

A Study on the Influence of the "Ornamenting the Street with the Red ones" by Residents to the Image of Streetscape

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1. Background and Purpose

It is a necessary step to participate of aggressively in a plan of streetscape that residents grasp the streetscape of daily life again. This research proposes the "Ornamenting the Street with the Red ones" which is technique for grasp of streetscape. "Ornamenting the Street with the Red ones" is participation in streetscape by ornamenting the street with the regulated color.

The purpose of this paper is to clarify the influence of the "Ornamenting the Street with the Red ones" to the image of streetscape. And it is also, to clarify the influence of the "Ornamenting the Street with the Red ones" by residents to the streetscape planning.

2. Method

2-1 Participants

Participants were residents in Hikone City Tkamiya-cho. It was possible to group by participants who participated in "Ornamenting the Street with the Red ones" or not.

2-2 Procedure

The questionnaire survey consisted of three parts. The first part consisted of an image investigation with the adoption of the SD method. The second part consisted of perception of streetscape. This part consisted of color and interest of street. The final part consisted of interest for "Ornamenting the Street with the Red ones".

3. Results

The number of questionnaires that were able to be analyzed was 114.

Concerning the color of street, there indicated a tendency to choose a warm color and a lively color by doing "Ornamenting the Street with the Red ones".

Concerning the interest of street, there indicated a tendency to decrease of "Desire to convenience" by doing "Ornamenting the Street with the Red ones".

4. Analysis

Using the data of the image obtained from the questionnaire survey, factor analysis was carried out.

Concerning the image of streetscape, the result is described as follows.

- The image of the streetscape became "Active Street" by doing "Ornamenting the Street with the Red ones". The results of analysis were indicated that "Ornamenting the Street with the Red ones" has an effect of making the image of "Active Street".
- Participants who ornamented the street imagined "Active Street" more than participants who didn't it. The results of analysis were indicated that participating in "Ornamenting the Street with the Red ones" confirms the image of "Active Street".
- The aggressiveness of participation didn't have a great influence on changing the image of streetscape. The results of analysis were indicated that participating is the most important thing as to "Ornamenting the Street with the Red ones".

5. Conclusion

Usually, we tend to grasp the streetscape only by sight. However, this research clarified the importance of the use of senses other than the sight when we grasp the streetscape.

The effect of "Ornamenting the Street with the Red ones" is as follows.

- 1) By doing "Ornamenting the Street with the Red ones", we can grasp uniformity and the variety of streetscape at a time.
- 2) By doing "Ornamenting the Street with the Red ones", we can "touch the streetscape" and "look at streetscape". We are able to grasp many-sided streetscape by virtue of these experiences.

This study was able to indicate the possibility of "Ornamenting the Street with the Red ones" as a technique for grasping the many-sided streetscape.

It is an effective step to participate in a plan of daily streetscape that residents do "Ornamenting the Street with the Red ones".