

Full Length Research Paper

Exploring public perception of urban identity: The case of Ankara, Turkey

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Urban spaces play an important role in the processes of formation, change and reproduction of urban identity. Under present day conditions where the identities of cities are rapidly deteriorating and vanishing, the importance of urban design which is a means of designing the urban spaces and their physical and social aspects is ever growing. The aims of this research are to find out the elements constituting urban identity by determining with what elements the inhabitants of Ankara Kecioren define the city in which they live and particularly their own living environment; to show the changes in urban identity and its elements in the course of time and to investigate the role of urban design in these changes. In this study, it has been concluded that urban design is one of the most important factors effecting urban identity both physically and socially; that urban design must be taken up with an approach where public interest dominates so that it can have positive effects on urban identity and that one of the most important reasons of the change in the identity of Kecioren is the urban design made there.

Key words: Urban, urban identity, urban design, public perception, Kecioren, Ankara.

INTRODUCTION

Identity is a term which is very popular and which is commonly used in a number of disciplines concerned with the study of human behavior, conduct and societal structures in general. Lynch (1981) defines identity as "the extent to which a person can recognize or recall a place as being distinct from other places". Like individuals, cities should have character and distinctions; like individuals, this flavour is made up of numerous characteristics, or identifiable elements (Oktay, 2002; Thompson, 2002). Urban spaces created through urban design come along as determining and guiding parameters with respect to urban identity (Lynch, 1960). We use the term 'collective built identity' to encompass the facets of identity which are represented through the built environment in an urban context.

Cities acquire an identity through the effects of the environment and their interaction (Raja, 2003; Padua,

2007). This identity in Turkey, presents a multi-dimensional, original and special circumstance, for it is an identity that derives from a plurality of cultures and environmental data of the various natural, social and built environments in the cities (Saleh, 2001; Suher et al., 2004) Rapid urbanization which began in the 1950s and the irregular, unplanned and unaesthetic structuring process going parallel with it created stereotyped cities in Turkey. Furthermore, as a result of socio-economic and political changes, urban culture and urban identity generally began deteriorating and vanishing. In the process of identity crisis of most of the cities of the country, one of the most important concrete components included in the process is the urban design products.

The basic goal of the research is to put forth the effects of urban design in the processes of formation, change and reproduction of urban identity in the context of urban design and urban identity concepts. Efforts have been made to concretize the studies made in line with this goal in the example of Ankara Kecioren' case. Kecioren district was chosen as the sample area of study because it is one of the settlement areas where its appearance and

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image have changed mostly with urban design and parallel to this it possesses urban spaces which have begun taking their places among the identity elements of the city of Ankara in line with urban design and users from different strata of society inhabit the district.

Other goals of the research is to find out the elements constituting urban identity by determining with what elements the inhabitants of Ankara Kecioren define the city in which they live and particularly their own living environment; to show the changes in the urban identity and its elements in the course of time and to investigate the role of urban design in these changes.

General properties of the research area

Kecioren, with a surface area of 190 km² and a population of 625.167 is the second largest district of the capital, Ankara. The study takes up urban spaces in the vicinity of the Municipal Palace which is located in the center of Kecioren. These spaces are on the most important artery connecting Kecioren to Ankara and they are acquiring the function of a place of reception.

The most outstanding urban spaces changing the appearance and identity of Kecioren remarkably in recent years are the ceremony field and the Open Air Museum containing symbolic elements of nationalist political currents, like Orhun and Martyrs monuments, the Monument of the 75th Anniversary of the Republic and Estergon Turkish Cultural Center as well as a man-made waterfall built in exaggerated scales, all in front of the Municipal Building. In the ceremony field, there are also flags and busts of khans of 16 Turkish States and a statue of Atatürk. Orhun monuments have been facsimiled in fidelity to their originals in Mongolia which are the first written documents about Turks. Martyrs monument which is the second largest monument in Turkey comprises four parts. The first part contains a Turkish flag made with bronze casting technique; in the second part there are various reliefs and the third part has plates containing names of soldiers and policemen martyred in the South-east Anatolia as well as Seljukian and Ottoman style flower motifs and ceramics. The fourth part contains a verse from the Holy Quran. The Monument of the 75th Anniversary of the Republic built by Kecioren Municipality near the Martyrs monument in the 75th anniversary of the Republic is a plastic element on which there is a relief telling the story of the Liberation War, as well as lines from the poet, Mehmet Akif Ersoy who wrote the Turkish National Anthem. There are many Ottoman fountains around the urban spaces as elements thereof. On the cliffs next to the Municipal building is the greatest man-made waterfall in the world built by the Kecioren Municipality. Around the waterfall, there is an installation telling the victories of the Turkish world. Above the water-fall, there are also spaces

of usage with a vista covering the Open Air Museum. On the hill behind the Municipal Building is located the Estergon Turkish Cultural Center (Aydin et al., 2003). This building in which mainly Turkish arts and Seljukian architecture are used, was designed in the form of a castle (Kecioren, 2004).

