

THE EFFECTS OF URBAN DESIGN ON URBAN IDENTITY CONSTRUCTION: KIZILAY AND KIZILIRMAK NEIGHBORHOODS*

Nilofar NAZARI^{i**}, Emine İpek ÖZBEK^{***}

Abstract

The main aim of this article is to discuss the effects of urban design on the construction of urban identity. Urban identity is a phenomenon that refers to the unique characteristics of a city. In recent decades, cities have been questioned for the loss of their distinctiveness, resulting in an increasing number of cities that look alike. Consequently, research on place-making and identity development has gained significance. Thus, this paper aims to investigate the effects of urban design on the construction of new city identities. The main hypothesis of the research is that "Urban design affects the construction of urban identity." The hypothesis is tested through two case studies in Ankara: Kızılırmak and Kızılay Neighborhoods. The case study areas are compared by analyzing Ankara development plans, evaluating old photos, texts, and maps, conducting observations and interviews, and performing spatial analysis on both cases. The research defines three main parameters, each consisting of a group of sub-parameters, to extract the effects of urban design on urban identity construction, as discussed theoretically. The research findings demonstrate that the elements of urban identity construction differ between the two cases and point to the significance of urban design on urban identity construction.

Keywords: Urban Place; Urban Identity; Urban Design; Urban Identity Construction; Ankara.

* This paper is based on the thesis.

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KENTSEL TASARIMIN KENT KİMLİĞİNİN İNŞASI ÜZERİNDE ETKİLERİ: KIZILAY VE KIZILIRMAK MAHALLELERİ*

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Öz

Bu makalenin temel amacı, kentsel tasarımın kent kimliğinin inşasına etkilerini tartışmaktır. Kent kimliği, kentin özgün özelliklerini ifade eden bir olgudur. Son dönemlerde, kentlerin kendilerine özgü niteliklerini kaybetmeleri önemli bir tartışma konusu haline gelmiştir. Bu durum birbirine benzeyen kentlerin sayısı giderek artmasına neden olmaktadır. Buna bağlı olarak yer oluşturma ve kimlik geliştirme araştırmaları da önem kazanmıştır. Bu nedenle, bu makalede kentsel tasarımın kent kimliğinin inşasına etkilerinin araştırılması amaçlanmıştır. Araştırmanın temel hipotezi kentsel tasarımın kent kimliğinin inşasını etkilediği konusuna odaklanmaktadır. Hipotez, Ankara'daki iki örnek alan araştırması üzerinden incelenmiştir. Araştırma alanı olarak Kızılırmak ve Kızılay mahalleleri seçilmiştir. Örnek araştırmalar kapsamında Ankara imar planları incelenmiş, eski fotoğraflar, eski metinler ve haritalar değerlendirilmiş, gözlem ve görüşmeler gerçekleştirilmiş ve her iki araştırma alanının mekansal analizi yoluyla değerlendirmeler yapılmıştır. Araştırmanın teorik tartışmaları kapsamında ise kentsel tasarımın kent kimliği oluşumu üzerindeki etkilerini ortaya çıkarmak için üç parametre grubu tanımlanmıştır. Söz konusu parametreler çerçevesinde yapılan araştırmanın sonuçları, örnek araştırma alanlarının kent kimliğine etki eden özelliklerinin farklılıklar taşıdığını ve kentsel mekanın inşasının kent kimliğinin oluşumundaki önemini göstermiştir.

Anahtar Sözcükler: Kentsel Mekan; Kentsel Kimlik; Kentsel Tasarım; Kentsel Kimlik İnşası; Ankara.

* Bu makale tezden üretilmiştir.

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INTRODUCTION

The idea of a city has transformed and changed throughout history, starting from human settlement and the development of organized societies. Different fields and perspectives offer diverse definitions and characteristics of cities. Each city possesses its own distinct qualities and features, making it unique compared to others (Sağlık and Kelkit, 2017). The identity of a city is shaped by its specific attributes and characteristics. Urban identity refers to the narrative that the city presents to its residents, encompassing social, cultural, and spatial elements. The physical and social environment of the city, including its structures, places, natural surroundings, and the activities of its inhabitants, contribute to the city's identity (İlgin, 1997).

As a result of increased population migration in large urban centers, following the Industrial Revolution, regularities of growth combined, and dissolved together under globalization, a concept in which the perception of daily life, as impacted by the spread of goods, and thoughts, reveals a homogeneity of cultural forms all around the world. Thus, globalization has resulted in the uniformity of urban identities (Nijman, 1999).

The overall feature of urban identity is complex and multi-layered, and it develops through lengthy periods in tandem with the growth of cities. The rapid development of technological, aesthetic, worldwide, and political conditions over the previous several decades, which triggered huge changes, has surely made this aspect more critical presently. One of the most widely debated concerns in the 1980s, was the erosion of urban identity, because of globalization, and neoliberal policies (Sipahioğlu, 2020). Urban branding tactics have started to adapt, transform, and reevaluate the urban character beneficial to placing cities on the map in global competitions (Rehan, 2013).

In addition to contributing to the gradual decline, and loss of traditional identities in cities around the world, these developments, and circumstances are generally cited as major aggravating factors for the continued growth of their distinctive qualities. Because of this, it is now widely believed that the global homogeneity of urban environments poses a serious threat to the growth of a network of strikingly similar cities around the world.

Traditional methods of constructing urban identity include the restoration of built assets and damaged historic sites (Piazzoni, 2020) the revitalization of abandoned industrial locations, and the enhancement of areas for cultural use. The significance of built history in fostering urban familiarity, recognition, and contextual elements is widely acknowledged, making it a crucial factor in current policy implementation (Tweed and Sutherland, 2007). However, contemporary identity creation through architecture and urbanization no longer relies solely on the simple continuation of architectural history, despite the growing need to preserve existing heritage. Nowadays, the creation of urban identities is driven by the need to embrace change, adapt to new definitions, and explore new modes of expression. One of the primary challenges faced by cities today is the erosion of urban identity, resulting in the loss of distinctive attributes that once characterized many cities. This loss of identity is a collective responsibility that each generation must acknowledge, as it has become the new identity of the urban environment. Given the transformation of urban identity and the construction of urban identity as critical challenges in today's cities, this article focuses on these important issues specifically. Therefore, the main objective of this article is to examine the effects of urban design on the construction of urban identity, with a specific focus on two case studies in Ankara. The primary hypothesis of this research posits that "Urban design influences the construction of urban identity." The two case studies are conducted in the neighborhoods of Kızılay and Kızılırmak, respectively.

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construction of urban identity." The two case studies are conducted in the neighborhoods of Kızılay and Kızıllırmak, respectively. Here is the conceptual framework of the research below:

The first case of the research, which is the central business district of Ankara since 1923, is a notable structure in terms of its changing morphology, and urban image over time, and it has a considerable impact on Ankara's identity. It is the most densely populated zone in terms of government activities. The history of the Kızılay neighborhood goes back to the foundation of the Turkish Republic after the 1920s when the urban space was built by the modern-urbanist acts with boulevards, squares, and landmarks.

The Kızıllırmak neighborhood, on the other hand, is selected as the second case study as it is the new development of Ankara city. It has developed after the 2000s, by the impact of globalization, the forms of public spaces have changed from green spaces and parks into large malls by the effect of the Neo-Liberal economic policies. This part of the city has changed by the transformation plans for the upper level of people.

This research paper introduces a new way of defining the construction of the urban identity process; It presents a fresh framework that affects the process of urban identity formation of cities. Unlike older methods that only use a specific type of identity definition and its parameters, this paper suggests a new method of urban identity construction process definition. It also uses a combination and newer framework of urban identity construction parameters. This combination makes the system stronger and more adaptable.

