

## **Greenways as a Corner Stone to Develop Methods and Concepts for Enhancing Visual Quality of Places**



**Fereshteh Habib**

[fereshteh.habib@emu.edu.tr](mailto:fereshteh.habib@emu.edu.tr)

[fereshteh\\_habib@yahoo.com](mailto:fereshteh_habib@yahoo.com)

[fereshteh.habib@gmail.com](mailto:fereshteh.habib@gmail.com)

### **ABSTRACT**

The development of green infrastructure is an important element in place management and brandings. Greenways provide vast benefits to a community. These spaces represent place identity and attachment, a training ground and experimental zone for the future city. Reintegrating such spaces in the city, creating paths between them, reconnecting disparate urban spaces is something that can actively promote. This approach is theoretical-practical one so; a combination of documentary research and perceptive method could prove to be appropriate. In the process of devising theories, studying the urban planning texts related to the subject of study play a key role. Deductive method was used to recognize the similar conditions and comparing the case studies. Issues and findings are a new methodology on visual aspects of space, in order to lead us for designing a meaningful space, to protect place brand in world market, with respect to human perception. This study has two objectives. The first is to investigate with conceptual definition related to aesthetic dimensions of greenways trails in order to make the required link between key words to determine variables which have been shown to be related to aesthetic responses as a strong image in place identity and branding in world market. The second objective is to investigate the relationship between pieces and works to put all pieces together in order to lead us into a design, findings are presented from the two case areas. This research demonstrates that, a healthy ecosystem, and sustainable urban aesthetic as a strong image of space can be reached with a proper place design and management in which the arts combined with other users. Amusement gardens with a juxtaposition of nature, art, food, dance music and dinner in a complex which Cultural ceremonies can be hold over there too.

**Keywords:** Place management and brandings, place identity and attachment, green infrastructure.