METHOD

Under the study, a survey was made in Kecioren district in order to analyze the effects of urban design on urban identity. The goals of the survey are to find out the elements constituting urban identity by determining with what elements the inhabitants of Ankara Kecioren define the city in which they live and particularly their own living environment; to show the changes in urban identity and its elements in the course of time and to investigate the role of urban design in these changes. The data obtained during the survey have been evaluated in the light of the data taken from the literature.

Sample of the survey

The survey was made using random sampling technique. In this technique, a survey with 272 persons out of the total population of 625.167 is satisfactory with 95% reliability and 0.05 error. On the basis of these data, 288 persons were surveyed under the study.

The questionnaire was designed in line with the goals of the survey and questionnaire preparation techniques. The questions were expressed simply and clearly so that the people in the sample could understand them. The questionnaire contains fourteen questions of which nine are close ended and five are open ended. The survey was made with 288 persons chosen by random sampling technique in the urban spaces around and in the vicinity of Kecioren Municipal Palace located in the center of Kecioren.

The survey was made in July 2006 at the said urban spaces between 13:30 and 20:00 where such spaces are heavily used. For compilation of the data, the respondents were interviewed face to face and question and answer technique was used. SPSS package software was used in analyzing the data obtained from the survey. The data after being coded were transferred to computers. Data analyses were made by using cross tables which allowed comparison of the variables. Chi square analysis was used to determine whether or not the cross tables were independent of each other. In the analyses, the error margin (p value) equal to and below 0.05 indicates a statistically meaningful relation between the tables with 95% reliability. During the study, cross table tests were made for all data and tables with statistically meaningful relations were used in the study.

In order to be able to use statistical data in commenting on the tables, gamma correlation test was used to determine the direction and value of the relations between the correlated data. In this technique, the error margin of the gamma correlation coefficient (p value) equal to and below 0.05 indicates that the direction and the value of the relation between the tables can be statistically determined meaningfully with 95% reliability.

Findings

Even though the sampling for the survey is randomized, equality of women – men distribution as much as possible

Table 1. The age distribution of the respondents.

Age intervals	Number of respondents	Ratio (%)
44 and > 44	72	25,0
34 - 43	68	23,6
24 - 33	74	25,7
23 and < 23	74	25,7
Total	288	100,0

Table 2. Educational background of the respondents.

Education level	Number of respondents	Ratio (%)
Primary school	40	13,9
Medium high school	34	11,8
High school	112	38,9
University	102	35,4
Total	288	100,0

Table 3. Occupations of the respondents.

Occupation	Number of respondents	Ratio (%)
Students	56	19,4
Teacher	20	6,9
Official	48	16,7
Engineer	16	5,6
Worker	14	4,9
Unemployed	14	4,9
Housewife	60	20,8
Tradesman	24	8,3
Military man	6	2,1
Others	30	10,4
Total	288	100,0

Table 4. Respondents' inhabitation duration in Ankara.

Inhabitation duration in Ankara	Respondents	Ratio (%)
31 years and more	92	31,9
21 - 30 years	82	28,5
11 - 20 years	74	25,7
10 years and less	40	13,9
Total	288	100,0

has been cared for. 42.4% of the respondents are women and 57.6% are men. The age intervals of the respondents, as shown in Table 1, are more or less alike in distribution among four different groups.

Table 5. Respondents' perception of the identity of Ankara by its functions.

Functions	Respondents	Ratio (%)
An industrial city	26	9,0
An agricultural city	4	1,4
A commercial city	76	26,4
A services city	178	61,8
A university city	148	51,4
A touristic city with historical qualities	28	9,7
A touristic city mainly for entertainment	6	2,1
A transportation city	204	70,8
Other (public servants' city)	60	20,8

The survey data denotes that majority of the respondents are high school (38.9%) and university graduates (35.4%) (Table 2).

Respondents are from a wide range of occupational groups. Nonetheless, people from the following occupational groups are dominating: housewives (20.8%), students (19.4%) and public servants (16.7%) (Table 3).

It is seen that, people living in Ankara for more than 31 years constitute the majority of respondents (31.9%) while those living there for less than 10 years constitute the minority (13.9%) (Table 4).

As seen in Table 5, 70.8% of the respondents perceive Ankara as a transportation hub, 61.8% as a service city due to its sectoral activities and 51.4% as a university city.