Theoretical Framework The Relation between Urban Design and Urban Identity

To delve into the effects of urban design on identity construction, it becomes essential to establish clear definitions for key terms such as "place," "urban identity," "construction of urban identity," and "urban design." By clarifying these concepts, we can lay the foundation for a comprehensive discussion on how urban design influences the formation and expression of identity within urban contexts.

The concept of "place" encompasses the physical and psychological aspects, while urban identity is the distinctiveness and meaningfulness associated with a city. Urban identity is shaped by various elements, and its construction is an ongoing process that should respect and preserve the existing identity rather than imposing an artificial one. Various studies have explored the relationship between urban design and its impact on urban identity. For example, Erin (2014) conducted research to understand the reasons behind the loss of urban identity and urban decay. The study evaluated the effects of identity-building policies on the preservation of urban identity, aiming to increase awareness in urban planning and design. It was found that in some cases, such as in the Kurtuluş area, attempts to construct a new identity can result in the loss of existing identity. The concepts proposed by Ocağcı and Lynch were applied to analyze the old and new identity of Kurtuluş, while Castells' theories on identity building, including "legitimizing identity, resistance identity, and project identity," were adapted to examine the impact of identity policies.

Arbak (2005) focused on the transformation process of identity in urban spaces. The study highlighted that both positive and negative urban developments and differentiations in the physical environment can influence perceptions of urban space and identity features. Around the transformation of the urban identity concept, Sıramkaya (2019) investigated the effect of change on urban identity. The study observed that cities undergoing unplanned growth and change often lose the historical components of their identity, leading to differentiation among cities. Two case studies in Konya demonstrated that urban changes can have both negative and positive impacts on the identity of a place. Also, Gür and Heidari (2019) examined the components of urban identity, specifically in the context of urban transformation using the example of Celiktepe. The study evaluated the success and failure factors of Celiktepe's urban transformation process, emphasizing that metropolitan cities like Istanbul face significant challenges in urban transformation. On the other hand, in some studies the authors discussed the effect of rapid urbanization on urban identity and urban imagery; for example, Ökesli and Gürçınar (2012) investigated the influence of rapid urbanization on urban imagery and residents' perception, focusing on the city of Adana. Drawing on the work of Lynch (1960), the study aimed to define urban identity and examine its components. The research emphasized the importance of considering the historical and socio-cultural structure of a place in creating urban imagery to

avoid relying on artificial urban elements. As a result, these studies contribute to our understanding of the relationship between urban design, urban identity, and the impact of urbanization processes. They highlight the importance of preserving existing identity, considering socio-cultural aspects, and evaluating the effects of identity-building policies in urban planning and design.

All of these studies point to the fact that there is a relation between urban design, and the formation of urban identity, either positively, or negatively. The urban design may create a positive impact on the urban identity, or it may cause a loss of identity. They also point to the loss of identity due to the transformations, and changes in the cities. Nowadays, many cities face the problem of urban identity vanishing after globalization occurred all over the world. Trends, demands, and economic structure all led to the emergence of city parts with high-rise towers, and luxurious apartments, office towers in many cities. These newly developed areas are part of the new construction of urban image, and identity. The cities with new high-rise towers of offices, and residences tend to be identified as modern cities with high economic interactions. Thus, new city images are added to the old cities, and this change may either contribute to the identity of the city, or it may cause loss of identities.

Materials and Methods

In this research, a multistage method was developed by using several methods in the process. The research consists of reviewing the primary sources like development plans, reports, and base maps of the case studies, Google Earth and satellite pictures, conducting interviews, and consulting secondary sources like articles, books, and the thesis around the research object. The questionnaire is another material, that we use to test both case studies. The analysis materials consist of using GIS for analyzing the data layers, and exporting the maps; Photoshop for editing the maps, and pictures. As the database obtained from the METU university professors was not up to date, we ourselves updated the GIS database by the author survey observation from the study areas.

Evaluation of Urban Identity Construction Components in Kızılay and Kızılırmak

This research aims to discuss the construction of the identity process in the case of Ankara with two case areas. The two cases are developed in different periods, and their additions to the construction of the identity process of Ankara are different. This research aimed to understand the relationship between urban design on the construction of the urban identity process, for this reason, the urban identity construction components in Kızılay and Kızılırmak neighborhoods are evaluated.

The components of identity, urban identity, and the construction of urban identity are investigated through different theories of Ocakçı, Lynch, and other authors; According to the literature, the components of urban identity construction are based on 3 groups of parameters: The Natural Environment, The Built Environment, and The Social Environment; The Natural Environment includes Location, Topography, Geology, Climate, Flora, and Green Space. The Built Environment includes Important Buildings, Figure-Ground, Age, and Floor number of Buildings, Use of Buildings, and Architectural Qualities, and The Social Environment includes Demographic, Economic, and Political Structures, Cultural Characteristics, Imageability Analysis, Activities, Monuments, and Memory.

Natural environment data effective in defining urban identity are geographical location, topography, climate, water features, soil structure, flora, geologic structure (Ocakçı, 1994), and green space.

The geographical location is one of the major factors in defining the identity of the city. As can be observed in Figure 1, both cases are located in the central part of the capital city Ankara. Both cases are in Çankaya District.

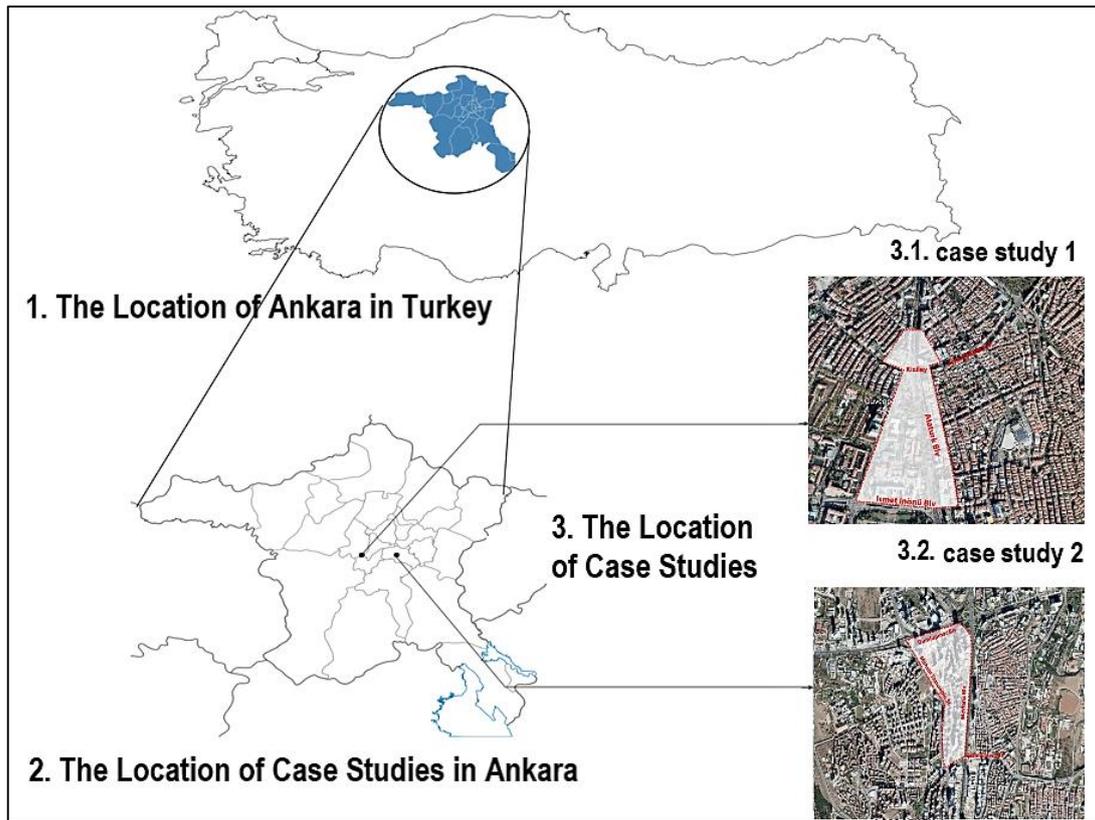


Figure 1. The Location of Case Studies in Turkey and Ankara (Reference: Base Map of Metu University Archive, Google Earth Images, 2023).

