



AIN SHAMS UNIVERSITY
FACULTY OF ENGINEERING
Architecture Engineering

Urban Identity of Public Places in Administrative Areas for Greater Cairo

A Thesis submitted in partial fulfillment of the requirements of the degree of
Doctor of Philosophy in Architecture Engineering
(Architecture Engineering)

By

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Master of Science in Architecture Engineering
(Architecture Engineering)

Faculty of Engineering, Ain shams University, 2015

Supervised By

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Cairo - (2023)



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STATEMENT

This thesis is submitted as a partial fulfillment of the Doctor of Philosophy in Architectural Engineering, Faculty of Engineering, Ain Shams University.

The author carried out the work included in this thesis, and no part of it has been submitted for a degree or a qualification at any other scientific entity.

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THESIS SUMMARY

Contemporary urban design, as well as sustainable development calls, pays serious attention to the notion of identity in the urban context. In this regard, this thesis studies the urban identity in Cairo. Globalization and the rapid growth of cities have caused a lack of sense of identity in images of cities as most of them have become similar, repetitive, and monotonous, without meaningful places for people to enjoy the experience of being in them. Identity has become an essential topic on the agendas of planners and designers. Today, the recent monumental urbanization changes in Egyptian cities raise concerns about the identity of their public places, especially in Cairo, the capital of Egypt. So, the urban identity of Cairo, more than other cities, needs an updated study. Since identity is affected by the place's culture and the nature of the people in it, this study focuses on public places in administrative areas of Greater Cairo.

This study literature provided a deep recognition of place identity definitions by opting for the inductive method of literature and research articles discussing several factors and elements that identify place identity. This study used the descriptive-analytical approach to analyze, compare, and explore the collected information on place identity to present a checklist for place identity components. This checklist divides the identity of the place into three axes: Environment, people, and the interaction between them, under two primary classifications: tangible and intangible. The checklist was validated by surveying experts' opinions on the importance of these components in creating a place's identity.

Afterward, the paper empirically analyzed the checklist of place identity components by assessing two case studies. As identity is affected by the place's culture and the nature of the people in it, this paper focused on public places in administrative areas in Greater Cairo. The two case studies were selected based on three conditions: classified as a public place, located in an administrative area, and existing in the Greater Cairo Region. According to these requirements, the Ministries Square in the downtown

area of khedivial Cairo and the governmental district in the new administrative capital were picked. The identity of public places in the case studies was examined according to the checklist of place identity components extracted from the theoretical study.

The field study relied on three sources of data; archives and available documents of those places, site visits (observation), and interviews with experts. According to the results, this study identified the strengths and weaknesses in each assessment category, then presented Identity Enhancing Strategies (IES) to enhance identity. The findings came in three categories, environment-related strategies, people-related strategies, and strategies for the relationship between the place and its people.

Finally, the conclusion states the whole process of the study and spots the significant factors that form the identity of the place. It also presents strategies for enhancing the sense of identity of public places in the administrative areas of Greater Cairo to the officials and decision-makers. After that, the study refuted its limitations to clarify future studies in this field. The added value of this study is that its methodology can be followed to evaluate and develop other places with different functions and characteristics.

Keywords: Urban Identity, Public Places, Assessing Identity, Enhancing Identity, Greater Cairo, khedivial Cairo, The New Administrative Capital, Administrative Areas.

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LIST OF ABBREVIATIONS

- GC Greater Cairo
- DTC Downtown Cairo
- NAC New Administrative Capital
- SDG Sustainable Development Goals
- PI Place Identity
- NOUH National Organization for Urban Harmony
- IES Identity Enhancement Strategies
- PIC Place Identity Components
- NUA New Urban Agenda
- SWOT Strengths, Weaknesses, Opportunities, and Threats
- IES Identity Enhancement Strategies

Chapter 1 : INTRODUCTION

Contents

1.1. THE PREFACE

1.2. THE PURPOSE

1.3. RESEARCH SCOPE AND LIMITATIONS.

1.4. THESIS STRUCTURE AND OUTLINES.

This chapter consists of four sections. The first section is The Preface. In this section, the study presents a background of the research to view the importance of the study, then identifies the research problem. After that, it discusses the motivation and, finally, the wording of the questions of this research. The second section is The Purpose, Where the study shows the research hypothesis, objectives, and methodology. Section three describes the significance and scope of this research by the research variables definitions. Finally, the fourth part presents the structure of the remaining chapters and this thesis's outline.

1.1 THE PREFACE

1.1.1 Background:

Humans use the term identity to define their origin, race, language, belief, class, esthetics, behavior..., and most importantly, their selves. Thus, identity has consistently been a popular research subject in various disciplines, such as psychology, philosophy, sociology, human geography, etc. It was defined from different perspectives, but the most common is in social science, which describes the uniqueness of a person or thing from entirely different perspectives, such as personal identity, political identity, ethnic identity, social identity, and place identity[1]. Where places contribute to creating identity, the concept of identity appeared in contemporary urban design mainly concerned with the quality of public places, both physical and socio-cultural. Cities need to celebrate their environments through different means beyond functionalities and physicality by offering a range of meanings and values[2]. In the last few decades, globalization and the rapid growth of cities have caused a lack of sense of identity in images of cities as most of them have become similar, repetitive, and monotonous, without meaningful places for people to enjoy the experience of being there. While globalization is vital in restructuring, reshaping, and revamping our cities with old and new identities, some cities struggled in their quest for identity. Other cities redeveloped based on their past or created new meanings and images. Thus, identity has been brought to the agendas of planners and designers, specifically after the 1950s[3].

Today, there is increasing demand to enhance urban identity in public places where people should feel that a part of the environment belongs to them individually and collectively, which they care about and are responsible for, whether they own it or not. Moreover, good geometrical design in a public place adds value to people's attitudes. This argument was supported by the UN-Habitat report: "To reinvigorate the role of streets in the city's economic, social, and environmental functions; there is a need to redesign public space to make it more vibrant"[4]. Therefore, this study will focus on urban identity in public places.

1.1.2 Problem Statement:

Many culturally and historically significant cities lost their identity through time while adapting to mutable human needs. At the same time, most of the images of new cities became monotonous without concern for their identity. The lack of identity is a common problem in all city types nowadays. Today, there are overriding concerns that losing the identity of the cities could decrease the quality of life in public places. As life in public places is one of the most significant aspects of urban design, the lack of identity in public places is a real problem that deserves study and investigation.

1.1.3 Research Motivation:

Recently, research on urban identity concentrated on studying the variables that cause damage to the identity of a city or how to create a new city identity. At the same time, the recent massive changes to the urbanization of Greater Cairo, whether through the renovation of existing areas or urban expansion, raise concerns about the quality of identity of public places. Thus, the case of Greater Cairo includes an opportunity to study the previous concepts. This city has a legendary urban. It is one of the oldest multifaceted cities and has a powerful urban identity gained through the centuries. Therefore, Greater Cairo deserves to be documented by severe scientific research to verify and examine what is going on. Accordingly, the motivation of the study is the worry about the identity quality in Cairo's public places.

1.1.4 Research Questions:

This study is founded on two main questions:

- How could we evaluate place identity?
- How could we enhance the sense of identity in public places?

1.2 THE PURPOSE

1.2.1 Research Hypotheses:

This study is concerned with examining these hypotheses:

- The strength of identity in a place can be determined by evaluating specific – measurable - elements.
- Comparison of the place identity assessments of places with common denominators is an entry toward enhancing the identity of these places.
- The identity of newly built places, or places without people occupying them, is inaccurate.

In short, this study is based on the following hypothesis: "The sense of urban identity of the same area could enhance by some modifications of the critical - measurable – factors that make up the urban identity in this place."

1.2.2 Research Objective:

The thesis attempts to expand the literature by an updated study of the place identity in public places of administrative areas for Greater Cairo. This goal is achieved through a series of aims, which are as follows:

- To review the literature regarding place identity and its related concepts and theories.
- To design a checklist by identifying the valuable components of place identity that inspire the sense of identity.
- To select two examples from different chronological ages as case studies.
- To study and evaluate the case studies according to the checklist.

- To adopt an assessment checklist, which was designed in cooperation with experts.
- To establish a theory about the urban identity of public places in administrative areas for greater Cairo by designing oriented strategies that avoid weakness and enhance the sense of identity in Greater Cairo (**Research Objective**).

1.2.3 Research Methodology:

Based on the objectives mentioned above, the research was prepared using the following:

- **Inductive approach:**
For gathering data about identity in the urban context, then analysing the concepts to determine the measurable components of place identity. (Place identity checklist).
- **Descriptive approach:**
For describing the case studies' identity based on the checklist and the site inventory.
- **Diagnostic approach:**
For evaluating the identity of case studies based on the assessment checklist, which was designed in cooperation with experts.
- **Deductive approach:**
For designing an oriented strategies that avoids weakness and enhances the sense of identity in Greater Cairo.

Through these approaches, the research uses different methods:

- Archive.
- Case studies or Field study.
- Observation.
- Questionnaires and surveys.
- Interviews.

1.3 RESEARCH SCOPE AND LIMITATIONS

The scope of this research will be limited by the following:

- **Spatial Domain**

The study only considers the public places in administrative areas of Greater Cairo.

- **Time Domain**

The places were built between eighteenth century, primarily in the second half (the era of Khedive Ismail) and the beginning of the third decade of the twenty-first century (current time).

- **Specialty Domain**

The scope of the study mainly focuses on identity from the contemporary urban design perspective.

To understand the scope of the study, we need to identify the research variables: Urban identity, Public places, Administrative areas, and Grater Cairo.

1.3.1 Urban Identity:

Identity as a word comes from the Latin "identitas" that defined as "the fact of being who or what a person or thing is" [5]— in other words, distinguishing an object from other objects and accepting it as a separate thing. In Urban context, Lynch[6] defines place identity as providing, individualizing, or distinguishing from other places provided this place is recognized as a separate entity. However, Relph[7] admits that each place has its unique address without explaining how it becomes identifiable. In general, the concept of the identity of cities and architectural products includes an extensive definition. It deals with the social, economic, cultural, and environmental dimensions. Therefore, urban identity can be seen from different scales: local, city, regional, and national. And from various perspectives: personal, collective, and external. In short, urban identity develops over time, affects by change, and is influenced by many factors[8]. The concept of urban identity is discussed in the next chapter in detail according to the contemporary urban design trend.

1.3.2 Public Places:

Public places can be defined as physical spaces that, in the ideal, are open to all people to exercise their rights[9]. Thus, public places are a part of society, where it is the stage in which the drama of communal life unfolds[10]. In urban planning, public space has generally been characterized as an open space and ranges from informal Alleys to the main arenas of the urban environment. Widely, formal public spaces play a significant role as presumed meeting centers and venues for public life, programs, and events. On a smaller scale, they might be just a place of rest, hanging out, or playing while providing a visual pause in the street flow through the urban area[11].

From another perspective, public areas must be open to everyone regardless of their culture, religion, or social status. In this context, Francis[12] considered three types of access necessary to name any area as a public place. The first is physical access, where doors, walls, and locked passages, block the accessibility of the space physically. The second type is social access, which means the place is open to different kinds, and groups of users. The third type is visual access. If citizens can see inside any public area, it is visually accessible.

1.3.3 Administrative Area:

The administrative area is an area constructed by the government. It has different buildings, such as the House of Representatives, Senate, ministries, and governmental agencies. Besides, it may have financial and business companies, provincial Cityhall, local councils and units, popular councils for governorates, cities, villages, and neighborhood headquarters. Public services directorates (education, health, social, Security, supplying, etc.) and the tax authority also might be there[13].

1.3.4 Greater Cairo:

Greater Cairo (GC) is the political and economic capital of Egypt. It comprises three governorates: Cairo governorate, Giza governorate, and Qalyubia governorate (Figure 1-1). Cairo is the largest urban area in Egypt, the Arab world, Africa, and the Middle East, and it is the thirteenth in the world[14]. It is one of the fastest-growing megacities worldwide, the sixth-largest city in 2018 with a 21.581 million Population and the fifth in 2030 with a 25.517 million Population[15].

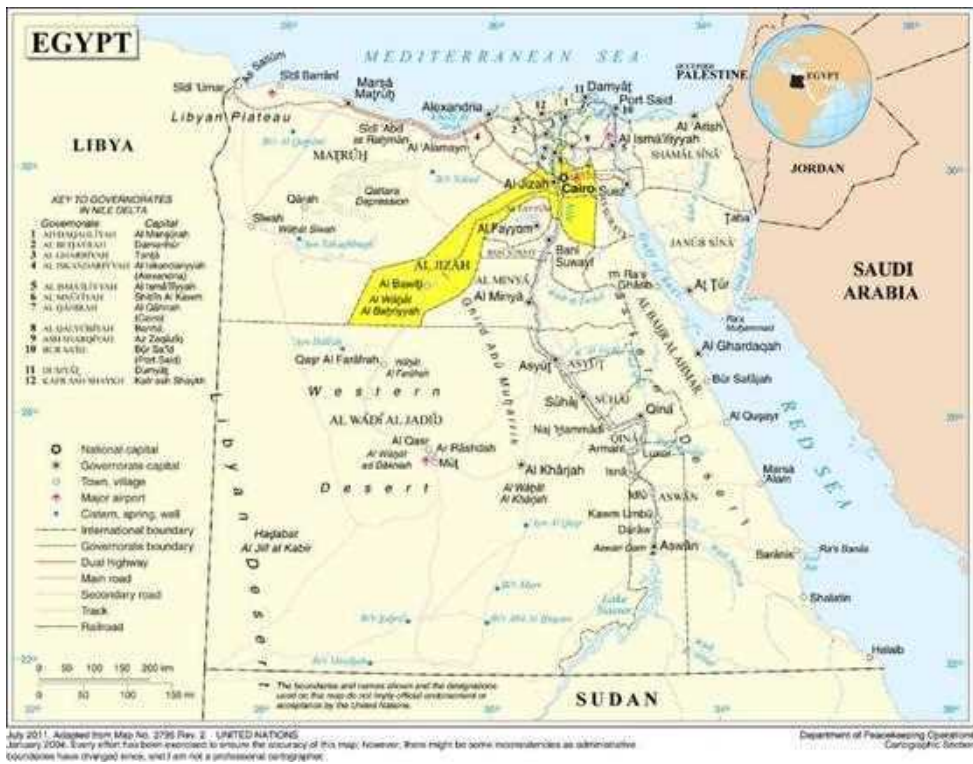


Figure 1-1: Greater Cairo 2011 [16].

Greater Cairo has a historical administrative center, Downtown (DTC) that is surrounded by old suburbs. These suburbs are bordered by the Ring Road and satellite cities, Sheikh Zayed and the Sixth of October in the west, and New Cairo, Obour, El-Shorouk, and Badr in the east, in addition to the New Administrative Capital (NAC) that has currently constructed with a central administrative district as well (Figure 1-2).

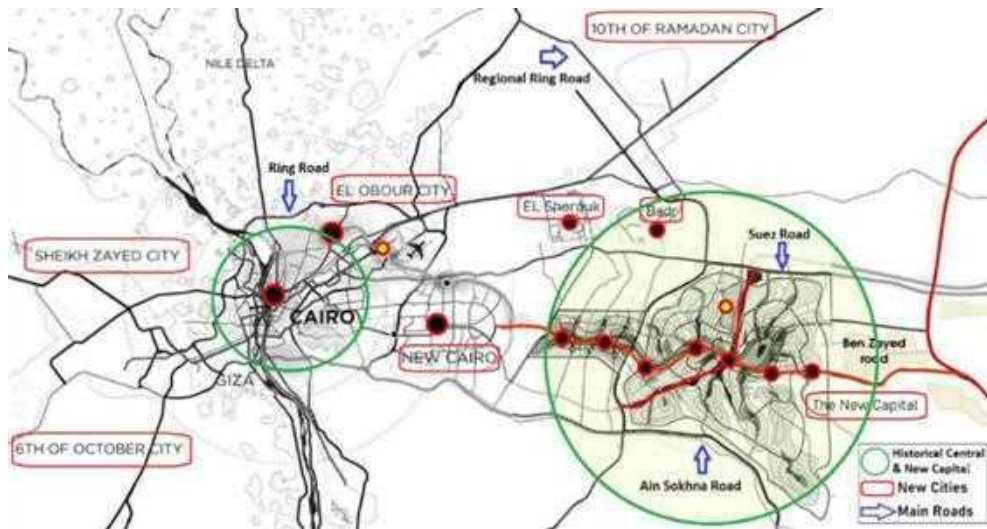


Figure 1-2: Greater Cairo's New Cities, including The New Capital[17], Edited by Researcher.

1.4 THESIS STRUCTURE AND OUTLINES

Following Chapter 1 as the introduction, chapter 2 in this thesis is an overview of urban identity by providing a multifaceted background on identity in the urban context. Chapter 3 identified the place identity components or elements based on the literature. That concluded with creating a place identity checklist. Then the study validated this checklist by collaborating with experts. In Chapter 4, the field study was done in three steps; First, the materials and methods were defined; Second, identity in case studies was examined according to the checklist; Finally, the results were analyzed. Chapter 5 assesses the case studies' identity by collaborating with experts after designing the assessment tool. This cooperation came in the form of interviews and a questionnaire. This chapter ended by comparing the case studies' results to outline findings. The thesis concluded with chapter 6, which Summarized the whole study process, explained the study contribution, and finally indicated opportunities for future study. The study involved two main contributions; identified the significant factors of place identity and established oriented strategies for enhancing the identity of public places in the administrative area of Greater Cairo. (Figure 1-3).

INTRODUCTION

Chapter 1

- THE PREFACE
- THE PURPOSE
- RESEARCH SCOPE AND LIMITATIONS
- THESIS STRUCTURE AND OUTLINES

URBAN IDENTITY

Chapter 2

- UNDERSTANDING IDENTITY
- IDENTITY IN THE URBAN CONTEXT
- URBAN IDENTITY IN PUBLIC PLACE
- CONCLUDING SUMMARY

IDENTITY COMPONENTS

Chapter 3

- PLACE IDENTITY COMPONENTS
- PLACE IDENTITY CHECKLIST
- CHECKLIST VALIDATIONS
- CONCLUDING SUMMARY

THE FIELD STUDIE

Chapter 4

- MATERIALS AND METHODS
- CASE STUDY 1
- CASE STUDY 2
- CONCLUDING SUMMARY

IDENTITY ASSESSMENT

Chapter 5

- CREATING THE ASSESSMENT TOOL
- CASE STUDIES ASSESSMENT
- COMPARATIVE ANALYSIS
- CONCLUDING SUMMARY

CONCLUSION AND RECOMMENDATION

Chapter 6

- RESEARCH CONCLUSION
- RESEARCH CONTRIBUTION
- RESEARCH RECOMMENDATIONS
- LIMITATIONS AND FUTURE RESEARCH

Figure 1-3: Chapters outline. By Researcher.

According to this sequence shown above, the research program divides into three stages, the conceptual stage, the analytical stage, and the impact stage ‘chapter 6’ (Figure 1-4).

Understanding the relationships between the various variables and components that form the identity in the urban context is the goal of the conceptual stage. As urban identity is complicated, this research focuses on comprehending the underlying theoretical ideas from an urban planning perspective. The literature research was conducted during the conceptual stage in two takes. The first was understanding urban identity, while the second was identifying its components. Chapters 2 and 3 present this part of the study.

The analytical stage is the second stage, which begins with selecting case studies, then examining them according to the components of urban identity extracted from the theoretical study. Relevant case studies data from the documents and archives and the Researcher's observation in site visits were collected. Data from the interviews with experts were also used. Then the analysis was done by classifying this data under different headings such as environment, people, and interaction between people and place; this is covered in chapter 4. Chapter 5 assessed the sense of identity in case studies. In this stage, the study collaborates with experts to design an assessment tool, then evaluates the place identity in case studies. Data collection from the previous step helped this section in the evaluation and comparative analysis.

The third and final stage is termed the impact stage. After summarizing the whole study process, The study involved two main contributions: identifying the significant factors in urban identity compounds of public places in administrative areas for Greater Cairo and establishing oriented strategies for enhancing the identity. All this and more are in Chapter 6.

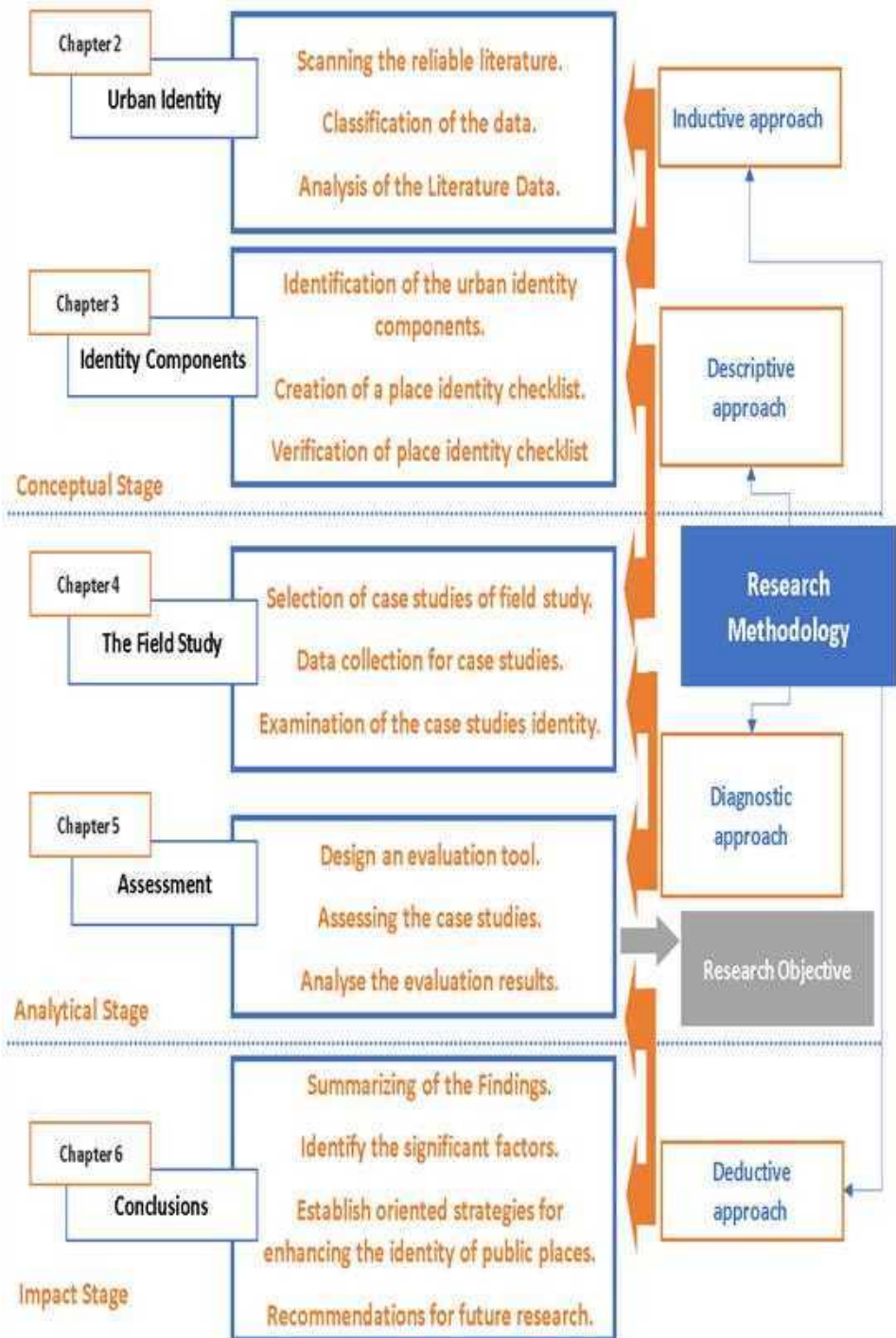


Figure 1-4: Research Design. By Research

Chapter 2 : URBAN IDENTITY

Contents

- 2.1. UNDERSTANDING IDENTITY.
- 2.2. IDENTITY IN THE URBAN CONTEXT.
- 2.3. URBAN IDENTITY IN PUBLIC PLACES.
- 2.4. CONCLUDING SUMMARY.

Urban identity notion is based mainly upon the identity as dealt with in sociology and psychology, so it was necessary to review some of the definitions of identity as an overarching notion in the social sciences and Social psychology. But this chapter focuses on the concept of urban identity and what the literature shows us in this regard to initiate a consistent argument for designing a checklist to measure identity in the urban context in later chapters.

2.1 UNDERSTANDING IDENTITY

Identity is not a new notion. Many social scientists and philosophers have explored, studied, and examined it throughout history. People use the term "identity" as a descriptor to describe our ancestry, race, language, ethnicity, belief system, class, society, aesthetics, personality, behavior, and—most importantly— ourselves. The notion of identity has gained prominence over the past few decades in several academic fields, mainly in the sectors of the social sciences.

2.1.1 Identity as a Term

The word identity comes from the Latin "identitas, " which means "sameness. " In etymology, the term originated from the word "idem, " which means "the same"[18]. The Oxford English Dictionary describes identity as "the fact of being who or what a person or thing is"[19]. The Cambridge English Dictionary defines it as "who a person is or the qualities of a person or group that make them different from others"[20].

In philosophy, identity is what we articulate as equality or "the relation each thing bears just to itself"[21]. That describes identity as equality and a binary relation between only a self (object or entity) and itself. The other philosophical perspective embodies identity as a process and "not a fixed point, " which is also a "relationship of the other to oneself ... and vice versa". And some scientists have argued that "... identity is a modern formulation of dignity, pride, or honor that implicitly links these to social categories"[22].

2.1.2 Identity in the Social Sciences and Social Psychology

In addition to a person's self-concept, identity also refers to a set of implications that "...an actor attaches to itself while taking the perspective of others"; that is, as a social object... [which]...positions inside a social role framework of shared perceptions and expectations" [23]. Thus, the self-endorses identity while the 'otherness' completes the self. In a similar context, identity is a relational expression. It is described as "the sense that people make of themselves through their subjective feelings based on their experiences in daily life and wider social relationships." [24], implying that the self cannot exist without the context (physical environment) within which it relates. Hence, not only is the social dimension of identity important, but the spatial and physical dimensions that identity is contained in and generated inside are essential.

A lot of work is being done to evaluate identity more scientifically in social psychology, an interdisciplinary field of sociology and psychology. As a result, a lot of the evaluation in this field focuses on how people interact with their surroundings or how they relate to one another. Sociologists define identity as "people's source of meaning and experience" [25]. In other words, identity is defined in social psychology and cognitive psychology as the "capacity for self-reflection" as well as the "awareness of self" [26].

In sum, the definition of identity has various terms, such as 'sameness,' 'self,' 'equality,' 'identicalness,' 'personality,' 'individuality,' 'identification,' 'recognition,' 'oneness,' 'unity,' and 'relation' [18]. Without a doubt, all of these definitions are accurate. Figure 2-1 presents some of the meanings of identity which influenced the social sciences and the most prominent researchers who discussed these meanings. However, other than the given definitions here, the concept of identity used in urbanism the relation remains the most relevant to its nation, and this will be discussed in more detail below.

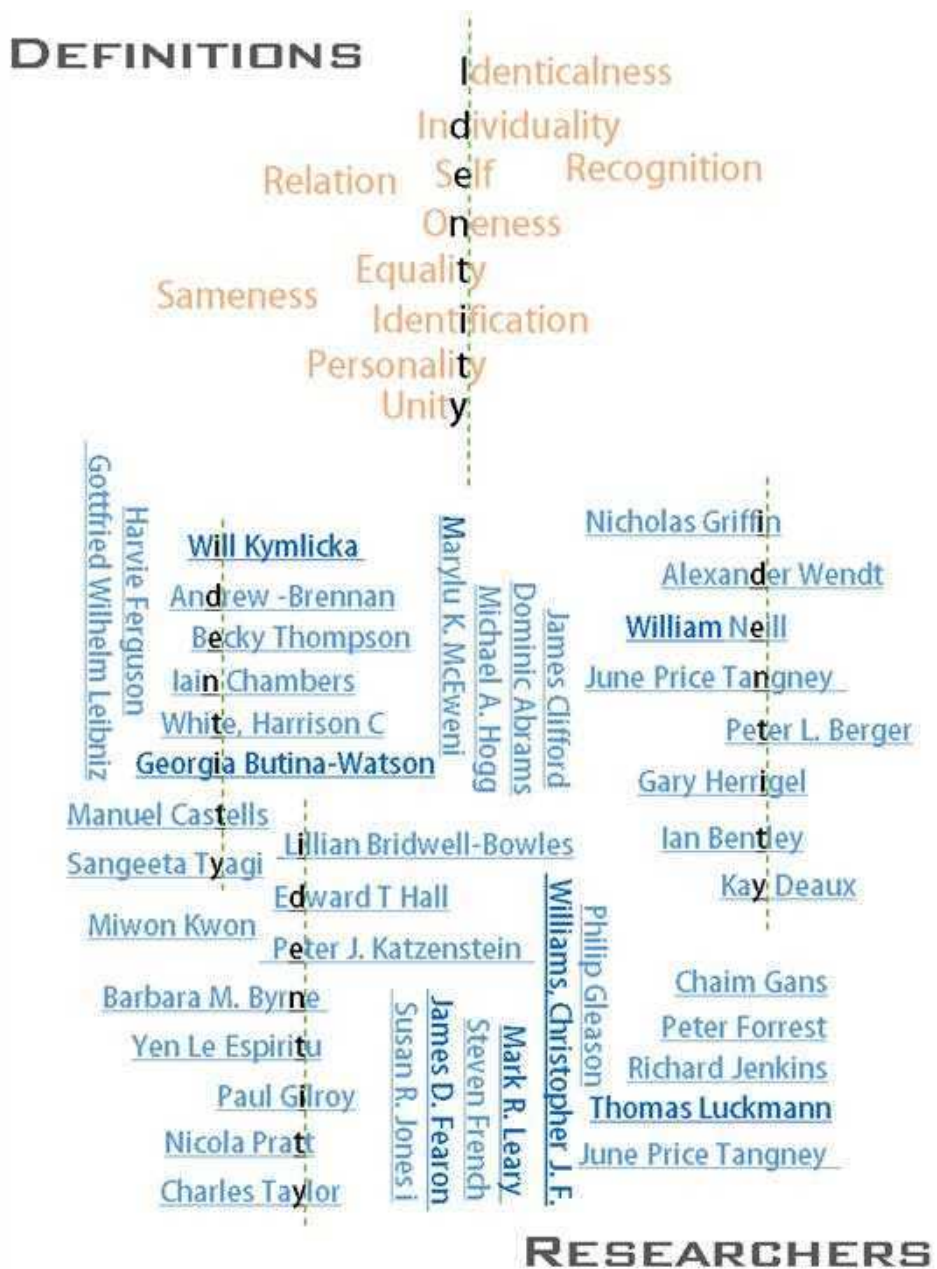


Figure 2-1: Definitions of identity and popular Researchers in the Social Sciences and Social Psychology. By Researcher, Based on [18].

2.2. IDENTITY IN THE URBAN CONTEXT.

Pioneers introduced urban identity in the 1960s and 1970s by studying people's relationships and perceptions of places. 'Identity of place,' according to Lynch [6], is simply that which offers 'individuality or distinctiveness from other locations... the basis for its recognized as a separate entity.' For Relph [7], this merely acknowledges that each place has a 'unique address' without explaining how it becomes identifiable. He argues that the three main parts of place identification are 'physical setting,' 'activities,' and 'meanings.' Drawing on Relph's work, Canter [27] considered places as functions of 'activities' plus 'physical attributes' plus 'conceptions.' (Figure 2-2).

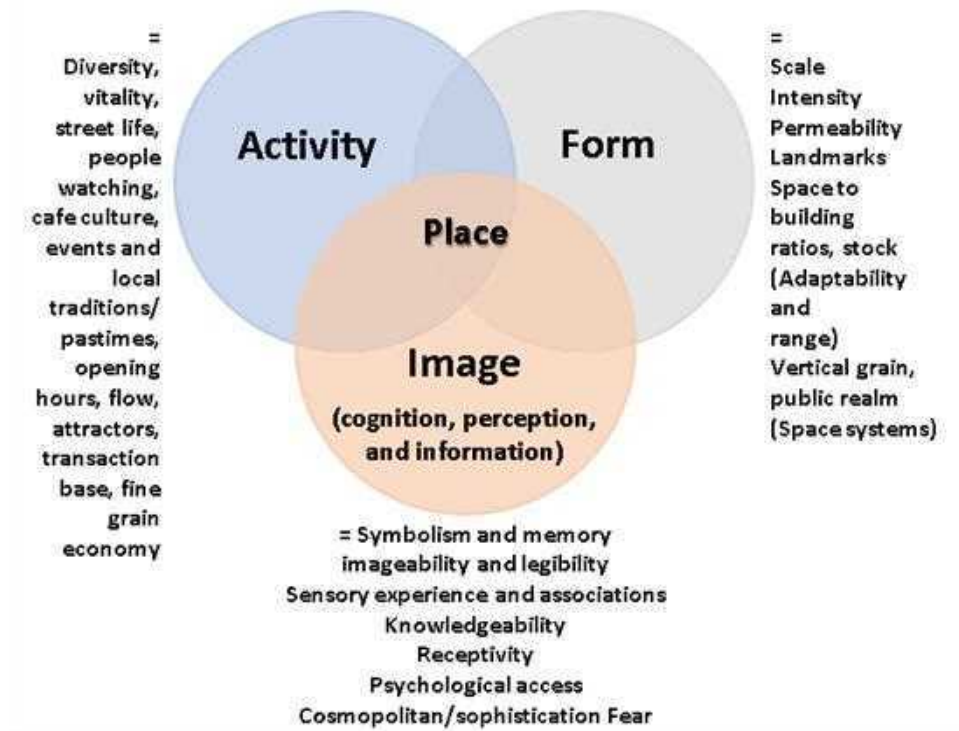


Figure 2-2. The three essential elements of the identity of place [28].