A variety of answers have been gathered for the questions asked about the elements that constitute the urban identity of Ankara. 53 different and a total of 996 answers given by the respondents were distributed among: Anitkabir (the monumental tomb of the commander in chief of the Turkish War of independence and the founder of the Turkish Republic) with 17.8%; the Ankara Castle with 5.59%; Kizilay (city center) with 5.38%; bureaucracy with 5.18%; Atakule (one of Ankara's tallest buildings that can be seen from many points of the city with shops, restaurants, a wedding hall and a rotating tower) with 4.97%; Altinpark (the city park) with 3.73%; TBMM (Turkish Grand National Assembly) with 3.73%; Armada (a shopping center and one of the newest and tallest building in the city with an interesting architecture) with 3.310%; the quality of being the Capital city with 3.31%; Guvenpark (the monumental park in the sole public place of the city center) with 2.70%; the waterfall in Kecioren with 2.69%; the museums with 2.69%; Genclik Parki (the Youth Park, the first and the oldest monumental city park in the traditional city center) with 2.68%; the first Turkish Grand National Assembly building (the building where the War of independence was conducted from and The

Table 6. Respondents' perception of the elements constituting the urban identity of Ankara.

With which elements would you describe Ankara to a friend who knows nothing about it?	Respondents	Ratio (%)
Atatürk's Mausoleum	166	17,8
Citadel of Ankara	54	5,59
Kızılay	52	5,38
Bureaucracy	50	5,28
Atakule	48	4,97
Altınpark	36	3,73
National Assembly	36	3,73
Armada Shopping Center	32	3,31
Capital City	32	3,31
Güvenpark	27	2,70
Waterfalls	26	2,69
Museums	26	2,69
Gençlik Parkı	25	2,68
Old National Assembly Building	22	2,28
Ankara goat	22	2,28
Other	312	47,60

Republic was proclaimed) with 2.28% and the Ankara goat with 2.28% (Table 6).

90.3% of the respondents consider Kecioren as the district that has recently undergone the greatest changes in appearance and image (Table 7).

As seen in Table 8, 83.3% of the respondents think that the landscaping works carried out by the local authority, which the mentioned district is connected to, have played a great role in this change.

The survey data show that majority of the respondents are living in Kecioren for and less than 12 years (41%) and for between 13 and 22 years (35.4%) (Table 9).

According to the survey, 70.8% of the respondents think that the abundance of green areas and 56.9% of them think that the ideological messages reflected through urban spaces, are among the remarkable characteristics of Kecioren (Table 10).

As seen on Table 11, those considering the waterfalls as symbolical elements of Kecioren constitute the majority of the respondents (80.6%).

None of the respondents considers that the landscaping works carried out and the elements used in

Table 7. Respondents' perception of districts that have recently undergone changes in appearance and image.

Districts	Respondents	Ratio (%)
Çankaya	4	1,4
Balgat	4	1,4
Keçiören	260	90,3
Yenimahalle	2	0,7
Sincan	4	1,4
Altındağ	6	2,1
Mamak	4	1,4
Etimesgut	4	1,4
Total	288	100,0

the works in Kecioren have not made any change in the image of Kecioren. Moreover, a majority of 75.7% think

Table 8. Respondents' perception of municipal activities causing changes of image.

Municipal activities	Respondents	Ratio (%)
Activities relevant to transportation	25	8.9
Activities relevant to infrastructure	32	11.1
Activities relevant to landscaping	240	83.3
Cultural activities	178	83,3
Activities relevant to increasing green areas	140	48,6

Table 9. Respondents' duration of living in Keçiören.

Duration of living in Keçiören	Respondents	Ratio (%)
33 years and above	30	10.4
23 - 32 years	38	13.2
13 - 22 years	102	35.4
12 years and below	118	41.0
Total	288	100.0

Table 10. Respondents' perception of the characteristics expressing Keçiören.

Characteristics	Respondents	Ratio (%)
Widespread green lands	204	70.8
Scarcity of green lands	14	4.9
Good arrangement of public areas	78	27.1
Bad arrangement of public areas	34	11.8
Being a city with places which must be seen by the domestic and foreign tourists visiting Ankara	58	20.1
Presence of peculiar symbolic elements	116	40.3
Inclusion of ideological (political) messages in the elements used in landscaping made by the municipality	164	56.9

Table 11. Respondents' perception of the symbols of Keçiören.

Symbols	Respondents	Ratio (%)
Parks	142	49.3
Vineyard houses	22	7.6
Waterfalls	232	80.6
Ottoman fountains	30	10.4
Municipal Palace and its surrounding (Busts and monuments of Turkish Khans, Martyrs Monument, Orhun Monuments)	150	52.1
Estergon Turkish Cultural Center	172	59.7
Other (Ideological structures)	6	2.1

Table 12. Respondents' opinion on the extent of the change of image of Keçiören.