The climate is also an important factor in the identity of the city (Abacı, 2009). In Ankara, where the continental climate prevails, different climate types are seen. The steppe-steppe climate in the south and the soft and rainy characteristic of the Black Sea region in the north is seen. There is continental weather in both neighborhoods.

Flora grows related to the climate, and it is effective in defining urban identity. Since the Kızılay neighborhood developed in the first quarter of the 20th century, the vegetation is characterized by the long, and old trees, and the vegetation of the urban parks, and gardens of the public building. On the other hand, the study area in the Kızılırmak neighborhood is characterized by the high towers with official and commercial use.

The geological structure has two different effects on urban identity, direct, and indirect. Considering all-natural components, strengthening, and exposing the natural environment characteristics of the city conserve urban identity, make it stronger, and provide better legibility, and perception (Ocakçı and Türk, 2012; Erin, 2014).

Topography, the natural forms on the land surface, is a very crucial factor in shaping urban space because it affects other natural factors like wind, sunlight, etc., and it also affects physical, economic, and cultural characteristics (Abacı, 2009). The area of Kızılay neighborhood is like a flat area. The elevation difference of the area could be up to 22 meters, and the south side height of the neighborhood is more than the north side. The area of Kızılırmak neighborhood is like a pit in terms of its topography. Therefore, some areas are flat, and some areas with very high slopes. The elevation difference of the area could be up to 72 meters, with a maximum slope of 20%. The slope is especially dense in the southern, and eastern parts of the neighborhood resulting in accessibility problems (Tunçbilek, 2022).

Urban green space is an important part of public open spaces. In case 1, we see that the most important green space is Güven Park as the figure below (Figure 2).

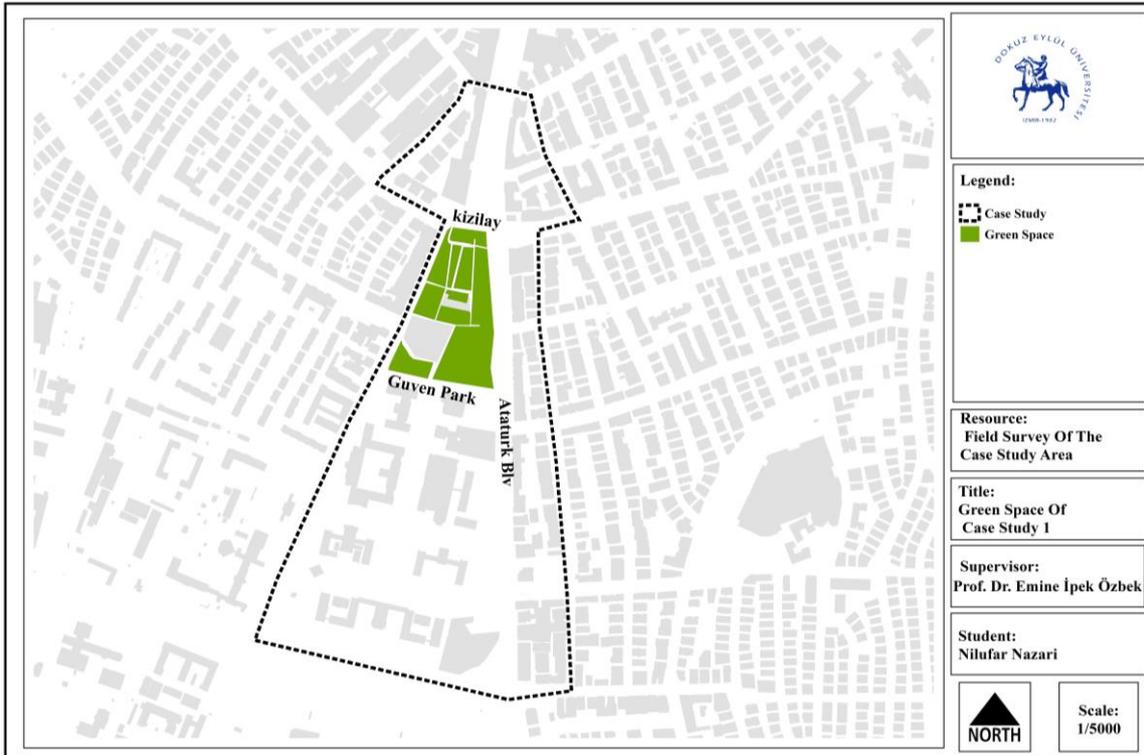


Figure 2. Green Space of Case Study 1 (Reference: Archive of Metu and updates of Authors).

In Kızıllırmak, there is one park named Eczacılar Anıt Park, on one side of the Mevlana Boulevard (Blv.), that is almost unused. It has more concrete, and solid elements rather than the greenery it provides, as we see in Figure 3.

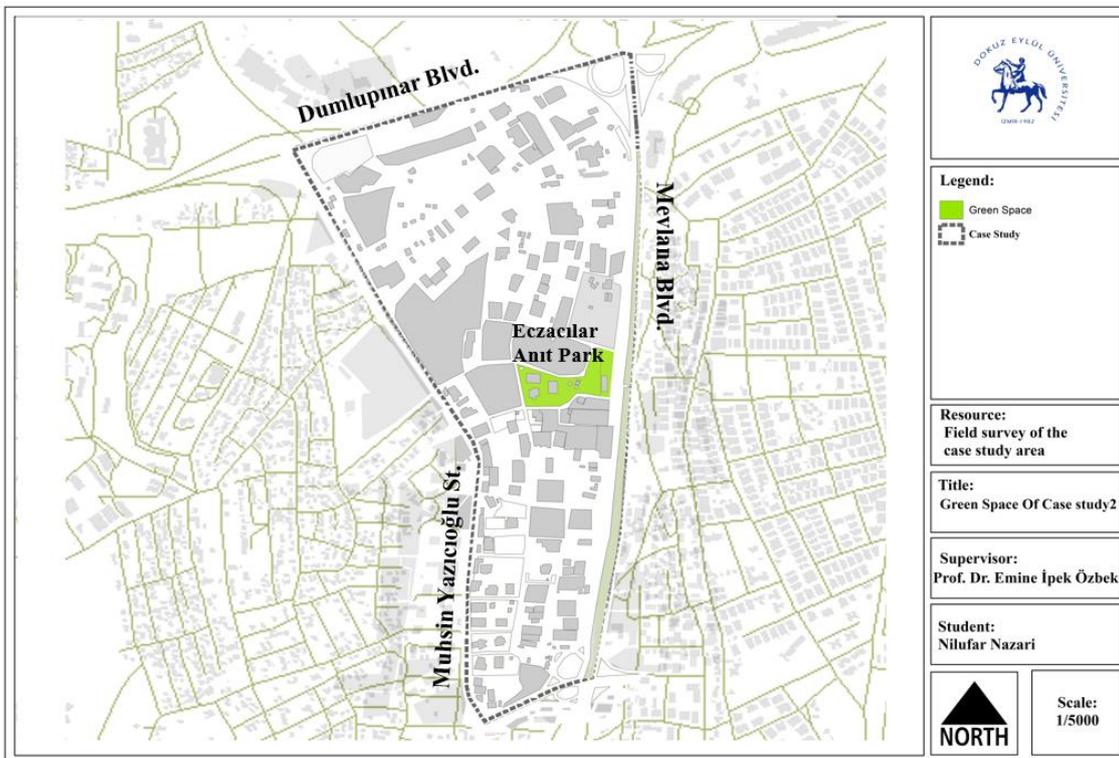


Figure 3. Green Space of Case Study 2 (Reference: Archive of Metu and updates of Authors).

