

from the perspective of users of urban color planning elements of new path. Lay a foundation for urban planners to plan, design, manage and evaluate and establish a set of feasible operation methods and management regulations of urban architectural color [9].

V. ANALYSIS OF URBAN BUILDING SPACE AND POPULATION BEHAVIOR CHARACTERISTICS

People's activities create space, and people need to have a sense of identity and belonging to the space where they live. The spatial environment of different factors will also have a certain impact on people's behavior. This paper is based on the environmental line, so it is very necessary to investigate and analyze the relationship between crowd behavior and building space [10].

In China, the urban building space can be divided into residential areas, commercial areas, administrative office areas and industrial areas according to the functions of the main buildings. According to the ultimate goal of urban related groups to reach the urban architectural space, it is mainly divided into activists, workers and residents, with different psychological needs, behavioral characteristics and activity content between them.

In urban space environment, building space cognition including the distance of building space, direction, location, organization and other information, the mastery is also known as spatial cognitive ability, different people have different spatial cognitive ability, it is related to its age, gender, education, etc., usually, adults than children and the elderly cognitive ability, integrate spatial information faster.

5.1 The Division of Urban Architectural Space

5.1.1 Analysis of residential building space

In the residential building space environment, the building space system is relatively simple, generally the building is the main line connecting each regional nodes, supplemented by other paths, the path network is relatively simple, the spatial structure level is relatively clear. For urban residents, residential areas are their living space and place. When they go home from work or relax every day, they will always feel the spatial environment around the city. Therefore, the establishment of an orderly residential building color will directly affect the psychological feelings of residents. For those who have lived in the residential area for a long time, they have a deep memory and emotional sustenance for the surrounding environment. The relationship between the color of the residential building space has a very important impact on the sense of belonging.

5.1.2 Architectural space analysis of industrial zone

In the urban building planning, the industrial land of different properties forms different industrial zones. For example, machinery, volunteers, manufacturing industries, all kinds of industries are arranged

in different areas, and the industrial zone contains a basic industrial zone, which is a part of the industrial hub. Industrial enterprise groups or for the collaborative manufacturing of supporting products, or on the basis of the joint use of municipal engineering facilities.

Industrial park location in urban buildings is more inclined to the suburbs. Presents a large number of buildings in the park, which mainly with practical functions, mostly simple and lively color blocks. The population quality of the urban industrial zone is low, and the activists in the park mainly work, which are less affected by color contrast and color harmony, and more need to plan the architectural color of the industrial zone from the perspective of the overall planning of urban buildings.

5.1.3 Analysis of commercial building space

In urban construction and business districts, business activities and entertainment activities occur the most frequently, including shopping and consumption, catering parties, communication activities, business discussions, etc. It can not only improve people's emotional state, but also meet people's material and spiritual needs. Activists are the main people in the business district. They shop, consume and entertain here while gaining physical and mental satisfaction. There are three main kinds of activities: entertainment, walking and rest.

In the process of commercial and entertainment activities, people pay more attention to the architectural environment within a limited range, which is mainly influenced by color elements and color tone. At this time, the color environment of the urban business district can directly affect people's emotional state, consumption desire and activity experience.

5.1.4 Analysis of administrative office building space

Workers are an important part of the people related to the building space of the administrative office area, with shopping guide, drainage, reception, service as the main tasks, including store staff, hotel waiters, cinema conductors, leaflets, etc. Workers are in the commercial atmosphere for a long time, and receiving the environmental stimulus composed by color factors affects their emotional state, which determines the service attitude towards customers, and directly affects the economic benefits of the business.

5.2 Analysis of Population Needs in Urban Architectural Space

According to Maslow's hierarchy of needs, the psychological and behavioral needs of urban residents in the urban landscape environment can be divided into four levels, namely, the physiological needs of stability and safety, the visual needs of beauty and comfort, the identification needs of domain division, and the needs of spiritual and cultural belonging.

5.2.1 Physiological requirements for stability and safety

The sense of security is the most basic physiological needs of people, and security is the primary consideration of urban people in the process of activities. Based on this premise, the utilization rate of urban architectural space can be improved. In urban architectural colors, there are mainly five factors that directly or indirectly affect people's physiological needs: modeling, volume, light, material and color. For example, in the same urban architectural scene, different architectural colors will give people different feelings. Colors with high brightness and low chroma will give people a more stable experience, while colors with high saturation will give people an uneasy feeling.