Opinions on the extent of the change of image of Keçiören	Respondents	Ratio (%)
Changed but slightly	32	11.1
Changed greatly	218	75.7
Changed completely	38	13.2
Total	288	100.0

Table 13. Respondents' opinion on the change of image in Keçiören.

What do you think the change of image?	Respondents	Ratio (%)
Completely positive	196	68.1
Completely negative	40	13.9
Neither positive nor negative	52	18.1
Total	288	100.0

that these works and elements have made a great deal of difference (Table 12).

As seen in Table 13, the majority of the respondents (68.1%) approve the changes of identity in Kecioren.

Relations between educational backgrounds and certain questions in the survey

40% of primary school graduates, 35.3% of secondary school graduates, 48.2% of high school graduates and 64.7% of university graduates who participated in the survey consider Ankara as a university city. The respondents considering Ankara as a University City are 10.8% primary school, 8.1% secondary school, 36.5% high school and 44.6% university graduates.

There exists an inverse and meaningful relation of 32.3% between the educational background of the respondents and their thoughts about whether Ankara is a university city or not. Accordingly, as the educational level of the respondents increases, agreement to the idea that Ankara is a University City increases too. 85% of primary school, 88.2% of secondary school, 73.2% high school and 99.2% of university graduates who participated in the research consider the landscaping works carried out by the local authority in the district that they think have changed the most, have played a great role in those changes. The respondents sharing this idea are 14.2% primary school, 12.5% secondary school, 34.2% high school and 39.2% university graduates.

There exists a statistically meaningful relation between the educational backgrounds of the respondents and the idea of whether the local authority has played any role in the changes in the district with the landscaping works carried out in the district that they think have changed.

35% of primary school, 11.8% of secondary school, 14.3% of high school and 25.3% of university graduates who participated in the survey consider Kecioren as a place possessing assets worth being visited by tourists. The respondents sharing this idea are 24.1% primary school, 6.9% secondary school, 27.6% high school and 27.6% university graduates.

50% of primary school, 41.2% of secondary school, 53.6% of high school and 68.6% of university graduates who participated in the survey consider that the landscaping works carried out by the municipality in Kecioren reflect ideological messages. The respondents sharing this idea are 12.2% primary school, 8.5% secondary school, 36.6% high school and 42.7% university graduates. There exists an inverse and meaningful relation of 27.6% between the educational background of the respondents and their thoughts about whether the landscaping works carried out by the municipality in Kecioren reflect ideological messages or not. Accordingly, as the educational level of the respondents increase, agreement to the idea that the landscaping works carried out by the municipality in Kecioren reflect ideological messages increases too.

95% of primary school, 64.7% of secondary school, 76.8% of high school and 84.6% of university graduates who participated in the survey consider the waterfalls as the symbol of Kecioren. The respondents sharing this idea are 16.4% primary school, 9.5% secondary school, 37.1% high school and 37.1% university graduates.

There exists an inverse and meaningful relation of 27% between the educational background of the respondents and their thoughts about whether the waterfalls are the symbol of Kecioren or not. Accordingly, as the educational level of the respondents increase, agreement to the idea that the waterfalls are the symbol of Kecioren

increases too.

70% of primary school, 58.8% of secondary school, 50% of high school and 66.7% of university graduates who participated in the survey consider the Estergon Turkish Cultural Center as the symbol of Kecioeren. The respondents sharing this idea are 16.3% primary school, 11.6% secondary school, 32.6% high school and 39.5% university graduates.

8.1% of primary and secondary school graduates participating in the research consider that the landscaping works carried out by the municipality have changed the image of Kecioeren slightly, 64.9% consider them to have changed it greatly and 27.0% to have entirely changed the image of the district; 14.3% of high school graduates consider them to have caused a slight change, 80.4% to have greatly and 5.4% to have entirely changed it and 9.8% of university graduates consider them to have slightly, 78.4% to have greatly and 11.8% to have entirely changed it.

There exists a statistically meaningful relation between the educational backgrounds of the respondents and their ideas on how the landscaping works carried out by the local authority have affected the image of Kecioeren.

The relation between the duration of living in Ankara and certain questions

45.7 % of the respondents living in Ankara for more than 31 years, 46.3% for between 30 and 21 years, 48.6% for between 20 and 11 years and 80% for less than 10 years consider Ankara as a university city. Of the respondents, 28.4% living in Ankara for more than 31 years, 25.7% for between 30 and 21 years, 24.3 % for between 20 and 11 years and 21.6 % for less than 10 years share this view.

There exists an inverse, meaningful relation of 24.1% between the duration of inhabitation of the respondents in Ankara and whether they consider it a University City or not. Accordingly, as the duration of inhabitation of the respondents decreases, agreement to the idea that Ankara is a University City increases.

