**Abstract**

Place attachment’, ‘place identity’ and ‘sense of place’ is more specific concepts that may be used to describe the quality of people’s relationship with a place. The concept of ‘sense of place’ is used in human-place bonding, attachment and place meaning. Sense of place usually is defined as a combination of overarching impressions encompassing the general ways in which people feel about places, sense it, and assign concepts and values to it. Sense of Place is an important phenomenon that can strengthen the relationship between human and place. It can be influenced by personal and collectives’ value, beliefs, and behaviours. In the research a case study is chosen that has allowed a profound research in one particular context. The selected case is that of Karim Khan Zand Street in Shiraz (Iran). One of the most dominant fields of urban development is the one along Karim Khan Zand Street, being singly able to tell the historic story of Shiraz urban development. Currently this street is one of the main streets of the city and plays a multifunctional role in the city by its structural presence and also by hosting a concentration of various urban activities. Karim Khan Zand Street have been investigated to explore the interplay of two key components within the city’s evolutionary process: physical/structural transformation and the respective trends in people’s attachment to place over time by focusing on the time after the Iranian revolution (1979).