Asian Conference on Environment-Behaviour Studies, AcE-Bs2015, 20-22 February 2015, Tehran, Iran

Promotion Quality of Life by Increasing Place Attachment in Public Places

Shahrzad Firouzmakan [a*], Seyed Abdolhadi Daneshpour [b]

[a] *Student of master degree at Department of architecture, West Tehran Branch, Islamic Azad University, Tehran, Iran*
[b] *Associate Professor، of Iran University of Science and Technology, Tehran, Iran, Daneshpour@ iust.ac.ir*

Abstract

The aim of this study is to investigate the relationship between the quality of urban life and place attachment and determine factors to create place attachment. The method of this research is qualitative-descriptive and analytic. Principles, criteria and some standards are prepared by the library resources. After analyzing the data that is collected through a survey (such deep interviews with residents of the neighborhood of Tehran and inventory) are adapted to the site. Finally, design strategies and policies are offered for creating place attachments, promoting social relationships, attracting residents and increasing citizen participation in urban and neighborhood issues.

Keywords: Place attachment; place identity; quality of life; public places

1. Introduction

Together with the expansion of human communities and also changing people's lifestyles, architects', urban designers' and planners' attention to the quality of the spaces and the built environment have increased. The role of designing as a way of shaping the environment and responding the expectations and needs of communities have become more significant. Many studies have been done on subjects such as belonging, place attachment, place affiliation, sense of place and other elements of this kind and how the built environment and human behavior interact. Indeed, Place attachment is the important issue that forms the focus of this study. Indeed, Place attachment

---

* Corresponding author. Tel.: 00905534143338.
E-mail address: Firouzmakan.arch@gmail.com.

is the important question that this paper has focused on it; specially attention to the emotional aspects in addition to physical factors in.

2. Quality of life

Studying Quality of life (QOL) in urban design has attracted widespread research attention in recent years (Rezvani et al., 2012). This term is the general well-being of individuals and societies. Standard indicators of QOL include not only wealth and employment, but also the built environment, physical and mental health, education, leisure time, and social belonging (www.wikipedia.com).

Raphael and his colleagues, define quality of life as the extent to which a person enjoys the important possibilities of his life (Raphael, 1996). Diener and Suh (1997) define QOL as life satisfaction (Kampb et al., 2003). In Veenhoven's opinion (1996), QOL is happy life expectancy which means product score of life expectancy (in years) and the average happiness (Kampb et al., 2003). According to Lansing and Marans's definition (1969), QOL is 'an environment of high quality conveys a sense of well-being and satisfaction in its population through characteristics that may be physical, social or symbolic' (Kampb et al., 2003).

Quality of life is a multi-dimensional concept (Gülersou et al., 2009), which includes aspects of social, economic, environmental, health and psychological wellness (Feneri et al., 2013). QOL has different meanings for different individuals and groups. According to Liu (1976), 'there are as many QoL definitions as there are people' (Dunning et al., 2008). Some pundits have interpreted it as the viability of the area;, some experts have interpreted it as a measure of the attractiveness, and others have defined it as social welfare, happiness, satisfaction. However, there isn't a universally accepted definition of this concept. Many researchers believe that the quality of life is a multi-faceted concept, partially, influenced by the time, place, personal and social values. Moller defined QOL as individuals and group's well-being under the terms of social and economic situations (Møller, 1998; Foo,2000; Cutter, 1985). Schoemaker defines QOL as overall satisfaction with life (Foo, 2000; Nasution & Wahyuni, 2012; Nasution & Wayne, 2012).

2.1. Quality of urban life

Quality of people's lives in an urban area is the outcome of people interacting with the urban environment (Das, 2008). Quality of urban life may be good feeling that comes as the result of a combination of factors related to a sense of place such as legibility, group memory, and historical place attachment. What is important here, is our direct emotional connection with the built environment around us. In other words, our feelings are the emotional reaction to our mentality and the structure and its principal components (Gorden, 1992).

- Factors affecting the quality of urban life

According to the definitions given above, it can be said that QOL is a broad and qualitative concept that researchers cannot offer precise definitions for it. Quality of life, not only is relative to researchers and authorities, But also any citizen residing in a city or even a neighborhood has different definitions of it. Some researchers such as Lee, David Harvey, Professor Duhul, pointed to the impact of active local communities, municipal services in response to human needs and reasonable social relations in the neighbourhood and the city (Lee, 2008; Bahreini & Tabibian, 1998).

2.2. Quality of Life Indicators

QOL can be evaluated by both objective and subjective indicators (Lee, 2008; Noelker & Harel, 2001; Maclaren, 1996; Grayson, 1994; Dissart & Deller, 2000).

Objective indicators are associated with observable, tangible and actual life's facts and include facilities and urban services. Subjective indicators include psychological aspects like security, place attachment, neighborhood satisfaction, happiness, and satisfaction according to responding to their needs. In fact responding to the needs of people brings about a feeling of joy, place attachment, appreciation of it, satisfaction with cultural facilities, recreational areas, all of which result in a satisfactory living environment and therefore improve the quality of life.