5.2.2 Aesthetic and comfortable visual requirements

After meeting the basic safety needs, people's needs rise to the demand for environmental comfort. Japanese color designer Shingo Yoshida believes that "color itself does not exist charm or ugliness, the main problem is how to use color". Therefore, how to reasonably match architectural colors determines the level of aesthetic comfort of the environment. From the perspective of people's visual viewing habit and color's psychological feeling, color can make people have two different visual feelings, positive and negative. In addition to the color collocation of the object itself, color collocation also includes the collocation of color with natural environment and artificial environment. Therefore, the main melody color, the auxiliary melody color and the emphasis color in the urban landscape depend on each other, and the color design of each building is unified in the process of the overall urban architectural color design, and it is rich in its own color changes. For example, the background color of the main building should be harmonized to form a beautiful and comfortable urban architectural color.

5.2.3 Identification requirements for domain division

The identification of architectural space environment is the extension of behavior based on the perception of space. The deeper the perception of urban architectural color, the stronger the recognition of its spatial domain. Kevin Lynch points out that "every sense in the city produces a reaction, which is combined into an impression". The space domain divided by architectural color is easier to identify than that divided by morphology, and can improve the sense of architectural space order. The ultimate goal of the domain of architectural color is to satisfy the function of environmental cognition and identification that people in environmental psychology need to have in the space domain.

5.2.4 Spiritual and cultural attribution needs

On the one hand, urban architectural color shows the historical development of the city, on the other hand, it also shows the local cultural image and implication. People's demand for urban architectural color is also reflected in the collective demand for this environment, that is, to meet the expectation, desire and identity of community belonging, regional culture. To satisfy the spiritual pursuit of place belonging is mainly manifested in three aspects, namely, geographical culture color, historical context color and urban

architecture color. City architectural color is an expression of city memory and city spirit. Every city has its local regional culture. For example, when talking about Jiangnan, people think of the horsehead wall with white walls and grey tiles.

VI. COLOR PLANNING STRATEGY OF URBAN ARCHITECTURE IN CHINA BASED ON ENVIRONMENTAL PSYCHOLOGY

Based on the basic principles that urban architectural color planning should follow: seek common ground and common development, match pleasant aesthetic, control and adapt to development, through its basic principles, standardize and define the scope of method use, clear the standard of construction methods, to avoid the blindness of the use of methods. At the same time, it is also necessary to fully analyze the surrounding landmark buildings, important buildings and functions, house density, building height, urban building space function analysis, and protective buildings. Fully considering the advantages of terrain and terrain is more conducive to the establishment of regional architectural characteristics and a wide range of awareness, to give people a good living experience, but also can increase the characteristics and value of the building.

6.1 Establish Color Emotional Dimensions to Create a Safe Space

Urban architectural color has a constructive effect on human psychology. Usually, the environment color is too monotonous, will bring people a boring sense, but if the environment color is too messy, will bring people unhappiness, panic and other emotions. In general, people have a high acceptance of low color color. The active color can be used to play the dominant environment and plays the role of coordinating the environment and transition and mitigation. Paying attention to people's cognitive psychology of color and maintaining the coordinated and orderly environmental color will bring people pleasure and comfort, which is conducive to creating a good urban architectural color environment [11].

Urban buildings will involve a lot of facade modeling, to be simple as possible, and reasonably control the external wall modeling, color situation for comprehensive analysis, fully investigate and understand the wide understanding of local people's cognition, adjust measures to local conditions, and formulate scientific and feasible color scheme. At the same time, it is necessary to comprehensively consider the local climate characteristics and light conditions, according to develop a scientific and reasonable color scheme of the building facade, so as to further improve the comfort of the living environment.

The reasonable and effective establishment of the emotional dimension of urban architectural color will bring people pleasant physical and mental feelings, which will give people a feeling of comfort, relaxation and stability, but also promote the residents' rest, relieve fatigue, and bring positive emotions. By coordinating the contrast relationship between architectural color environment, maintaining the appropriate contrast intensity and color order will bring activists a dynamic, interesting and vivid architectural space environment, so as to promote the enthusiasm of activists to participate in the activities, improve work efficiency and consumption desire. Through the control and coordination of the urban building color

environment.