However, human interaction with elements gives the sense of place, not the element itself. Punter [29] and Montgomery [28], building on Relph and Canter's ideas, identified the elements of the sense of place in the thought of urban design, as shown in Figure 2-3.

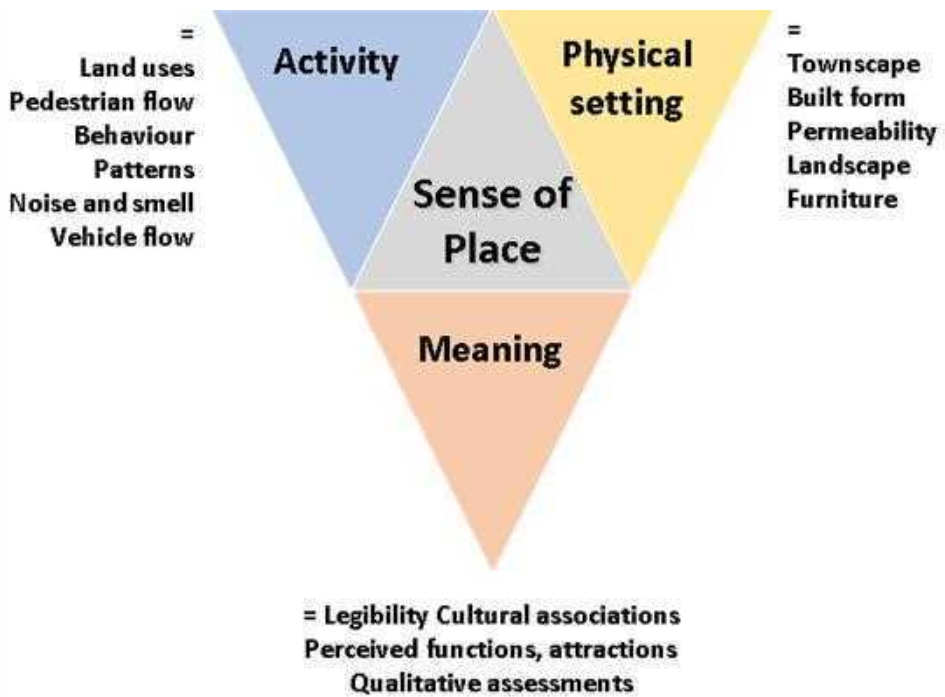


Figure 2-3: The components of sense of place [28].

Proshansky [30] was also one of the initials who introduced identity in the urban context when he defined it as " those aspects of self that determine an individual's identity in relation to their physical surroundings through a complex pattern of conscious and unconscious feelings, ideas, goals, skills, preferences, values, and behavioral tendencies relevant to a particular environment." Then he described the notion comprehensively by suggesting that place identification is an element of self-identity. The built environment undoubtedly influences how city people describe themselves within society. As a result, place identity emerges from direct interaction with the physical world, representing the area's social, cultural, and ethnic features. At the same time, it is critical to a person's well-being because it aids in the maintenance of self-identity and adaptation to changing circumstances [31].

In a recent study (2020) [32], 1,011 bibliographic records from the Web of Science's core database were studied by CiteSpace, a scientometric tool for analyzing and visualizing patterns and trends in scientific publications,

from 1985 (the earliest year available for the data in the database core) until 2019. The search was for data under the title "regional identity," "regional identities," or "place identity." According to the survey, academic journals have seen an increase in articles about place identity in the last 40 years, notably since 2006.

According to the findings, the conceptual foundation was in two sectors: the place identity that relies on a place's identity or the place identity that relies on a people's identity. It rarely studies both sides of place identity together, or at least few studies have done so. Furthermore, there are complex discussions about the analytical relationships between place, people, and place identity, further complicating the notion of place identity. The place identity of People's place and place overlap but are not similar; both concepts embody personal or emotional links between the physical world and man (Figure 2-4). In order to identify knowledge connections between different empirical understandings of place identity, the study conducted an in-depth examination of measuring methods and roles of place identity in academic literature. Then summarize the meanings of place identity in four dimensions, as shown in the dimensions of identity section.

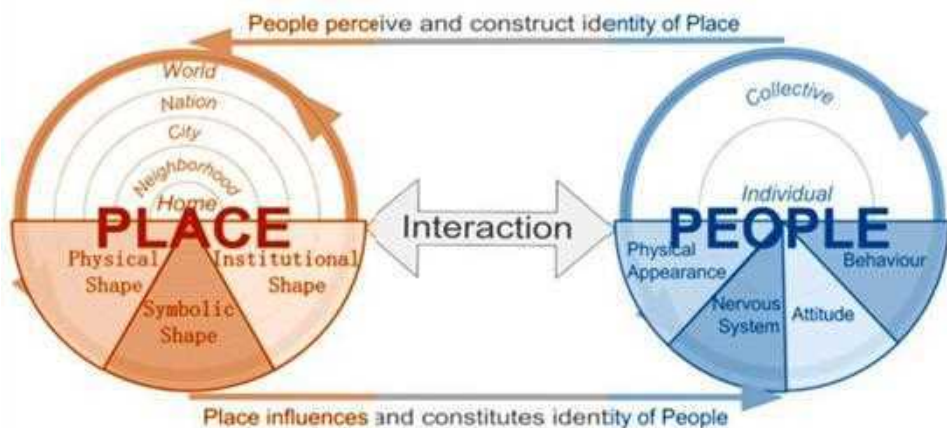


Figure 2-4. Relationships between the identity of people and place [32].

In this context, the term place entity should be mentioned. It is a logical construct that includes physical and social objects or items. It is defined as

an abstraction from the real world that can be seen as a mosaic of physical and social settings, the latter consisting of individual and collective meanings [33]. (Figure 2-5).

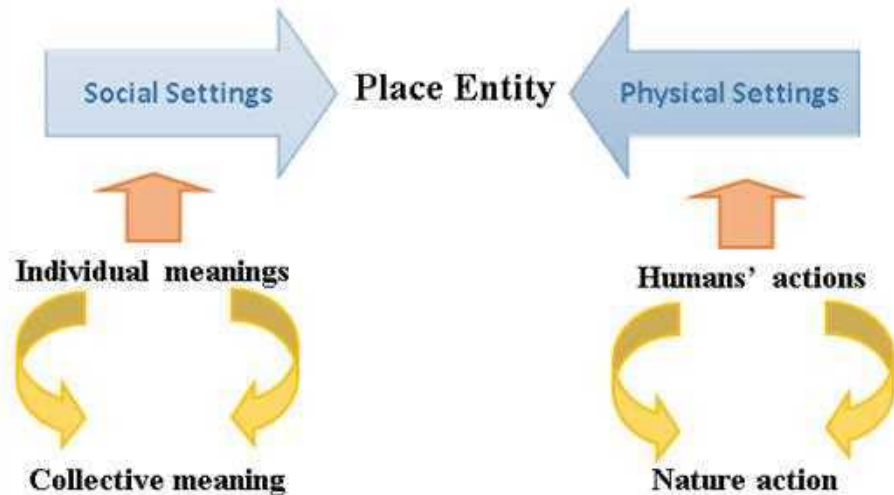


Figure 2-5. Place entity scheme[33].

Urban identity was mentioned in the literature as place-identity, placeness, the character of a place, the image of a place, sense of place, and spirituality of the place [34, 35]. The significant challenge for understanding place identity is the widely complained-about unclear relations between place identity and those environmental psychology notions. These definitions, used over the years by many scholars, all pertain to urban identity as the concept of distinctiveness. All parties have agreed upon distinctions between these notions, which are still being debated today.

Cheshmehzangi[18] summarizes urban identity as a socially constructed interaction between a human and his space, space and its elements, and elements with other elements; in other words, a set of intricate and mutual relationships between context and contents. He also presents a conceptual model of people-environment interaction (Figure 2-6) adapted from Pocock's [36] conceptual model.

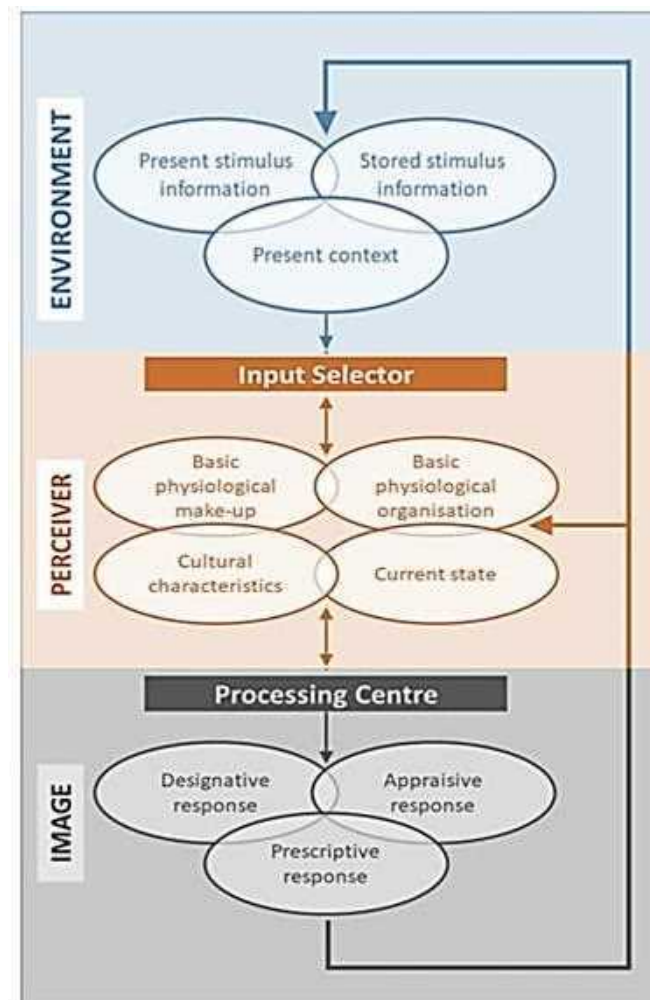


Figure 2-6. A conceptual model of people-environment interaction [2].

In contrast, there are some studies that have discussed the possibility that the expression "affective atmospheres," instead of "spirit" or "essence," can be used for referring to people's emotional impressions as a fifth dimension in urban environments. Abusaada and Elshater [37] argue affective atmospheres should follow the perceptual dimension in urban planning and design, particularly under the aspects of spiritual investigations. Thus, affective atmospheres should be considered while examining urban and place identity. In the end, we can think of urban identity as a concept that is continually integrating with itself in multiple roles, attributes, dimensions, and many more, as we will discuss below.

2.2.1 Types

Ior Relph distinguished place-identity types based on 'insiders' and 'outsiders' (Figure 2-7). He argued that the 'essence of place' lay in the occasionally unconscious experience of an 'inside' as distinct from an 'outside'[38]. Similarly, Norberg-Schulz said 'to be inside' was 'the primary intention behind the place concept'[39].

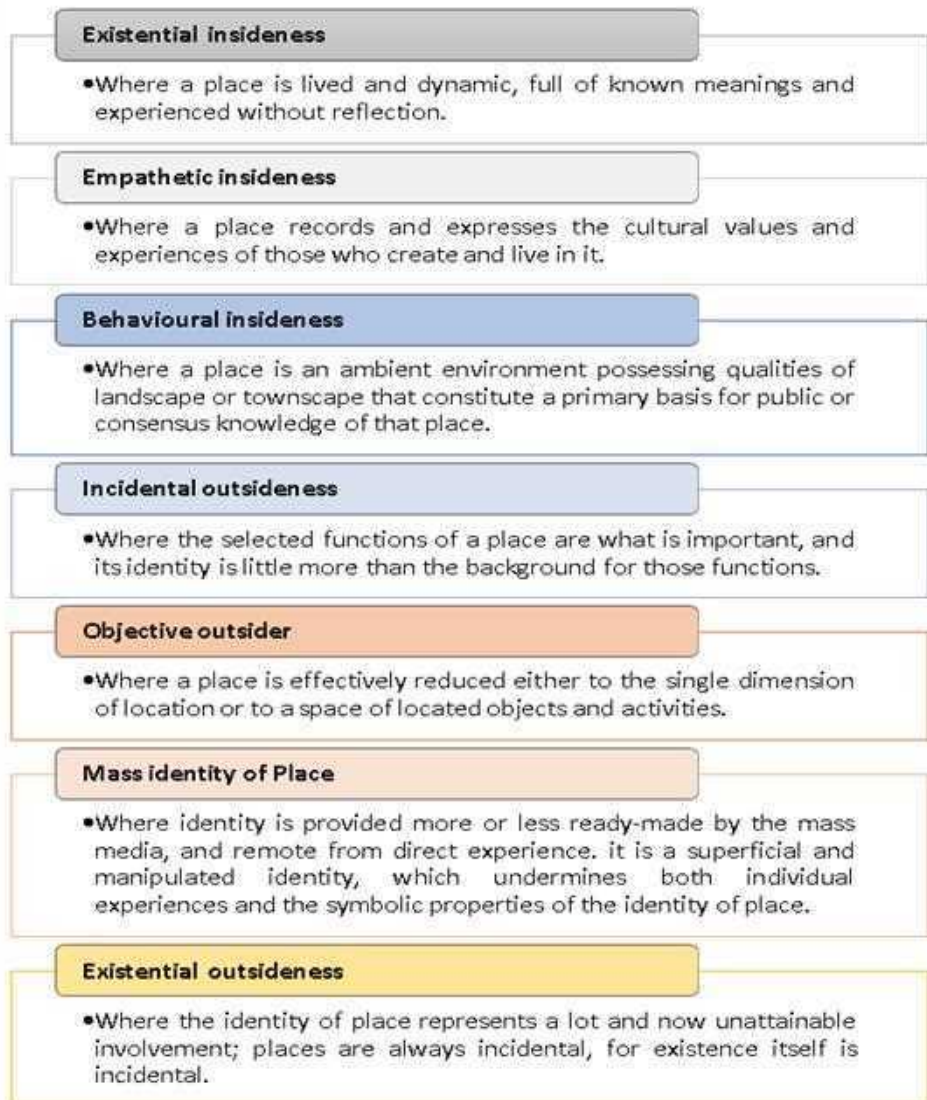


Figure 2-7. Types of place identity (By Researcher, based on [29]).

2.2.2. Layers

Certain communication theorists have underlined the layered character of identity. It was divided into four main layers[40]. As shown in Figure 8, these layers change at each interface and range from an individual to an entire group. The individual is the center of the personal layer. On the other hand, the Enactment and Relational layers are transitional layers that shift the focus of identification from individuals to collectives, giving rise to the communal layer of identity. As a result of this identity change, the urban identity can be derived as a sum of individual identities.

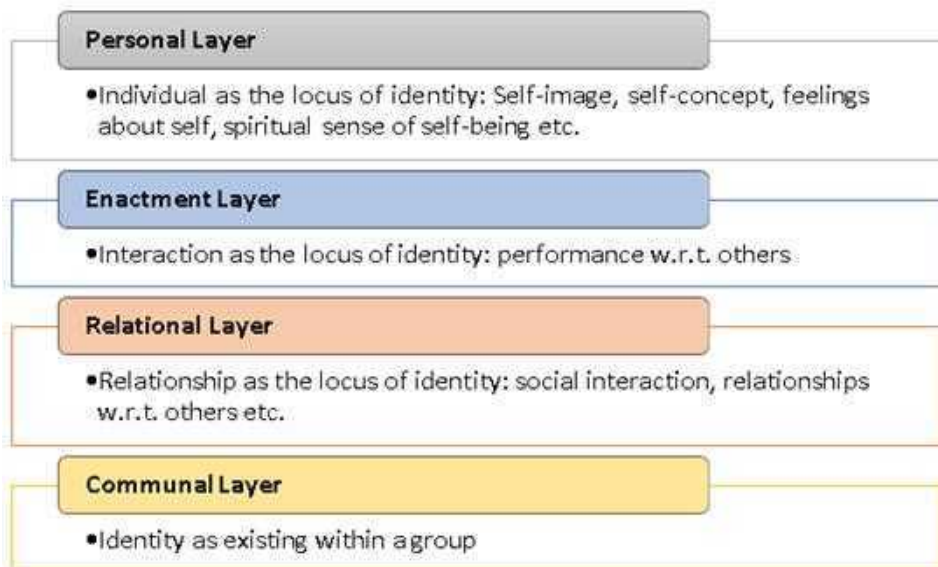


Figure 2-8. Layers of Identity (By Researcher, based on [41]).

2.2.3 Levels

We can't just use the term "urban identity" to refer to all levels of the built environment since urban identity manifests itself differently at different spatial levels and is thus recognized differently. Cheshmehzangi [18] contextualizes urban identity in four various and overlapping levels and Scales from broadest to most minor in terms of spatiality (Figure 2-9).

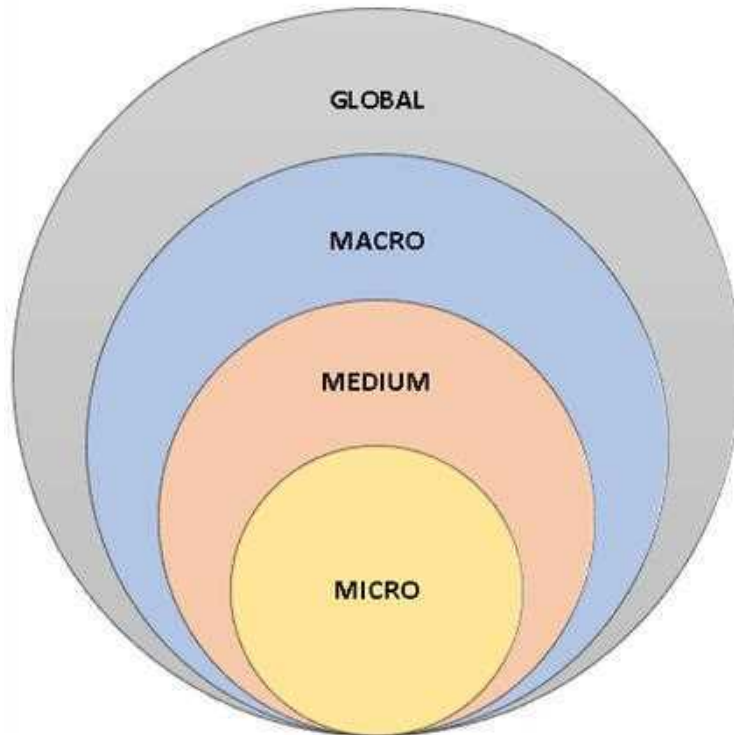


Figure 2-9. Different levels of urban identities [18].

According to Cheshmehzangi, these four levels are described as the followings:

- **The Global Outlook or "Global Level":** is the broadest urban identity level. At this level, social considerations are minimal in most cases, and details in the design are not considered. The global outlook is the degree to which a specific city or area is acknowledged or broadly understood globally. In other words, what we have in mind when imagining a particular place or city in perceptual and visual form. So, a city's or a place's identity is attached to at least one of the core factors of 'history,' 'meaning,' 'distinctive characteristics,' and 'purpose.' At this level, identity is classified into several features, as a place or city needs to have one or more of these features: singularity, functionality, economical, perceptual, geographical and landscaping, and historical.

- **The urban setting or 'macro level':** is the second-largest scale of urban identities where the levels: Environmental Framework and Global Outlook, are overlapped. This level of urban identity is defined as a concept for urban branding or urban industry, with a strong focus on the image of the place. At this level, a region or territory is distinguished from the other areas by a characteristic or unique feature and identified on a national or regional level rather than a global one. The variety of urban environments helps cities become recognizable with various images and identities. Thus, planners and developers get a chance to create multiple cultural, social, environmental, and economic plans to enhance the uniqueness of a particular city area on the local and regional levels.
- **The environmental framework or 'medium level':** Place identity" is a term that is often used to describe this specific level of urban identity. Cities need to celebrate their environments at this level of urban identity in various means beyond their functionalities and physicality. It ought to offer a variety of social, socio-spatial, cultural, and sociocultural values that are the backbone of any society. Thus, urban surroundings and nodes within the city play a crucial role in forming spatial behaviors and social values. It represents the level to which we as humans play, work, and live. Therefore, public realms, public areas, and urban squares are the city's most imageable and social nodes. As we constantly experience it every day, the general public generally needs more appreciation for place identity and how it provides Various opportunities that can be exploited.
- **The personal perspective or 'micro-level':** It deals with a person's view of a place or city, so it is the most sophisticated level of urban identity. At this level, urban identities differ from one culture to the next, from one area to the next, from one experience to the next, and from one person to the next. Because of in this level of urban identity focuses on a place's or a city's personality, meaning, and memory and how these are represented in an individual's consciousness. What one sees and feels is never the same as what another sees and experiences.

2.2.4 Factors

According to Lynch[42], Different people can have different experiences in the same places, while the same person can have various experiences in various places. Nevertheless, some essential consistencies exist when comparing how several people perceive a particular location. So, he lists seven factors specifying the sense of a place [39] (Figure 2-10).

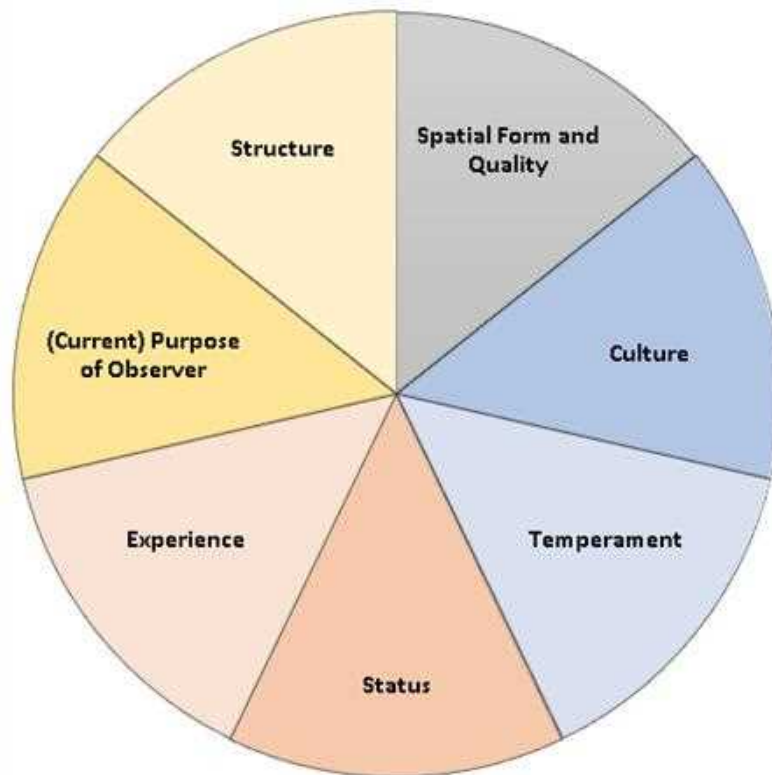


Figure 2-10. Factors specifying the sense of a place (By Researcher, based on [40]).

2.2.5 Forms

Urban identities come in numerous purposes and forms. Consequently, Relph [7] asserts that a city's or a place's identity consists of three interconnected components, each irreducible to the other: observable activities and function, physical appearance or features, and symbols or meanings. Based on this, Cheshmehzangi [18] argues that urban identity comprises three generalized forms, as shown in Figure 2-11.

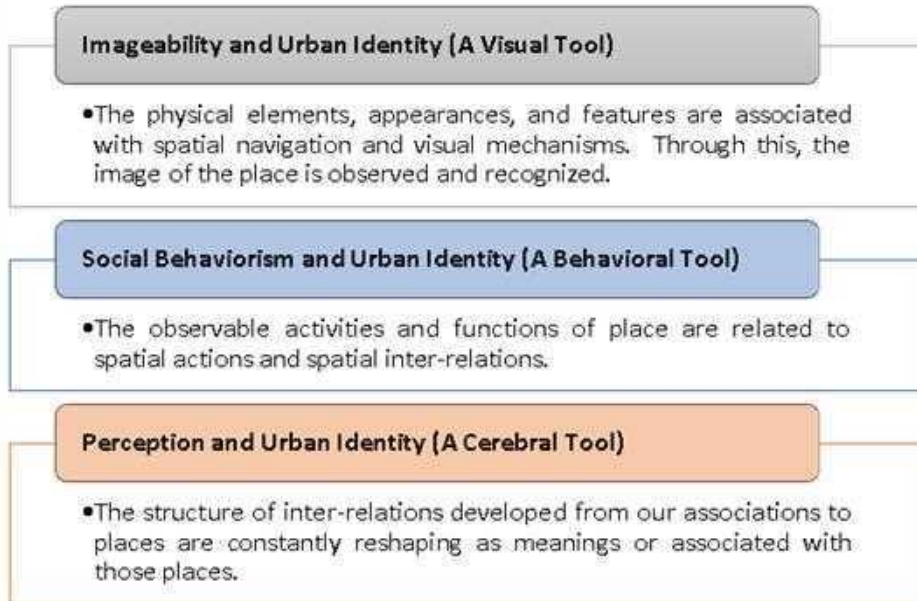


Figure 2-11. Form of urban identity (By Researcher, based on[18]).

2.2.6 Features

The visual image of the built environment represents a distinct identity bolstered by unique characteristics found in the urban fabric. Since identity relates to the relationship between oneself and one's surroundings, the appraisal of the urban context value and meaning is the relations among physical objects and material based on people's experience in their daily interaction with the urban area surrounding them [43]. Consequently, the notion of place identity symbolizes the connection of the physical environment with its conceptual and functional dimensions [44]. In this sense, urban theorists classified urban identity into three features (Figure 2-12).

From another perspective, Cheshmehzangi [18] argues that a city or place gets its identity through one or more of the six features below (Figure 2-13).

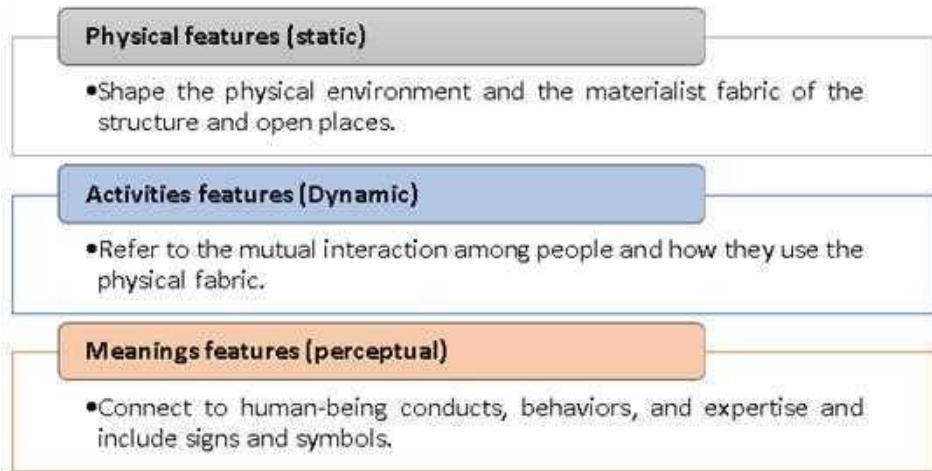


Figure 2-12. Features of urban identity. (By Researcher, based on [45])

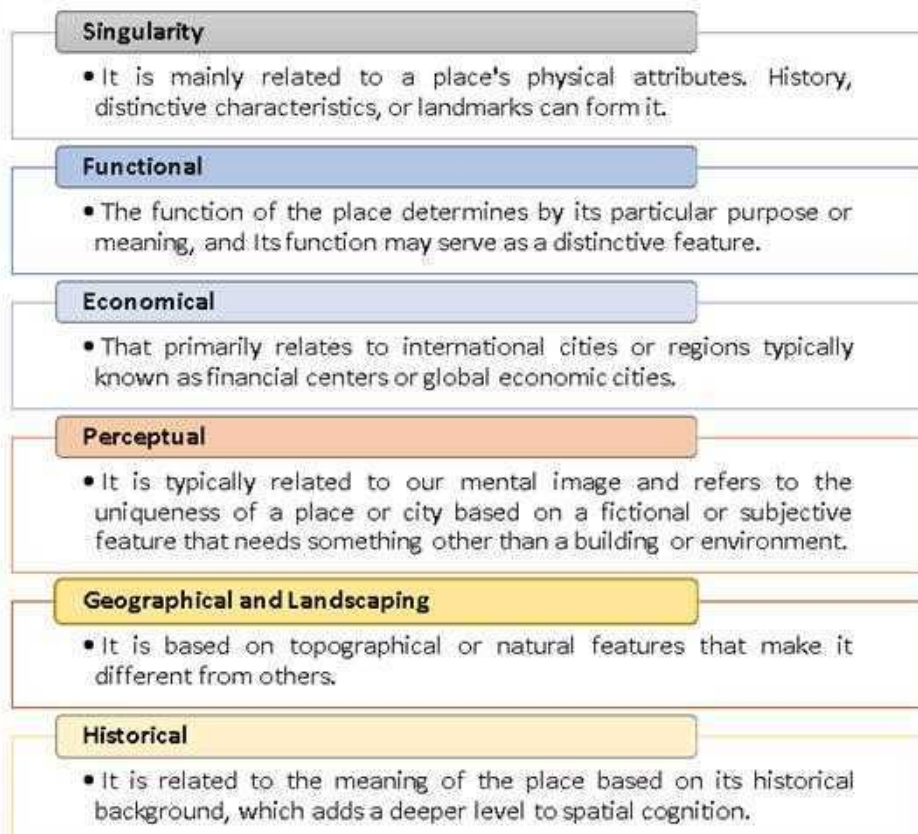


Figure 2-13. Features of urban identity (By Researcher, based on [18]).

2.2.7 Dimensions

While the urban design has six dimensions: social, visual, functional, temporal, morphological, and perceptual [46], urban identities have various dimensions too. Lefebvre [47] analyzed everyday life and urbanism through three key factors: self, reality, and relations. Accordingly, Cheshmehzangi [18] expressed urban identity in three intertwined dimensions that refer to the essence of human-environment relations.

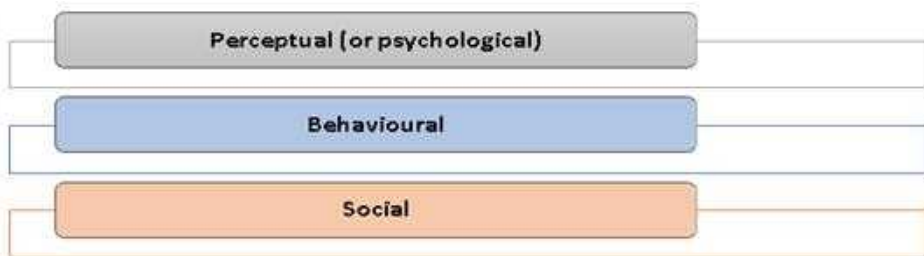


Figure 2-14. Dimensions of urban identity (By Researcher, based on [18]).

Otherwise, Lalli [48] named five dimensions of urban-related identity. These dimensions have different characteristics that collectively influence how an individual perceives the identity of a place (Figure 2-15).

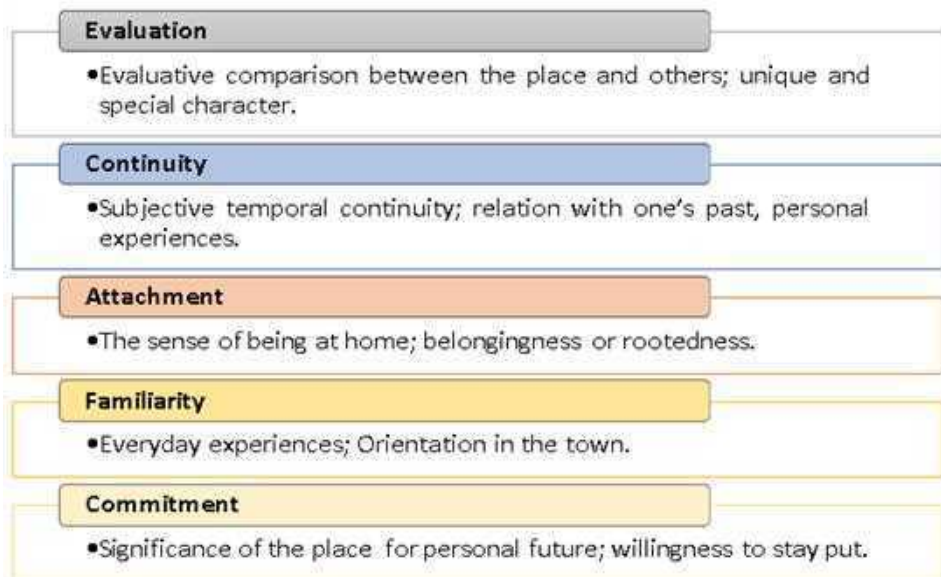


Figure 2-15: Dimensions of Urban Related Identity (By Researcher, based on[38]).

