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**The thesis Submitted for the Degree of M.Sc (In the Field of
Geography and Urban Planning)**

Investigating the Role of Natural and Human-made
Environmental Factors in Planning and Designing of
Mahan Town Board Plans

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Abstract

. Urban signs are an important part of urban furniture; Urban furniture is one of the constituent elements of urban space that quantity and quality, beauty, comfort, durability and location play a very important role in achieving a beautiful and healthy city, a city where citizens feel comfortable and attend. Prefer to sit at home. Street furniture and equipment help to identify a place by creating or modifying urban spaces. The purpose of this study is to investigate the role of natural environment and man-made factors in the planning and design of Mahan city boards and this research is based on a combination of descriptive-analytical methods and based on library, documentary and field studies and the statistical population of this city research. It is Mahan. Data analysis was performed using "One Sample T-test" statistical tests, stepwise regression technique, one-way analysis of variance, Duncan test, SWARA weighting models, ARAS multi-criteria decision model, Has been. The results of Savara model showed that among the indicators affecting the planning and design of Mahan urban signs, form and morphology index in the first rank, climatic index in the second rank, general perception and visual pleasure index in the third rank, index in the fourth rank Finally, the index of memorization and readability was ranked fifth and the results of ARAS technique showed that Qalati neighborhood, then Mushtaq and Wakilabad neighborhood were ranked first to third, and Aliabad and Kohan-e-Naw neighborhoods were ranked last in terms of planning and Mahan city signs are designed.

Key words: Investigating the Role of Natural and Human-made Environmental Factors in Planning and Designing of Mahan Town Board Plans.