6.2 Coordinate the Relationship between Graph and Base to Control Color Comfort

The main influencing factors of the graph bottom relationship of urban building color are the building area contrast and color contrast, including color contrast, brightness contrast, color contrast, cold and temperature contrast, etc. In urban building color contrast, can use more similar color contrast and adjacent color contrast, in the case of weak color contrast degree, will bring relatively calm, soft, comfortable feeling, increase the adjacent building area carrier coordination of the integrity of the relationship, but cannot use excessive, otherwise will cause building space activists drab and boring. When using contrast color and complementary color contrast in the building, it will give the activists a lively, bright and excited feeling, and will stimulate the work effectiveness and efficiency of the activists. In the lightness contrast of urban architectural color, there is an important constraint on the expression of spatial level. The medium lightness contrast is used more to maintain the balance of the relationship of the graph bottom. Control the intensity of the contrast and increase the vividness of the urban architectural map bottom relationship. The weak contrast of lightness should be adjusted based on the lightness tone of the building color itself, and reasonably controlled according to the volume, area and quantity. Low lightness tone is heavy, mysterious and dull; medium tone is simple, soft and stable; light, bright and pure.

In the contrast of urban architectural color degree, based on different color degree tone is considered. The color of low color tone will bring a feeling of peace and stability to the activists, which can increase the coordination of the graph bottom relationship and promote the inclusiveness of the urban architectural color environment. When the medium color degree tone is used, its number, area and volume can be controlled to prevent the phenomenon of color chaos. The architectural color with high color tone has great influence. Although it has certain publicity for commercial activities, too many bright colors will bring strong visual stimulation to people, which is not conducive to the establishment of the graph bottom relationship, easy to cause the chaos of the color environment, and bring unhappiness to the activists in the space.

Residential buildings are suitable for warm color tone, while industrial buildings can use cold color tone. Color area is an important factor, especially for large volume buildings, if the area of the figure and the background is similar, it is necessary to control the intensity of the contrast between temperature and temperature, to prevent visual stimulation to the activists. Color will directly affect the effect of cold and temperature contrast, the higher the color, the colder the cold color, the warmer the warm color; color is reduced, the sense of temperature and temperature. So control the intensity of the temperature contrast, is also the control of color. Under normal circumstances, graphics and background elements are warm tone or cold tone, will promote the residents to relax, rest. The building color is mainly warm yellow and reddish brown, suitable to create a warm living environment; reduce the main color, improve brightness, relieve the sense of pressure on the environment. For commercial buildings, to improve the vitality of architectural color, appropriately increase the complexity of environmental color, can promote the enthusiasm of activists. For residential buildings, to create a comfortable color environment, appropriately reduce the

complexity of environmental color.

6.3 Strengthen Color Behavior to Guide the Construction of an Orderly Architectural Environment

Color has the role of organizing spatial order, enhancing spatial recognition, strengthening behavior guidance, and creating a safe and orderly urban building environment. In different areas, there will be a corresponding color environment. When the architectural color is in an orderly state, it will make the activists have a stable mood. When the architectural color is in a disorderly and chaotic state, it is easy to produce fluctuating mood. When the color environment is in complete unity, local unity and organized complexity, it is easy to produce a stable state for the activist, and the environmental stimulus is relatively low. When in unorganized complexity, synergistic complexity, it is easy to make an active state, environmental stimuli are relatively high. Through the perception of the color environment, people produce the corresponding pleasure and arousal levels, affect people's visual experience and psychological feelings, and jointly determine the emotional state. In a pleasant and awakening state of color environment, will produce excitement, lively and other feelings, can improve people's enthusiasm. In the color environment of unpleasant and awakening state, it will produce irritability, panic and other feelings, and even want to escape. In the unpleasant color environment, will produce boring, boring and other feelings, reduce people's enthusiasm. In the pleasant color environment, will produce quiet, stable and other feeling, suitable for people to relieve fatigue, rest and relax. Therefore, the urban architectural color environment has a great influence on the activists, and it is necessary to deal with the orderly relationship between the urban architectural color carriers, including the order of the various composition and graph bottom relationship between the residential area, industrial zone, business district and administrative office area and the urban whole area.