Scannell and Gifford [49] developed a tripartite model of place attachment from a different perspective. They argued that place attachment occurs at both group and individual levels, although there is a tendency to ensure personal connections to a place. This model is based on three dimensions (Figure 2-16).

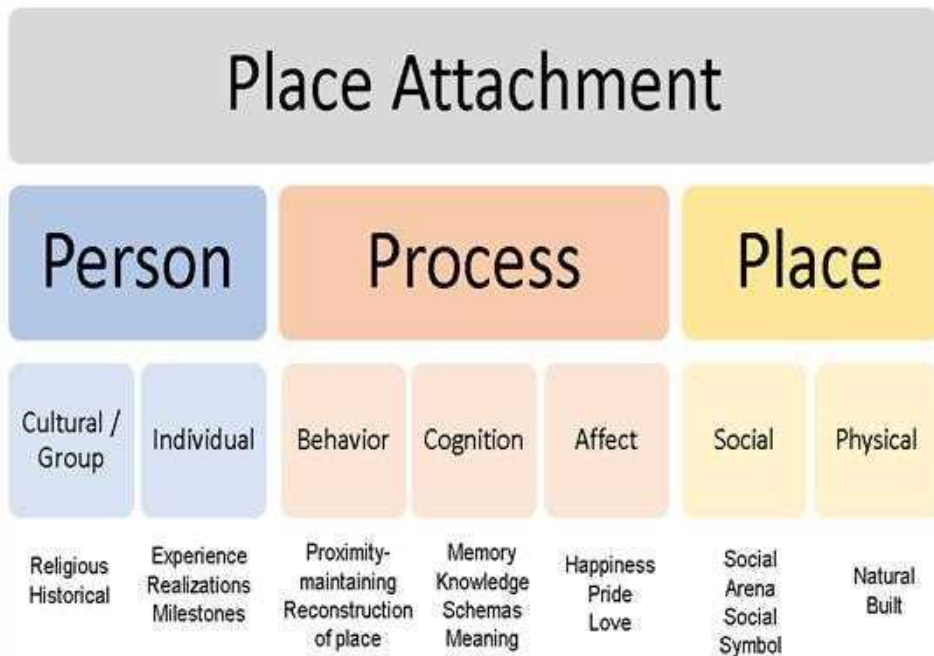


Figure 2-16: The tripartite model of place attachment by Scannell & Gifford

A recent study (2020) [32] reviews 1,011 bibliographic records obtained from the Web of Science's core database related to place identity. It summarizes the meanings of place identity in Quadrantal dimensions, as shown in Figure 2-17. The study expected that the four dimensions of the purposes of place identity help researchers find their positions when they are interested in research questions in this domain.

Another recent study (2021) [50] monitored the impact of people in city streets on affective atmospheres and placemaking. This study concluded that four dimensions cover the situation impacts of affective atmospheres: social (which is linked to people), visual, aesthetic, and spiritual (which are related to the place). It is explained in detail in Figure 2-18.

	External look	Internal thoughts
People	<p>Physical appearance (e.g., dress, hair, skin)</p> <p>Behavior (e.g., dialect, diet, traditional practice, skill)</p>	<p>Attitude (e.g., patriot, goal, preference)</p> <p>Feeling (e.g., the importance of elements of a place to self, identification with places of different spatial scales)</p>
Place	<p>Physical shape (e.g., territory, landscape, building, land use)</p> <p>Symbolic shape (e.g., landmark, dialect, name of the place, boundary on the map)</p> <p>Institutional shape (e.g., government, firm, neighborhood)</p>	<p>Individual perception (e.g., place boundary in mind, representative elements of a place in mind, holistic image of a place)</p> <p>Collective perception (e.g., place marketing, discourse about a place)</p>

Figure 2-17: The meanings of place identity dimensions[32].

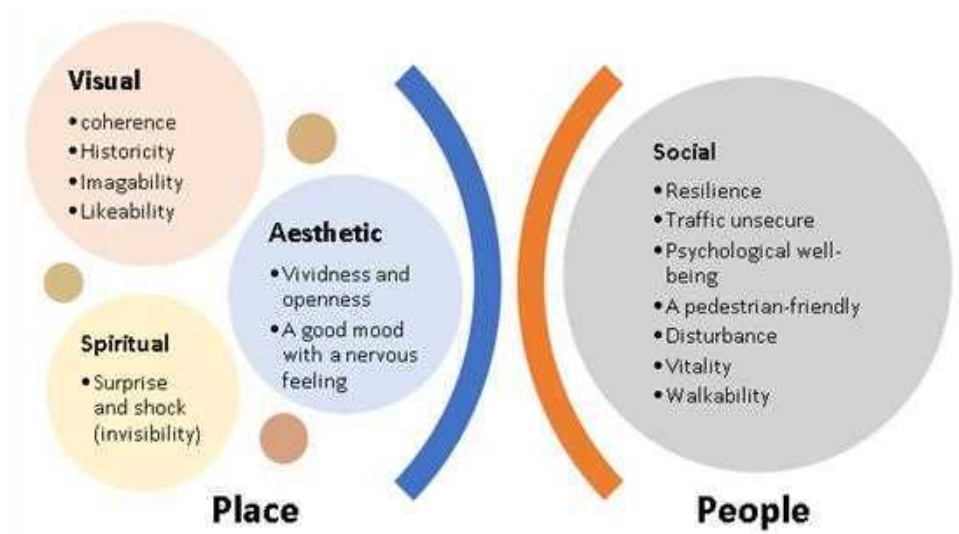
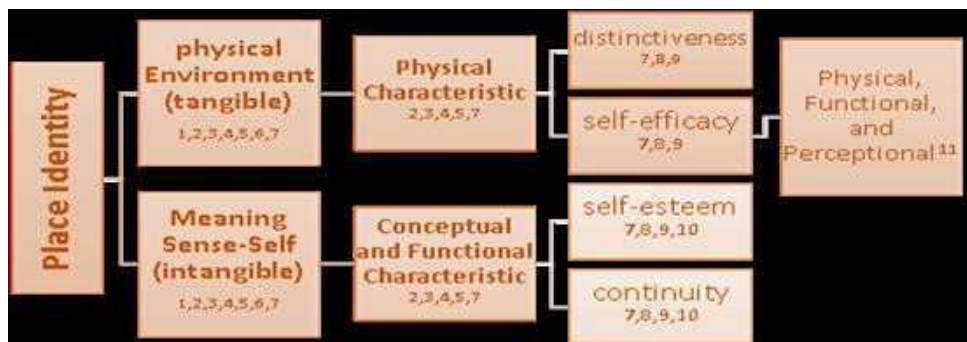


Figure 2-18: Affective atmospheres Dimensions (By Researcher, based on [29]).

2.2.8 Connections

Based on the literature, Surchi and Nafa [44] demonstrates the relationships of place between physical aspects (tangible) and the meaning aspects (intangible). See Figure 18. These aspects have been divided and detailed through their main classifications (physical and perceptual). The perceptual consist of 'self-esteem and continuity' elements, while the physical includes elements of 'distinctiveness and self-efficacy,' which are the physical and functional elements.



- | | |
|-------------------------------|---|
| 1- Lynch, 1981 [42] | 7- Stokols and Shumaker, 1981 [54]. |
| 2- Shawesh, 2000 [51] | 8- Breakwell, 2015 [55]. |
| 3- Greene, 1992 [52]. | 9- Twigger and Uzzell, 1996 [56]. |
| 4- Al-Naim, 2008 [53]. | 10- Abdelmonem, 2012 [57]. |
| 5- Ibrahim, er al, 2014 [46]. | 11- Kermani and Alalhhesabi, 2016 [58]. |
| 6- Tomlinson, 2003 [43]. | |

Figure 2-19: Place identity aspects connections and principles [44].

2.3 URBAN IDENTITY IN PUBLIC PLACES

2.3.1 Public Places:

As mentioned in the study's introduction, it is crucial to design public places well since it provides significant environmental, social, and economic benefits to society and place [59]. But what are the public places? According to SDG Indicator 11.7., The Charter of Public Space defined it as "all places publicly owned or of public use, accessible and enjoyable by all for free and without a profit motive." And charter also further differentiates between four public spaces types: streets, open public spaces, public facilities, and markets [60].

Although public space design in all its forms has experienced a renaissance since the 1980s, it has increasingly become the major component of many renovation and development schemes recently. Its attempts to define universally applicable principles for designing "good" public spaces have increased, based on little more than intuitive and supposition analysis. For example, UN-Habitat has produced several tools related to public space, such as *Urban Planning for City Leaders* (2013) under the chapter 'Define and Enhance Public Space' [61]. In addition, UN-Habitat has been collaborating with cities through the Global Public Space Programme to evaluate public spaces [62].

In this context, A practical placemaking guidebook entitled "Turning Spaces into Place" [63] intends to increase awareness of the quality and importance of public spaces for mayors, developers, urban planners, and all those concerned with developing towns and cities. While the book explored the concept of placemaking to enhance the quality of life in Kosovo's towns, many of the principles generally apply to the contexts of other towns, particularly in developing countries. Also, many empirical tests revealed several critical factors that are significant in the design of most public places. For example, Carmona [11] set standard guidelines for planners and others to regulate public places' creation and management and established a series of well-established positive principles for designing public spaces that lead to successful public places. It can be summarized as follows:

- Evolving (whether they are official or informal).
- Diverse (avoiding one-size-fits-all).
- Free (with secured rights and responsibilities).
- Delineated (clearly public in their use).
- Engaging (designing inactive uses).
- Meaningful (including significant features and amenities).
- Social (encouraging social engagement).
- Balanced (between traffic and pedestrians).
- Comfortable (feeling safe and relaxed).
- Robust (adaptable and distinct in the face of change).

2.3.2 Place Identity:

Place Identity (PI) is an essential part of urban identity. City environments play a significant role in establishing urban identities that is beyond the development of landmarks and global images and showing off the powers and capital. As Ashby [64] mentioned that the identity of a place was beyond the physical and visual attributes when he said, "The most obvious implication in the context of place is that identities of places cannot be understood solely in terms of physical and observable feature patterns, nor only as products of attitudes but as an indissociable combination of these. Consequently, Assimilation, accommodation, and socialization all contribute to a place's unique identity."

Place identity may not be unique on a large scale but are very distinctive in their immediate urban environments. The relations between people and places in the identity of place are not personalized but positioned in a comprehensive framework. Therefore, the impact of the person-environment could change urban identity in everyday life. Aitken [65] refers to these person-environment relations in the below diagram (Figure 2-20). These multidimensional relations respond to cognitive, social, and cultural factors.

It is crucial to emphasize that urban environments are constantly experienced, observed, and analyzed through various steps and dimensions to the extent to which we can define and redefine urban identities at multiple levels and with different impacts on the city and the people. Such socio-spatial relations are often more perceptible in larger cities, where diversity is more, and city environments have multiple uses and activities that provide a range of unique experiences, modern or old, that represent the city's social life, cultural attributes, and many other factors [18].

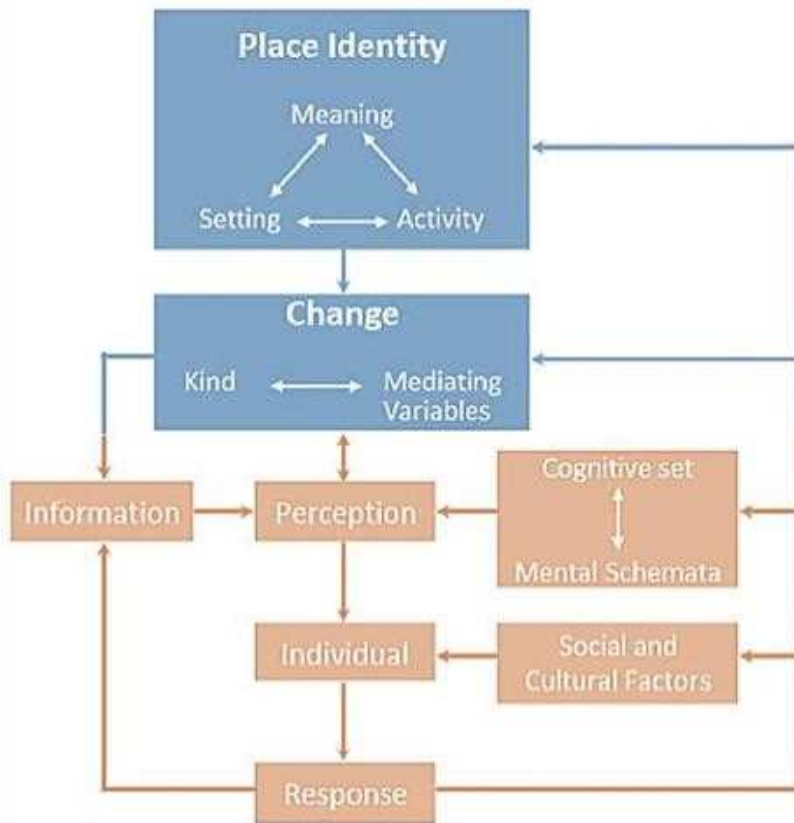


Figure 2-20: The impact of person-environment changes on place identity [65]

2.4 CONCLUDING SUMMARY

When we study urban identity by examining the identity of the city's public places, we are at the medium level of urban identity, "The environmental framework." This identity is a set of relationships, a social relationship between a human and his space, space and its elements, and elements with other elements. So, identity from the sociological perspective is strongly present in this case, and the urban identity of all its types, features, layers, connections, dimensions and forms will be reflected in this examination through its various components. See Figure 2-21.

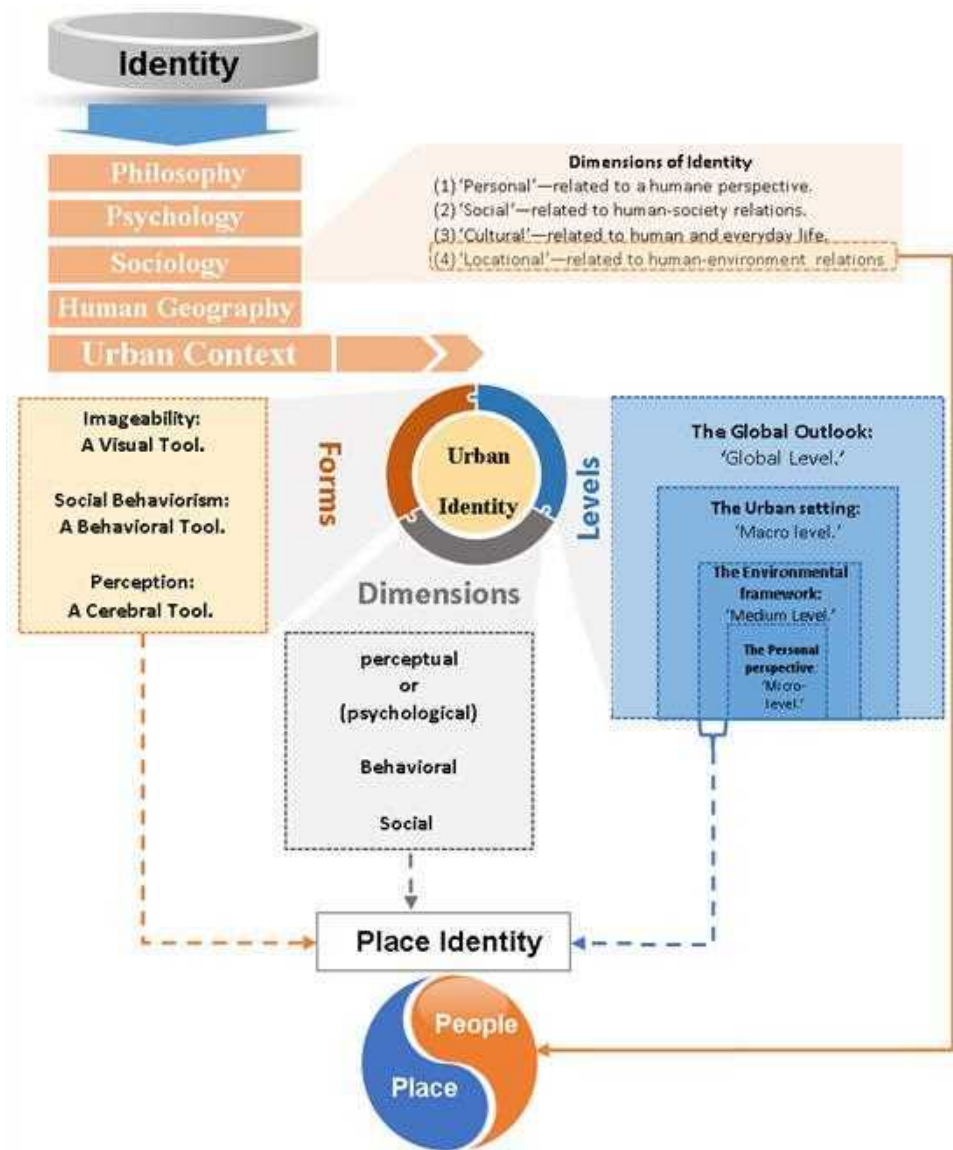


Figure 2-21: Identity in Urban context (By Researcher).

In the next chapters, the components or elements that affect the identity of the place are identified, described, and listed in a checklist to use later for assessing place identity.

Chapter 3 : IDENTITY COMPONENTS

Contents

3.1. PLACE IDENTITY COMPONENTS

3.2. PLACE IDENTITY CHECKLIST

3.3. CHECKLIST VALIDATIONS

3.4. CONCLUDING SUMMARY

The previous chapter has provided reviews of the reliable literature on the notion of urban identity. This chapter highlights the place identity components. Therefore, the initial task of this chapter will be to provide a critical methodological analysis of the previous studies reviewed earlier, focusing on identifying, defining, and classifying the identity components to make a checklist that will be used later to satisfy the aims of the thesis. This checklist will be validated by collaborating with experts.

3.1 PLACE IDENTITY COMPONENTS

This section will list identity elements from different scholars' points of view. The available studies show that experts consider the elements of place identity in diverse categories. Shekhar [40] listed elements enhancing urban identity (Table 3-1) based on Lalli [48]. These elements were; land ownership that impacts positively on the identity of place for a citizen. In like manner, the place of birth, social relationships, and quality of place (amenities and facilities). Lalli also highlighted the main elements that Lynch mentioned in the image of city [6], such as a landmark, the history of a place, and its aesthetics (visual form and appearance). All of the previous elements positively impact the identity of the place; in addition, the duration of stay impacts positively but not very significantly. In contrast, pollution and noise negatively impact the identity of the place.

Table 3-1: The elements enhancing urban identity.

Elements	Type of impact
Land/Flat Ownership	Positive
Place of birth	Positive
(Social) Relationships	Positive
Quality of Life	Positive
Noise	Negative
Landmarks	Positive
Duration of Stay	Positive but not very significant
History	Positive (not always)
Aesthetics	Positive

The literature also shows other approaches to identifying the elements of urban identity. Rapoport [66] argued that symbols and signs play the leading roles in creating the perceptual meaning of the places users. Thus, environments can be studied through signs that guide behaviors, affective signs that elicit feelings, and symbols that influence thoughts. In contrast, Valera [67] discusses urban identity from a social perspective. For him, the character of the place and its meaning for users can be shaped through environmental and social imageability attitudes.

Moreover, there are available studies concerned with studying the cultural landscape elements. Ziyaee [68] sums up the main factors of the cultural landscape by suggesting three descriptive categories: materials, immaterials, and links (Table 3-2). Previously, the study Characteristics the elements through the literature as shown in Table 3-3

Table 3-2: Components of cultural landscapes.

Co.	Main elements	Sub-elements
Materials	Natural forms	Topology, geography, hydrography. Texture and surface materials, vegetation. The climatic situation, deserts, seaside.
	Manmade forms	Buildings, roads, bridges, monuments, urban artifacts, gardens, agricultures.
Immaterials	Beliefs	Values, visions, religions, ideologies.
	Rules	Policy, economy, power.
	Behaviors	Social practices, place name, patterns, symbols, lifestyle, icons, meanings, activities, myths, stories.
Links	Time/ process	History, memory.
	Method and technique	Style, dance, paintings, clothes, foods, singing.

Surchi, Z., & Nafa, H. [44] formulated a proposed model that can establish the relation between place identity and the cultural landscape, focusing on the tangible aspect in both concepts of identity and culture to establish the relation between place identity elements and cultural landscape elements (Figure 3-1). They mentioned that the place identity

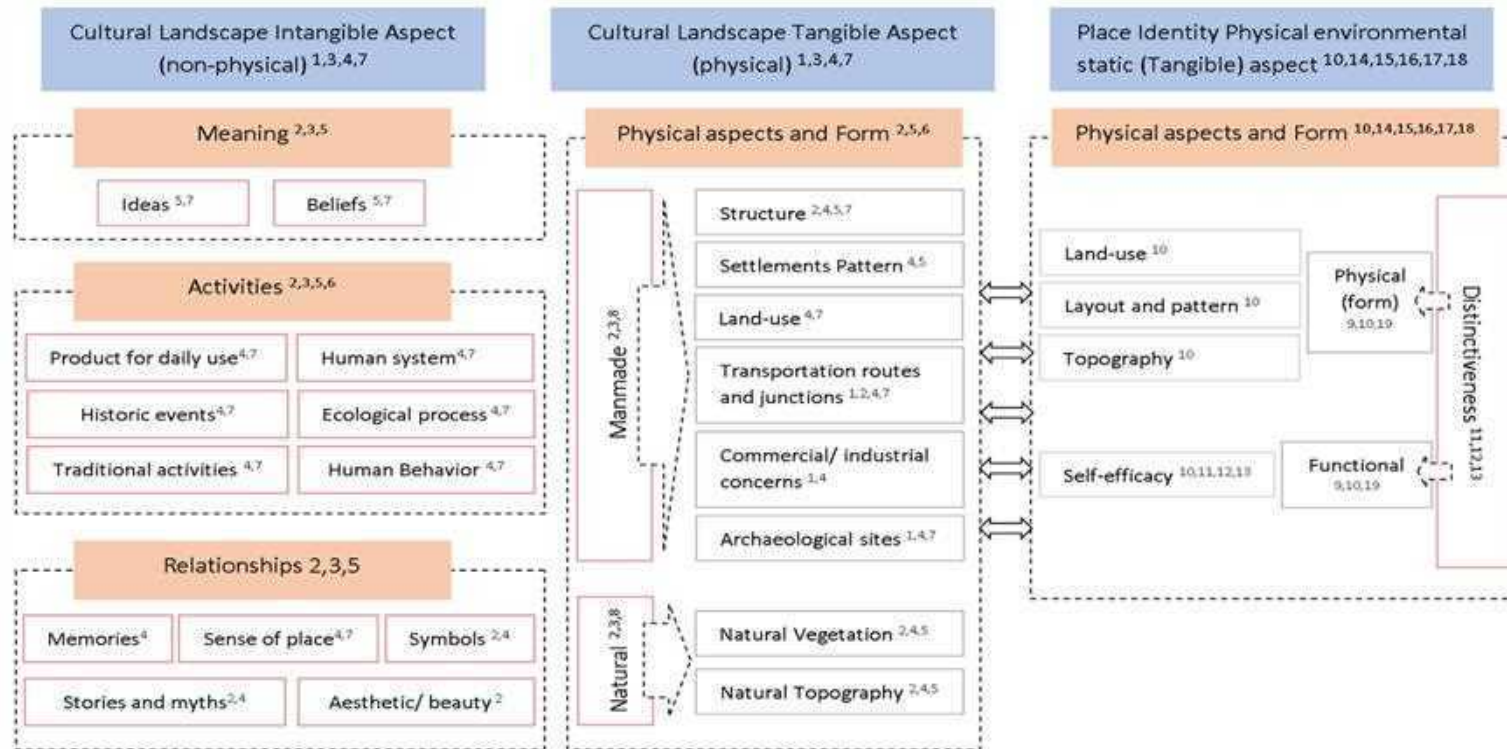
CHAPTER 3: IDENTITY COMPONENTS

element (Topography) could be influenced by one or more than one element of cultural landscape elements. The connections will be based on: Site observation, image interpretation, and maps analysis.

Table 3-3: Cultural landscape elements through literature review

	Main elements	Sub-elements
Vogeler (2010) [69]	Cultural meaning and message	Ideas, beliefs.
	Human activities/behaviours	
	Physical forms	Topography, vegetation, structure (time/space, visual needs), settlement pattern.
O'Donnell (2008) [70]	Tangible heritage values	Natural systems, land uses, patterns, spatial organization, visual relationships, topography, vegetation, circulation systems, water features, natural and constructed, non-habitable landscape structures and buildings, spatial characteristics, form and scale of habitable structures, the vocabulary of site furnishings and objects.
	Intangible heritage values	Festivals, traditional music, dance, performance, pilgrimage, worship, the commemoration of past events, traditional practices, gathering place for native plants, iconic shared community place of memory and present use.
Stephenson (2008) [71]	Forms	Natural features (landforms, vegetation, etc.). Human intervention (structures, gardens, track, etc.).
	Relationships	Memories, symbols, ideologies, spirituality, sense of place, meanings, aesthetic/beauty, stories and myths, the meaning of place names, feeling of belonging.
	Practices	Human systems, ecological process, human activities, historic events, historical process, traditional activities, national process.
Brown (2001) [72]	Tangible elements	Transportation corridors and junctions, utilities, land cover, sites of cultural importance, key commercial/industrial concerns.
	Intangible elements	Political and census boundaries, ownership boundaries, land use.
Sunkoly (2017) [73]	Living cultural heritage	Tangible: item for religious/cultural use, the item for domestic use (food, dress, household item), product for industrial use. Intangible: the sense of identity, space use pattern, expression (oral/manners/custom), belief system, commercial/social/cultural activities.
	Built cultural heritage	Tangible: building/group of buildings, public parks, and gardens, monuments, and structures, archaeological sites. Intangible: land use pattern, building use pattern, expression (architecture/ streetscape/ townscape), sense of place.

CHAPTER 3: IDENTITY COMPONENTS



- 1- Brown (2001) [72]
- 2- Stephenson (2008) [71]
- 3- UNESCO (2008) [74]
- 4- O'Donnell (2008) [70]
- 5- Vogeler (2010) [69]

- 6- Jones (2003) [75]
- 7- Sonkoly (2017) [73]
- 8- Cosgrove (1986) [76]
- 9- Kermani and Alalhhesabi (2016) [58]
- 10- Ibrahim, et al (2014) [46]

- 11- Stokols and Shumaker (1981) [54]
- 12- Breakwell (2015) [55]
- 13- Twigger and Uzzell (1996) [56]
- 14- Shawesh (2000) [51]
- 15- Greene (1992) [52]

- 16- Al-Naim (2008) [53]
- 17- Lynch (1981) [42]
- 18- Tomlinson (2003) [43]
- 19- Ziyae (2018) [68]

Figure 3-1: The proposed model for the relationship between Place identity and Cultural Landscape (By Researcher, based on [23]).

CHAPTER 3: IDENTITY COMPONENTS

From another aspect, Elshater et al. [77] presented a list of physical and non-physical elements describing how cities have their singularity based on the readings of seven Western paradigms focused on city distinctiveness. These seven paradigms were:

- Cities as Works of Art.
- Global & Informational Cities.
- Cosmopolis Transcultural Cities.
- City Branding.
- Smart Cities.
- Organic Urban Development.
- Great City.

As shown in Figure 3-2, the extracted elements focused on the city's urban form are listed, including the classification of the design on the one hand and the physical and non-physical elements on the other.

	Physical	Non-Physical
In the premodern and modern era	<ol style="list-style-type: none"> 1. Urban artifacts 2. Individual semantics and symbols 3. Architecture style 	<ol style="list-style-type: none"> 4. Management 5. Experience 6. Adaptability with time and history 7. Accumulative or phase of construction
In the postmodern and contemporary era	<ol style="list-style-type: none"> 8. ICT infrastructure 9. The digital technology (information and communication) 10. The architectural style 11. Iconic buildings 12. Spatial forms 13. Elements of smart community 	<ol style="list-style-type: none"> 14. The human spatial experience 15. City-making/management 16. Gradual transformation 17. Community participation 18. The affinity of the local residents (support localism) 19. Citizenship 20. Civil initiatives 21. Economic balance (value for money) 22. Environmental responsiveness 23. Customer focus 24. Long-term outlook 25. fulfill the needs of contemporary and upcoming generations 26. Leadership

Figure 3-2: The physical and non-physical elements for gauging cities of singularity (By Researcher, based on [77]).

A recent study [78] (partial to this thesis) has discussed these previous approaches and more. Elements and components of place identity mentioned in the literature have been organized in a matrix checklist. As

CHAPTER 3: IDENTITY COMPONENTS

the vast amount of these elements, this matrix divided the identity of the place into three classifications: Environment, People, and the interaction between people and place, under two primary form: tangible and intangible (See Table 3-4). Each part of this matrix is denoted by a code as follows:

- (i) Coded by the letters E, P, and I, belonging to Environment, People, and Interaction between them.
- (ii) Indexed numbers 1 to 4 are classified under the letters T and N, respectively, as tangible and intangible.

Below, the datum that each parcel of the matrix can extend us is explained in detail.

Table 3-4: checklist to assess the identity of the place.

		Environment			People	Interaction
		Physical E/T- 1	Function E/T- 2	Quality E/T- 3		
Tangible	Natural forms E/T-1.1	Topography E/T-1.1.1	Land-use E/T- 2.1	Technology E/T- 3.1	Physical Appearance P/T- 1	Efficacy of place I/T- 1
		Vegetation E/T-1.1.2				
		Climate E/T-1.1.3	Transportation routes and junctions E/T- 2.2			
		Hydrography E/T-1.1.4				
	Manmade forms E/T-1.2	Singularity and Historical E/T-1.2.1	Facilities E/T- 2.3	Sustainability E/T- 3.2	Social practices P/T- 2	Duration of Stay I/T- 2
		Layout and pattern E/T-1.2.2				
		Buildings E/T-1.2.3	Accessibility E/T- 2.4		Social style P/T- 3	Walkability I/T- 3
		Furniture E/T-1.2.4				
Intangible	Sensation E/N-1	Vision E/N- 1.1			Ideas and beliefs P/N- 1	Memories I/N- 1
		Hearing E/N- 1.2				
		Smell E/N- 1.3				
		Touch E/N- 1.4				
	Management E/N-2	Delineated E/N- 2.1			Feeling P/N- 3	Aesthetics I/N- 3
		Social E/N- 2.2				
		Customer focus E/N- 2.3				

3.1.1 Environment's Components

It Includes components related to the place itself.

A- Physical:

This parcel primarily provides the place's physical identity components. These physical objects categorize themselves as being either natural or manmade.

- **Natural forms:** This form results from the environment's natural characteristics, which compel us to react to the place in a particular manner.
 - **Topography:** views, landmarks, and other topographic features create the identity of a place.
 - **Vegetation:** The different varieties of vegetation can give the places a unique natural identity.
 - **Climate:** The local climate could compel designers to choose a specific design approach and users to react differently.
 - **Hydrography:** such as rivers, lakes, seas, etc., completely changing the image of the place.
- **Manmade forms:** This parcel expresses the built environment and its characteristics that form the identity of the place.
 - **Singularity and Historical:** It is psychological terms for distinguishing objects; It includes elements classified as landmarks, individual semantics, and symbols.
 - **Layout and pattern:** It encompass a variety of layers of the physical environment or structure, including land use patterns, street patterns, block patterns, plot patterns, and mass plan patterns. It is formed as organic, ordered, linear, pointed, etc.,

and assessed by legibility, visual appropriateness, and human scale.

- **Buildings:** The architecture and the style of the buildings construct the image of the place. In addition, the types of buildings determine the diversity and multifunctional of users.
- **Furniture:** It includes landscaping, public art street, and furniture for public utilities, such as urban artifacts, sculptures, seats, fountains, pools, stairs, lights, paving, etc.

B- Function:

This parcel is concerned with the specific functions of the place that provide a unique pattern and activities in the place.

- **Land-use:** Natural uses include valleys, agricultural land, and scenery. In contrast, artificial uses include parking lots, yards, plazas, squares, malls, vacant land, and terminal areas.
- **Transportation routes and junctions:** Include Expressways, Roads, Alleys, Railways, Subways, Trails, and Bicycle Paths. It should be public in their use, Evolving, and Diverse.
- **Facilities:** Facilities lead to new functions for urban areas, such as ICT infrastructure and adaptability with time and history. Thus, intelligent elements create modern components of urban identity.
- **Accessibility:** A general term indicates the degree to which a place or environment is available to users. This component describes physical access as open, accessible, secure, pedestrian-friendly, and vivid.

C- Quality:

The quality of the place requires attention and care, as it makes the difference between struggle and attractiveness.

- **Technology:** Such as digital technology and the elements of the intelligence community that improve the place's efficiency, reliability, and sustainability.
- **Sustainability:** It includes environmental responsiveness, fulfilling the needs of current and upcoming generations, and Long-term outlook. Thus, the place motivates its users to be more understanding of environmental needs.

D- Sensation:

Sensation refers to human sensory systems. It interprets the environment and reacts to its stimuli.

