

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

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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. 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. Pedios River in Cyprus has been introduced because of several factors, on one hand it is geographically representative of the region, it is one of the main natural land marks in Lefkosa; on the other hand, as a cultural landscape which became a vacant site and disused premises is a part of city's wealth, it is a physical reflection of the city's history and provide a sense of place and identity; it map relation with the land over time; currently it has no market value.

This study 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 there too.

KEY WORDS:

place management and branding, place identity and attachment, green infrastructure, aesthetic amenability, Pedios River