21.7% of the respondents living in Ankara for more than 31 years, 36.6% for between 30 and 21 years, 40.5% for between 20 and 11 years and 45.0% for less than 10 years consider Ankara a communication city providing access to other cities. Of the respondents, 20.4% living in Ankara for more than 31 years, 30.6% for between 30 and 21 years, 30.6% for between 20 and 11 years and 18.4% for less than 10 years, share this view.

There exists an inverse, meaningful relation of 28.1% between the duration of inhabitation of the respondents in Ankara and whether they consider it a communication city providing access to other cities or not. Accordingly, as the duration of inhabitation of the respondents in

Ankara decreases, agreement to the idea that it is a communication city providing access to other cities increases.

21.7% of the respondents living in Ankara for more than 31 years, 31.7% for between 30 and 21 years, 13.5% for between 20 and 11 years and 10.0% for less than 10 years consider Ankara a "civil servants' city". Of the respondents, 33.3 % living in Ankara for more than 31 years, 43.3% for between 30 and 21 years, 16.7% for between 20 and 11 years and 6.7% for less than 10 years share this view.

There exists an inverse, meaningful relation of 28.1% between the duration of inhabitation of the respondents in Ankara and whether they consider it a "civil servants' city" or not. Accordingly, as the duration of inhabitation of the respondents in Ankara decreases, agreement to the idea that it is a "civil servants' city" decreases too.

The relation between the duration of inhabitation in Kecioeren and certain questions

59.4% of the respondents living in Kecioeren for more than 24 years, 65.1% for between 23 and 16 years, 78.1% for between 15 and 8 years and 81.1% for less than 7 years consider the widespread green areas as a characteristic expressing Kecioeren.

There exists an inverse, meaningful relation of 30.8% between the duration of inhabitation of the respondents in Kecioeren and whether they consider the widespread green areas as a characteristic expressing Kecioeren. Accordingly, as the duration of inhabitation of the respondents in Kecioeren decreases, agreement to the idea that the widespread green areas are a characteristic expressing it increases.

37.5% of the respondents living in Kecioeren for more than 24 years, 30.2% for between 23 and 16 years, 65.6% for between 15 and 8 years and 32.4% for less than 7 years think that Kecioeren possesses specific symbolical elements.

56.3% of the respondents living in Kecioeren for more than 24 years, 53.5% for between 23 and 16 years, 71.9% for between 15 and 8 years and 48.6% for less than 7 years consider that the elements used in the landscaping works carried out by the municipality reflect ideological messages.

There exists a statistically meaningful relation between the duration of inhabitation of the respondents in Kecioeren and their ideas on whether the elements used in the landscaping works reflect the ideology of the local authority or not.

21.9% of the respondents living in Kecioeren for more than 24 years, 4.7% for between 23 and 16 years, 3.1% for between 15 and 8 years and 2.7% of the respondents for less than 7 years consider the vineyard houses among

the symbols of Kecioren.

There exists a direct, meaningful relation of 62.6% between the duration of inhabitation of the respondents in Kecioren and whether they consider the vineyard houses among the symbols of Kecioren. Accordingly, as the duration of inhabitation of the respondents in Kecioren decreases, agreement to the idea that the vineyard houses are among the symbols of the district decreases too.

6.3% of the respondents living in Kecioren for more than 24 years consider that the elements used in the landscaping works have changed the image of Kecioren slightly, 65.6% consider them to have changed it greatly and 28.1% to have entirely changed the image of the district; 16.3% of the respondents living in Kecioren for between 23 and 16 years consider them to have caused a slight change, 79.1% to have greatly and 4.7% to have entirely changed it; 3.1% of the respondents living in Kecioren for between 15 and 8 years consider them to have slightly, 84.4% to have greatly and 12.5% to have entirely changed it; while 16.2% of the respondents living in Kecioren for less than 7 years consider the elements used in the landscaping works to have changed the image of Kecioren slightly, 73.0% consider them to have greatly and 10.8% to have entirely changed the image of the district.

There exists an inverse, meaningful relation of 19.7% between the duration of inhabitation of the respondents in Kecioren and whether they consider the landscaping works and the elements used in the landscaping works to have changed the image of Kecioren or not. Accordingly, as the duration of inhabitation of the respondents in Kecioren decreases, agreement to the idea that the landscaping works and the elements used in the landscaping works have changed the image of the district decreases too.

The relation between the ideas of the respondents on the changes occurred in Kecioren and certain questions

77.6% of the respondents considering the changes in Kecioren as positive, 57.7% as neither positive nor negative, and 55.0% as entirely negative think of the widespread green areas as a characteristic of Kecioren.