- **Vision:** A visual denotation of the environment's special or unique qualities.
- **Hearing:** The acoustics in the place gives little information, but it is emotionally rich. Such as screams, music, the flow of water, or the leaves sounds by the wind. Disturbance or noise has a negative impact on place identity.
- **Smell:** The human sense of smell is an emotional component, and it should be likable.
- **Touch:** The experience of texture in the place should be diverse and valuable.

E- Management:

- **Management Delineated:** Management should be delineated clearly to control and sustain the place through long-term protection.
- **Management Social:** It encourages social engagement through personal and group spaces for recreation, learning, socializing, and group participation.

- **Customer focus:** Citizenship, and the place works effectively for the benefit and comfort of all users.

3.1.2 People's Components

It Includes components related to the users in the place.

A- Physical Appearance

It is intended features of people's physical appearance, such as gender, race, and age. Their diversity and homogeneity impact their feeling of being surprised and shocked or comfortable and amused.

B- Social practices

It is a place's cultural roots that reflect public awareness, such as Community participation and Civil initiatives.

C- Social style

social difference excludes or erases interpretations of the place while the affinity of the local residents supports localism.

D- Ideas and beliefs

The place symbolically or practically reflects the myths and stories attached to it, giving it sensibility, warmth, and Richness.

E- Values and Visions

It is the desire for belonging, pride, self-esteem, and self-development to build mental images and cognitive maps for purposing self-identification and direction.

F- Feeling

It is a place's sensory pleasures or psychological well-being, such as feeling safe, secure, relaxed, and free from anxiety and chaos.

G- Attitude and Behavior

Users' behavior can reduce empathy, national belonging, and social cohesion, so lifestyle, activities, understanding, and acceptance enhance the identity of users and place.

F- 3.1.3 Interaction's Components

It Includes components related to the interaction between people and place.

A- Efficacy of place:

It is required that the place work effectively for the convenience and comfort of all its users.

B- Duration of Stay:

It is likable and easy as the place gives pleasure to its users over time.

C- Walkability

The experience of pedestrians is enhanced by the place's ability to hike, remarkable views, vitality, and comfort.

D- Memories

The memories of the place are accumulated through everyday experiences that make the place imageable and rememberable.

E- Stories and myths

The place symbolically or practically reflects the myths and stories that are attached to it. Which gives it sensibility, warmth, and Richness.

F- Aesthetics

It is the need and desire for aesthetic pleasure and beauty such as balance, harmony, movement, style, unity, and variety.

G- Experience

It means how people experience the place physically and psychologically. That Includes cultural aspects and involves meanings such as comfort, familiarity and friendliness, delight, and felicity.

3.2. PLACE IDENTITY CHECKLIST

According to the previous components, the place identity checklist was designed to examine the impact of each element on identity (positive, neutral, or negative) as follows:

Table 3-5: Place Identity Checklist

Classification		Component		Impact on the place identity			
				Positive	Neutral	Negative	
Environment	Tangible	Physical	Natural forms	Topography:			
				Vegetation:			
				Climate:			
				Hydrography:			
		Manmade forms	Singularity and Historical:				
			Layout and pattern:				
			Buildings:				
			Furniture:				
		Function	Land-use:				
			Transportation routes and junctions:				
			Facilities:				
			Accessibility:				
	Quality	Technology:					
		Sustainability:					
	Intangible	Sensation	Vision:				
			Hearing:				

CHAPTER 3: IDENTITY COMPONENTS

Table 3-5. Continued

Classification			Component	Impact on the place identity		
				Positive	Neutral	Negative
Environment	Intangible	Sensation	Smell:			
			Touch:			
	Management	Delineated:				
		Social:				
		Customer focus:				
People	Tangible	Physical Appearance:				
		Social practices:				
		Social style:				
	Intangible	Ideas and beliefs:				
		Values and Visions:				
		Feeling				
		Attitude and Behavior:				
Interaction	Tangible	Efficacy of place:				
		Duration of Stay:				
		Walkability:				
	Intangible	Memories:				
		Stories and myths:				
		Aesthetics:				
		Experience:				

3.3. CHECKLIST VALIDATION

Beyond the theoretical review discussed before in this chapter regard to place identity components, this section proves the validity of the theoretical study's finding by surveying experts' opinions on the importance of each component of the identity in the checklist and its effect on the identity of the place. This validation is done through a questionnaire that is limited to experts. The number of surveys conducted was sixteen academic experts from different disciplines participated in it, see Table 3-6. These majors included: Architecture Engineering, Urban Sustainable Design, Urban Planning, Humanities, Behavior, and Heritage. The questionnaire was about assessing the thirty-five components (checklist components) on a scale from zero to ten. Where zero No represents influence on identity while ten is a strong influence (See questionnaire no. 1, The appendix).

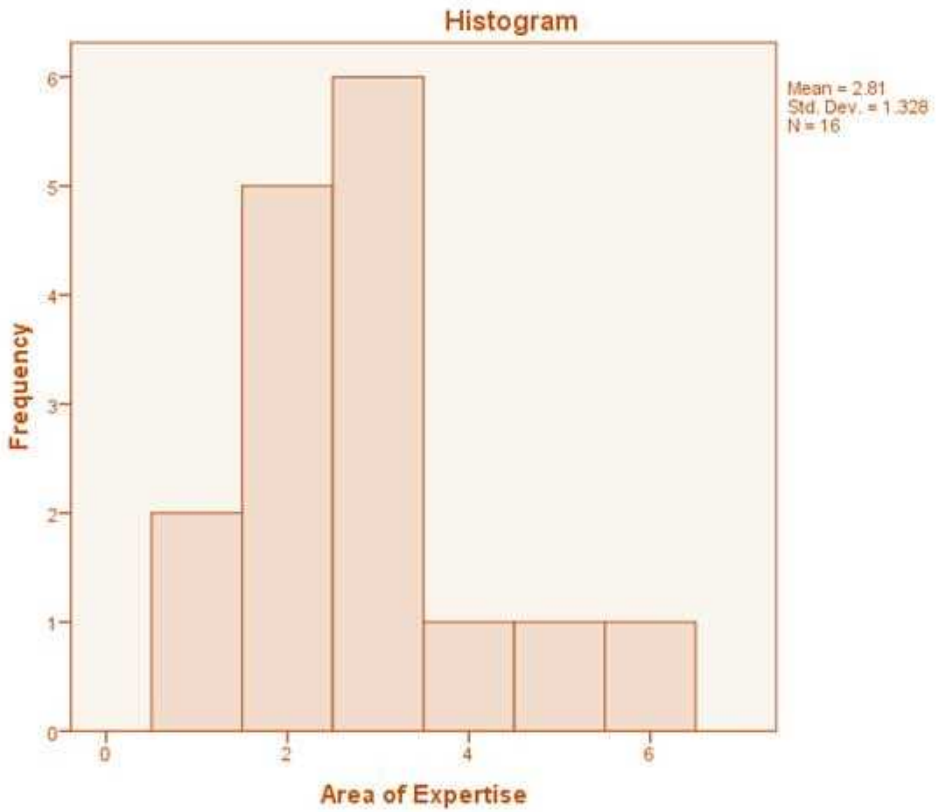


Figure 3-3: Experts Specialization Histogram

CHAPTER 3: IDENTITY COMPONENTS

Table 3-6: The area of expertise of the respondents

	Specialization	No. of respondents	%
Valid	Heritage	2	12.5
	Urban Planning	5	31.3
	Architecture Engineering	6	37.5
	Urban Sustainable	1	6.3
	Humanities	1	6.3
	Behaviour	1	6.3
	Total		16

The data were analyzed using SPSS software 20 version, which excluded one response from the sample, bringing the total number of the sample to fifteen respondents, see Table 3-7.

Table 3-7: The Sample Validation

		N	%
Cases	Valid	15	93.8
	Excluded ^a	1	6.3
	Total	16	100.0

a. Listwise deletion based on all variables in the procedure.

The findings showed that only one excluded response in the stories and myths rating. It also indicates that all components ranked ten at least once except Tough, which got a reasonable average of 5.94. These indications prove that all components are essential according to experts' points of view. (See inTable 3-9). The results are consistent with the theoretical study's results. The following table shows that the statistical averages of responses are acceptable and reinforce the checklist's validity.

Table 3-8: The Sample Statistical

	Mean	Minimum	Maximum	Range	Maxi. / Mini.	Variance
Components Means	7.347	5.800	8.800	3.000	1.517	.514

CHAPTER 3: IDENTITY COMPONENTS

Table 3-9: Descriptive Statistics of components value.

Components	N	Minimum	Maximum	Average
Topographic:	16	3	10	8.69
Vegetation:	16	3	10	7.94
Climate:	16	5	10	6.94
Hydrography:	16	4	10	8.87
Singularity And Historical:	16	3	10	8.37
Layout And Pattern:	16	3	10	7.69
Buildings:	16	0	10	8.13
Furniture:	16	2	10	7.94
Land-Use:	16	5	10	7.63
Transportation Routes and Junctions:	16	2	10	6.75
Facilities:	16	1	10	6.19
Accessibility:	16	4	10	8.00
Technology:	16	2	10	6.00
Sustainability:	16	2	10	7.69
Vision:	16	2	10	7.31
Hearing:	16	3	10	7.25
Smell:	16	3	10	7.06
Touch:	16	3	9	5.94
Management Delineated:	16	3	10	6.88
Management Social:	16	3	10	7.31
Customer Focus:	16	5	10	7.94
Users' Physical Appearance:	16	2	10	7.38
Social Practices:	16	2	10	7.13
Social Style:	16	5	10	7.94
Ideas And Beliefs:	16	5	10	7.56
Values And Visions Of Users:	16	2	10	6.69
Feeling:	16	5	10	8.19
Attitude And Behavior:	16	4	10	7.63
Efficacy Of Place:	16	2	10	6.81
Duration Of Stay:	16	2	10	6.50
Walkability:	16	4	10	8.13
Memories:	16	5	10	7.88
Stories And Myths:	15	2	10	6.93
Aesthetics:	16	5	9	7.19
Experience:	16	1	10	7.69

3.4 CONCLUDING SUMMARY

Throughout the literature review, this chapter presented the significant theories relevant to place identity components and discussed them from various perspectives. Reviewing literature concluded that many types of elements enhance identity in the place. Nevertheless, these meanings and classifications meant the place itself or the people within it. As place and people are interdependent, places, people, and interactions between them should be taken as the main components of the identity of the place. By examining the different researchers' studies of the elements of the identity of the place, this chapter argues that all effects come in two primary forms, tangible and intangible. As such, this chapter presented a checklist with parcels to appraise the identity of the place based on this vision. The elements and components of the place that affect identity have been identified and classified into three axes: environment, people, and the interaction between them, under two primary classifications: tangible and intangible, as the outcome indicates the extent of the sense of identity in the place.

The checklist was validated by surveying sixteen experts' opinions. According to the literature review, the environment's elements represented 60% of all identity components in the identity checklist, as it was 21 components out of 35 one. The people's elements represented 20% as seven components out of 35 likewise, the interaction's elements. After experts assessed the importance of the components, the percentages became 60.07% for the components of the environment, 20.20% for people's components, and 19.73% for interaction components. So, this confirms the validity of the theoretical study outputs. Based on these results, the study will adopt the checklist deduced to examine and evaluate the identity of the place in the subsequent chapters. The survey results will be used in detail in the design of the assessment tool in Chapter Five.

Chapter 4 : THE FIELD STUDY

Contents

4.1. MATERIALS AND METHODS

4.2. CASE STUDY 1

4.3. CASE STUDY 2

4.4. CONCLUDING SUMMARY

The field study is essential and often the next step after the theoretical study. This chapter provides a better understanding of the theories and concepts discussed in the previous chapters. The chapter begins with the methodology of the field study, described in three steps: the criteria for selecting a case to study, types of data resources, and finally, set up the methods of studying the cases. Then, the chapter describes the two selected cases to examine the identity in their places based on the place identity checklist. Finally, the chapter ends by analyzing the finding of the field study prelude to assessing evaluating cases in the next chapter.

4.1. MATERIALS AND METHODS

4.1.1 Case selection

The study is interested in examining the identity of two public places in administrative areas in Greater Cairo. The study set three conditions for selecting the study case as shown in the thesis's title, classified as a public place, located in an administrative area, and existing in the Greater Cairo Region (the capital). Considering the three conditions described in detail in the introduction chapter, the study selected two cases to study. The first case is Ministries Square in the downtown area of khedivial Cairo - case 1. The second case is the governmental district in The new administrative capital - case 2, see Figure 4-1. These two places have the same function, as the central ministries buildings will be moved from Ministries Square in Downtown Cairo to the Governmental district in the New Administrative Capital. Ministries square contains heritage buildings (Palaces converted into public buildings) [81], buildings of a distinguished nature, also buildings built as governmental buildings [86]. Thus, downtown Cairo was classified as "a protection range," according to National Organization for Urban Harmony (NOUH) [80]. In contrast, the ministerial district was built in the new administrative capital as a governmental district from the beginning. So, every case reflects its identity differently.

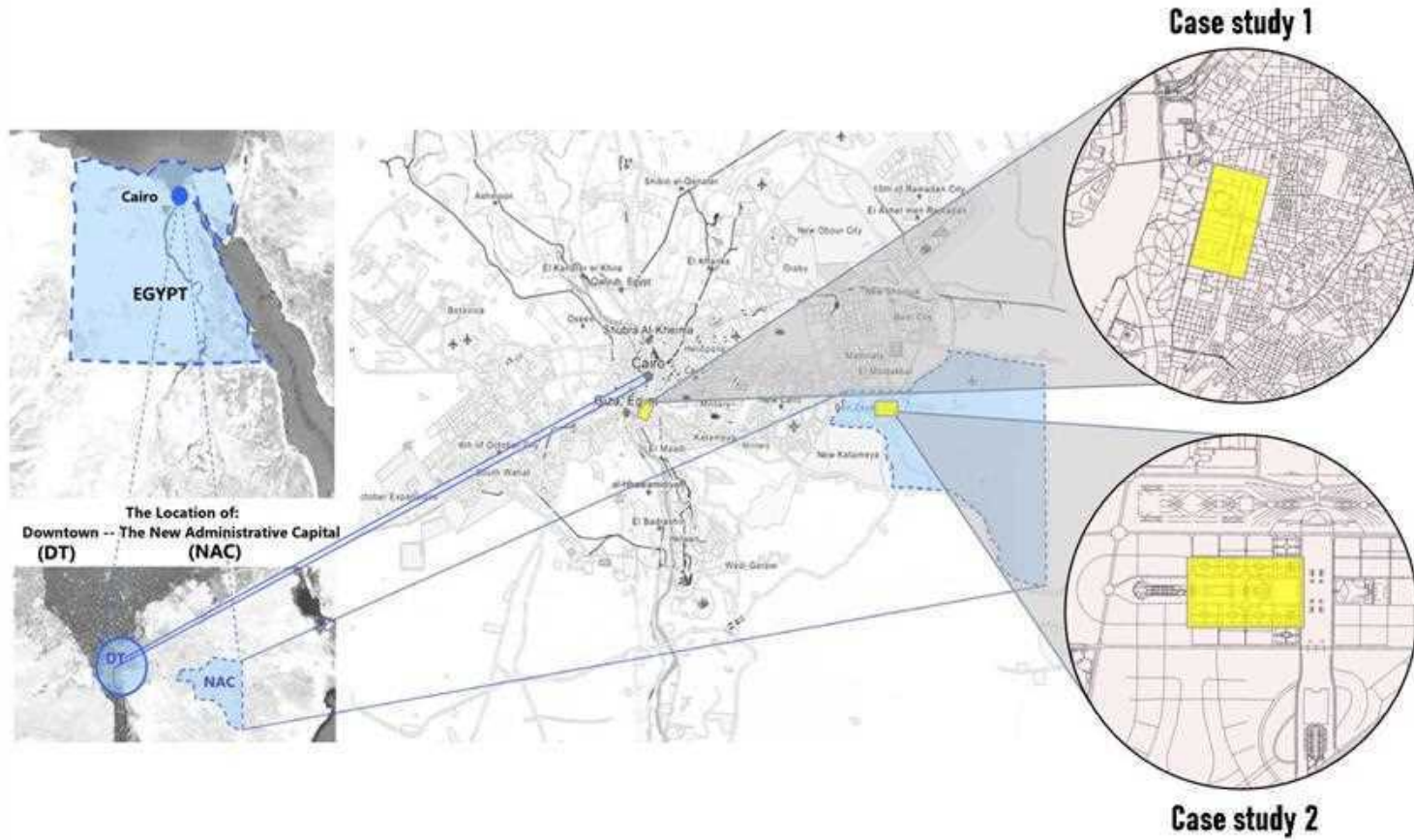


Figure 4-1: The location of the two case studies. (By Researcher, based on [17])

4.1.2 Data sources

Notably, the scale of the data required for this study is impossible to collect by one researcher, so primary data mentioned in other sources were used whenever relevant and available. Since it was impossible to modify how the data were collected retrospectively, the methods used in these sources became an influential factor in this research. The data of study cases were collected from three types of sources:

- **Documents and archives:** Due to the sensitivity of the study cases, as they are central government places, the study will depend on all available data about the area and its buildings from previous studies, government reports, and the competent authorities, in addition to the government's websites. The research relied on many published references and other reliable internet sources, which show the current situation of the place. In addition, The photo taken by others in the last two years, from 2020 to 2022 (for the first case) and in 2022 and 2023 (for the second case), were used as long they represented the current situation, according to the researcher from site visits.
- **Site inventory:** It involves collecting scenes and impressions through four visits to each site on working days, morning, and afternoon. The scenes' choices were based on atmospheres in the public place, facial details of users, and their attitudes, in addition to scanning the physical traces. Recording notes and cameras were used to take images (whenever possible) documenting the scenes, outdoor activities, and life in cases' public places.
- **Interviews with experts:** Given the few visitors to the new administrative capital as it is nascent, it was challenging to survey users. So, the study relied on expert interviews (focus groups) to explore the users' opinions of the two study cases. The first interview was with four members of the Higher Scientific

Committee of the National Organization for Urban Harmony to discuss the identity of public places in case studies and the factors that influence and constitute it. The second interview was with three real estate brokers, specifically those who market the administrative units in the New Administrative Capital, to know the elements of attraction and interest of clients (future users) and the future life the place will give. In addition, their personal opinions as visitors to the place. The opinions expressed in the interviews were relied upon in the identity check in this chapter.

4.1.3 Methods setup and analysis

The data were collected to examine how the place identity components in the checklist impacted the sense of identity in each case. And the impact of each component, positive, neutral, or negative. The field study was conducted in three steps:

- **The first step (The Description):** The collected data from documents and archives, the observation during the site visits, and interviews were used to describe each case study's main feature for outlining the place's public image.
- **The second step (The Examining):** The collected data from documents and archives, the observation during the site visits, and the interviews were used to examine all elements of place identity components in the checklist of each case study. Each component's impact has been identified based on their contributions: "3" for the element that contributes positively and "1" for negatively, while "2" is for the neutral or non-contribution element.
- **The third step (The Analysis):** Based on the examination in the second step, A SWOT analysis was done to identify strengths and weaknesses that affected the quality of identity in the two study cases.

4.2. CASE STUDY 1: Ministries Square in Downtown Cairo

The Downtown Cairo, or Khedivial Cairo, to its founder Khedive Ismail. It has a rich historical value. According to (NOUH), this area has 633 heritage buildings with distinctive values [80] on about (6 km²) on the eastern bank of the Nile [82]. This area combines European styles with local materials and features designed by famous national and international architects; thus, it was considered a turning point in urban design in Egypt in the nineteenth century [81]. This area was occupied by the wealthy class, making it an area for the most profitable and international activities, and through time, it became the central governmental area.

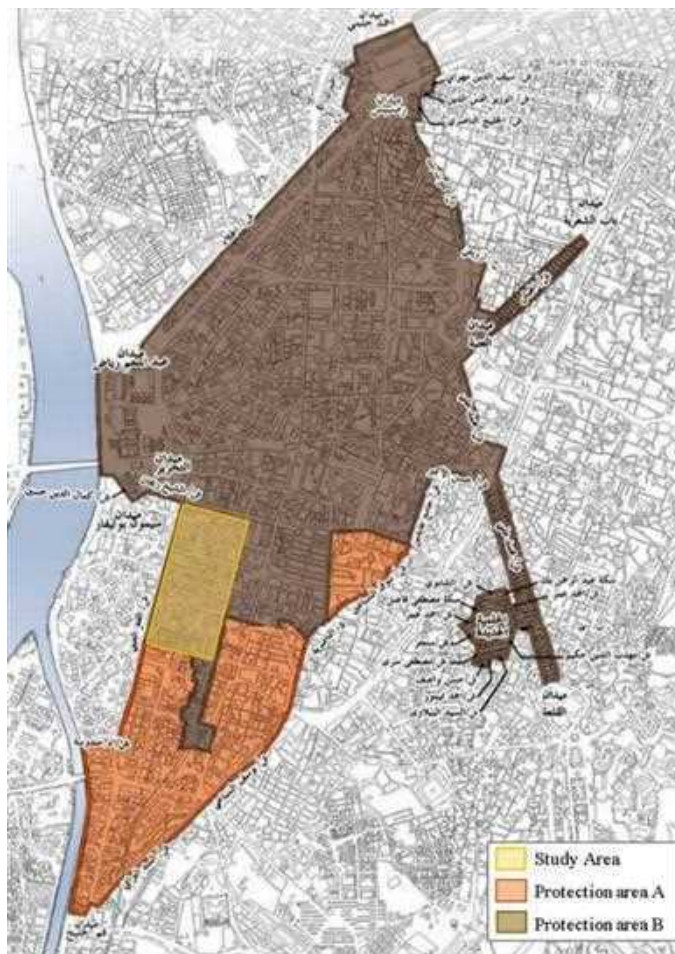


Figure 4-2: Protection zones map in Khedive Cairo ((By Researcher, based on [80])

4.2.1 The Description

The study area is in protection zone B in Khedivial Cairo; see Figure 4-2. The area is named The "Ministries Square" by The National Committee for the Development and Protection of Heritage Cairo. It is about 900 m x 500 m, occupied by ministerial and administrative buildings scheduled to be moved to the New Administrative Capital. The region's borders are Sheikh Rihan Street from the north, Nubar Street from the east, Muhammad Ezz Al-Arab or Al-Mubtadayan Street from the south, and Al-Qasr Al-Aini Street from the west. The area is also crossed by six horizontal streets: Magles Al Shaeb, Saad Zaghloul, Dareh Saad Zaghloul, Ismail Abaza, and Safia Zaghloul. And vertically, Falaki Street and Mansour Street. The technical committee divided the buildings in this sector into three types: buildings registered as antiquities, others as distinctive architectural styles, and third as unregistered government buildings, see Figure 4-3.

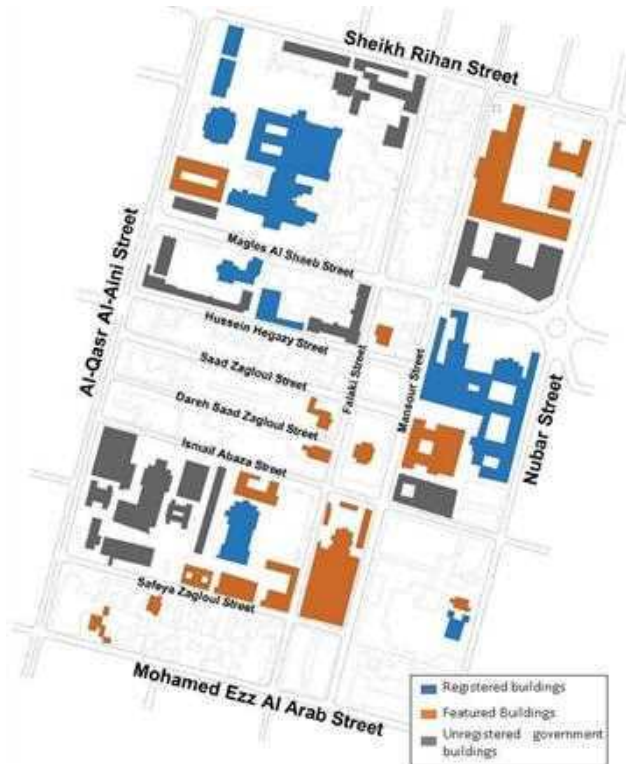


Figure 4-3: Types of governmental buildings in the study area (By Researcher, based on [86])

The Ministries Square" contains many ancient and historical buildings, such as the Scientific Complex, the Egyptian Geographical Society, the Council of Ministers, the House of Representatives, the Ministry of Health, the Ministry of Housing, the Ministry of Education, the House of the Nation, the mausoleum of Saad Zaghloul, and the Ministry of Justice. These buildings are lofty with their unique designs; see Figure 4-5.

The interviewees from the Higher Scientific Committee of the National Organization for Urban Harmony (See The interviews with experts, First Group, The appendix). maintained that the main problem in the area is that it was fundamentally built as an upscale neighborhood for the wealthy class. Therefore, the buildings of most of the ministries are residential palaces that have been converted into ministries. So, governmental administrative buildings were built in the gardens and courtyards of those palaces to adapt to new functions' needs, which led to an increase in the building density of the area. Thus, reducing the visual perspective and the open space scenes and, unfortunately, limiting the enjoyment of the region's unique architecture. The interviewees emphasized that the essential element of identity is the building, as buildings translate the nature of the community in which the building is built. The difference in the urban fabric in the region indicates the different patterns of society during those eras. The interviewees added that the identity without people occupying the place is not accurate and incomplete.

From the site visits, the Researcher found that most of the area's buildings were mixed-use, with administrative, commercial, and residential overlapping activities in them. There are street vendors, especially near the Saad Zaghloul metro station. The health and judicial services areas were overcrowded by citizens seeking these services. The possibility of walking in the place is good, as the sidewalks and traffic lights intersect, and the nature of the urban fabric provides shade for the sidewalks. As for transportation, it varied between bus and metro stations and, more recently, bicycle stations (Cairo bike), as the region had two nearby bicycle stations.

CHAPTE4: THE FIELD STUDY

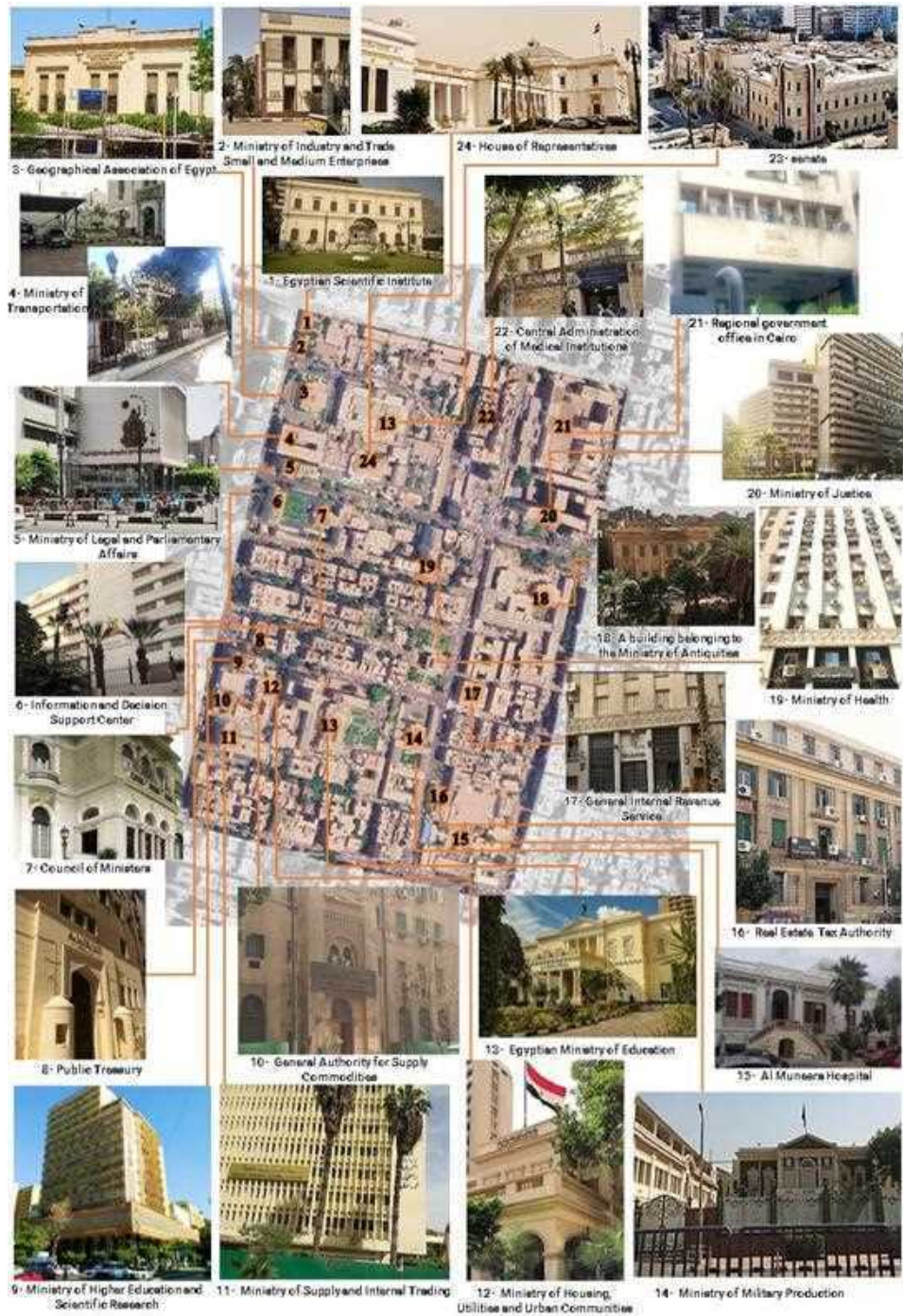


Figure 4-4: The governmental buildings in the study area. (The Researcher)

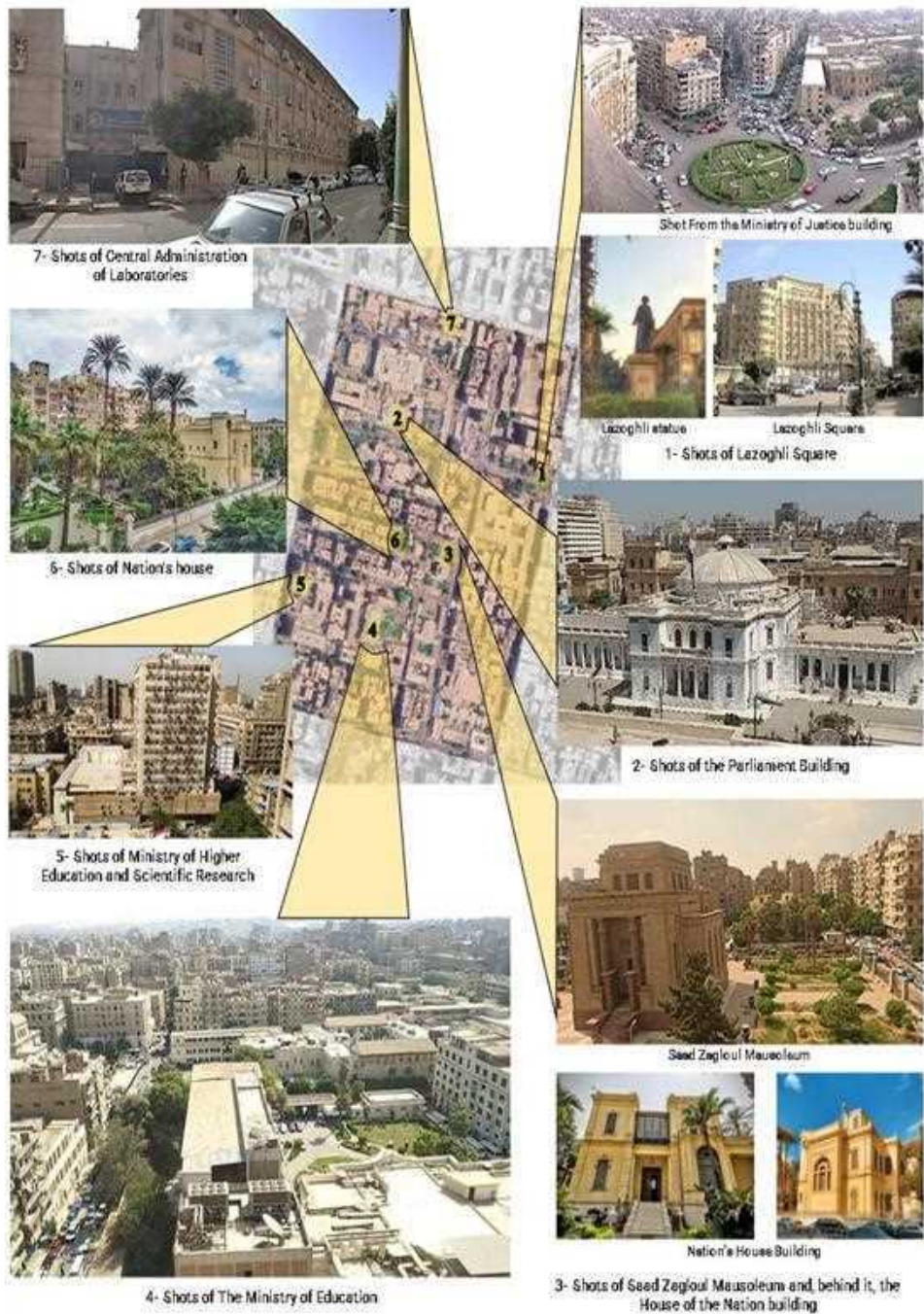


Figure 4-5: Panoramic shots of the outdoor areas (The Researcher)