Grasp the relationship between urban architectural color and people, and pay attention to the order and adaptability of the overall color of urban architectural color, urban architectural area color and the color of adjacent areas. For example, commercial buildings have unique commercial attributes, if the color is too uniform, the overall environment will appear too monotonous; if the building color is too individual, it will appear chaotic. Therefore, the urban commercial building area should be planned in the urban background to enhance the color richness of the urban building business district.

Because different cities' geographical location, climate conditions and other factors will be different, different cities will also present different natural landscape backgrounds. According to the different exposure time and intensity of natural light, it is divided into bright cities, medium bright cities, and cities in the shadow. For bright cities, the sky is generally blue, and the stronger the light is, the purest the blue it appears, and the brighter the city buildings look. In such a background, the color brightness of urban buildings has a large span and a strong black and white definition. In the planning of architectural color, we should pay attention to the use of smart color, to prevent the discomfort caused by highlights and glare. For medium bright cities, the color of the sky is not as pure as the blue of bright cities, while urban buildings show uniform changes in brightness. In this context, the urban architectural color should match the color phase and color degree, increase the middle level of lightness, so that it is in the ladder of change.

For cities in the shadow, the sky is generally bright gray, without excessive changes in brightness, and the rhythm is relatively gentle. Based on this background, the role and influence of urban architectural color over people can increase the contrast of color phase and lightness in adjacent building areas, enrich the sense of level of color environment, make people have a more comfortable feeling, and create a human city.

6.4 Attach Importance to People's Cognition of Color and Carry Forward Regional History and Culture

Cognitive map is people's cognition and feeling of the environment. People's cognition of the environment has a strong emotional color. Paying attention to the cognitive map in people's hearts is conducive to the construction of human urban environment. The precipitation and accumulation of color in the history of urban architecture is an effective strategy to continue the connotation of urban culture. At the same time, the color for the urban landscape has broken through its own sublimation to the spiritual field to make the city glow with the vitality of the spiritual level and vitality. Creating a good urban architectural color environment can effectively continue the local context, retain its inherent cultural characteristics, strengthen the application of traditional cultural color, explore the spiritual connotation, and enhance the spiritual identity and belonging of regional people. Therefore, the urban architectural color represents the urban context and city spirit, bearing the long history and unique cultural symbols. In the design of urban architectural color, it is necessary to fully consider the inheritance of urban spirit and culture, refine the urban natural, cultural and artificial colors, and moderately transform and apply them to the urban architectural color. The main color of the architectural landscape color is mainly the traditional color style, and the color is carried out according to the three attributes and composition area of the color.

If the architectural color and graphic color are too unified, the whole and local urban buildings will appear monotonous, the color will appear no vitality, monotonous. If the color is unified, the graphic color is divided into several different building space environments, and each part shows simple differences. Although the whole building looks rich in change, the color environment of the specific building area will still appear relatively monotonous. Each part of the building area is involved with each other, and the complexity at the intersection will lead to excessive color environment stimulation, easy to bring negative emotions to people, and can change the monotony and complexity of the color environment in a specific urban building area. Maintaining the orderly difference of color can make the overall color and local color environment of a specific building area more rich, and the regional space environment is full of vitality, which is easy to bring positive emotions to people [12].

Various factors have an influence on the color of urban architecture. Urban architecture is composed of a variety of color carriers and has different characteristics, jointly affecting the order of urban color environment. Analyze the psychological behavior characteristics of different subject population and its psychological influence, build the relationship between environmental psychology and historical street color, namely the bottom relationship and color tone, organization and color order, cognitive map and color bearing, emotional dimension and color experience, jointly create suitable for living, work, entertainment, life living environment. Then, in order to establish a human city, improve the urban living environment,

continue the historical context, strengthen the urban differences, improve the comfort of urban people's living and working environment, and assist the realization of specific functions of buildings.

In the color design of urban architecture, people's psychological behavior needs should be fully considered, the order of urban architectural environment color should be re-respected to avoid color pollution affecting urban people's life, and the phenomenon of high color, high brightness and chaotic collocation should be prohibited in the color selection. Pay attention to the cultural differences of different urban regions, carry out reasonable color harmony and color guidance according to different architectural areas and people's psychological feelings, and adjust and limit according to the site and space functional requirements of specific architectural areas.

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