The Built Environment

The built environment can be basically defined as man-made structures in cities. The elements based on the built environment are roads, buildings, squares, open spaces, and urban furniture.

The most important buildings are the buildings and uses that we use to address them, and they are apparent because of their different appearance. The most important buildings of Case 1 are Güven Park, Kızılay Square, Güven Monument, Kızılay Mall, Ministry of Justice, and National Defense Department.

The most important buildings of Case 2 are 1071 Çukurambar, Ufuk University, Bayındır Hospital, Koru Hospital, Next Level Mall, Ata Plaza, Meva Business Center, Tax Administration, and JW Marriot Hotel as below.

Land use, the term used to describe the human use of land, represents the economic, and cultural activities (e.g., agricultural, residential, industrial, mining, and recreational uses) that are practiced at a given place. The land use of Kızılay consists of services (56%), official (16%), commercial (10%), official–commercial (6%) and therapeutic (4%), and other uses like Gas stations, Educational (8%) as Figure 4 shows above.

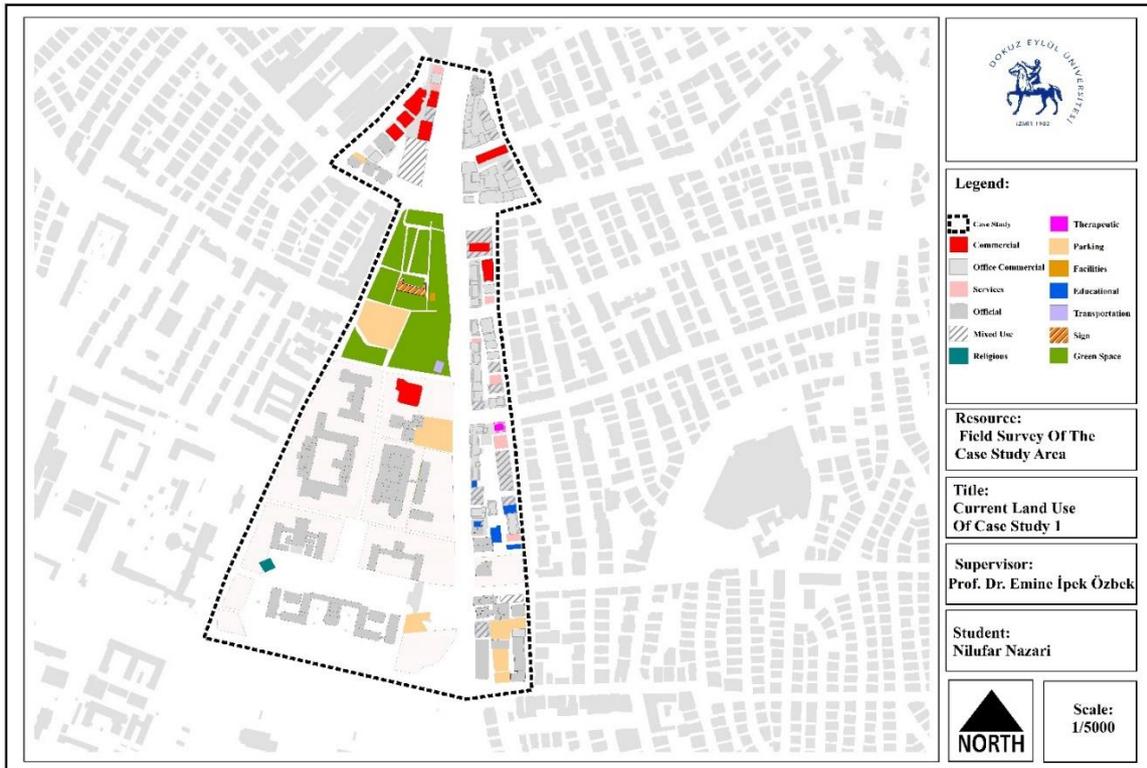


Figure 4. The Functional Land Use of Kızılay (Reference: Archive of Metu and updates of Authors).

As we see in Figure 5, case 2 mainly consists of residential use at 28%, commercial use at 23%, services at about 13%, wasteland at 21%, mixed-use at 12%, and green space use at 3%.

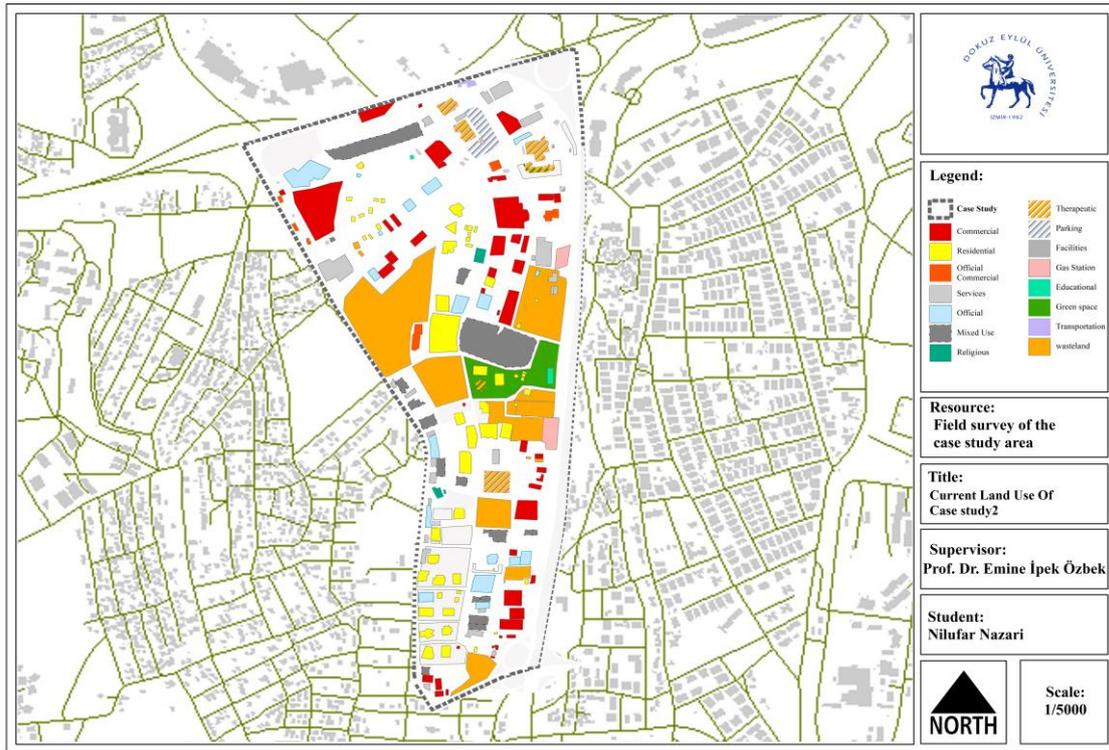


Figure 5. The Functional Land Use of Case Study 2 (Reference: Archive of Metu and updates of Authors).

Table 1. The Land Use Types of Case Studies 1 & 2 (Reference: Authors).

The Land Use Types						
Case Study 1						
Official	Commercial	Mixed-use	Park	Service	Educational	Residential
-Gama Business Center -Ministry of The Interior -Gendarmerie General Command -General Directorate of Criminal Records and Statistics	-Kızılay Mall -Stores of Atatürk Blvd. -Karanfil Alley -Kızılay Square	-Kahramanlar Business center	-Güven Park	-Banks	-Courses in some buildings	-Houses of the neighborhood
Case Study 2						
Official	Commercial	Mixed-use	Park	Service & Religious	Educational	Residential
-Paragon Tower -Usta 1071 Ankara -Next Level	-Next Level Mall	-YDA center	-Eczacılar Anıt Park	-Koru Hospital -Bayındır Hospital -JW Marriott Hotel -Firdevs mosque	-Anadolu Imam Hatip high school	-Houses of the neighborhood

The current building floor is about the number of floors for each building. The average building floor of Kızılay is mostly 6-10 floors, and more than 10 floors, because of the concentration of malls in it. In Kızılırmak, there is a concentration of some important commercial, official, and mixed-use towers of the city that are constructed in the effect of the neo-liberal policies, and there are more than 21 floors.