4.2.2 The Examining:

Based on the data collected, the Place identity components checklist examined the sense of place in this case study as follows:

Table 4-1: Sense of Identity Examining – Case Study 1

Classification		Element	Description		
Environment	Tangible	Natural forms	Topography:	No natural or open views, so this is non-contribution element	2
			Vegetation:	Although there are gardens and plants, it is few and limited to its buildings. And because vegetation is essential in public places, the loss of this element negatively affects the evaluation.	1
			Climate:	The streets are narrow and shaded, and the weather is fresh, so this element's effect is positive.	3
			Hydrography:	There are no Hydrography elements in the place despite the proximity of the Nile River, so this is non-contribution element	2
		Manmade forms	Singularity and Historical:	The place has landmarks, Individual semantics, and symbols. The historical image is present, so this element's effect is positive.	3
			Layout and pattern:	The place is designed in a radial style and respects the human scale. The urban fabric is compact and integrated, so this element's effect is positive.	3
			Buildings:	Unique cultural style, Heritage, and Historical buildings. Buildings are one of the most important elements of strength in this place, so this element's effect is positive.	3
			Furniture:	Rich urban artifacts: sculptures, lights, paving, etc, so this element's effect is positive.	3
		Function	Land-use:	There are archaeological and unique places, so this element's effect is positive.	3
			Transportation routes and junctions:	Various transportation declared and clear conductors; subway, bikes, buses, and taxis, so this element's effect is positive.	3

Table 4-1. Continued

Classification		Element	Description		
Environment	Tangible	Function	Facilities:	Infrastructure is adaptable with time and history, so this element's effect is positive.	3
		Function	Accessibility:	Vividness and openness, Free, Secure, and pedestrian friendly, so this element's effect is positive.	3
		Quality	Technology:	There are no elements of intelligent technology in the place. While the reliance on modern technology services is essential in enhancing the experience in public places today, the loss of this element negatively affects the evaluation.	1
			Sustainability:	There is a subway, and stations and roads for bikes. Nevertheless, sustainability applications were insufficient so that this element would be neutralized.	2
	Intangible	Sensation	Vision:	The mental image is singular and unforgettable, so this element's effect is positive.	3
			Hearing:	Most of the time noisy, because of the public services there, traffic, and mixed-use building. As it is known, noise has a negative effect.	1
			Smell:	Pollution in the area is high due to crowding and various activities in the place. Pollution has a negative effect.	1
			Touch:	The texture of the place is diverse and valuable, so this element's effect is positive.	3
		Management	Delineated:	Ownership of places varies between private, public, and endowments. So, this is a non-contribution element.	2
			Social:	The place encourages social engagement. It is a Positive element.	3
			Customer focus:	The human spatial experience is dispersed, and the convenience of users and recipients of services is not focused on them. The loss of this element negatively affects the evaluation.	1

CHAPTE4: THE FIELD STUDY

Table 4-1. Continued

Classification		Element	Description	
People	Tangible	Physical Appearance:	Uncomfortable. The residents and owners of shops and non-administrative activities are present, negatively affecting the evaluation.	1
		Social practices:	Although there are cafes and public spaces in the place, they are limited and do not serve to activate social activities, it is a non-contribution element.	2
		Social style:	The place is an affinity of different social styles and supports localism. It is a Positive element.	3
	Intangible	Ideas and beliefs:	Ideas of originality and richness influence the people in the place. It is a Positive element.	3
		Values and Visions:	Cultural and historical heritage are reflecting on their values. It is a Positive element.	3
		Feeling	Feeling safe and relaxed, as People in the place represent segments of society without discrimination. It is a Positive element.	3
		Attitude and Behavior:	The overlap of activities, thus, the users' goals affect understanding and acceptance of each other. So, the attitude of users has a negative effect.	1
Interaction	Tangible	Efficacy of place:	Various activities negatively affect the efficiency of the place. Also, reusing buildings for non-essential functions. It is a negative element	1
		Duration of Stay:	The place is a Humanscale and has different ways to access it. It is a Positive element.	3
		Walkability:	There are unique places and architecture that affect passers-by. The possibility of walking in the place is good. It is a Positive element.	3
	Intangible	Memories:	The memories of the place could be imageable and memorable. It is a Positive element.	3
		Stories and myths:	The place has stories that reflect warmth and richness. Positive element.	3
		Aesthetics:	The designs of buildings and squares give the impression of pride and Glory. It is a Positive element.	3
		Experience:	This site is familiar with being an administrative center for many centuries. The experience in general is good. It is a Positive element.	3

4.2.3 The Analysis:

According to the two previous steps (The Description and The Examining), Strengths, Weaknesses, Opportunities, and Threats can be determined as follows. The results of the assessment came to show that 22 components had a positive impact on enriching the identity of the place (Strengths of the case of the study). Eight components negatively affected the identity in the place (Weaknesses of the case of the study). And five components did not negatively or positively affect identity (Potential opportunities to improve identity in the case of the study). Perhaps the recurring impediment as a cause of weakness in several identity components was the overlapping activities in the area's buildings, overcrowding, and the new buildings in the yards of heritage buildings that led to the distortion of the area's architecture (Threats in the case of the study).

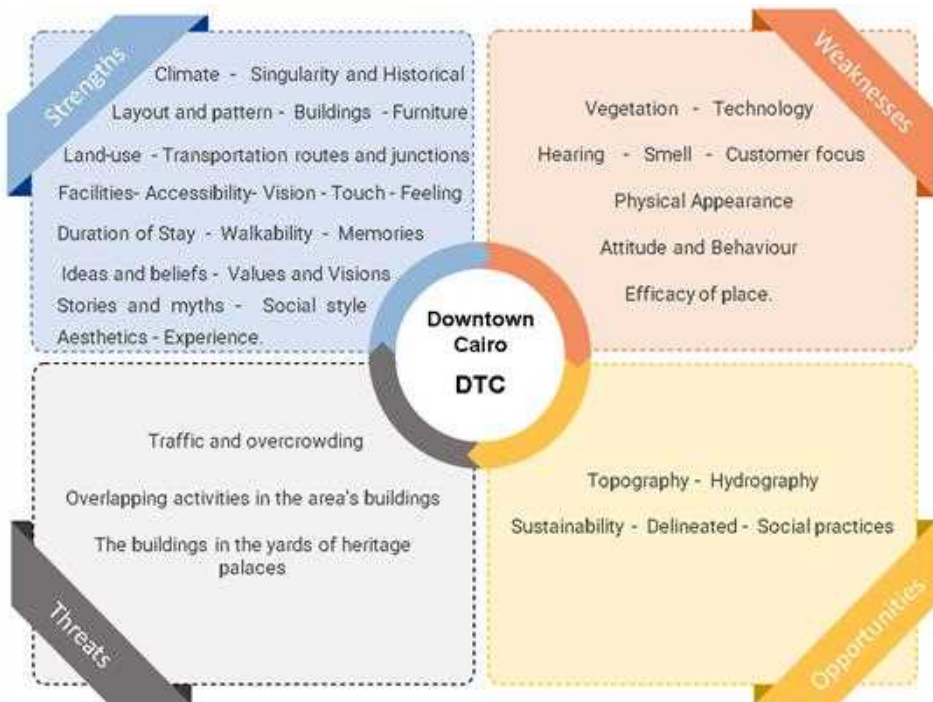


Figure 4-6: SWOT of Ministries Square in Downtown Cairo - DTC. (The Researcher)

4.3 CASE STUDY 2: Government District in The NAC

The New administrative capital was established 35 kilometers east of Cairo to distinguish the location as it is close to the Suez Canal area, regional roads, and main axes to develop Cairo into a leading political, cultural and economic center for the Middle East and North Africa region through a prosperous economic environment supported by diversified economic activities and to achieve sustainable development [83]. The city's total area is 170,000 acres, the target population is 6.5 million, and the job opportunities generated are about 2 million [84]. The first phase covers an area of 40,000 acres (see Figure 4-7 It contains six residential neighborhoods and the most important ongoing projects, including the Business and Money District, the Green River, the Governmental District, the third residential district, and the fifth residential district [85].



Figure 4-7: The first sector of The New Administrative Capital (By Researcher, based on [80])

4.3.1 The Description

The government district, "The Ministries District," in the new administrative capital, consists of 34 buildings. It includes ten complexes, each containing a group of ministries. Some of these complexes have been designed in the Islamic style (such as complexes no. 5 and 10), others in the

Egyptian Pharaonic style (such as complexes no. 2, 3, 4, 7, 8, and 9) as shown in Figure 4-8, in addition to the sovereign nature of the Ministry of Foreign Affairs (complexes no. 6), the Ministry of Justice (complexes no. 1), and basically, the Council of Ministers. In addition, the government district contains a place called "Plaza," which is a yard to entertain employees, and the government district includes many parks. The Ministry of Justice is on the left side of the Council of Ministers, with four complexes 2,3,4, and 5. The Ministry of Foreign Affairs building is on the right of the Council of Ministers, with four complexes 7,8,9, and 10, See Figure 4-9.

The area of one complex within the government district is 170 thousand square meters, with a total of 1.5 million square meters for the ten complexes, which is equivalent to 360 acres out of 40 thousand acres, which is the area of the first stage of the new administrative capital [85]. The ministries were due to be transferred by the end of 2020, due to the COVID-19 pandemic and the consequent local and global repercussions, it has been postponed. However, some ministries are partly operating there during this research at the beginning of 2023.

The interviewees, from real estate marketing experts (See The interviews with experts, Second Group, The appendix), emphasized the importance of the view of the iconic tower and the central area as the prices of projects rise as we approach these influential areas. They also emphasized the region's sustainability by recycling water and using it in gardens, recycling waste, relying on renewable energy, and reducing pollution by relying on green transportation and other measures. Innovative safety services, such as the citizen application, are also available in the capital, making it easier for citizens to obtain intelligent and fast security services. They also confirmed that most of what was promised when establishing the new capital has become a tangible reality and that the mental image of the capital is strong enough to become the latest icon for Egypt that will be used as branding for Egypt soon abroad.



Figure 4-8: Examples of Islamic and Egyptian Pharaonic style of ministries. (The Researcher)



Figure 4-9: Distribution of ministries in the government district in the new administrative capital. (The Researcher)

CHAPTE4: THE FIELD STUDY

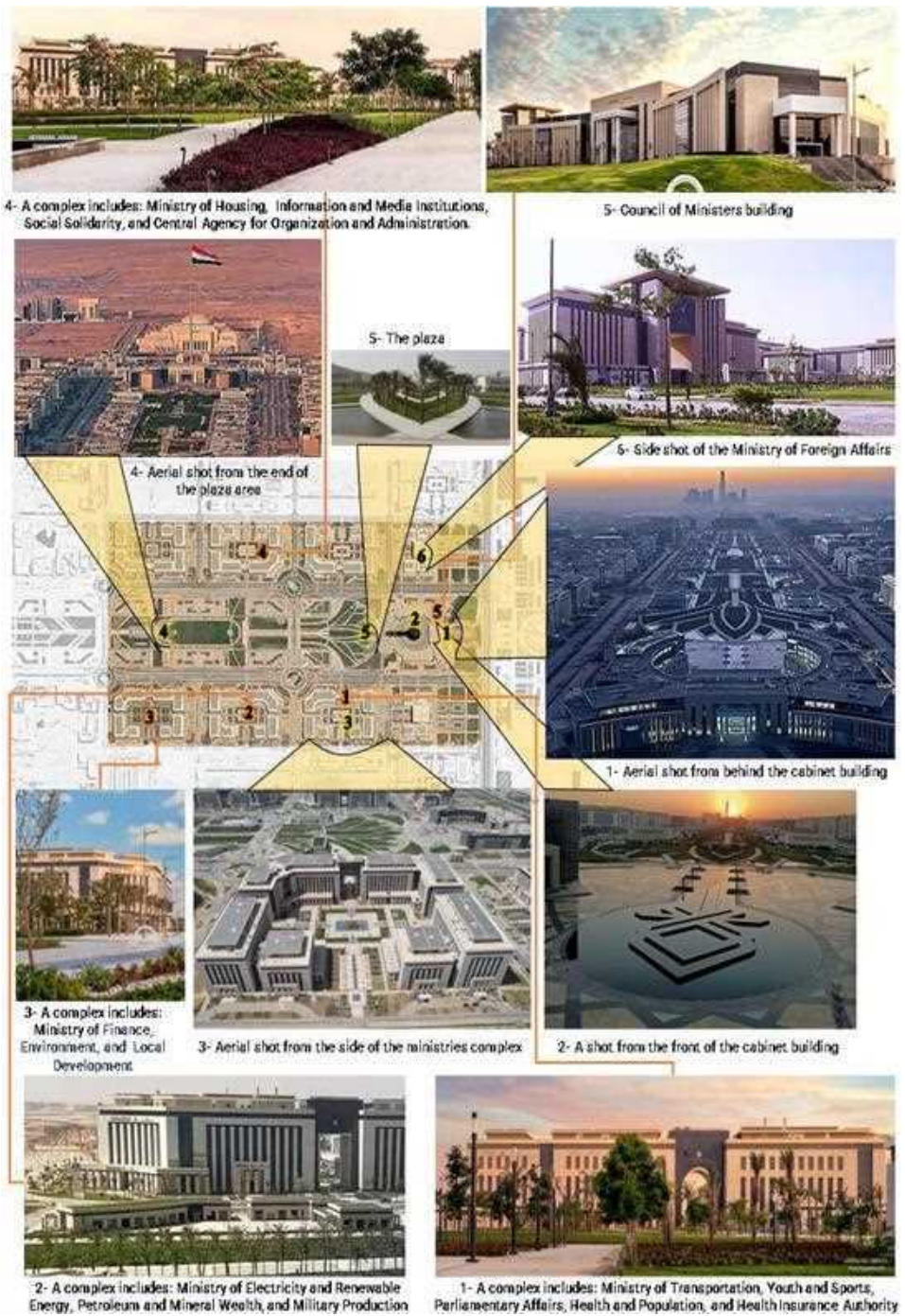


Figure 4-10 Panoramic shots of the outdoor areas, and shots for main buildings. (The Researcher)

From the site visits, the authors found that the scene is open and highlights the important surrounding projects, such as the Masr mosque, People's Square, the Parliament building, the opera, and the iconic tower. All of this can be seen from the plaza of the place. Walking around and moving between buildings was very difficult as the distances were huge. The weather is sunny, and the urban fabric is not compact and does not provide shade for passers-by (

Figure 4-10).

4.3.2 The Examining:

Based on the data collected, the Place identity components checklist examined the sense of place in this case study as follows:

Table 4-2: Sense of Identity Evaluation – Case Study 2

Classification			Element	Description		
Environment	Tangible	Physical	Natural forms	Topography:	The scene is open and highlights the most important surrounding projects, so this element's effect is positive.	3
				Vegetation:	A variety of forms and colors of vegetation, so this element's effect is positive.	3
				Climate:	The climate is sunny and lacks shade, the loss of this element negatively affects the evaluation.	1
				Hydrography:	There are lakes and fountains for aesthetic purposes and to moisten the atmosphere, so this element's effect is positive.	3
		Manmade forms	Singularity and Historical:	The place views the tallest tower, the largest mosque in Africa, and the tallest flagpole in the world, so this element's effect is positive.	3	
			Layout and pattern:	The place is designed in a pattern but doesn't respect the human scale, So, this element negatively affects the evaluation.	1	
			Buildings:	Iconic buildings. Buildings are one of the most important elements of strength in this place, so this element's effect is positive.	3	
			Furniture:	Rich urban furniture: fountains, stairs, lights, paving, etc. so this element's effect is positive.	3	

Table 4-2. Continued

Classification		Element	Description			
Environment	Tangible	Function	Land-use:	There are iconic places, so this element's effect is positive.	3	
		Transportation routes and junctions:	Clearly public transportation such as Monorail and Bus stations, so this element's effect is positive.	3		
		Facilities:	Infrastructure is adaptable with time and history, so this element's effect is positive.	3		
		Accessibility:	Fortified and not pedestrian friendly, the loss of this element negatively affects the evaluation.	1		
		Quality	Technology:	Although many technological elements are included in the city's design, it is difficult to evaluate it . So, it is a non-contribution element.	2	
		Sustainability:	The buildings and lighting are powered by solar energy, and there is a Monorail nearby, and there is water recycling to use to irrigate the gardens. It is a Positive element	3		
		Intangible	Sensation	Vision:	The mental image has a pattern, so it is imageable and coherent. It is a Positive element	3
			Hearing:	Tranquility. It is a Positive element	3	
	Smell:		The plaza and the multi gardens make the smell likable. It is a Positive element.	3		
	Touch:		The texture of the place is diverse and valuable, so this element's effect is positive.	3		
	Management		Delineated:	Ownership is clearly defined. It is a Positive element	3	
	Social:		The place is designed to be encouraging social interaction (Plaza). It is a Positive element	3		
	Customer focus:		The human spatial experience is clear. It is a Positive element	3		

CHAPTE4: THE FIELD STUDY

Table 4-2. Continued

Classification		Element	Description	
People	Tangible	Physical Appearance:	Everyone in the place is there for matters related to the function of the place, so their appearance is comfortable and acceptable. It is a Positive element.	3
		Social practices:	The place was designed to activate social activities, but in the current situation it is not possible to measure the extent of its success	2
		Social style:	The place was planned to be an affinity of different social styles, but it is not possible to admit it now	2
	Intangible	Ideas and beliefs:	The people in the place are influenced by ideas of progress and prosperity. It is a Positive element.	3
		Values and Visions:	Smart, sustainable societies are reflecting on their values. It is a Positive element.	3
		Feeling	Feeling of isolation and insignificance as access to the place is limited to specific groups. Negative element	1
		Attitude and Behavior:	The place was designed to contain future activities that reflect the attitudes and behaviors of users, but it is not realized yet	2
Interaction	Tangible	Efficacy of place:	The place has been designed to its function, so it is flexible and caters to its different needs. so this element's effect is positive.	3
		Duration of Stay:	The place is vast (monumental scale), and it takes a lot of time to access or cross. It was hard to evaluate this element in the current situation.	2
		Walkability:	The place has a monumental plaza and unique views. But because of the distances, it is difficult to walk. Negative element.	1
	Intangible	Memories:	The place is new, so it has no memories. The loss of this element negatively affects the evaluation.	1
		Stories and myths:	The place is new, so it lacks stories but there is a legendary story, but it cannot be evaluated currently.	2
		Aesthetics:	The buildings and landscape designs of the place give the impression of elegance and pride. It is a Positive element.	3
		Experience:	This site is unfamiliar to users, and therefore there is no depth in-place experience; at the same time is not objectionable. Neutral element.	2

4.3.3 The Analysis:

According to the two previous steps (The Description and The Examining), Strengths, Weaknesses, Opportunities, and Threats can be determined as follows. The results of the assessment came to show that 22 components had a positive impact on enriching the identity of the place (Strengths of the case of the study). Six components negatively affected the identity in the place (Weaknesses of the case of the study). And Seven components did not negatively or positively affect identity (Potential opportunities to improve identity in the case of the study). Perhaps the recurring impediment as a cause of weakness in several identity components was the lack of respect for the human scale in the distances between buildings, the modernity of the place, which made it difficult to evaluate some components, and the non-overlapping urban fabric, thus no shaded places, which negatively affected the climate (Threats in the case of the study).

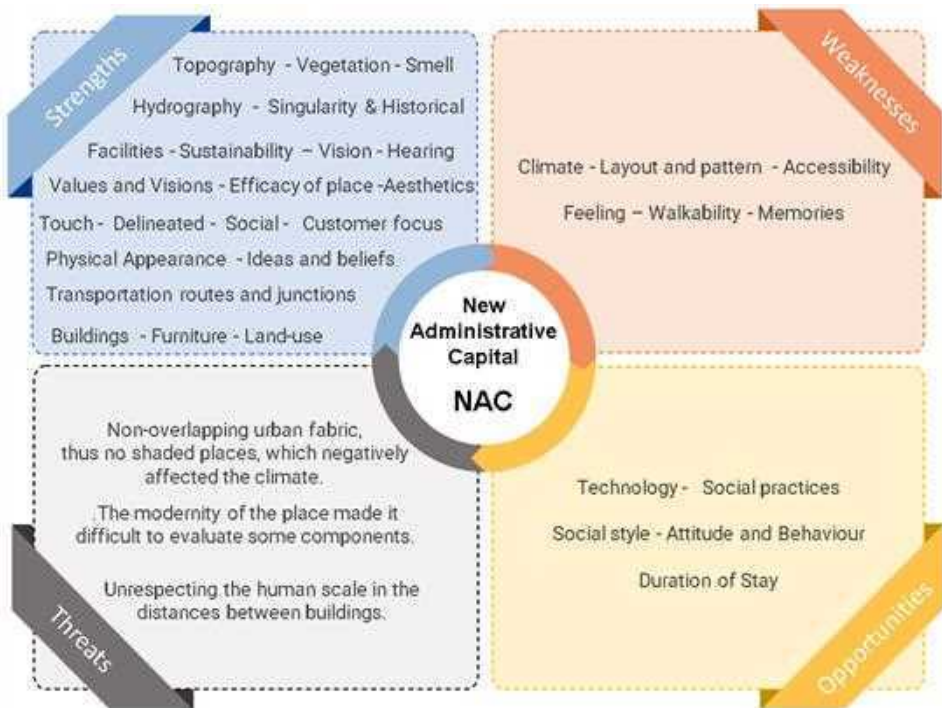


Figure 4-11: SWOT of Government District in The New Administrative Capita- NAC. (The Researcher)

4.4 CONCLUDING SUMMARY

The analysis shows that each case study has 22 components that build place identity. Although the number of components is the same in both cases, the components differ. Consequently, this proves the hypothesis assumed by the study when selecting the two study cases (case selection section) is that each case reflects its identity differently. Of the 22 components, there were 11 components common, and they were:

- 1) Singularity & Historical.
- 2) Buildings.
- 3) Furniture.
- 4) Land use.
- 5) Transportation routes and junctions.
- 6) Facilities.
- 7) Vision.
- 8) Touch.
- 9) Ideas and beliefs.
- 10) Values and Visions.
- 11) Aesthetics.

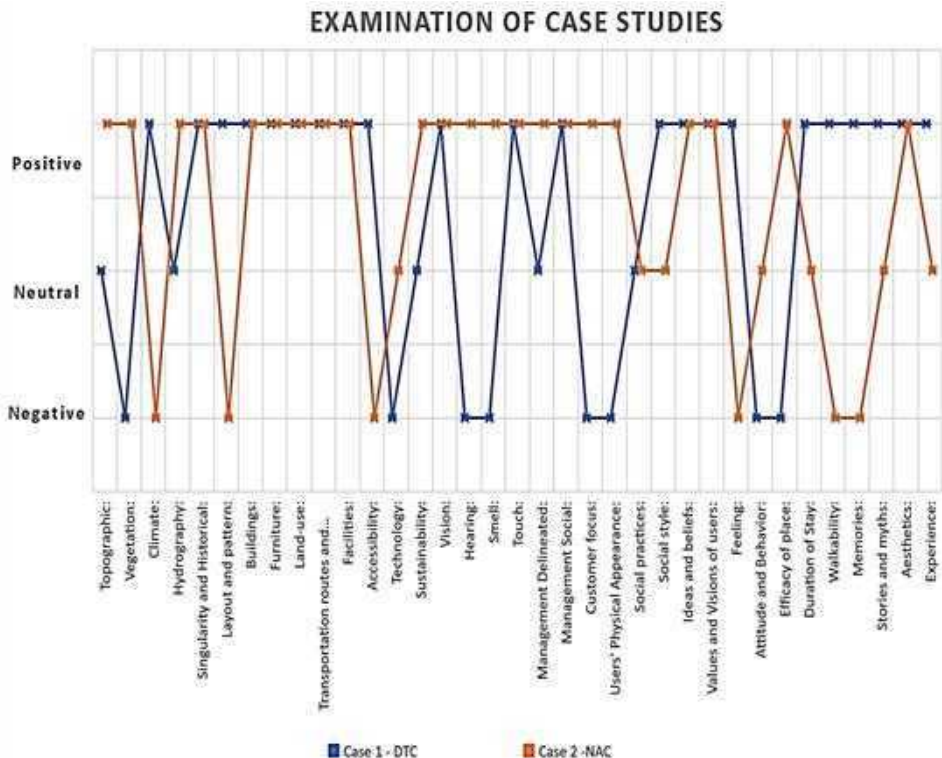


Figure 4-12: Examination of case studies. (The Researcher)

CHAPTE4: THE FIELD STUDY

In contrast, There was only one common neutral component (social participation and no common negative effects components). Thus, this increases the opportunity to take advantage of each case to extract ways to enhance the deficiency in the other.

Below is a statement of the strengths and weaknesses extracted from the two cases in preparation for being developed as strategies to enhance place identity in the conclusion of this study.

Table 4-3: Points of strength and weakness of identity from case studies.

COMPONENT	STERNGTH	WEAKNESS
Physical	Narrow-shaded streets. Lagoons and fountains. A variety of forms and colors of vegetation. Open scene.	No natural views and no Hydrography elements. The lack of shading.
	The landmarks, Individual semantics, and symbols. The place is designed in a pattern and respects the human scale. Iconic, Heritage, and Unique buildings. And Rich urban furniture: fountains, sculptures, stairs, lights, paving, etc..	place needs to respect the human scale.
Function	Archaeological, Iconic, and Unique places. Transportation is, evolving and diverse, and Infrastructure is adaptable with time and history. Accessibility is vividness and openness, Free, Secure, and pedestrian friendly.	Accessibility is fortified and not pedestrian friendly.
Quality	Subway, Monorail, Bikes stations and road, solar energy, and there is water recycling to use to irrigate the gardens.	There are no elements of intelligent technology in the public space.
Sensation	The mental image is imageable, coherent, singular, and unforgettable. The place is tranquil. The gardens make the smell likable. The touch of the place materials in place is diverse and valuable.	The place could be quieter. The multi-use buildings and the traffic density often make the smell unlikable.
Management	The place encourages social engagement, and the human spatial experience is clear. Ownership is clearly defined.	Ownership is vague. The human spatial experience is dispersed
Physical Appearance	Physical appearance is comfortable and amusing.	Physical appearance is surprising and shocking

CHAPTE4: THE FIELD STUDY

Table 4-3. Continued

COMPONENT	STERNGTH	WEAKNESS
Social practices	The design supports community participation and civic initiatives.	lack of community participation and civil initiatives.
Social style	The affinity of different social styles supports localism.	-----
Ideas and beliefs	Progress, prosperity, originality, and richness.	-----
Values and Visions	Cultural and historical Heritage, and Smart and sustainable societies.	-----
Feeling	Feeling safe and relaxed.	Feeling of isolation and insignificance.
Attitude and Behavior	Social practices, activities, understanding, and acceptance.	The overlap of activities and the users' goals.
Efficacy of place	Design the place to its function, flexible and caters to its different needs.	Reusing buildings and various activities.
Duration of Stay	Humanscale, and rich experience.	monumental scale, and discomfort.
Walkability	Plaza and unique views.	The congestion.
Memories	Old places have memories that could be imageable and memorable.	New places have no memories.
Stories and myths	Stories reflect warmth and richness.	New places need more depth of in-place experience.
Aesthetics	The design gives the impression of elegance, pride, and Glory.	-----
Experience	Old places are comfortable and familiar.	New places need more depth of in-place experience.

Chapter 5 : IDENTITY ASSESSMENT

Contents

5.1. CREATING THE ASSESSMENT TOOL

5.2. CASE STUDIES ASSESSMENT.

5.3. COMPARATIVE ANALYSIS.

5.4. CONCLUDING SUMMARY.

This chapter presents the significant results from the previous case studies, then evaluates them based on an evaluation tool designed by interviewing and surveying the experts. The chapter concluded with a comprehensive understanding of the various fundamental findings of the field study to present strategies for enhancing the identity of public places in administrative areas of Greater Cairo before discussing the recommendations and delivering the prioritization guidelines in the final chapter.

5.1 CREATING THE ASSESSMENT TOOL

5.1.1 The questionnaire

Although the components of the identity of the place have been extracted from the theoretical study, the assessment tool needs to have specific credit or value for each component. So, expert opinions were surveyed to determine the importance of each component and the extent of its impact on identity. This validation is done through a questionnaire that is limited to experts (See questionnaire no. 1, The appendix). The surveys conducted were with sixteen academic experts from various disciplines, including Architecture Engineering, Urban Sustainable Design, Urban Planning, Humanities, Behavior, and Heritage, see Table 5-1

Table 5-1: The area of expertise of the respondents

	Specialization	No. of respondents	%
Valid	Heritage	2	12.5
	Urban Planning	5	31.3
	Architecture Engineering	6	37.5
	Urban Sustainable	1	6.3
	Humanities	1	6.3
	Behaviour	1	6.3
	Total	16	100.0

The data were analyzed using SPSS software 20 version, which excluded one response from the sample, bringing the total number of the sample to fifteen respondents, see Table 5-2

Table 5-2: The Sample Validation

		N	%
Cases	Valid	15	93.8
	Excluded ^a	1	6.3
	Total	16	100.0

a. Listwise deletion based on all variables in the procedure.

The outcomes of the valid sample showed that the lowest mean was Touch 5.80, and the highest was Hydrography 8.80. Table 5-4 shows the average value of each component in ascending order, while the graph Figure 5-1 **Error! Reference source not found.** shows averages for each component according to the order in the checklist. The results also show that the sum statistics of all components as a mean is 257.133, see Table 5-3.

Table 5-3: The Sum Statistics

Mean	Variance	Std. Deviation	N of component
257.133	1693.267	41.149	35

Based on these statistics, the assessment tool was designed according to the place identity checklist. The following equation calculates the weight of each component in the assessment tool:

$$\textit{The weight of the component} = \frac{\textit{Component Mean}}{\textit{Sum of Means}} * 100$$

CHAPTE5: IDENTITY ASSESSMENT

For example, the weight of the Touch component = $\frac{5.80}{257.133} * 100 = 2.26$. In the table, all components were calculated preparing for the design of the evaluation tool.

Table 5-4: The Average of each component related to expert opinions.

Components	Valid Analysis N	Average	Std. Deviation
Touch:	15	5.80	1.90
Facilities:	15	6.07	2.84
Technology:	15	6.07	2.63
Duration Of Stay:	15	6.33	2.26
Transportation Routes and Junctions:	15	6.60	2.61
Values And Visions Of Users:	15	6.67	2.35
Climate:	15	6.73	1.28
Management Delineated:	15	6.73	2.52
Efficacy Of Place:	15	6.73	2.66
Stories And Myths:	15	6.93	2.25
Smell:	15	7.00	2.07
Social Practices:	15	7.00	1.93
Hearing:	15	7.13	2.03
Management Social:	15	7.13	2.00
Aesthetics:	15	7.13	1.51
Vision:	15	7.27	2.34
Users' Physical Appearance:	15	7.27	1.94
Attitude And Behavior:	15	7.47	1.64
Layout And Pattern:	15	7.53	1.85
Land-Use:	15	7.53	1.41
Experience:	15	7.60	2.41
Ideas And Beliefs:	15	7.67	1.50
Vegetation:	15	7.80	2.01
Furniture:	15	7.80	1.93
Social Style:	15	7.80	1.52
Memories:	15	7.80	1.37
Accessibility:	15	7.87	2.17
Sustainability:	15	7.87	2.47
Customer Focus:	15	7.87	1.68
Buildings:	15	8.00	2.75
Feeling:	15	8.07	1.75

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Walkability:	15	8.20	1.93
Singularity And Historical:	15	8.27	1.83
Topographic:	15	8.60	1.80
Hydrography:	15	8.80	1.52

CHAPTE5: IDENTITY ASSESSMENT

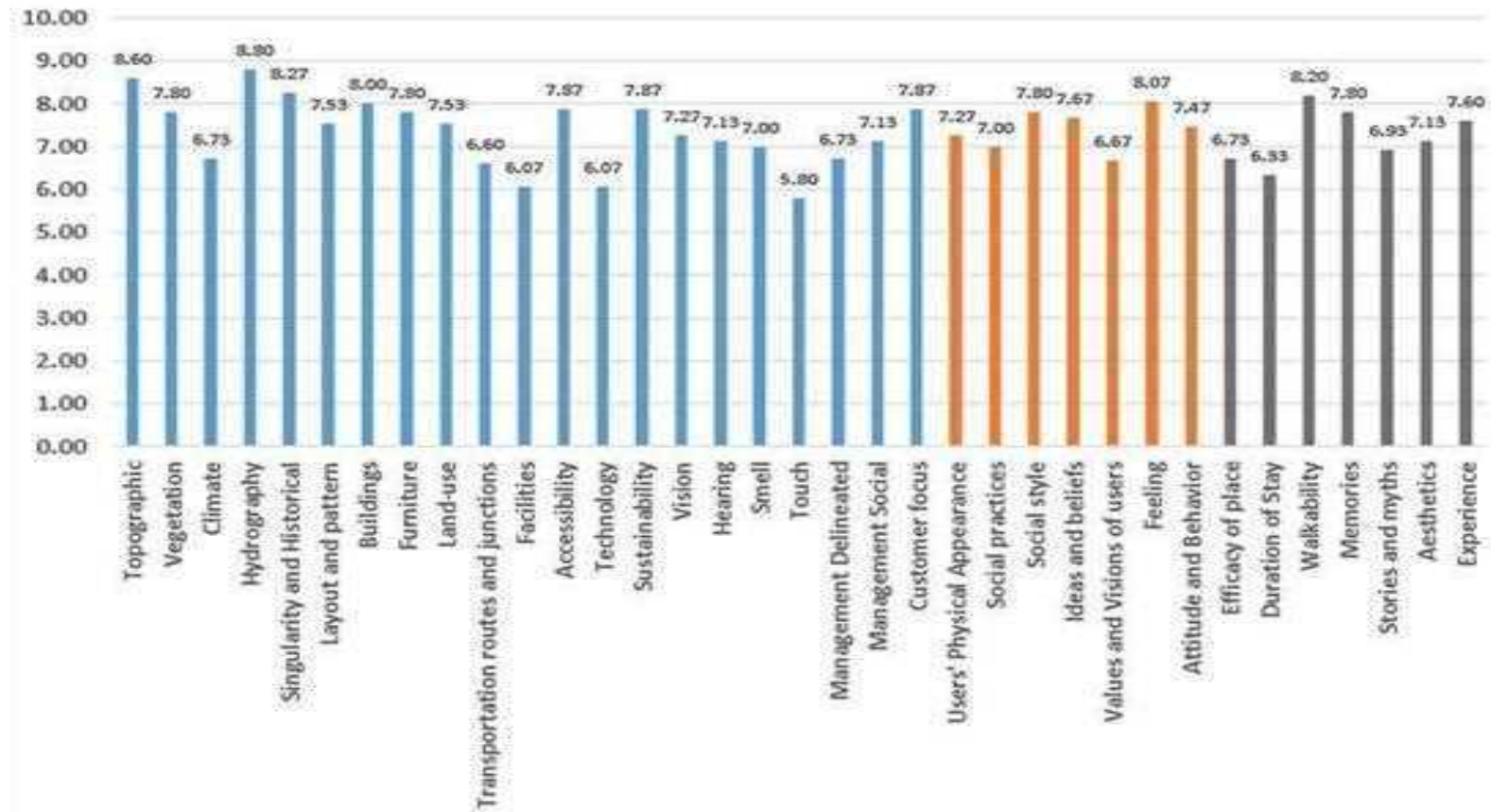


Figure 5-1: The average rate of the importance of each component of the identity of the place.

