

## **Difficulty and Complexity in Dealing with Visual Pollution in the Historical Cities: The Historical City of Ibb-Yemen as a Case Study**

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**Abstract :** The historical cities in the third world suffer from many environmental problems; one of them is the spread of visual pollution manifestations. These phenomena increase with low levels of public awareness and low per capita income. The historical city of Ibb is suffering from a variety of visual pollution of the urban environment, so it has been chosen as a case study. This study aims to identify the difficulty and complexity of dealing with visual pollutions manifestations in the historical city of Ibb, and to provide appropriate solutions, which suit with the complex and contradictory circumstances. The study relies on an inductive approach to achieve its aims through two methods; the first is a visual survey of the visual pollution phenomenon based on images and researcher notes. The Second method is the analyses of the opinions and impressions of the city's residents and visitors through interviews, in addition to interviews with the officials in the competent authorities, and some specialists in the field of urban environment. Through the results of the field study and discussion of the interview results, this study presents an analysis of the phenomenon of visual distortion of the historical city of Ibb regarding the appearances and the reasons. Furthermore, this study provides appropriate solutions, which suitable with the complex and contradictory circumstances. These solutions take two paths: the first one is to stop the spread of visual distortions, and the second path is to address the current visual pollutions.

**Keywords :** visual pollution, visual image, urban environment, difficulty, complexity, historical cities, the historical city of Ibb

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