There exists an inverse, meaningful relation of 41% between how the respondents consider the changes in the image of Kecioren and whether or not they think the widespread green areas as a characteristic expressing Kecioren. Accordingly, as the respondents' consideration on the changes of the image of Kecioren tends to be positive, the agreement to the idea that the widespread green areas is a characteristic expressing Kecioren increases.

34.7% of the respondents considering the changes in Kecioren as entirely positive, 11.5% as neither positive nor negative and 5.1% as entirely negative think of the well arranged public spaces as a characteristic of Kecioren.

There exists a direct, meaningful relation of 59.6% between how the respondents consider the changes in the image of Kecioren and whether they think about the well arranged public spaces as a characteristic expressing Kecioren or not. Accordingly, as the respondents' consideration on the changes of the image of Kecioren tends to be entirely negative, the agreement to the idea that the well arranged public spaces is a characteristic expressing Kecioren decreases.

49% of the respondents considering the changes in Kecioren as entirely positive, 23.1% as neither positive nor negative and 20% as entirely negative think that Kecioren possesses original symbolical assets.

There exists a direct, meaningful relation of 51.7% between how the respondents consider the changes in the image of Kecioren and whether they think that it possesses original symbolical assets or not. Accordingly, as the respondents' consideration on the changes of the image of Kecioren tends to be entirely negative, the agreement to the idea that Kecioren possesses original symbolical assets decreases.

40.8% of the respondents considering the changes in Kecioren as entirely positive, 84.6% as neither positive nor negative and 100% as entirely negative think that the landscaping works carried out by the municipality reflect political messages.

There exists an inverse, meaningful relation of 88.0% between how the respondents consider the changes in the image of Kecioren and whether they think that the landscaping works carried out by the municipality reflect political messages or not. Accordingly, as the respondents' consideration on the changes of the image of Kecioren tends to be entirely negative, the agreement to the idea that the landscaping works carried out by the municipality reflect political messages increases.

EVALUATION OF THE FINDINGS

1) Certain cities gain their identities according to their functions or their sectoral characteristics. Findings of this research mostly indicate that Ankara possesses identities according to its functions such as "service city", "transportation city" and "university city".

2) Findings about the questions on the elements constructing the urban identity of Ankara denote that the most repeated answer was "Anitkabir". There existed both physical and social elements considered to be affecting the urban identity among the answers. This

proves that the citizens define the city and its identity not only with physical elements but also with social elements. Findings of the research show that the inhabitants of Kecioren also gave examples from their own living spaces in the context of the elements constructing the identity of the city. From this point, it is obvious that there exists a relation between the consideration of the respondents on the image of their neighborhood and the image of the city. People perceive the cities they live, primarily from the neighborhood they live in. However, this research points out that the respondents are aware of the elements representing the entire city.

3) The survey findings, with 90.3% participation, show that the district that has undergone the biggest changes recently with respect to image and identity is Kecioren. (Table 7). This proves that the respondents are aware of the changes in the identity of Kecioren. Respondents mostly relate this change to the urban design works carried out by the municipality. As a tool for the urban spaces and the creation of such spaces, urban design is among the fundamental factors affecting the urban identity.

4) The survey results denote that the majority of the respondents consider the recent urban design works to have affected the identity of Kecioren and that those effects were considered as positive. Urban design and urban spaces reflect the character of the designer, employer or the institutions or individuals involved in the process of urban design such as their culture, individual likings among others. Urban spaces serve as communication tools including certain messages according to the elements used in those spaces or according to their functions. Those messages are accepted by a certain part of the community while they are criticized by others. The research shows that the urban spaces in Kecioren and the meanings that those spaces bear and the identity changes occurring therein are favored by the vast majority of the users. However the stakeholders of urban design due to the professional education they had (from landscape architecture and city planning disciplines) capable of scrutinizing such aspects in depth, evaluate the changes in Kecioren as inappropriate to the identity of the capital city Ankara.

The discussion on the spatial arrangements applied in Kecioren district is primarily on how an ideology not rejecting the cultural essence but involving "the aim of conquering the world" that is entirely opposing to the peaceful approaches of the Republic could be reflected so obviously. The importance that the "image society" attributes to indicators has been the basic tool for the local authority. The important aspect is expression and the indicators are used to emphasize the existence of the Turco-Islamic ideology despite the republican ideology. Consequently, Kecioren finds expression as an opposing

district in its identity to the republican capital (Aydin et al., 2003). This shows that the public consideration of the identity of Kecioren and the consideration of direct stakeholders in the field such as the professionals and the academic circles are different.