CHAPTE5: IDENTITY ASSESSMENT

Table 5-5: The weight of each component of the checklist.

Components	Component Mean	Component Weight
Topographic:	8.60	3.34%
Vegetation:	7.80	3.03%
Climate:	6.73	2.62%
Hydrography:	8.80	3.42%
Singularity And Historical:	8.27	3.21%
Layout And Pattern:	7.53	2.93%
Buildings:	8.00	3.11%
Furniture:	7.80	3.03%
Land-Use:	7.53	2.93%
Transportation Routes and Junctions:	6.60	2.57%
Facilities:	6.07	2.36%
Accessibility:	7.87	3.06%
Technology:	6.07	2.36%
Sustainability:	7.87	3.06%
Vision:	7.27	2.83%
Hearing:	7.13	2.77%
Smell:	7.00	2.72%
Touch:	5.80	2.26%
Management Delineated:	6.73	2.62%
Management Social:	7.13	2.77%
Customer Focus:	7.87	3.06%
Users' Physical Appearance:	7.27	2.83%
Social Practices:	7.00	2.72%
Social Style:	7.80	3.03%
Ideas And Beliefs:	7.67	2.98%
Values And Visions Of Users:	6.67	2.59%
Feeling:	8.07	3.14%
Attitude And Behavior:	7.47	2.90%
Efficacy Of Place:	6.73	2.62%
Duration Of Stay:	6.33	2.46%
Walkability:	8.20	3.19%
Memories:	7.80	3.03%
Stories And Myths:	6.93	2.70%
Aesthetics:	7.13	2.77%
Experience:	7.60	2.96%
Total	257.133	100.0%

5.1.2 Assessment Tool

According to the results from the questionnaire the study designs an assessment tool to assess identity in public places in the same order of the checklist.

Table 5-6: Place Identity Checklist

Classification		Component		Component Weight	Total	
Environment	Tangible	Physical	Natural forms	Topography:	3.34%	60.07%
				Vegetation:	3.03%	
				Climate:	2.62%	
				Hydrography:	3.42%	
		Mannmade forms	Singularity and Historical:	3.21%		
			Layout and pattern:	2.93%		
			Buildings:	3.11%		
			Furniture:	3.03%		
		Function	Land-use:	2.93%		
			Transportation routes and junctions:	2.57%		
	Facilities:		2.36%			
	Accessibility:		3.06%			
	Quality	Technology:	2.36%			
		Sustainability:	3.06%			
	Intangible	Sensation	Vision:	2.83%		
			Hearing:	2.77%		
			Smell:	2.72%		
			Touch:	2.26%		
		Management	Delineated:	2.62%		
			Social:	2.77%		
Customer focus:			3.06%			

Table 5-6. Continued

Classification		Component	Component Weight	Total
People	Tangible	Physical Appearance:	2.83%	20.20%
		Social practices:	2.72%	
		Social style:	3.03%	
	Intangible	Ideas and beliefs:	2.98%	
		Values and Visions:	2.59%	
		Feeling	3.14%	
		Attitude and Behavior:	2.90%	
Interaction	Tangible	Efficacy of place:	2.62%	19.73%
		Duration of Stay:	2.46%	
		Walkability:	3.19%	
	Intangible	Memories:	3.03%	
		Stories and myths:	2.70%	
		Aesthetics:	2.77%	
		Experience:	2.96%	

To assess any place, you need to fill out the assessment form (see Figure 5-2) for each component according to its contributions: “3” for the component contributing positively and “1” for the negative, and “2” for the neutral or non-contributing component. Based on the points that the place will get through the evaluation and the automatic calculations that the model will do, the strength of the identity of the place is determined. The Certified gets 60 points, 70 Silver points, 80 Gold points, and 90 Platinum points. In the following, identity will be evaluated in the case studies according to the results of the examination in the field study.

CHAPTE5: IDENTITY ASSESSMENT



Assessing The Identity of Place in Urban Context

Place Identity Checklist

PLACE NAME: Place Name

Positive	Neutral	Negative	Credit	Weight	Positive	Neutral	Negative	Credit	Weight	
0	0	0	0	ENVIRONMENT	60.07				ENVIRONMENT	
0	0	0	0	Physical	24.7	0	0	0	Management	8.45
				Topography	3.34				Defined	2.62
				Vegetation	3.03				Social	2.77
				Climate	2.62				Customer focus	3.06
				Hydrography	3.42					
				Singularity and Historical	3.21	0	0	0	PEOPLE	20.20
				Layout and pattern	2.93				Physical Appearance	2.83
				Buildings	3.12				Social practices	2.72
				Furniture	3.03				Social style	3.03
0	0	0	0	Function	10.92				Ideas and beliefs	2.98
				Land-use	2.93				Values and Visions	2.59
				Transportation routes and junctions	2.57				Ending	3.14
				Facilities	2.36				Attitude and Behavior	2.91
				Accessibility	3.06					
0	0	0	0	Quality	5.42	0	0	0	INTERACTION	19.73
				Technology	2.36				Efficacy of place	2.62
				Sustainability	3.06				Duration of Stay	2.46
0	0	0	0	Sensation	10.58				Walkability	3.19
				Vision	2.83				Memories	3.03
				Hearing	2.77				Stories and myths	2.70
				Smell	2.72				Aesthetics	2.77
				Touch	2.26				Experience	2.96
0	0	0	0	Possible Points:					100	

Total Credit

Total No. of negative components

Total No. of neutral components

Total No. of positive components

Component weight

Component Impact (1,2, or 3)

Component credit

Place Total Points

THE PLACE POINTS: 0

The Strength of Identity in the place

Certified: 60 points, Silver: 70 points, Gold: 80 points, Platinum: 90 Points

Figure 5-2: The Assessment Tool Form

5.2 CASE STUDIES ASSESSMENT

The assessment tool form will assess the case studies according to the examination done in the field study (Chapter 4). The assessment will be conducted using numerical evaluation where "3" represents the positive effect of the item on the identity, "1" is the negative effect, and "2" is the neutral or non-contributing effect.

5.2.1 Case study 1: Ministries Square in Downtown Cairo

Based on the data collected, the Place identity components checklist examined the sense of place in this case study as follows:

Table 5-7: Sense of Identity Examining – Case Study 1

Classification		Element		The effect	value	
Environment	Tangible	Physical	Natural forms	Topography:	Neutral	2
				Vegetation:	Negative	1
				Climate:	Positive	3
				Hydrography:	Neutral	2
			Manmade forms	Singularity and Historical:	Positive	3
				Layout and pattern:	Positive	3
				Buildings:	Positive	3
				Furniture:	Positive	3
		Function	Land-use:	Positive	3	
			Transportation routes and junctions:	Positive	3	
			Facilities:	Positive	3	
			Accessibility:	Positive	3	
		Quality	Technology:	Negative	1	
			Sustainability:	Neutral	2	

Table 5-7. Continued

Classification		Element	The effect	value	
Environment	Intangible	Sensation	Vision:	Positive	3
		Hearing:	Negative	1	
		Smell:	Negative	1	
		Touch:	Positive	3	
	Management	Delineated:	Neutral	2	
		Social:	Positive	3	
		Customer focus:	Negative	1	
People	Tangible	Physical Appearance:	Negative	1	
		Social practices:	Neutral	2	
		Social style:	Positive	3	
	Intangible	Ideas and beliefs:	Positive	3	
		Values and Visions:	Positive	3	
		Feeling	Positive	3	
		Attitude and Behavior:	Negative	1	
Interaction	Tangible	Efficacy of place:	Negative	1	
		Duration of Stay:	Positive	3	
		Walkability:	Positive	3	
	Intangible	Memories:	Positive	3	
		Stories and myths:	Positive	3	
		Aesthetics:	Positive	3	
		Experience:	Positive	3	

This input will be used to assess the strength of identity Ministries Square in Downtown Cairo by the assessment tool form (Figure 5-3).

CHAPTE5: IDENTITY ASSESSMENT



Assessing The Identity of Place in Urban Context

Place Identity Checklist

PLACE NAME: MINISTRIES SQUARE IN DOWNTOWN CAIRO (DT)

Positive	Neutral	Negative	Credit		Weight	Positive	Neutral	Negative	Credit		Weight
12	4	6	46.63	ENVIRONMENT	60.07					ENVIRONMENT	
6	2	1	20.427	Physical	24.7	1	1	1	5.537	Management	8.45
	2		2.22667	Topography	3.34		2		1.74667	Delineated	2.62
		1	1.01	Vegetation	3.03	3			2.77	Social	2.77
3			2.62	Climate	2.62			1	1.02	Customer focus	3.06
	2		2.26	Hydrography	3.42						
3			3.21	Singularity and Historical	3.21	4	1	2	15.47	PEOPLE	20.20
3			2.93	Layout and pattern	2.93			1	0.94333	Physical Appearance	2.83
3			3.12	Buildings	3.12		2		1.81333	Social practices	2.72
3			3.03	Furniture	3.03	3			3.03	Social style	3.03
4	0	0	10.92	Function	10.92	3			2.98	Ideas and beliefs	2.98
3			2.93	Land-use	2.93	3			2.59	Values and Visions	2.59
3			2.57	Transportation routes and junctions	2.57	3			3.14	Feeling	3.14
3			2.36	Facilities	2.36			1	0.97	Attitude and Behavior	2.91
3			3.06	Accessibility	3.06						
0	1	1	2.8267	Quality	5.42	6	0	1	17.98	INTERACTION	19.73
		1	0.78667	Technology	2.36			1	0.87333	Efficacy of place	2.62
	2		2.04	Sustainability	3.06	3			2.46	Duration of Stay	2.46
2	0	2	6.92	Sensation	10.58	3			3.19	Walkability	3.19
3			2.83	Vision	2.83	3			3.03	Memories	3.03
		1	0.92333	Hearing	2.77	3			2.7	Stories and myths	2.70
		1	0.90667	Smell	2.72	3			2.77	Aesthetics	2.77
3			2.26	Touch	2.26	3			2.96	Experience	2.96
22	5	8	80.08	Possible Points:				100			
THE PLACE POINTS:		80.08		Certified: 60 points, Silver: 70 points, Gold: 80 points, Platinum: 90 Points							

Figure 5-3: Case study (1) Assessment

5.2.2 Case study 2: Government District In The New Administrative Capital

Based on the data collected, the Place identity components checklist examined the sense of place in this case study as follows:

Table 5-8: Sense of Identity Examining – Case Study 2

Classification		Element		The effect	value	
Environment	Tangible	Physical	Natural forms	Topography:	Positive	3
				Vegetation:	Positive	3
				Climate:	Negative	1
				Hydrography:	Positive	3
		Manmade forms	Singularity and Historical:	Positive	3	
			Layout and pattern:	Negative	1	
			Buildings:	Positive	3	
			Furniture:	Positive	3	
		Function	Land-use:	Positive	3	
			Transportation routes and junctions:	Positive	3	
			Facilities:	Positive	3	
			Accessibility:	Negative	1	
		Quality	Technology:	Neutral	2	
	Sustainability:		Positive	3		
	Intangible	Sensation	Vision:	Positive	3	
			Hearing:	Positive	3	
			Smell:	Positive	3	
Touch:			Positive	3		

CHAPTE5: IDENTITY ASSESSMENT

Table 5-8. Continued

Classification			Element	The effect	value
Environment	Intangible	Management	Delineated:	Positive	3
			Social:	Positive	3
			Customer focus:	Positive	3
People	Tangible	Physical Appearance:	Positive	3	
		Social practices:	Neutral	2	
		Social style:	Neutral	2	
	Intangible	Ideas and beliefs:	Positive	3	
		Values and Visions:	Positive	3	
		Feeling	Negative	1	
		Attitude and Behavior:	Neutral	2	
Interaction	Tangible	Efficacy of place:	Positive	3	
		Duration of Stay:	Neutral	2	
		Walkability:	Negative	1	
	Intangible	Memories:	Negative	1	
		Stories and myths:	Neutral	2	
		Aesthetics:	Positive	3	
		Experience:	Neutral	2	

This input will be used to assess the strength of identity Ministries Square in Downtown Cairo by the assessment tool form (Figure 5-4**Error! Reference source not found.**).

CHAPTE5: IDENTITY ASSESSMENT



Assessing The Identity of Place in Urban Context

Place Identity Checklist

PLACE NAME: GOVERNMENT DISTRICT IN THE NEW ADMINISTRATIVE CAPITAL (NAC)

Positive	Neutral	Negative	Credit	Weight	Positive	Neutral	Negative	Credit	Weight		
17	1	3	53.543	ENVIRONMENT	60.07				ENVIRONMENT		
6	0	2	21	Physical	24.7	3	0	0	8.45	Management	8.45
3			3.34	Topography	3.34	3			2.62	Delineated	2.62
3			3.03	Vegetation	3.03	3			2.77	Social	2.77
		1	0.87333	Climate	2.62	3			3.06	Customer focus	3.06
3			3.42	Hydrography	3.42						
3			3.21	Singularity and Historical	3.21	3	3	1	15.22	PEOPLE	20.20
		1	0.97667	Layout and pattern	2.93	3			2.83	Physical Appearance	2.83
3			3.12	Buildings	3.12		2		1.81333	Social practices	2.72
3			3.03	Furniture	3.03		2		2.02	Social style	3.03
3	0	1	8.88	Function	10.92	3			2.98	Ideas and beliefs	2.98
3			2.93	Land-use	2.93	3			2.59	Values and Visions	2.59
3			2.57	Transportation routes and junctions	2.57			1	1.04667	Feeling	3.14
3			2.36	Facilities	2.36		2		1.94	Attitude and Behavior	2.91
		1	1.02	Accessibility	3.06						
1	1	0	4.6333	Quality	5.42	2	3	2	12.88	INTERACTION	19.73
	2		1.57333	Technology	2.36	3			2.62	Efficacy of place	2.62
3			3.06	Sustainability	3.06		2		1.64	Duration of Stay	2.46
4	0	0	10.58	Sensation	10.58			1	1.06333	Walkability	3.19
3			2.83	Vision	2.83			1	1.01	Memories	3.03
3			2.77	Hearing	2.77		2		1.8	Stories and myths	2.70
3			2.72	Smell	2.72	3			2.77	Aesthetics	2.77
3			2.26	Touch	2.26		2		1.97333	Experience	2.96
22	7	6	81.64	Possible Points:					100		

THE PLACE POINTS:	81.64
--------------------------	-------

Certified: 60 points, Silver: 70 points, Gold: 80 points, Platinum: 90 Points

Figure 5-4: Case study (2) Assessment

5.3 COMPARATIVE ANALYSIS

As shown in the assessment from case study 1, Ministries Square in Downtown Cairo (DT) got the Gold rank by 80.08 points, with 22 positive components, five neutral, and eight negative. Similarly, the case study 2 Government District in The New Administrative Capital (NAC) got the Gold rank by 81.64 points but with 22 positive components, seven neutral, and six negatives (Figure 5-5).

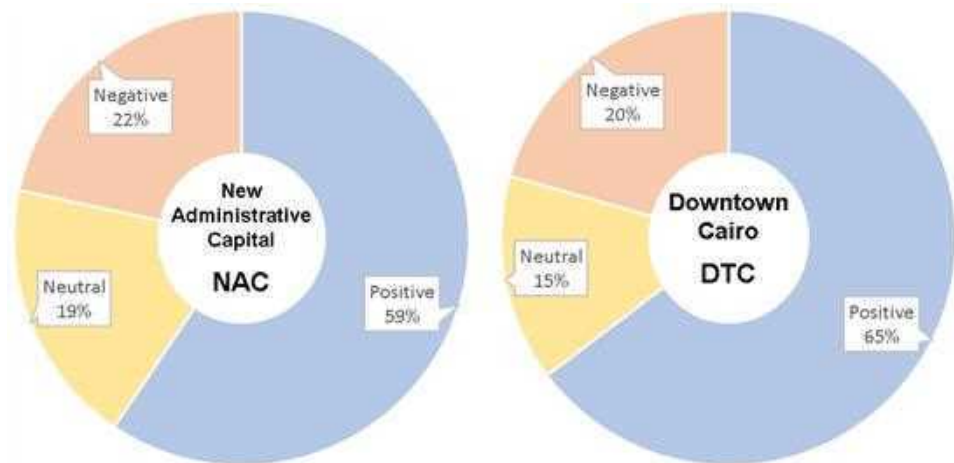


Figure 5-5: The percentage of effect types of the identity components in the case studies

Although the two cases were equal in the number of positive components, which was 22, there are differences in assessing each component individually. Figure 5-6 shows the points differences gained in each main classification in the assessment tool form. The finding shows that the ministries square (DTC) obtains points of interaction and function components more than the government district (NAC). On the other hand, NAC excels in obtaining points of management, sensation, and quality components. In comparison, the two cases were close in the points gained from the components of people and physical components. This difference in the results, despite the convergence of the final points of the evaluation, allows taking advantage of the strengths of each region to extract strategies to enhance the weaknesses in the other case.

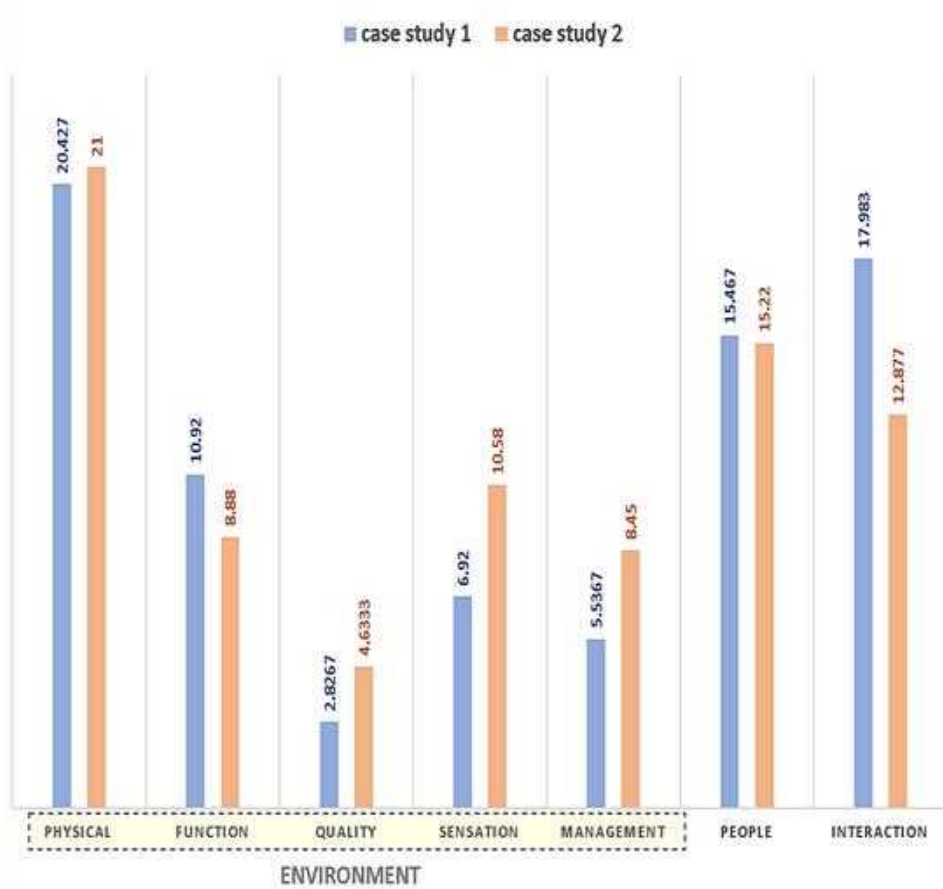


Figure 5-6: Points earned in each classification

Therefore, Figure 5-7 shows the gain credit of each component in the two cases, which shows that they only participated in 12 positive and one neutral. The common components that positively affect the identity of the place are Singularity And Historical, Buildings, Furniture, Land-Use, Transportation Routes and Junctions, Facilities, Vision, Touch, social management, Ideas And Beliefs, Values, and Visions of Users, and Aesthetics. In contrast, the Social Practices component was the common neutral effect component. The remaining 22 components are opportunities to benefit from the reflection of identity by this component in one of the cases to derive strategies to enhance identity in the other case.

CHAPTE5: IDENTITY ASSESSMENT

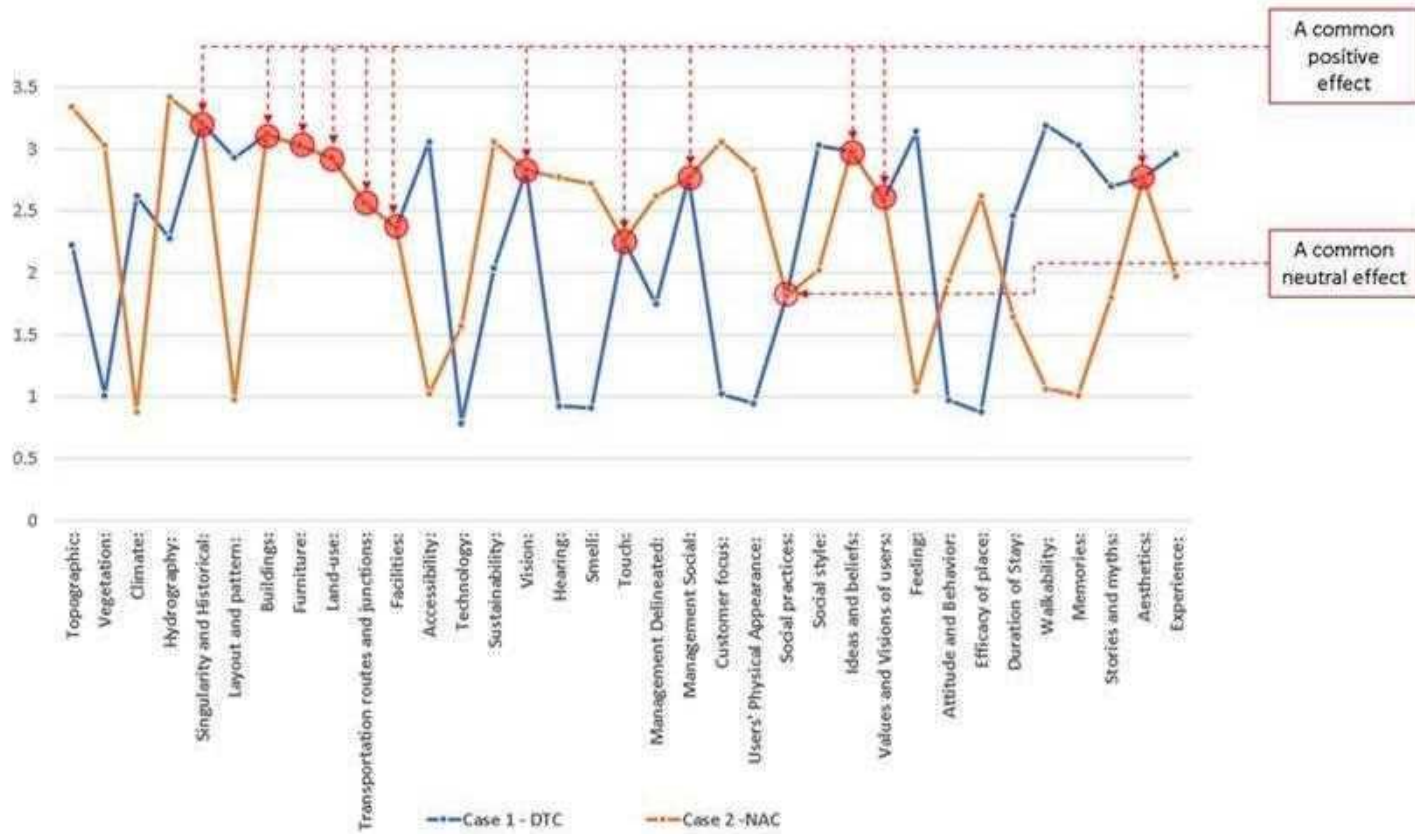


Figure 5-7: Agreement and difference between the two case studies in the assessment.

5.4 CONCLUDING SUMMARY

This chapter provides an evaluation tool that is designed depending on the results of the theoretical study that identified 35 components of the identity of the place and then surveyed the opinions of experts on the importance of each component and its impact on the identity. The survey results have been analyzed to determine the average importance of each component. The statistical data was extracted from the questionnaire analysis by the SPSS program version 20 to obtain the value of the weight of each component so that the total of all weights is 100. Depending on these results, the Microsoft Excel program was used to design the form, which automatically calculates the total component points depending on the triple measurement. Where it represents 1 for negatively affects the identity, 2 for a neutral effect, and 3 for a positive effect on the identity in the place. This form gives the total number of points acquired for the situation, which indicates the forces of identity in the place where the Certified place gets 60 points, 70 for Silver points, 80 for Gold points, and 90 for Platinum points.

The assessment tool was used to evaluate the case studies. The results clarified that the first case got 80.08 points and the second 81.64 points, so the identity in the case studies got the Gold certification according to the assessment tool. Although the total value of the two cases is too close, there is a variation between the two cases in the assessment of the component separately. The finding shows that they only participated in 12 positive and one neutral. The common components that positively affect the identity of the place are Singularity And Historical, Buildings, Furniture, Land-Use, Transportation Routes and Junctions, Facilities, Vision, Touch, social management, Ideas And Beliefs, Values, and Visions of Users, and Aesthetics. In contrast, the Social Practices component was the common neutral effect component. The remaining 22 components are opportunities to benefit from the reflection of identity by this component in one of the cases to derive strategies to enhance identity in the other case, which will be explained in the next concluding chapter.

Chapter 6 :

CONCLUSION AND RECOMMENDATION

Contents

- 6.1. RESEARCH CONCLUSION.
- 6.2. RESEARCH CONTRIBUTION.
- 6.3. RESEARCH RECOMMENDATIONS.
- 6.4. LIMITATIONS AND FUTURE RESEARCH.

After a thorough grasp of the core topics covered in this study, this concluded chapter summarizes the key findings from all earlier chapters to provide a focused general reading of the whole process and then presents strategies, recommendations, and prioritization guidelines for various stakeholders that are concerned with urban issues.

6.1 RESEARCH CONCLUSION

Since contemporary urban design, as well as sustainable development calls, pay serious attention to the concept of identity in the urban context, an updated study was needed to understand and assess the status of urban identity in public spaces for administrative areas of Greater Cairo. This study went through four stages, which were as follows:

6.1.1 Understanding identity

As Urban identity is a broad theme and concept used in various ways and is not a fully defined term. The first chapter scanned the literature on identity in the urban context. This literature provided a deep understanding of place identity definitions and discussed urban identity on multiple scales: local, city, regional, and national, and viewed it from various perspectives: personal, collective, and external. In addition, the literature admitted that urban identity is developed over time, affected by change, and influenced by multiple factors.

In this thesis, chapter 2 reviewed the literature by dividing the data into definitions, types, layers, levels, forms, features, dimensions, principles, and elements. The study adopted the opinion that the experience within urban places is the most important of urban identities, as the place is a repository for emotions and relationships that offer meaning and purpose to life, convey a sense of belonging, and are crucial to a person's wellbeing. So, the study determined the level of the identity that the research will study, which is the third level, the environmental framework, concerned with the place identity. Thus, the study stressed the need to identify the components of the identity of the place in preparation for its examination, assessing and then developing place identity, where a place with a powerful identity helps promote awareness and connect within society.

6.1.2 The identity components

The study clearly, identified the components of place identity. After the theoretical study that included different elements and factors affecting the identity in the place defined in the reliable literature, this study identified the place identity components from its point of view in 35 elements divided into three classifications: Environment, People, and the interaction between people and place, under two forms: tangible and intangible. The 35 components are explained as follows.

First, The Environment Components: It Includes components related to the place itself. It has 21 components.

Physical: This parcel primarily provides the place's physical identity components. These physical objects categorize themselves as being either natural or manmade.

Natural forms: This form results from the environment's natural characteristics, which compel us to react to the place in a particular manner.

1. **Topography:** views, landmarks, and other topographic features create the identity of a place.
2. **Vegetation:** The different varieties of vegetation can give the places a unique natural identity.
3. **Climate:** The local climate could compel designers to choose a specific design approach and users to react differently.
4. **Hydrography:** such as rivers, lakes, seas, etc., completely changing the image of the place.

Manmade forms: This parcel expresses the built environment and its characteristics that form the identity of the place.

5. **Singularity and Historical:** It is a psychological term for distinguishing objects; It includes elements classified as landmarks, individual semantics, and symbols.
6. **Layout and pattern:** It encompass a variety of layers of the physical environment or structure, including land use patterns, street patterns, block patterns, plot patterns, and mass plan patterns. It is formed as organic, ordered, linear, pointed, etc., and assessed by legibility, visual appropriateness, and human scale.
7. **Buildings:** The architecture and the style of the buildings construct the image of the place. In addition, the types of buildings determine the diversity and multifunctional of users.
8. **Furniture:** It includes landscaping, public art street, and furniture for public utilities, such as urban artifacts, sculptures, seats, fountains, pools, stairs, lights, paving, etc.

Function: This parcel is concerned with the specific functions of the place that provide a unique pattern and activities in the place.

9. **Land-use:** Natural uses include valleys, agricultural land, and scenery. In contrast, artificial uses include parking lots, yards, plazas, squares, malls, vacant land, and terminal areas.
10. **Transportation routes and junctions:** Include Expressways, Roads, Alleys, Railways, Subways, Trails, and Bicycle Paths. It should be public in their use, Evolving, and Diverse.
11. **Facilities:** Facilities lead to new functions for urban areas, such as ICT infrastructure and adaptability with time and history. Thus, intelligent elements create modern components of urban identity.

12. **Accessibility:** A general term that indicates the degree to which a place or environment is available to users. This component describes physical access as open, accessible, secure, pedestrian-friendly, and vivid.

Quality: The quality of the place requires attention and care, as it makes the difference between struggle and attractiveness.

13. **Technology:** Such as digital technology and the elements of the intelligence community that improve the place's efficiency, reliability, and sustainability.
14. **Sustainability:** It includes environmental responsiveness, fulfilling the needs of current and upcoming generations, and Long-term outlook. Thus, the place motivates its users to be more understanding of environmental needs.

Sensation: Sensation refers to human sensory systems. It interprets the environment and reacts to its stimuli.

15. **Vision:** A visual denotation of the environment's special or unique qualities.
16. **Hearing:** The acoustics in the place gives little information, but it is emotionally rich. Such as screams, music, the flow of water, or the leaves sounds by the wind. Disturbance or noise has a negative impact on place identity.
17. **Smell:** The human sense of smell is an emotional component that should be likable.
18. **Touch:** The texture experience in the place should be diverse and valuable.

Management:

19. **Management Delineated:** Management should be delineated clearly to control and sustain the place through long-term protection.
20. **Management Social:** It encourages social engagement through personal and group spaces for recreation, learning, socializing, and group participation.
21. **Customer focus:** Citizenship and the place works effectively for the benefit and comfort of all users.