The building age is about the years of construction of the buildings. It shows whether a building is old or new, and it affects the identity of the city. The age of most of the buildings of Kızılay is 16-20 years (41%). In Kızılırmak, the building ages are more than 6-10 years; it shows that most of the buildings are newer than the buildings of Kızılay.

The architectural qualities are related to the attributes of the building like the color, the number of floors, and the type of building as it is a villa-type building or an apartment. In the Kızılay housing context, there are classic and old apartments up to 10 floors; in commercial buildings, there are higher buildings.

In Kızılırmak, with the planning decisions, isolated blocks, and private gardens, the architectural façades, and building forms of the residential area are quite like each other, even though they are constructed by different architects and contractors. The dominant color palette of beige, yellow, orange, and brown, similar heights, the number of floors of buildings, fenestration-wall placement, and ratios, and highlighted curvy balconies create sameness, and monotony in the neighborhood. The repetition of the same poor building typology over and over results in a lack of identity, and thus formal, and visual variety (Tunçbilek, 2022). Contradicting the residential part, the commercial district lacks any harmony, aesthetic, and architectural quality (Tunçbilek, 2022).

The Social Environment

As Güvenç mentions "the one that has the identity is not the urban space, but the people who live within " (as cited in Arbak, 2005), the social environment is a very important component in shaping identity (Erin, 2014). Both case studies are in the Çankaya District of Ankara. The Kızılırmak and Kızılay Neighborhoods have 6.304 and 1.553 people (TÜİK, 2022). It is a commercial center extending from Kızılay to Ministries. Çankaya district is perhaps, the most difficult district of Ankara in terms of population, and socio-economic structure. It meets the needs of all people with different levels of income (Turkish Republic Ministry of Environment and Urbanization, 2021).

Kızılırmak's variety in land use decisions creates different patterns of everyday life. While the daytime activity of commercial use starts around the same time in the morning and is homogenous, nighttime activity differs drastically in Kızılırmak. Only Ufuk University Street and a part of Muhsin Yazıcıoğlu Street's commercial activity sustain night activity until late hours. Thus, streets become deserted at night overall.

Kızılay Square was a politicized space against the Democrat Party (DP) at the very beginning of the 1960s. The political character of Kızılay Square is seen to exist in the 1980s based on the political meaning obtained during the struggles at the very beginning of the 1960s, however, the features of this political character have been observed to have changed somehow.

As mentioned before, Kızılırmak's central location, and proximity to the city center, and the Parliament of Turkey was constantly increasing its value. In addition to those, the new Kızılırmak, with modern, and luxury apartments became very popular among the parliament members. This also created a social and cultural identity for Kızılırmak (Tunçbilek, 2022).

The socioeconomic geography characteristics of both neighborhoods have a significant impact on their identity and the experiences of their residents. Factors such as income levels, educational attainment, employment opportunities, and housing affordability shape the social fabric and overall well-being of a neighborhood. Higher-income neighborhoods with better resources and amenities tend to create a more prosperous living environment, while lower-income neighborhoods may face challenges and disparities in access to quality education, healthcare, and job opportunities. Understanding these characteristics is

essential for addressing community needs, reducing inequalities, and promoting equitable development to enhance the quality of life for all residents in a neighborhood.

Greatly simplified, outdoor activities in public spaces can be divided into three categories, each of which places very different demands on the physical environment: Necessary Activities, Optional Activities, and Social Activities (Gehl, 1936). Here, we tried to categorize 3 types of Activities. We used the method of direct observation and photography. In case study 1, we have all types of activities; while in case study 2, most of the activities are done by pedestrians, because of the necessity; of going to work, university, or hospital by using bus and metro.

The Imageability Analysis according to Lynch's book (1960) 'The City Image', is done by 5 elements named 'Urban Design Elements' consisting of Paths, Edges, Districts, Nodes, and Landmarks. We used the mental drawing of citizens to implement the imageability analysis in two figures. According to this methodology, we selected five people in case 1 and five people in case 2 to draw the mental maps and at the end, we drew two figures for Kızılay and Kızıllırmak. We see all the elements in Figures 6 & 7. The nodes and landmarks of the Kızılay neighborhood give people the opportunity to have some social activities, while the nodes, and landmarks of the Kızıllırmak neighborhood are some towers with official, and commercial use rather than being public spaces.

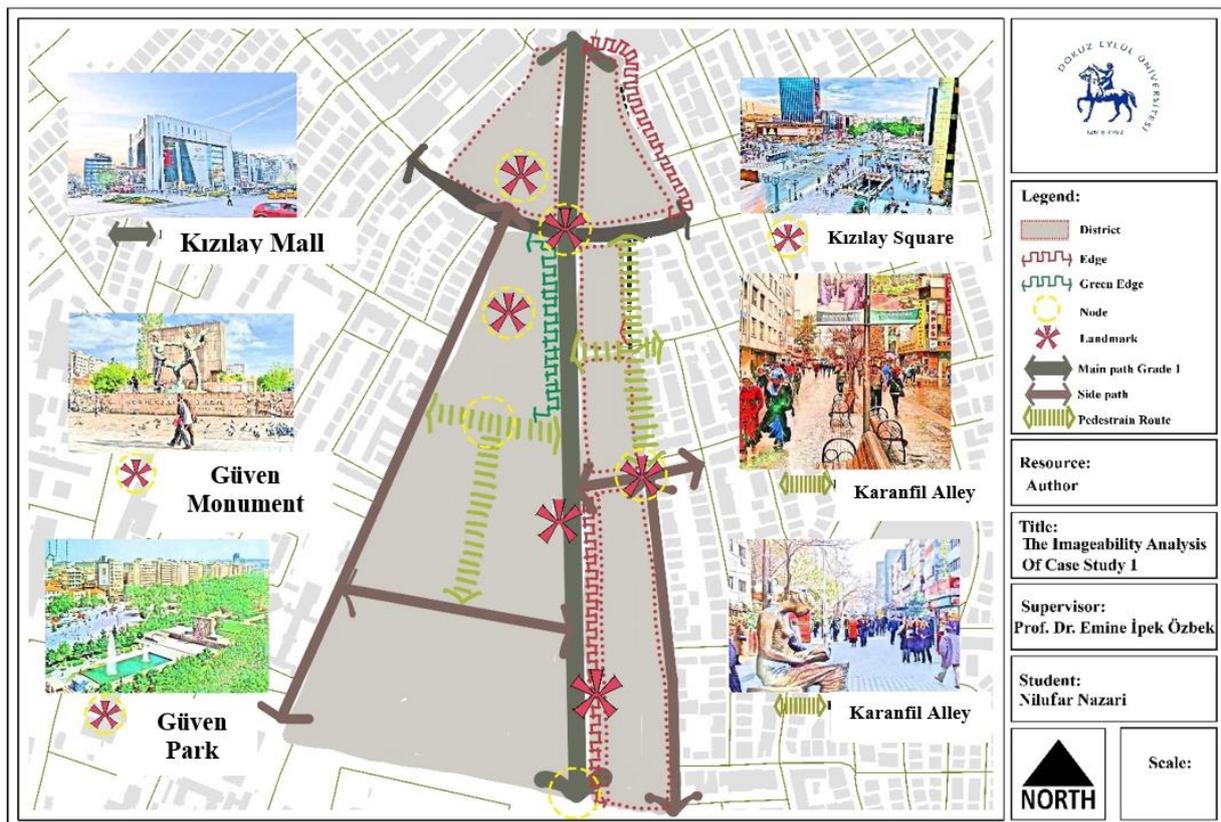


Figure 6. The Imageability Analysis of Kızılay (Reference: Authors).

