Tehran and Jahad, 1391.

4 - Designing the Asef streets of Tehran as transit area businesses: this project was the plan of sidewalk improvement, organizing the city walls and furniture which includes reducing wastes of environmental elements, the neighborhood park Improving and design, Flooring quality, reducing visual pollutants and painting walls and urban areas and similar items.

Figure 7. (Pre-design) routes Beautification the streets of Tehran Asif, pre-design Source: The Municipality of Tehran and Jahad, 1391.

Figure 8. (After design) routes Beautification the streets of Tehran Asif, the design Source: The Municipality of Tehran and Jahad, 1391.

Conclusion

Aesthetic feeling of pleasure that comes from the inner desire to see the world in frequent personal experience, this desire to gain experience in any area of the human is developing. Structural and aesthetic principles of the present century with some skepticism Causality is based on an extensive dissent thought that this would also affect the realization of the definition of beauty. The issue is something beautiful city in order to meet the psychological needs of citizens appear. Definitions of beauty in aesthetics and urban spaces to be provided in each city will be affected by the dominant culture, so beauty and the terms and definitions of that are based on the notion, will be flexible and relative. Attempt to beautify the face of cities can be divided into two main categories:

1 - Dress up in the face of heterogeneous agents and unworthy, and

2 - Create beautiful landscapes and monuments.

Each of these substrates needs to follow the law, plans, and provide clear pictures of the city at different time intervals. One of the models has experience in urban beautification planning, is to separation of urban functions in order to develop long-term plans. For example, the standards of beauty in a cultural city, port and the beach, airport, exhibition, archaeological, and so on are different and these differences should be systematically applied to the design of each city. The City Beautiful is an accepted principle of diversity. This means that, for example, in China, Europe or America Observes cities are very beautiful while visually very

different between them. As an experience model study in other cities does not negate the need for indigenous design model. It helps to find similar solutions for problems, and experiences the same thought in this field to take advantage. The recommendations can be made for creativity in beautifying and designing urban space, creating a visual management in urban areas, which include:

- Participation to prevent visual pollution in the city;

- Educating citizens, especially children in urban areas and reduce distribution retrofit environmental pollutants;

- Identify and implement them in the decision-making elite in the beautification of the city;

- Participate in beautifying and willingness to walk the streets and create new and innovative landscapes;

- Competitions to select the most beautiful public spades in the city;

- Change in the level of urban management decisions;

- Taking advantage of Persian- Islamic patterns to design and beautification of urban spaces;

- promote cultural and aesthetic practices and knowledge of citizens and urban managers.