Second, The People Components: It Includes components related to the users in the place. It has 7 components.

22. **Physical Appearance:** It is intended features of people's physical appearance, such as gender, race, and age. Their diversity and homogeneity impact their feeling of being surprised and shocked or comfortable and amused.
23. **Social practices:** It is a place's cultural roots that reflect public awareness, such as Community participation and Civil initiatives.
24. **Social style:** social difference excludes or erases interpretations of the place, while the residents' affinity supports localism.
25. **Ideas and beliefs:** The place symbolically or practically reflects the myths and stories attached to it, giving it sensibility, warmth, and Richness.
26. **Values and Visions:** It is the desire for belonging, pride, self-esteem, and self-development to build mental images and cognitive maps for purposing self-identification and direction.

27. **Feeling:** It is a place's sensory pleasures or psychological well-being, such as feeling safe, secure, relaxed, and free from anxiety and chaos.
28. **Attitude and Behavior:** Users' behavior can reduce empathy, national belonging, and social cohesion, so lifestyle, activities, understanding, and acceptance enhance the identity of users and place.

Finally, Interaction Components: It Includes components related to the interaction between people and place.

29. **Efficacy of place:** It is required that the place work effectively for the convenience and comfort of all its users.
30. **Duration of Stay:** It is likable and easy as the place gives pleasure to its users over time.
31. **Walkability:** The experience of pedestrians is enhanced by the place's ability to hike, remarkable views, vitality, and comfort.
32. **Memories:** The memories of the place are accumulated through everyday experiences that make the place imageable and memorable.
33. **Stories and myths:** The place symbolically or practically reflect the myths and stories attached to it, giving it sensibility, warmth, and Richness.
34. **Aesthetics:** It is the need and desire for aesthetic pleasure and beauty, such as balance, harmony, movement, style, unity, and variety.
35. **Experience:** It means how people experience the place physically and psychologically. That Includes cultural aspects and involves meanings such as comfort, familiarity and friendliness, delight, and felicity.

6.1.3 The place identity assessment tool

The previous 35 components were set in a checklist, and it was validated by surveying experts' opinions on the importance of each component. The number of surveys conducted was sixteen academic experts from different disciplines, including Architecture Engineering, Urban Sustainable Design, Urban Planning, Humanities, Behavior, and Heritage. The questionnaire was about assessing the thirty-five components (checklist components) on a scale from zero to ten. Where zero No represents influence on identity while ten is a strong influence (See questionnaire no. 1, The appendix). The outcomes of the valid sample showed that all components ranked ten at least once except Tough, which got a reasonable average of 5.94. The finding indicates that the lowest mean was Touch 5.80, and the highest was Hydrography at 8.80. The statistics give acceptable averages, reinforcing the checklist's validity and proving the theoretical study's results.

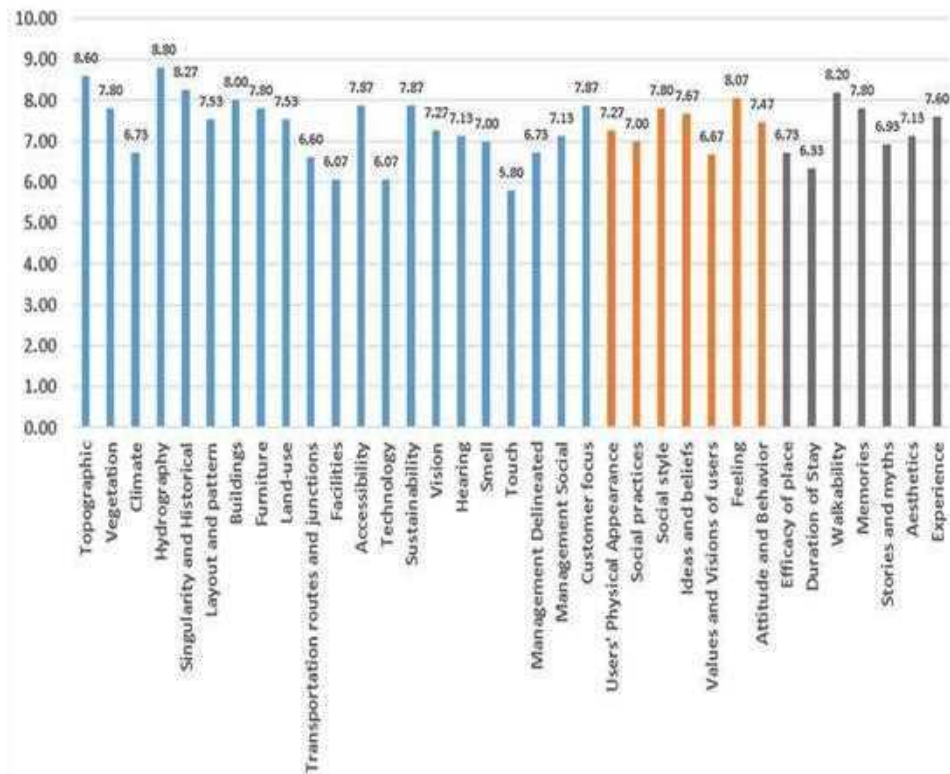


Figure 6-1: The average rate of the importance of each component

The data were analyzed using SPSS software 20 version, which excluded one response from the sample, bringing the total number of the sample to fifteen respondents. Based on these statistics, the assessment tool was designed according to the place identity checklist. The following equation calculates the weight of each component in the assessment tool, where the sum of the weights of the 35 components is 100.


$$\textit{The weight of the component} = \frac{\textit{Component Mean}}{\textit{Sum of Means}} * 100$$

Based on this equation, the total value of components' weight for the environment is 60.07%, 20.20% for people components, and 19.73% for interaction components after it was according to the checklist, 60% for environment components, as it were 21 components out of 35 one, 20% for people components as it were seven components out of 35, likewise, the interaction components.

The study used the Microsoft Excel program to create the assessment form. To assess any place, the assessment form (see Figure 6-2) needed to fill out for each component according to its contributions, with "3" for the component contributing positively and "1" for the negative, and "2" for the neutral or non-contributing component. Based on the points that the place will get through the evaluation and the automatic calculations that the model will do, the strength of the identity of the place is determined.

The Certified gets 60 points, 70 Silver points, 80 Gold points, and 90 Platinum points. The form automatically gives the total points earned for each component based on its effect and the total points for the whole place, which indicates the strength of identity. The form also gives the number of components that affect identity positively, negatively, and neutrally in place.

CHAPTE6: CONCLUSION AND RECOMMENDATIONS



Assessing The Identity of Place in Urban Context

Place Identity Checklist

PLACE NAME: _____ Place Name

				Weight					Weight	
Positive	Neutral	Negative	Credit		Positive	Neutral	Negative	Credit		
0	0	0	0	ENVIRONMENT	60.07				ENVIRONMENT	
0	0	0	0	Physical	24.7	0	0	0	Management	8.45
				Topography	3.34				Delimited	2.62
				Vegetation	3.03				Social	2.77
				Climate	2.62				Customer focus	3.06
				Hydrography	3.42					
				Singularity and Historical	3.21	0	0	0	PEOPLE	20.20
				Layout and pattern	2.93				Physical Appearance	2.83
				Buildings	3.12				Social practices	2.72
				Furniture	3.03				Social style	3.03
				Function	10.92				Ideas and beliefs	2.98
				Land-use	2.93				Values and Visions	2.59
				Transportation routes and junctions	2.57				Ending	3.14
				Facilities	2.36				Attitude and Behavior	2.91
				Accessibility	3.06					
				Quality	5.42	0	0	0	INTERACTION	19.73
				Technology	2.36				Efficacy of place	2.62
				Sustainability	3.06				Duration of Stay	2.46
				Sensation	10.58				Walkability	3.19
				Vision	2.83				Memories	3.03
				Hearing	2.77				Stories and myths	2.70
				Smell	2.72				Aesthetics	2.77
				Touch	2.26				Experiences	2.96
0	0	0	0	Possible Points:				100		

Total Credit →

Total No. of negative components →

Total No. of neutral components →

Total No. of positive components →

Component weight →

Component Impact (1,2, or 3) →

Component credit →

The Strength of Identity in the place →

Place Total Points →

THE PLACE POINTS: 0

Certified: 60 points, Silver: 70 points, Gold: 80 points, Platinum: 90 Points

Figure 6-2: The Assessment Tool Form

6.1.3 Case studies Assessment

The assessment tool was used to evaluate the case studies. The evaluation was based on three types of data: archives and available documents of those places, site visits (observation), and interviews with experts by authors as well. The results clarified that the first case got 80.08 points and the second 81.64 points, so the identity in the case studies got the gold certification according to the assessment tool. Although the total value of the two cases is too close, there is a variation between the two cases in the assessment of the component separately. The finding shows that they only participated in 12 positive and one neutral. The common components that positively affect the identity of the place are Singularity and Historical, Buildings, Furniture, Land-Use, Transportation Routes and Junctions, Facilities, Vision, Touch, social management, Ideas and Beliefs, Values, and Visions of Users, and Aesthetics. In contrast, the Social Practices component was the common neutral effect component. The remaining 22 components are opportunities to benefit from the reflection of identity by this component in one of the cases to derive strategies to enhance identity in the other case.

The components that strengthen Identity in public places of administrative areas for Greater Cairo.

As the study mentioned before the two cases had 12 common components that effect positively on the identity of the place. The study considers these components to be the sources of identity strength in Cairo administrative public places.

- Singularity and Historical, Buildings, Furniture, Land-Use, Facilities, Vision, Touch, and Aesthetics are significant strengths factors in both cases. In DTC, there are many ancient and historical buildings that are lofty with their unique designs. On the other hand, in NAC, the scene is open with highlights the important surrounding projects, such as the Masr Mosque, People's Square, the Parliament building, the opera, and the iconic tower.

CHAPTE6: CONCLUSION AND RECOMMENDATIONS

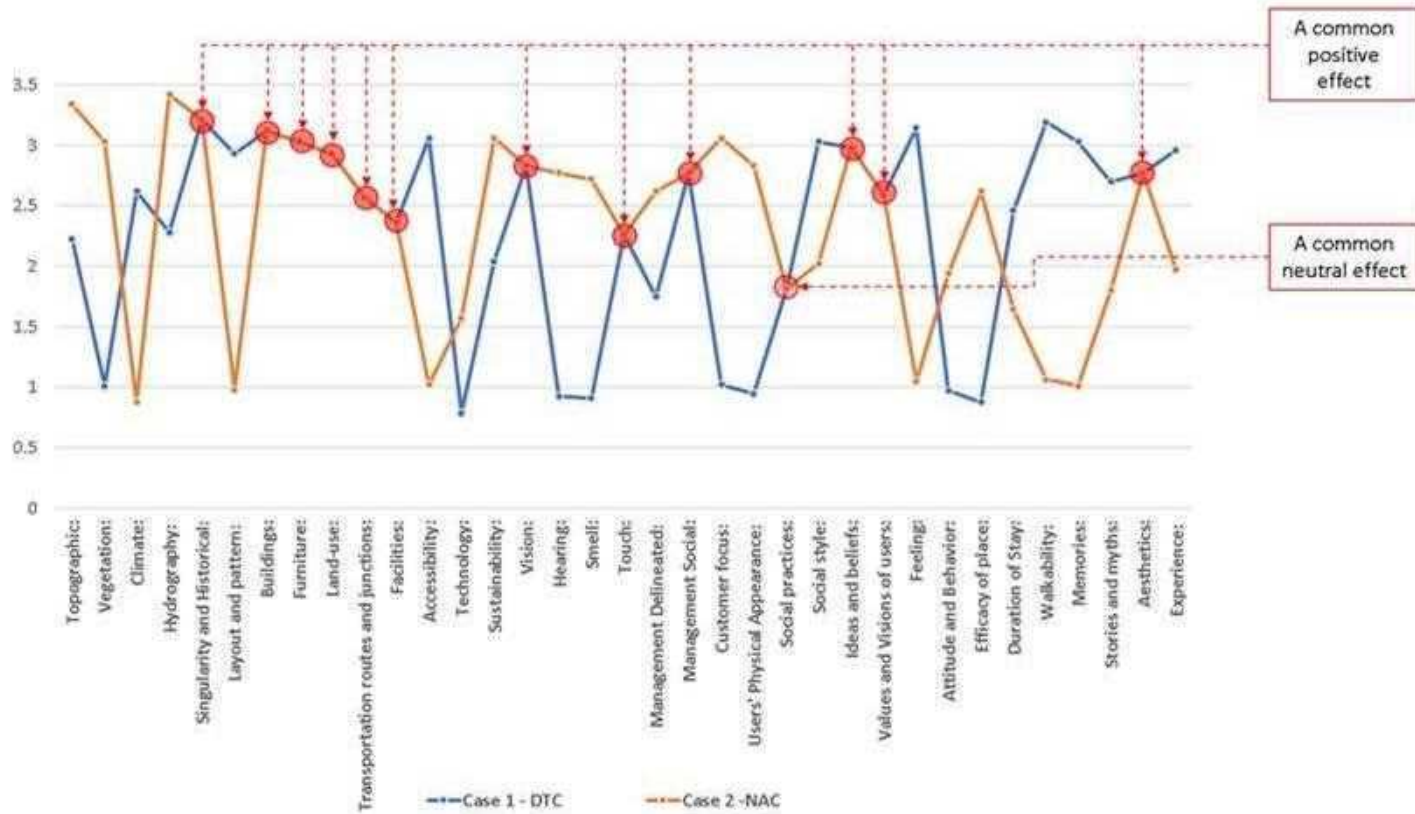


Figure 6-3: greement and difference between the two case studies in the assessment.

- Transportation Routes and Junctions component is strong in both cases, due to the diversity of roads and transportation, and their proximity to the place. The same is in the component of social management. Both cases contain personal and collective places for recreation, learning, socializing, and participation.
- Both cases have a strong mental image reflected in components such as Values and Visions, Ideas and Beliefs, and sensation components, specifically Vision and Touch.

The components that weaken Identity in public places of administrative areas for Greater Cairo.

- Social Practices component was assessed as having a neutral effect on the two cases. Despite the presence of a physical medium that allows social practices in both cases, in DTC, the practices, if any, were random. In contrast, it is impossible to measure practices in the NAC because of the novelty of the place. Therefore, there is a need to develop a plan to activate social practices in both cases.
- The essential problem in the NAC is not to observe the human scale. That impacts climate, walkability, accessibility, layout and pattern, and feeling. Walking around and moving between buildings is difficult as the distances are huge. The weather is sunny, and the urban fabric is not compact and does not provide shade for passers-by.
- The main problem in the DTC is that it was fundamentally built as an upscale neighborhood for the wealthy class. Therefore the buildings of most of the ministries are residential palaces that have been converted into ministries. So, governmental administrative buildings were built in the gardens and courtyards of those palaces to adapt to new functions' needs, which led to an increase in the building density of the area. Thus, reducing the visual perspective and the open space scenes and, unfortunately, limiting the enjoyment of the region's unique architecture.

6.2. RESEARCH CONTRIBUTION

- The study approved the research hypotheses:
 - Measurable factors could evaluate the identity of places. The qualitative data transformed into a quantitative result, giving value to the strength of place identity.
 - By comparison of the place identity assessments, the study presents strategies for enhancing the identity of these places.
 - The hypothesis that the identity of newly built places, or places without people, is inaccurate is valid. The assessment tool gave weight to the components of people and the components of the interaction between the environment and the people 20.20 and 19.23, representing 39.43 % of the total points.
- The study provides an assessment tool for assessing place identity. With this tool, qualitative data gives quantitative information about the identity of a place.
- The study discusses the significant factors of place identity in public places of administrative areas for Greater Cairo.
- The study presents specific strategies for enhancing the identity of the place.
- The added value of this study is that its methodology can be followed to evaluate and develop other places with different functions and characteristics.

6.3 RESEARCH RECOMMENDATIONS

This study recommending strategies that enhance the sense of identity in public places. The strategy came in three categories: enhancing identity through the environment's elements, enhancing identity by impressing people, and finally, enhancing identity by strengthening the interaction between the environment and people positively. These strategies require multi-stakeholders serious work translating them into policies that can help government officials, urban planners, and academics alike comprehend, gauge, and provide practical solutions to enhance identity. This paper gives a theoretical foundation that can be starting point to design projects and city-wide programs in the future.

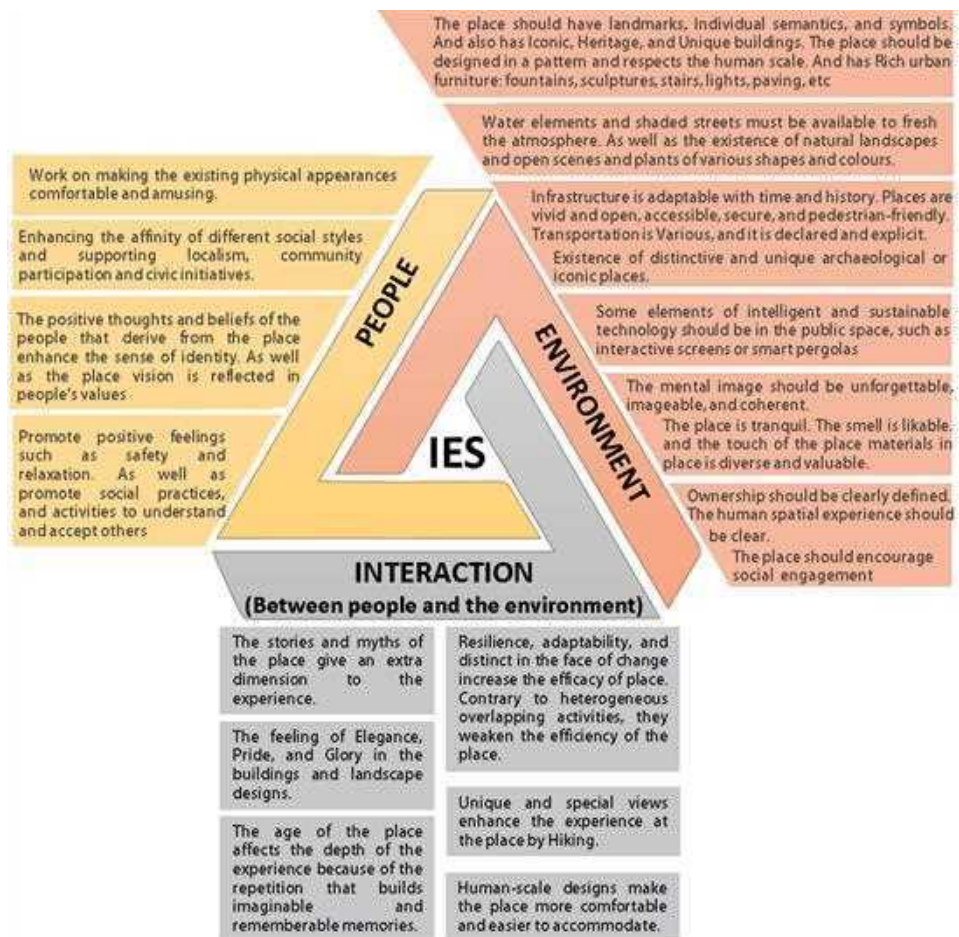


Figure 6-4: Identity Enhancement Strategies- IES. (Source: The Researcher)

6.3.1 Enhancing identity through the environment's elements:

- The place should have landmarks, Individual semantics, and symbols. And has Iconic, Heritage, and Unique buildings. The place should be designed in a pattern and respects the human scale. And has Rich urban furniture: fountains, sculptures, stairs, lights, paving, etc.
- Water elements and shaded streets must be available to freshen the atmosphere. And the existence of natural landscapes and open scenes, and plants of various shapes and plants of various shapes and colours.
- Infrastructure is adaptable with time and history. Places are vivid and open, accessible, secure, and pedestrian-friendly.
- Existence of distinctive and unique archaeological or iconic places.
- Some intelligent and sustainable technology elements should be in the public space, such as interactive screens or smart pergolas.
- The mental image should be unforgettable, imageable, and coherent.
- The place is tranquil. The smell is likable. And the touch of the place materials in place is diverse and valuable.
- Ownership should be clearly defined.
- The human spatial experience should be clear.
- The place should encourage social engagement.

6.3.2 Enhancing identity by impressing people:

- Work on making the existing physical appearances comfortable and amusing.
- Enhancing the affinity of different social styles and supporting localism, community participation, and civic initiatives.
- The positive thoughts and beliefs of the people that derive from the place enhance the sense of identity. As well as the place vision is reflected in people's values.
- Promote positive feelings such as safety and relaxation. As well as promote social practices and activities to understand and accept others.

6.3.3 Enhancing identity by strengthening the interaction between the environment and people positively.

- The stories and myths of the place give an extra dimension to the experience.
- The feeling of Elegance, Pride, and Glory in the buildings and landscape designs.
- The age of the place affects the depth of the experience because of the repetition that builds imaginable and memorable memories.
- Resilience, adaptability, and distinct in the face of change increase the efficacy of place. Contrary to heterogeneous overlapping activities, they weaken the efficiency of the place.
- Unique and special views enhance the experience at the place by Hiking.
- Human-scale designs make the place more comfortable and easier to accommodate.

6.4 LIMITATIONS AND FUTURE RESEARCH

- Assessment of identity in places of study depends on the current situation. So, with the rapid changes in those areas, there is a need to re-evaluate those places after the complete transfer of ministries. Where the function of Downtown will change, and the district of the New Administrative Capital will be at full strength.
- This study assessment tool evaluates the environmental level of identity (Third level of urban identity). This level is concerned with the experience in the place. The other levels, mainly the global (Most used), need another tool.
- The study relied on interviews with experts to evaluate case studies, but surveying users' opinions is essential to assessing the identity of the place. Although several government institutions were already moved in March 2023, at the time of writing this conclusion, and the researcher tried to survey employees' opinions after the move, the majority were upset as they moved 35 square kilometers east of the old site. Thus, there are consequent financial and physical burdens. Therefore, they need more time to objectively assess the two sites. Therefore, the study recommends surveying users' opinions after two years of ministries and government headquarters working on the new site.
- Identity in the urban context represents an opportunity for city administrations and the public sector to achieve sustainable development by integrating identity into their planning strategies. Thus, this study gives a theoretical foundation that can serve as a starting point for establishing a framework that designers and planners can follow when designing or reviving public places in the future.

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APPENDIX

Contents

THE QUESTIONNAIRE

THE INTERVIEWS WITH EXPERTS

The Questionnaire:

Designing An Assessment List for The Identity in Public Places

Designing An Assessment List for The Identity in Public Places

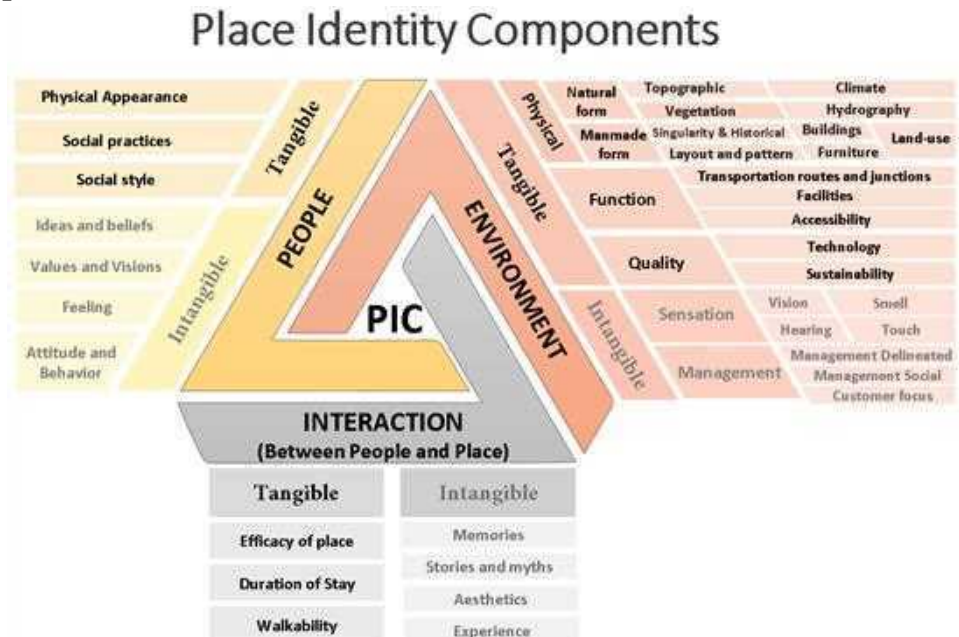
This survey is part of a Ph.D. Thesis titled " Urban Identity of Public Places in Administrative Areas for Greater Cairo" at The Architecture Engineering Department (Theories of Architecture) - Faculty of Engineering, Ain Shams University.

The Researcher: Omnia Monir Ibrahim; omnia.monir@gmail.com
Supervised By:

- Prof. Yasser Mohamed Mansour
- Prof. Abeer Mohamed Elshater
- Ass. Prof. Ayman Ahmed Fareed

Thank you very much for participating in this survey as an expert. We are extremely grateful for your contributing your valuable time, your honest information, and your thoughtful evaluation.

In this survey, please estimate the weight (value) of each element based on its impact on the identity of the place based on your experience.



The Questionnaire: Designing An Assessment List for The Identity in Public Places

Full name and Specialization: -----

1- **Topographic**: landmarks and views.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

2- **Vegetation**: The variety of forms and colors.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

3- **Climate**: cold, hot, rainy, sunny, etc.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

4- **Hydrography**: lake, river, sea, etc.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

5- **Singularity and Historical**: elements classification as landmarks, Individual semantics, and symbols.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

6- **Layout and pattern**: Spatial forms: organic, ordered, linear, pointed, etc., Legibility, visual appropriateness, and human scale.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

7- **Buildings**: Architecture style, Structure type, cultural style, materials, texture, etc. Iconic buildings.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

8- **Furniture**: Urban artifacts. sculptures, seats, fountains, pools, stairs, lights, paving, etc.

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Weak Importance Extremely Important

The Questionnaire: Designing An Assessment List for The Identity in Public Places

9- **Land-use:** Archaeological or special sites.

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Weak Importance Extremely Important

10- **Transportation routes and junctions:** Clearly public in their use, Evolving, and Diverse.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

11- **Facilities:** ICT infrastructure and Adaptability with time and history.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

12- **Accessibility:** Vividness and openness, Free. Secure, pedestrian friendly.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

13- **Technology:** Digital technology, Elements of a smart community.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

14- **Sustainability:** Environmental responsiveness, fulfilling the needs of contemporary and upcoming generations, and Long-term outlook.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

15- **Vision:** Imageable, and Coherable.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

16- **Hearing:** Disturbance or Tranquility.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

17- **Smell:** likable.

Weak Importance Extremely Important

The Questionnaire: Designing An Assessment List for The Identity in Public Places

0	1	2	3	4	5	6	7	8	9	10
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18- **Touch:** Diverse and Valuable.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance

Extremely Important

19- **Management Delineated:** Clearly public in their use.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance

Extremely Important

20- **Management Social:** Encouraging social engagement.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance

Extremely Important

21- **Customer focus:** Citizenship, The human spatial experience.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance

Extremely Important

22- **Users' Physical Appearance:** Comfortable, Amused, Surprised, or Shocked.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance

Extremely Important

23- **Social practices:** Community participation, Civil initiatives.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance

Extremely Important

24- **Social style:** The affinity of the local residents (support localism)

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance

Extremely Important

25- **Ideas and beliefs:** Religions, Ideologies, Culture.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance

Extremely Important

26- **Values and Visions of users:** Friendship, Empathy, etc.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance

Extremely Important

The Questionnaire: Designing An Assessment List for The Identity in Public Places

27- **Feeling:** Psychological well-being: Feeling safe and Relaxed.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

28- **Attitude and Behavior:** Social practices, lifestyle, activities. Understanding and acceptance (social sustainability).

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

29- **Efficacy of place:** Resilience, adaptability, distinct in the face of change.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

30- **Duration of Stay:** Easy, slowness, or Fast.

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Weak Importance Extremely Important

31- **Walkability:** Hiking, unique views, Vitality.

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Weak Importance Extremely Important

32- **Memories:** Imageable, Rememberable.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

33- **Stories and myths:** Sensibility, Warmth, and Richness.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

34- **Aesthetics:** Elegance, Pride, and Glory.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

35- **Experience:** Comfort, Familiarity and friendliness, Delight and felicity.

0	1	2	3	4	5	6	7	8	9	10
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Weak Importance Extremely Important

The end of the questionnaire. Thank you very much for completing it.

The Questionnaire: Designing An Assessment List for The Identity in Public Places

The participants rated the importance of each component of the identity of the place as follows:

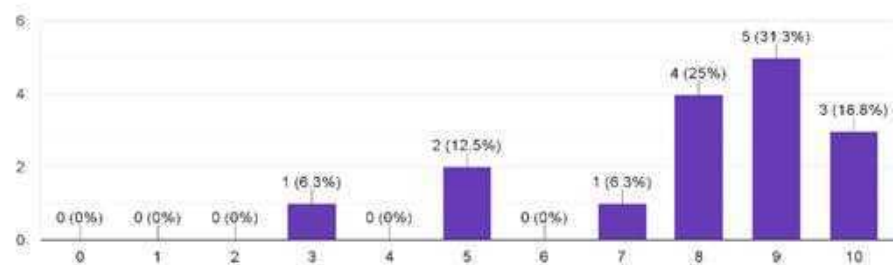
Topographic: Natural landmarks and views:

16 responses



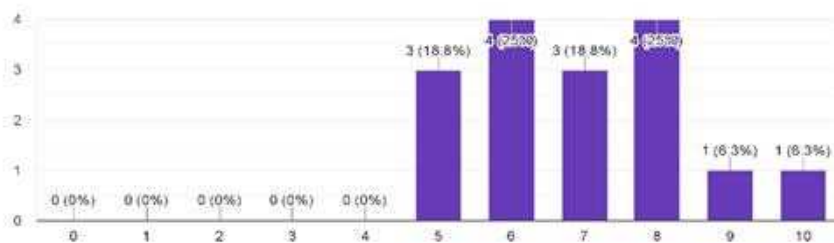
Vegetation: The variety of forms and colors:

16 responses



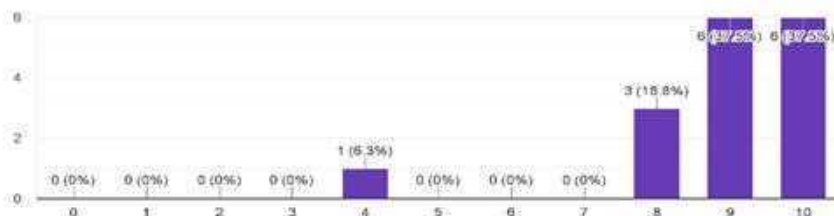
Climate: cold, hot, rainy, sunny, etc.- Assess the impact of climate on the place's identity

16 responses



Hydrography: lake, river, sea, etc.

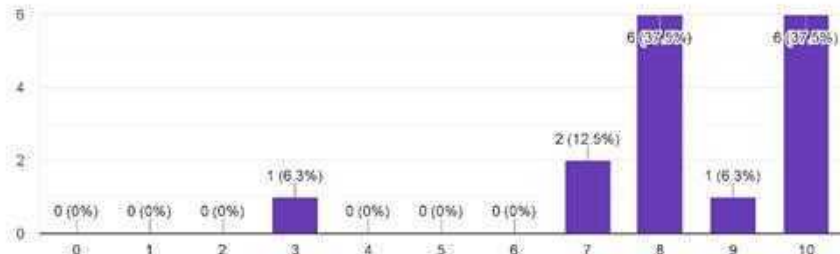
16 responses



The Questionnaire: Designing An Assessment List for The Identity in Public Places

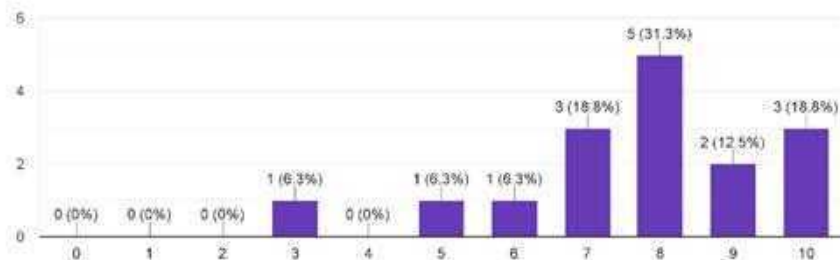
Singularity and Historical: elements classification as landmarks, Individual semantics, and symbols

16 responses



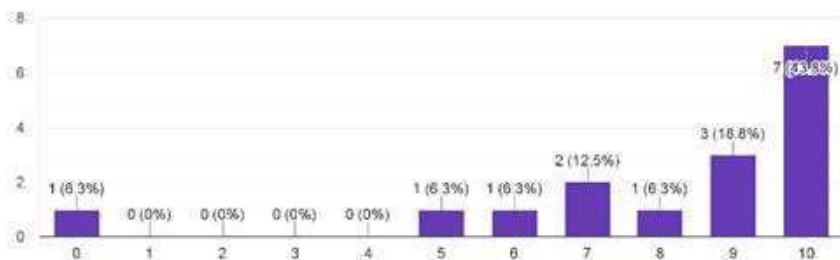
Layout and pattern: Spatial forms: organic, ordered, linear, pointed, etc., Legibility, visual appropriateness, and human scale.