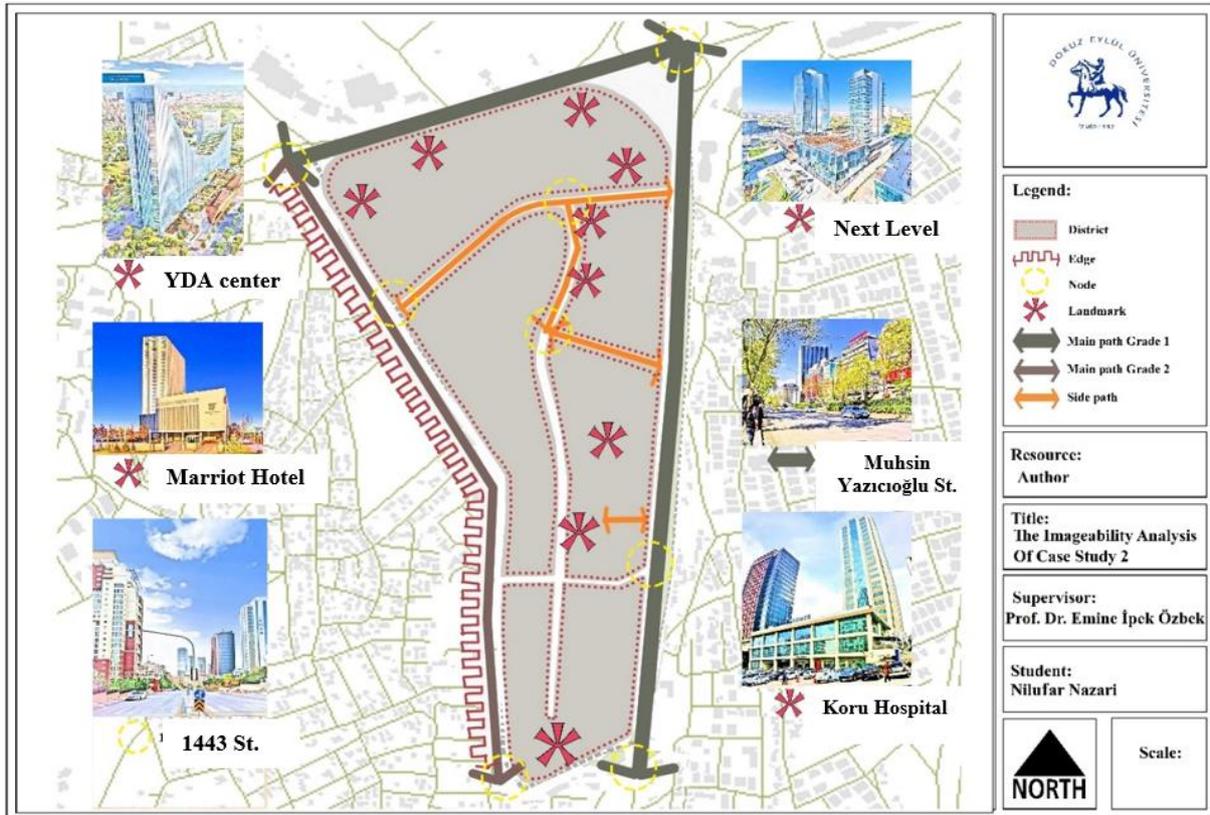


Figure 7. The Imageability Analysis of Kızıllırmak (Reference: Authors).

Memory is constructed through time by adding layers on top of each other. The symbol of developing Ankara became the Kızıllırmak in the 1950s. Today, Kızıllırmak Square is the city's political plaza, hosting a variety of events like concerts, rallies, and protests. Around the square, a variety of restaurants, and cafes were provided for any kind of taste, and preference. The shopping mall in the northwest of the square provides also indoor activities in any bad weather conditions. On the other side, Güven Park with a historical statue, and pond giving the opportunity to have a more relaxing area to sit, and rest (Dehkharghani, 2021). Kızıllırmak is a product of rapid urban transformation. During the transformation, the memory was also displaced by the previous residents. The collective memory of the new residents of Kızıllırmak, is still not strong enough, due to the rapid urban transformation, thus the lack of historicity. This also created a social, and cultural identity of Kızıllırmak. Therefore, Kızıllırmak has a cultural identity, but it is not a natural one that is built over time (Tunçbilek, 2022).

The Monument (Symbol), and the historical elements are important elements in urban identity. It gives a city character and makes one city different from others. In Kızıllırmak, the monument of Güven creates a spatial image like an artistic expression by changing the physical environment, feelings, and thoughts with a human, and social perspective, and making a unifying effect. In Kızıllırmak, because of the influence of the neoliberal economy, large shopping malls have formed on the edge of Dumlupınar Blvd. Here, we gathered the Monuments of cases 1 & 2 in one table (Table 2):

Table 2. The Monument (Symbol) of Cases 1 & 2 (**Reference:** Authors)

The Monument (Symbol) and Historical Elements

Case Study 1	Case Study 2
 <p data-bbox="395 763 576 790">Güven Monument</p>	 <p data-bbox="826 763 1190 790">Next Level Mall, and Business Center</p>
 <p data-bbox="427 1211 544 1238">Güven Park</p>	 <p data-bbox="1059 1205 1174 1232">YDA center</p>
 <p data-bbox="427 1619 544 1646">Kızılay Mall</p>	 <p data-bbox="1027 1619 1206 1646">JW Marriot Hotel</p>
 <p data-bbox="373 1962 595 1989">Gama Business Center</p>	 <p data-bbox="1002 1962 1233 1989">Capital Gas Directorate</p>

Table 2. (cont.) The Monument (Symbol) of Cases 1 & 2 (**Reference:** Authors)

	
<p>Karanfil Alley</p>	<p>Paragon Tower</p>
	
<p>15 Temmuz Monument</p>	<p>Koru Hospital</p>

The User Evaluation by Interview

In this part, we chose a statistical society of 50 people to answer the open-ended questions of the interview. The questions are selected to meet the objectives of this research. 63% of the respondents are female, and 37% are male. Here, there are the charts about the results of each question of the questionnaire.

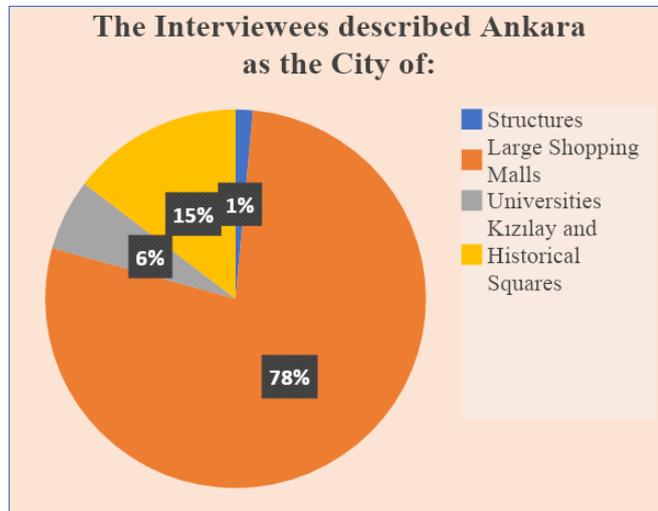


Figure 8. The Question about the Interviewees’ description of Ankara (**Reference:** Authors).

The respondents in answer to the question ‘In your opinion, with which features can you describe Ankara today the most?’, say that Ankara is the city of large shopping malls in 78%, the city of Kızılay, and Historical Squares in 15%, City of Universities in 6%, and the city of the new structures in 1%.