5) In the research, as the educational level of the respondents increase from primary school to bachelor degree, the agreement to the idea that the identity that Ankara has gained with respect to sectoral meaning as a "university city" increases and the majority of those sharing this view are university students and graduates. A similar relation is observed between the duration of inhabitation of the respondents in Ankara and the comparison of the "university city" identity of it. According to this comparison, as the duration of inhabitation in Ankara decreases, the idea that the city possesses a "university city" identity prevails. Besides, in the research, it is seen that majority of those living in Ankara for and less than 10 years are those that had come to Ankara to study at universities.

All these findings and observations, point out that those living in the city, base their perception of the city and their consideration on the identity of the city mostly on their subjective conditions such as their cultural backgrounds and age, sex, educational level among others.

6) The findings show that as the duration of inhabitation in Kecioren decreases, the idea that the vineyard houses are among the symbols of Kecioren decreases too. Only 7.6% of the respondents still consider the vineyard houses among the symbols of Kecioren of our days; it is seen that the vast majority of those sharing this idea have been living in Kecioren for and more than 24 years. During the interviews with these respondents, it is observed that in the past years, vineyard houses were among the most important symbols of Kecioren and that they were sharing the view that the vineyard houses were important elements of the identity of Kecioren.

Those inhabiting a particular place for a long time, have more specific knowledge about that place and have different urban image perceptions of it. The duration of inhabitation at somewhere is among the most important factors that determine the ability to perceive that place on the basis of different elements. All findings and observations of this survey denote a change in this meaning and show that the vineyard houses are no longer generally accepted symbolic elements.

7) The research shows that the respondents considering the changes in the identity of Kecioren due to the urban design carried out as positive also appreciate the urban spaces and that those considering these changes as negative, do not consider the urban spaces as well designed. There exists a parallelism between the evaluation of these changes by the respondents and their evaluation as to whether the urban spaces are well

designed or not. This shows that the people's positive or negative evaluations on the urban spaces close to where they live overlap with their evaluation on the urban identity of that place and are employed as important parameters in the perception of the urban identity.

8) The research shows that the respondents considering the change in the identity of Kecioren as positive also think that Kecioren have original symbolical assets; while those considering the change as negative do not share this idea. On the basis of this finding, it can be said that if the respondents' evaluations on identity are positive, then they accept and applaud the elements of this identity as symbolical elements of the places they live. Identity is a concept that is attributed positive characteristics and applauded to the extent that it overlaps with such characteristics and creates a feeling of belonging.

9) The survey findings show that all of the respondents considering the change in the identity of Kecioren as negative, consider the elements used in the urban design works carried out by the local authority to reflect the ideology of that local authority. Moreover, there exist respondents that consider the change in the identity as positive and that the urban spaces reflect the ideology of the local authority. In the interviews conducted with these respondents, it is observed that they are in favor of the reflected political structure of the local authority in the urban spaces and of the identity that have developed according to this ideology.

There exist communication and interaction between people and urban spaces. In this communication medium, spacial practices are never unbiased and are always supporters of an ideology. These implicit political structures of urban spaces are shaped through urban design. The consideration of people, that is, the users of the urban space, about the image or the identity of a place is closely related with whether they accept or refuse the messages passed through those places. Accordingly, in the Kecioren case, it is seen that those who find that the urban spaces reflect the ideology of the local authority evaluate the change in the identity as either positive or negative in line with their approach to that ideology.

Discussion and Conclusion

The city gets along as a coil of conflicts and a field of problems pending solutions with its characteristics as a place/point of meeting where many geographical, demographical, economical, social, cultural and political parameters are intermingled.

In developing countries like Turkey, one of the most important problems arising in connection with cities is rapid and uncontrolled urbanization. Along with the natural increase in the population, heavy migration from

rural areas to cities causes uncontrolled spatial growth and cultural transformation. Global integration, which only works for interests of prosperous cities, induces migration towards big cities in the same country and parallel in such cities, a population of those who do not feel themselves as citizens of those cities accumulates. Citizenship, beyond living in a city, is related to apprehending the city and developing a feeling of belonging to it. Furthermore, a chaotic structure can be rather frequently seen in such cities as the migrants carry the culture and various characteristics which are the spatial reflections of this culture to where they migrate.

Another important and multi-dimensional problem relevant to the cities is the effects of globalization on them. Globalization, regardless of how much it may appear only as an economic fact at first sight, is one of the means creating the most pressure of change / transformation on the cities (Schaafsma, 1998; Wilson and Grammenos, 2000). Globalization and capitalism which support intensive production of goods for the market, take up the cities as consumption goods like all other products and concepts.