16 responses



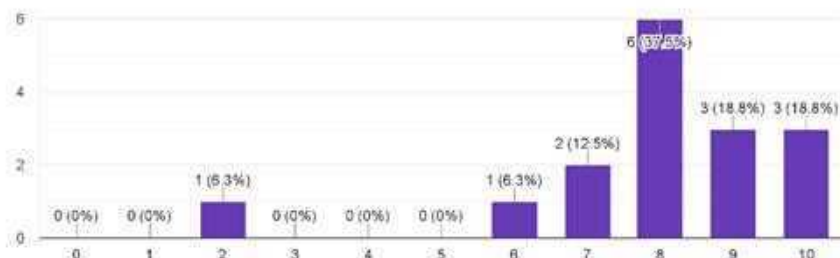
Buildings: Architecture style, Structure type, cultural style, materials, texture, etc. Iconic buildings.

16 responses



Furniture: Urban artifacts: sculptures, seats, fountains, pools, stairs, lights, paving, etc.

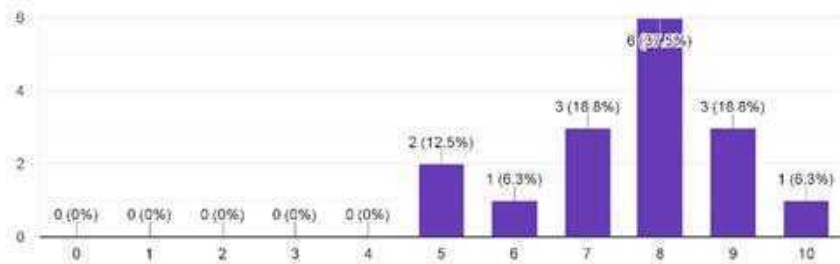
16 responses



The Questionnaire: Designing An Assessment List for The Identity in Public Places

Land-use: Archaeological or special sites.

16 responses



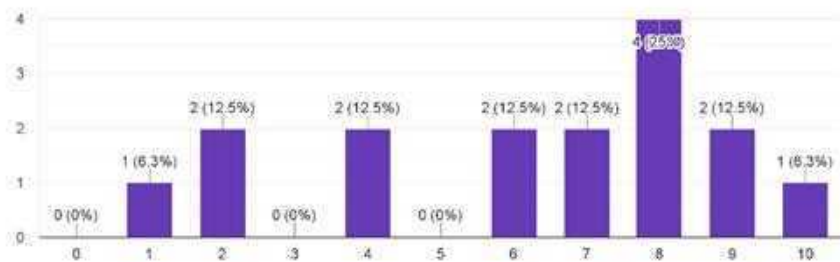
Transportation routes and junctions: Clearly public in their use, Evolving, and Diverse.

16 responses



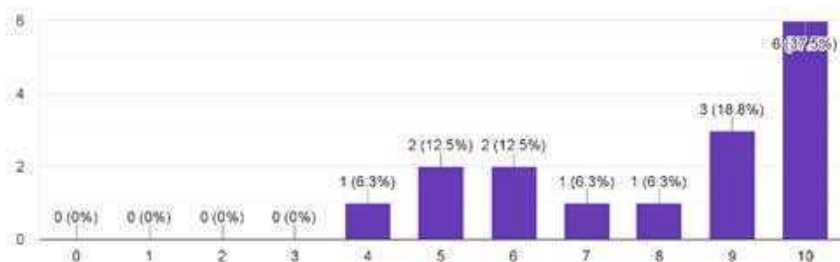
Facilities: ICT infrastructure and Adaptability with time and history.

16 responses



Accessibility: Vividness and openness, Free, Secure, pedestrian friendly.

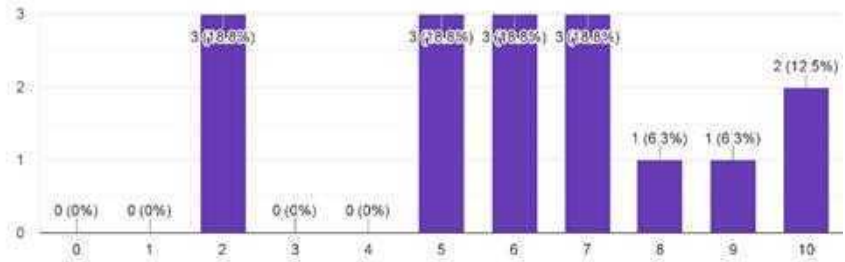
16 responses



The Questionnaire: Designing An Assessment List for The Identity in Public Places

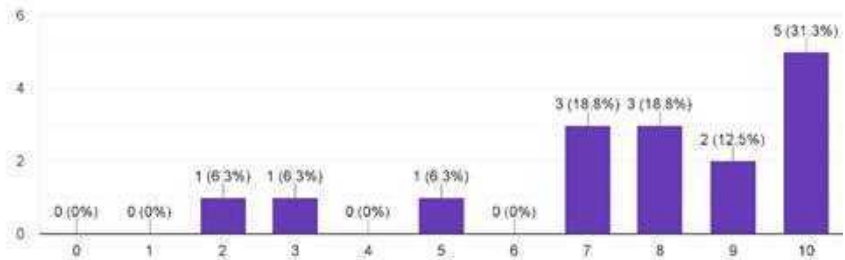
Technology: Digital technology, Elements of smart community.

16 responses



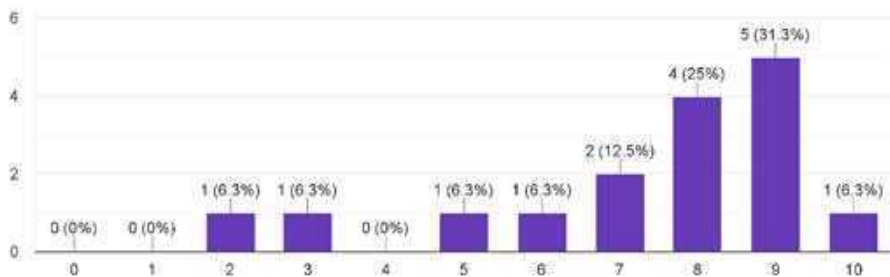
Sustainability: Environmental responsiveness, fulfilling the needs of contemporary and upcoming generations, and Long-term outlook.

16 responses



Vision: Imageable, Coherable.

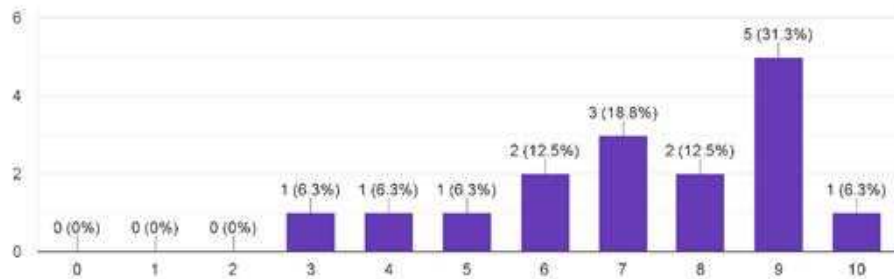
16 responses



The Questionnaire: Designing An Assessment List for The Identity in Public Places

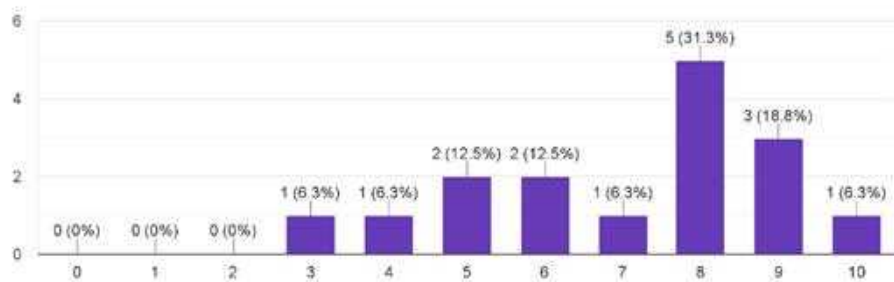
Hearing: Disturbance or Tranquility.

16 responses



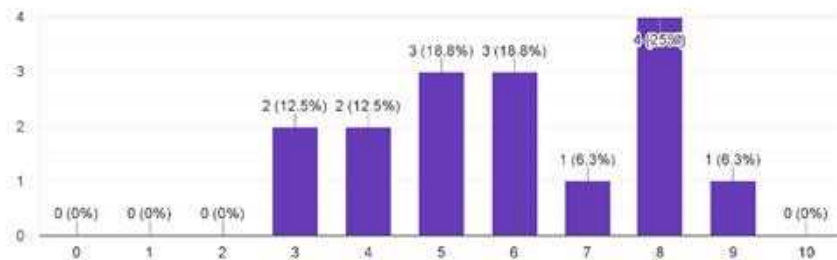
Smell: likable.

16 responses



Touch: Diverse and Valuable.

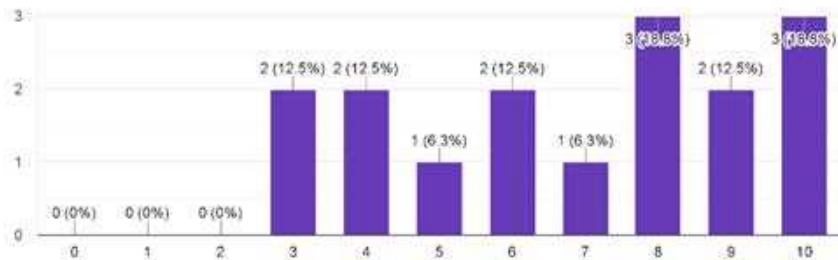
16 responses



The Questionnaire: Designing An Assessment List for The Identity in Public Places

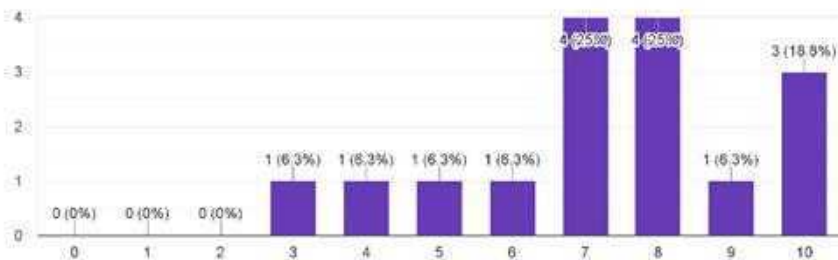
Management Delineated: Clearly public in their use.

16 responses



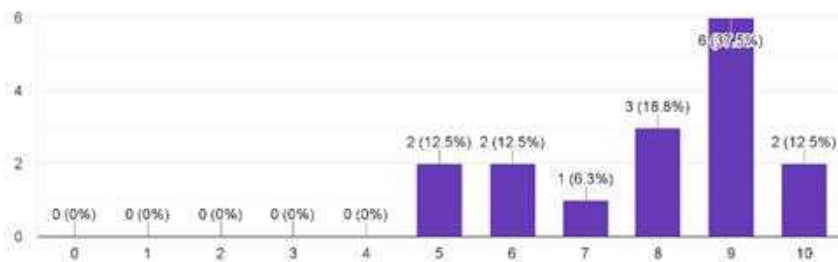
Management Social: Encouraging social engagement.

16 responses



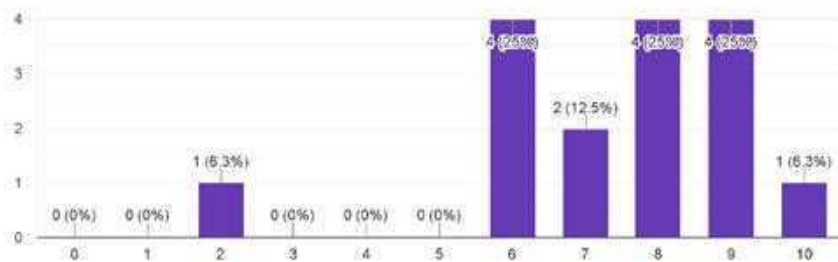
Customer focus: Citizenship, The human spatial experience.

16 responses



Users' Physical Appearance: Comfortable, Amused, Surprised, Shocked.

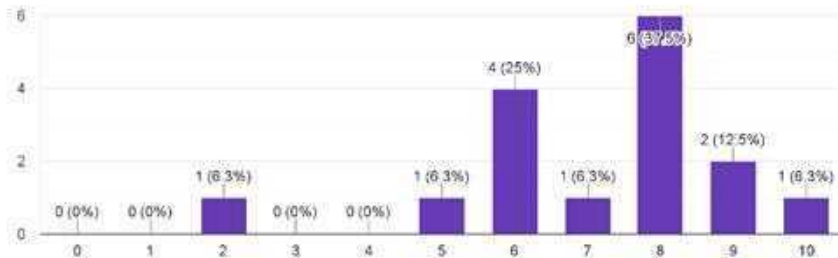
16 responses



The Questionnaire: Designing An Assessment List for The Identity in Public Places

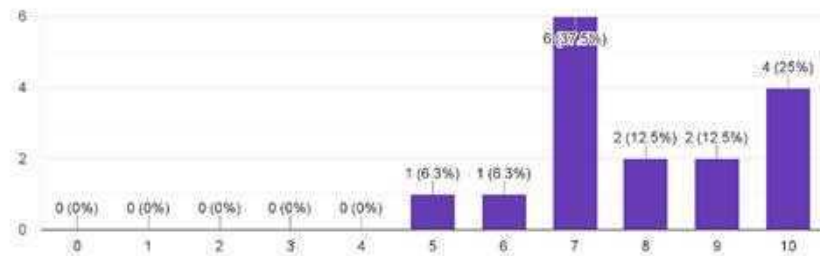
Social practices: Community participation, Civil initiatives:

16 responses:



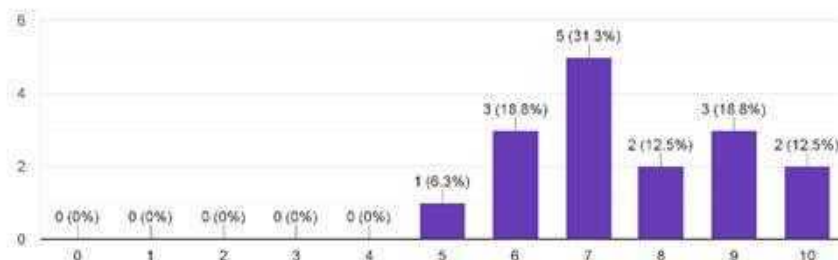
Social style: The affinity of the local residents (support localism)

16 responses:



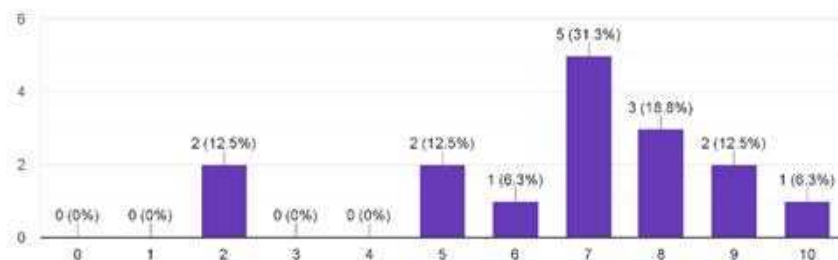
Ideas and beliefs; Religions, Ideologies, Culture.

16 responses:



Values and Visions of users: Friendship, Empathy, etc.

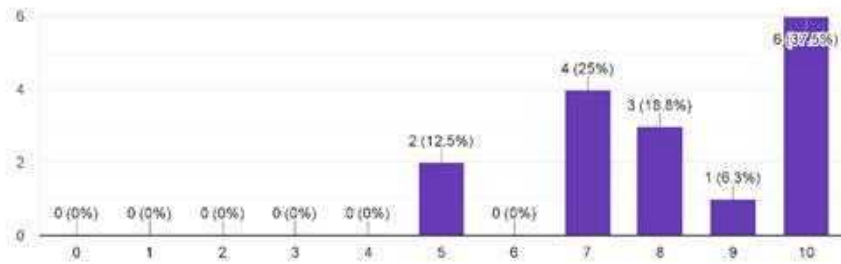
16 responses:



The Questionnaire: Designing An Assessment List for The Identity in Public Places

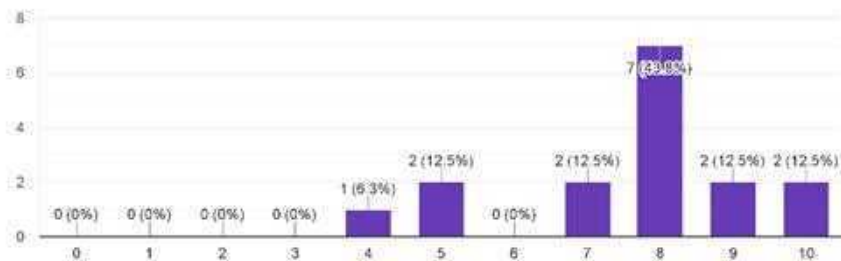
Feeling: Psychological well-being: Feeling safe and Relaxed.

16 responses



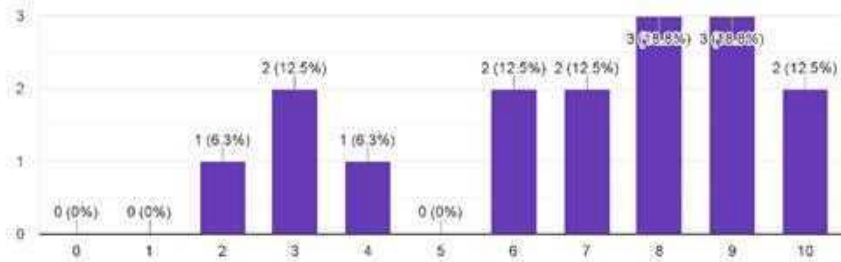
Attitude and Behavior: Social practices, lifestyle, activities. Understanding and acceptance (social sustainability)

16 responses



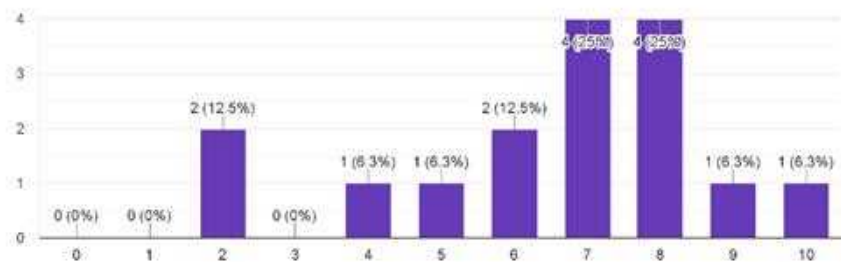
Efficacy of place: Resilience, adaptability, and distinct in the face of change.

16 responses



Duration of Stay: Easy, slowness or Fast.

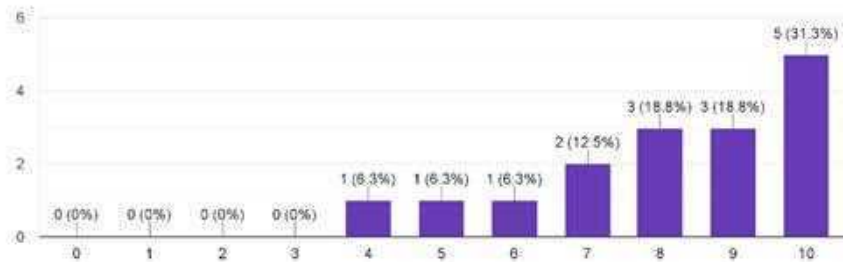
16 responses



The Questionnaire: Designing An Assessment List for The Identity in Public Places

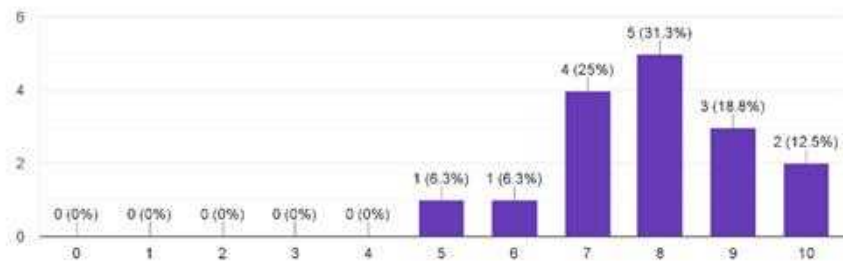
Walkability: Hiking, unique views, Vitality.

16 responses



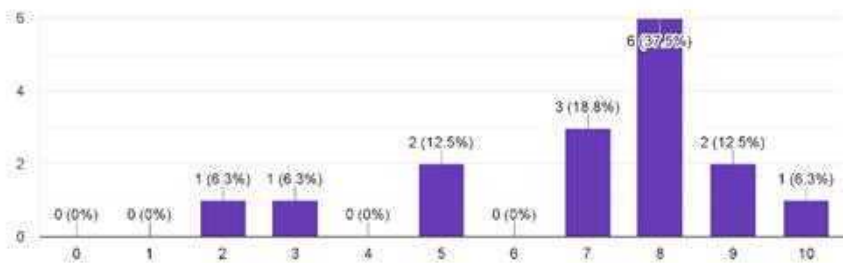
Memories: Imageable, Rememberable.

16 responses



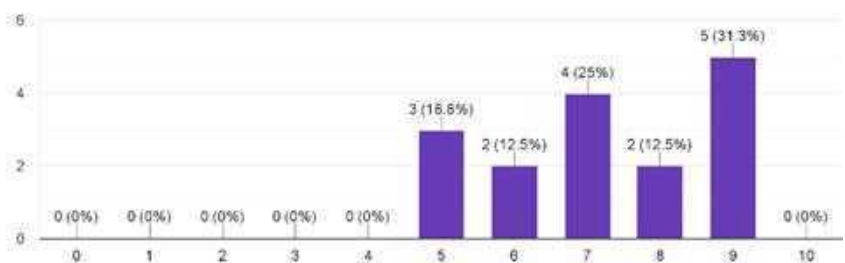
Stories and myths: Sensibility, Warmth, and Richness.

16 responses



Aesthetics: Elegance, Pride, and Glory.

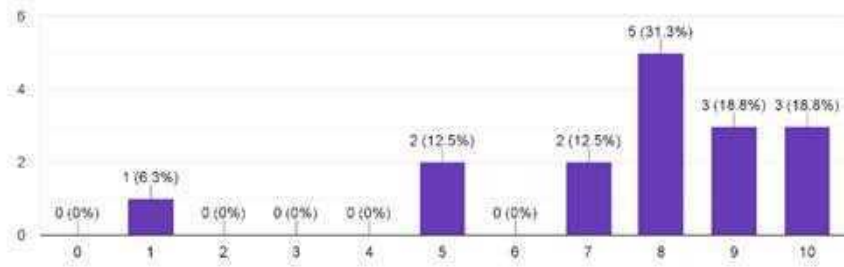
16 responses



The Questionnaire: Designing An Assessment List for The Identity in Public Places

Experience: Comfort, Familiarity and friendliness, Delight and felicity.

16 responses



The Interviews with Experts:

Two Groups of Experts

The Interview with Experts

The purpose of the interview is to survey the opinion about the identity of the place and to find out the most essential features that contribute to its formation from the interviewees' point of view according to their experiences. By interviewing two groups of experts.

The First Group:

Four members of the Higher Scientific Committee of the National Organization for Urban Harmony discuss the identity of public places and the factors influencing and constituting them. In addition to what they said about each component of the checklist, they mentioned the following:

- The essential element in forming identity is the buildings, their harmony, and the common denominators between them because the buildings translate the society in which they were built at the time.
- We discern identity from architecture, writing, and the arts.
- The heights of the buildings vary over time, as the nature of the era, and the style of movement in the region, both of which constitute the urban fabric of that time.
- Identity is tested with time, and identifying any place requires that the place be more than fifty years old.

The Interview with Experts

The Second Group:

Three real estate brokers, specifically those who market the administrative units in the New Administrative Capital, know the elements of attraction and interest of clients (future users) and the future life the place will give. In addition, their personal opinions as visitors to the place.

- They emphasized the importance of the view of the iconic tower and the central area as the prices of projects rise as we approach these influential areas.
- They also emphasized the region's sustainability by recycling water and using it in gardens, recycling waste, relying on renewable energy, and reducing pollution by relying on green transportation and other measures.
- Innovative safety services, such as the citizen application, are also available in the capital, making it easier for citizens to obtain intelligent and fast security services.
- They also confirmed that most of what was promised when establishing the new capital has become a tangible reality and that the mental image of the city is strong enough to become the latest icon for Egypt that will be used as branding for Egypt soon abroad.

إهداء

إلى روح المغفورة لها بإذن الله الباحثة:

رباب يسري السعيد أبو النجا،

صديقة الطفولة وزميلة الدراسة والعمل والبحث العلمي. تغمدها الله
برحمته الواسعة، وجعل هذا العمل في ميزان حسناتها، وعزاء عن
رسالتها التي لم تكتمل.

شكر

أولا وقبل كل شيء اشكر الله سبحانه وتعالى أن أكرمني بحصولي على درجة الدكتوراة الفلسفية في الهندسة المعمارية. كما أوصل شكري الجزيل وامتثاني لمشرفي: الأستاذ الدكتور/ ياسر محمد منصور، الأستاذة الدكتورة/ عبير محمد الشاطر، والدكتور/ أيمن أحمد فريد، على مشورتهم القيمة ودعمهم المستمر وصبرهم على خلال فترة الدراسة. فلولا توفيق الله ثم توجيهاتكم وإرشاداتكم لما وصلت إلى هذا المكان ولا نلت هذه الدرجة. شكرا لكم من القلب على مساعدتي وجعله الله علما نافعا في ميزان حسناتكم.

أود أن أتقدم بالشكر الخاص إلى: الأستاذ الدكتور/ أيمن حسان أحمد، والأستاذ الدكتور/ خالد محمد دويدار، لقبولهما تحكيم هذه الرسالة ودعم دراستي بمعرفتهما. ليا الشرف إن يحكم رسالتي أساتذة أجلاء سعدت بشرف تحكيمهم وجزيل الشكر على توجيهاتكم البناءة. كما أعرب عن خالص امتثاني لزملاء العمل والدراسة صديقتي الكفاح، غادة وسالي، على مساعدتهم الكريمة ودعمهم الذي جعل رحلتي هذه ممتعة ودافنة.

أخيرا، أود أن أعبر عن امتثاني لوالديّ على دعمهم الهائل وتشجيعهم المستمر، ولبناتي وزوجي على صبرهم وتفهمهم، ولأختي الكبرى على مشاركتها العاطفية والعملية، وإخوتي وأخواتي لكونهم الجزء الملهم والمنير في حياتي. شكرا على الدعم الذي كان من المستحيل إكمال دراستي بدونه.

الملخص

يولي التصميم الحضري المعاصر، فضلاً عن دعوات التنمية المستدامة، اهتمامًا جادًا لمفهوم الهوية في السياق الحضري. في هذا الصدد، تدرس هذه الرسالة الهوية الحضرية في القاهرة. لقد تسببت العولمة والنمو السريع للمدن في ضعف الإحساس بهوية المدن حيث أصبحت معظمها متشابهًا ومتكررًا ورتيبيًا، دون أماكن ذات معنى للناس للاستمتاع بتجربة التواجد فيها. لذا أصبحت الهوية موضوعًا أساسيًا في جداول أعمال المخططين والمصممين. اليوم، تثير التغييرات الهائلة الأخيرة في التحضر في المدن المصرية مخاوف بشأن هوية أماكنها العامة، لا سيما في القاهرة، عاصمة مصر. لذا، فإن الهوية الحضرية للقاهرة، أكثر من المدن الأخرى، تحتاج إلى دراسة محدثة. وبما أن الهوية تتأثر بثقافة المكان وطبيعة الناس فيه، تركز هذه الدراسة على الأماكن العامة في المناطق الإدارية بالقاهرة الكبرى.

قدمت الدراسة هذه فحصاً عميقاً للأدبيات المعنية بالبحث في مفهوم هوية المكان من خلال اختيار الأسلوب الاستقرائي للأدبيات والمقالات البحثية التي تناقش العديد من العوامل والعناصر التي تحدد هوية المكان. استخدمت هذه الدراسة المنهج الوصفي التحليلي لتحليل ومقارنة واستكشاف المعلومات التي تم جمعها حول هوية المكان لتقديم قائمة مرجعية لمكونات هوية المكان. تقسم القائمة هذه مكونات هوية المكان إلى ثلاثة محاور: البيئة، والأشخاص، والتفاعل بينهم، تحت تصنيفين أساسيين: ملموس وغير ملموس. تم التحقق من دقة القائمة من خلال استقصاء آراء الخبراء حول أهمية كل مكون من هذه المكونات في تكوين الهوية.

بعد ذلك، حللت الورقة بشكل تجريبي القائمة المرجعية لمكونات هوية المكان من خلال فحص الهوية في دراستي حالة. وحيث أن الهوية تتأثر بثقافة المكان وطبيعة الناس فيه، ركزت هذه الورقة على الأماكن العامة في المناطق الإدارية بالقاهرة الكبرى. تم اختيار دراستي الحالة بناءً على ثلاثة شروط: مصنفة كمكان عام، تقع في منطقة إدارية، وموجودة داخل نطاق منطقة القاهرة الكبرى. ووفقاً لهذه الشروط، وقع الاختيار على ميدان الوزارات بمنطقة وسط البلد بالقاهرة الخديوية والحي الحكومي بالعاصمة الإدارية الجديدة. تم فحص هوية الأماكن العامة في دراسات الحالة وفقاً للقائمة المرجعية لمكونات هوية المكان المستخرجة من الدراسة النظرية.

اعتمدت الدراسة الميدانية على ثلاثة مصادر للبيانات. المحفوظات والوثائق المتاحة لتلك الأماكن، والزيارات الميدانية وجرد الموقع، والمقابلات مع الخبراء. وفقاً للنتائج، حددت الدراسة نقاط القوة والضعف في كل فئة تقييم، ثم قدمت استراتيجيات تحسين الهوية (IES) لتعزيز الهوية في الأماكن المماثلة. جاءت النتائج في ثلاث فئات، استراتيجيات متعلقة بالبيئة، واستراتيجيات متعلقة بالأشخاص، واستراتيجيات للعلاقة بين المكان وأفراده.

أخيرًا، تسرد الخاتمة الخطوات الكاملة للدراسة. وتوضح العوامل الحاكمة في تكوين هوية المكان. كذلك تعطي توصيات لتعزيز الشعور بهوية الأماكن العامة في المناطق الإدارية بالقاهرة الكبرى للمسؤولين وصناع القرار. ثم تفند الدراسة حدودها لتوضيح الدراسات المستقبلية الممكنة في هذا المجال. وتعتبر القيمة المضافة لهذه الدراسة هي أنه يمكن اتباع منهجيتها لتقييم وتطوير أماكن أخرى ذات وظائف وخصائص مختلفة.

كلمات المفتاح: الهوية الحضرية، الأماكن العامة، تقييم الهوية، تعزيز الهوية، القاهرة الكبرى القاهرة الخديوية، العاصمة الإدارية، المناطق الإدارية.

تعريف بمقدم الرسالة

الاسم : أمنية منير إبراهيم أحمد علي

تاريخ الميلاد : ١٩٨٧/١١/١٤

محل الميلاد : العاشر من رمضان - الشرقية

آخر درجة جامعية : ماجستير في علوم الهندسة المعمارية

الجهة المانحة : جامعة عين شمس

تاريخ المنح : ٢٠١٥

الوظيفة الحالية : مدرس مساعد بقسم الهندسة المعمارية بالمعهد التكنولوجي

العالي بالعاشر من رمضان



كلية الهندسة

قسم الهندسة المعمارية

رسالة الدكتوراه:

اسم الطالب: أمنية منير إبراهيم أحمد علي

عنوان الرسالة: الهوية الحضارية للاماكن العامة في المناطق الادارية للقاهرة الكبرى

اسم الدرجة: دكتوراه الفلسفة في الهندسة

لجنة الاشراف:

أ.د/ ياسر محمد منصور

أ.د/ عيبر محمد الشاطر

د/ أيمن أحمد فريد

تاريخ البحث:/...../.....

الدراسات العليا:

اجيزت الرسالة بتاريخ:/...../.....

ختم الإجازة:

موافقة مجلس الكلية:/...../.....

موافقة مجلس الجامعة:/...../.....

القاهرة - (٢٠٢٣)

الموافقة على المنح



كلية الهندسة

قسم الهندسة المعمارية

الهوية الحضرية للاماكن العامة في المناطق الادارية للقاهرة الكبرى

إعداد

أمنية منير إبراهيم أحمد علي

لجنة الحكم

التوقيع

الاسم

.....

أ.د/ أيمن حسان أحمد

.....

أ.د/ خالد محمد دويدار

.....

أ.د/ ياسر محمد منصور

.....

أ.د/ عبير محمد الشاطر

...../...../.....



كلية الهندسة
قسم الهندسة المعمارية

الهوية الحضرية للاماكن العامة في المناطق الادارية للقاهرة الكبرى

رسالة مقدمة للحصول على درجة دكتوراه الفلسفة
في الهندسة المعمارية (الهندسة المعمارية)

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