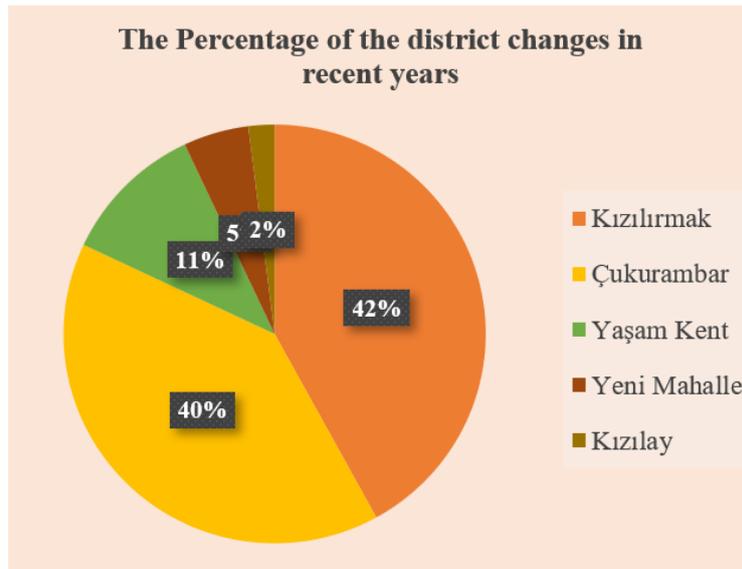


Figure 9. The Question about the percentage of Ankara Districts' Changes (Reference: Authors).

The respondents in answer to the question 'In your opinion, which of the districts of Ankara has undergone the most changes in its appearance, and image in recent years?' say that the district changes in recent years, were happened in Kızılırmak district mostly. Secondly, the district changes happened in Çukurambar district. Thirdly, the changes happened in Yaşam Kent district at 11%, and Yeni Mahalle district at 5%, and finally the district where the least changes happened in recent years is Kızılay which the respondents say that the percentage of changes is 2%.

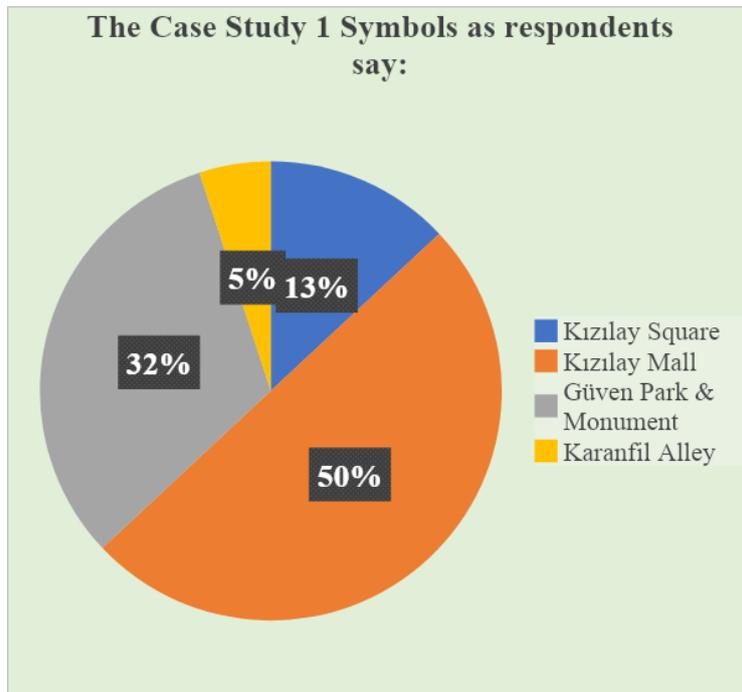


Figure 10. The Question about the Case Study 1 Symbols (Reference: Authors).

The respondents in answer to the question 'What do you think are the symbols of Kızılay and Kızılırmak neighborhoods?' highlight 4 elements as the symbols of both case studies. First, we discuss case study 1, and its symbols.

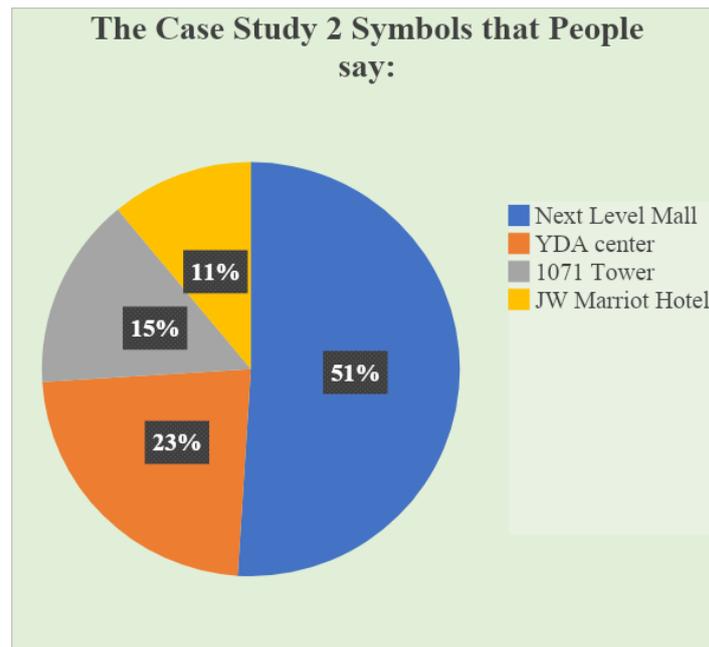


Figure 11. The Question about the Case Study 2 Symbols (**Reference:** Authors).

As is seen in the pie chart, 4 elements are defined in people's minds. Kızılay Square, Kızılay Mall, Güven Park, and Monument and Karanfil Alley. The respondents say that the most important element in case 1 is Kızılay Mall, which is defined by respondents in 50%. Secondly, the respondent says that Güven Park, and Güven Monument are more important symbols than others in 32%. Thirdly, respondents said that Kızılay Square is the case study 1 symbol at 13%, and finally, they said that Karanfil Alley is the least important symbol at 5%.

The respondents in answer to the question 'What do you think are the symbols of Kızılırmak neighborhoods?' highlight 4 elements as the symbols of case study 2. Here, we discuss case study 2, and its symbols. 4 elements are defined in people's minds. Next Level Mall, YDA center, 1071 Ankara, and JW Marriot Hotel. The respondents say that the most important element in case 2 is Next Level Mall which is defined by respondents in 51%. Secondly, the respondent says that the YDA center is a more important symbol than others in 23%. Thirdly, respondents say that 1071 Ankara Usta Tower is the case study 2 symbol at 15%, and finally, they say that the JW Marriot Hotel is the least important symbol at 11%.

DISCUSSION

According to the analysis, we can understand that the city of Ankara is a city of large shopping centers, and it shows that the city of Ankara has been affected by the neo-liberalism policies, and in the last decades, the large malls, and shopping centers have been constructed in different districts of it, especially in the new development parts of it. As we discussed before, one of the identity construction elements of the city in both Kızılay, and Kızılırmak is the green spaces; it seems the type of public spaces has been changed from parks (its old and original form), and green spaces into the malls, and shopping centers in the results of the new developments. The transformations of Ankara districts in their physical environment that is one of the identity construction elements, and to answer one of the research questions, which is about the transformation of identity construction elements; according to the results of the interview, it can be understood that the newly constructed district have mostly been changed in their appearances; for example, the Kızılırmak district has mostly changed in its appearance in recent years. And less transformations have occurred in the Kızılay neighborhood, and its historical texture as the old, and historical center of Ankara has been reserved.