Capitalism and globalization facts which increase their effects on the cities create the main changes and transformations in the cities through their effects on the way of living and cultures of the citizens and the socio-economic structure of the city. These facts which continuously pump up consumption also create huge shopping centers and people crowding such centers. Furthermore, these centers become symbolical elements describing the cities through new forms of entertainment and recreation that globalization creates, rather than their architectural individuality, or their contribution to city culture and citizenship awareness or their aesthetic characteristics.

The increasing effects of globalization going along with economic monopolization and internationalization of capital create intensification of competition between cities. The cities must primarily have local characteristics and identity so that their economic value in the world market can increase and investment can be made there for their development. We encounter this in many cities, as efforts to shape up an urban identity ignoring the social and cultural aspects with a haste towards articulation to world market, or simply by copying from another city (Ostergren and Rice, 2004; Gospodini, 2004).

Negative developments resulting from shaping up the cities by only economic and political assessments create various problems not only with respect to urban aesthetics, but also to a healthy ecological and social balance.

Along with these problems, generally in all of our cities' urban culture, citizenship awareness and urban identity began deteriorating and disappearing as a result of rapid urbanization beginning in the 1950s and accelerating from

then on and the uncontrolled and unaesthetic structuring process going parallel to it as well as the socio-economical and political changes.

Urban identity is a dynamic fact taking its shape from and changing under the effects of the natural and artificial physical elements of the city and the social factors canalizing these elements. Urban identity of a city becomes most legible at urban spaces where the natural and social characteristics of the city are reflected. Urban design, which is a means of shaping up urban spaces is a determining and canalizing factor in formation, change and reproduction of urban identity (Karaman, 2001; Stobart, 2004; Sudjic 2006).

Urban design serves mainly to physical characteristics of urban spaces. However, the physical structure of urban spaces cannot be considered separately from the socio-cultural properties, political processes and economic structure of the city and the society. In this context, the effects of urban design on urban identity concentrate mainly on two basic factors. The first one of them is the effects of the physical structure of the urban spaces built as per the urban design on urban identity. Production of urban spaces which are in harmony with the natural physical elements and image of the city, which are integrated with it and which enable sustainability of the urban identity are elements with positive effects on urban identity while an urban design without such worries cannot make any contribution to urban identity or can have negative effects on it.

On the other hand, with urban design it is possible to give a new identity to an alley, to a region or to the entire city. However, a certain process is needed for this. If, during this process, the physical and aesthetic characteristics of the urban spaces can be integrated with the city, citizens and urban culture, it is only after then that we can talk about shaping up a new identity.

The other important factor making it possible for urban design to create effects on urban identity is relevant to its social side. Urban design affects urban identity through social changes in the city and in the way of living of the citizens created by spatial installations.

It is not possible to speak of identity in a city which does not represent a value and meaning for the citizens. Urban identity becomes meaningful only when the citizens have the feeling of faith, protection of and belonging to the city. Well designed urban spaces and urban design representing the approach relevant to production of such places assume a very important role in creation of this meaningful interaction between the citizens and the city.

An urban design and designer must also have the mission of orientating not only the physical environment but also the social phenomena like social culture, levels of taste and consciousness affecting the urban identity.

In this meaning, members of three most important professions interfering with urban design, namely architecture, city planning and landscape architecture must act bearing in mind that they have the mission of helping to determine the aspirations and targets of the society by means of constructed environmental elements and carrying social culture and social level forward by one more step.

Urban design in Turkey is generally carried out or outsourced by local governments. Consequently, design of urban spaces to be used by all citizens and the choice of materials, equipment and plastic elements used in such spaces are usually directed by people without any education in this sense. This may lead, from time to time, to giving shape to the products of urban design in line with personal tastes or ideological approaches of the authorities of the local governments and to the creation of urban spaces which do not overlap with the identity of the city or which have even negative effects on it.

Presently in nearly all Turkish cities, urban identity and many concepts related to it are currently being discussed. Such discussions taking their shape from the internal dynamics of that particular city are particularly focused on Kecioren District in Ankara.

Kecioren District is one of the settlement areas, the appearance of which has changed most in recent years. In organizing this change, the local government of the district appears as the most important factor. Physical and social changes created at particularly urban spaces through urban design have completely altered the spatial identity of the district.

The general characteristic of the urban spaces recently created in Kecioren District, is their attribution to pre-Republic Turkish States through the language of design and the design objects used in such spaces. Urban spaces constituting the sample area of this study are generally created by the inclusion of iconic references coming from the Turco-Islamic world. Kecioren District, with all these characteristics, has acquired an identity different from that which Ankara possesses as the capital of the Republic.

Urban design which is a public service must be carried out with a consciousness of social responsibility under an urban strategy on which there is a compromise, and with collaboration of all professional disciplines which can contribute to it. This approach would make important contributions to the city, the citizens, city culture and to urban design which could have positive effects on urban identity.

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