In this article, the symbolic elements that contribute to the construction of identity in both case studies hold significant importance. For the first case study, we identified four key symbols: Kızılay Mall, Kızılay Square, Güven Park, and Güven Monument, along with Karanfil Alley. Through interviews conducted, it became

evident that among these symbols, Kızılay Mall emerged as the most significant monument in shaping the identity of the first case study. Similarly, in the second case study, we identified four symbols: YDA Center, JW Marriott Hotel, 1071 Tower, and Next Level Mall. Based on the interview findings, it was apparent that Next Level Mall had the greatest impact on the urban identity construction of the second case study. By defining and analyzing these symbols, we gain valuable insights into how they contribute to the overall identity of each case study. These symbols serve as focal points that shape the perception, culture, and character of the respective urban contexts. Understanding their significance aids in comprehending the dynamics of urban identity construction in each case study.

The findings of this study contribute to the growing body of research on the effects of urban design on urban identity construction. Our analysis revealed significant relationships between specific elements of urban design and the formation and expression of urban identity. For instance, architectural style emerged as a prominent factor in shaping urban identity, with historic buildings and culturally significant architectural forms enhancing a sense of place. Additionally, the presence of well-designed public spaces, such as parks and plazas, played a vital role in facilitating social interactions and community engagement, fostering a collective identity among residents like what we see in Güven Park. These findings align with established theories of place attachment and symbolic interactionism. However, the study has limitations, including its focus on two specific neighborhoods and the use of a cross-sectional design. The implications of the findings suggest the importance of incorporating culturally significant design elements, involving local communities in the design process, and preserving historic structures to foster a positive urban identity. Future research should explore the interplay between urban design, identity, and contextual factors, as well as the long-term impacts of design interventions on urban identity construction. Ultimately, understanding these effects can contribute to the creation of inclusive and identity-rich urban environments.

CONCLUSION

Urban identity and the Construction of identity have been on the agenda of urban studies since the 1960s as part of the humanistic approaches. As a result of global standardization that promotes mass production, the concepts of identity, and locality have grown more prominent over the past few decades. Identity crises, their causes, and the construction of urban identity gained attention as identity issues. This research aims to extract the effects of urban design on Urban Identity construction, and an apparent framework for the construction of urban identity is evaluated.

Focused on the construction of identity, the main hypothesis of the study is " The urban design effects on the construction of urban identity. " To test the hypothesis, cases 1, and 2 are chosen. Within the scope of the research, first, components forming the identity of Kızılay, and Kızıllırmak are investigated in 3 groups of items including The Natural, Built, and Social Environments. The Natural Environment includes Location, Topography, Geology, climate, Flora, and Green Space. The Built Environment includes Important Buildings, Figure-Ground, Age, and Floor number of Buildings, Use of Buildings, and Architectural Qualities, and The Social Environment includes Demographic, Economic, and Political Structures, Cultural Characteristics, Imageability Analysis, Activities, Monuments.

Moreover, Lynch's (1960) method for imageability analysis is implemented. To do the imageability analysis in both cases, 5 people in each case were asked to draw the mental figure of the case, also a survey of 50 people to confirm the role of Ankara city has been done. The results of these evaluations are summarized in Table 3.

Table 3. The characteristics of the two cases of Kızılay, and Kızılırmak neighborhoods (**Reference:** Authors).

Characteristic	Kızılay	Kızılırmak
Natural Environment		
Location	The new center of Ankara's old city	The new development of Ankara city
Climate	Continental weather	Continental weather
Topography	Flat Area	Mostly Flat, with more height on the south side
Geology	Low earthquake risk	Low earthquake risk
Physical Components		
Average Building Height	6-10 floors	More than 6-10 floors
Building Use	Official	Residential & commercial
Average Building Age	16-20 years	0-10 years
Architectural Style	the residential architecture consisted of apartments with low floors	the residential architecture similar heights and number of floors of buildings, curvy balconies
Historical Elements		
Monuments	Güven Monument Statue in Güven Park	Eczacılar Anıt park statue
Public and Cultural Structure		
Observable Activities	Social- Necessary and Optional	Mostly Necessary and Optional
Observable outdoor social activities	Setting dates in parks, or in Kızılay square	Organized social activities, cafe, restaurants, etc.
Parks	Lively parks	Neglected park
Meaning	A Historical Identity	A weak cultural identity
Changes	Not changed so, recently	Changed more recently
Symbols	Kızılay Mall	Next Level Mall
Memory	Strong collective memory between the residents and place	Not a strong belonging because of the recent transformations
Development History	Development during the modernization period- Lörcher Plan 1925	Development after 2000s- the '2015 Structural Plan'
Political Structure		
Political Background	As a governmental structure because of the ministries and Kızılay square as ...	First as a squatter then as a profit opportunity for contractors and the first landowners
Economic Structure	Social welfare economy policies	Neo-Liberal economic policies
Types of Land Uses	Official, Commercial, Park	Commercial, Official, Housing
Economical Background	Commercial and official adopted economy	Commercial and business, tourist-related economy, and luxurious restaurants

Table 3. (cont.) The characteristics of the two cases of Kızılay and Kızıllırmak neighborhoods (**Reference:** Authors).

Imageability		
Paths	Important pedestrian paths	Pedestrian traffic within semi-private buildings
Edges	Atatürk Boulevard Güven Park	Mevlana Blv. and Dumlupınar Blv.
Nodes	Traffic: Kızılay Square Social: Güven Monument, Güven Park, Kızılay Mall, Karanfil Alley	Traffic: the intersection of Dumlupınar and Mevlana Blv.s Social: Next Level Mall
Districts	Vekaletler District	Kızıllırmak District
Land Mark	Kızılay Mall Güven Monument Güven Park Kahramanlar Business Center	YDA center 1071 Usta Koru hospital Next Level Mall

In a comparison of the two cases, we find that the natural parameters are similar for both cases, but the physical components of the two cases are different, and this creates a new image, and identity for the Capital City Ankara. Case 1, which is in Kızılay neighborhood has always resembled the Capital identity of Turkey, and this was reflected by the physical environment as asserted in the evaluations of case 1.

The urban plan of Case 1, that has developed during the construction process of the capital city based on the Lörcher Plan in 1925, and it resembles the social welfare economic structure of the period. The governmental buildings, radial and star pattern of streets, the Atatürk Boulevard, the Güven monument, and important pedestrian paths are all the physical elements that added to the modern social democratic capital identity of the city. Also, the historical process of development, and collective memory of place, the hosting of meetings on the squares, and streets all contributed to the identity of the city. That is, identity has developed and got stronger in time.

The public squares, and commonly used public parks, lively pedestrian streets day, and night, also resemble the identity of the modern, and democratic capital city of Ankara. This liveliness is supported by the residential apartments, and mixed land uses of commercial, and residential uses. Also, the height and open facades of the buildings contribute to the use of public spaces, and streets.

The interviews show that public spaces and monuments are evaluated as the symbols in the Kızılay area, that is public spaces that resemble the social democratic city are still the main symbols of the Kızılay neighborhood.

On the other hand, the design of urban space in Case 2 (Kızıllırmak neighborhood) that developed after the 1990s resembles the Neo-Liberal economic structure. The physical elements that determine the image, and identity of the area are the high-rise towers. Urban space is mostly formed by the semi-public spaces of high-rise buildings, and semi-private spaces. Parks are neglected, and not much used, and the recent developments do not lead to the development of collective memory. Pedestrian activities take place within malls, and in semi-private places, and land uses are mostly luxurious and commercially oriented.

The comparison of these two cases displays the fact that urban design is a reflection of social, economic, and political structure. Urban space is formed according to the social, economic, and political views of different periods. Thus, in time urban design affects the construction of the identities of the cities. Kızılay neighborhood with its public parks, squares, and lively pedestrian streets resembles the modern capital city identity of the social welfare era. Kızıllırmak neighborhood, on the other hand, is the resemblance of the neo-

liberal economic structure and carries the image, and identity of the global city that is constructed through urban design.

Cities develop in time; they change and transform. This research aims to point to the fact that cities through urban design may lose the strength of their identities, or their identity may transform as well. For this reason, urban design must be carefully evaluated with its impact on the identity of the city.

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