

## Investigating the Identity Process in Urban Design Guidelines based on the Principles of Walkability

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**ABSTRACT** — Identity as a category of quality and complex is the factors that depending on the place, time, culture, etc. in planning and designing and urban development have always been one of the discussed factors. One of the most important conditions of identity is individuation and can be stated as recognition and meet the thematic expectations is the general condition for the identity, individuation and respond to local expectations is the condition of authentication and confirmation of identity. The purpose of this article is to investigate the process of identity especially identity of place in urban design documents and given the broad topics of the documents in this field, the investigation is limited only to the issue of walkability. In this study, it is tried that due to the importance of identity at different levels as well as using indicators of identity in the place, the footprint of identity in national documents of urban design is investigated and also the involvement in details in different levels of urban design documents with the principles of walkability. The results of this study show that in the investigation of several successful examples of urban guidelines based on the principles of walkability can find the trace of indicators and identity elements, however, cannot measure the amount of involvement in detail specifically, but refer to this category and considering it as a living organism in the city is very convenient in these guidelines of urban design.

**KEY WORDS:** identity, indicators of identity, indicators of walkability

### Introduction

"Identity" as an identifier character or personalization (Daks, 1992) has many factors like genetics, society, culture and built environment that combine shape and identity. Among the more important of these factors is the built environment. We start our identification with these places from a larger scale (ethnicity, city, etc.) and on a smaller scale (neighborhood, workplace, houses, and rooms (Giolyani 2003). Through these levels which are all part of the place, individual perceptions are formed<sup>1</sup>. This is part of the urban space and one of the most important aspects of human presence that cause vitality and dynamism of urban spaces and increase of their social role is the moving of the pedestrians. Trails reach the enough desirability when the essential criteria (including vitality, identity, etc.) is involved in their design and planning; therefore, planning and design in this field, including measures that can be effective in restoring space. (Behzadfar, 2008) review documentation and different guidelines in different time and location periods can lead to our better understanding from the investigating identity factor in the spaces with an approach of walkability. Over the past few years, many tools have emerged to measure quality of space of walkability.

These tools which are generally called the tools of monitoring walking are used by researchers, local governments, and community groups. However, the physical characteristics individually in relation to the experience of walking in a certain street do not have much to say. In particular, the recipient of the total perceptions of individuals is not from street space that may have subtle or complex relationships with physical features. The subject of this article is to investigate identity in the structure of urban design with approach of walkability and investigating indicators of identity in the perceptual characteristics of walking spaces.

### The concept of identification

The impact of place on the identity is seen as the factor of bilateral encounter between people and their physical environment, people affected places and places affected self-knowledge of people. Identity theories focus on this issue and landscapes in location describe the focus. In recent decades, three theories of identity have been used in environmental -behavior studies to explain the effect of location on identity: 1. Theory of location identity 2. Theory of social identity 3. Theory of identity process. These theories has been described in connection with the place. (Lappegard, 2007)

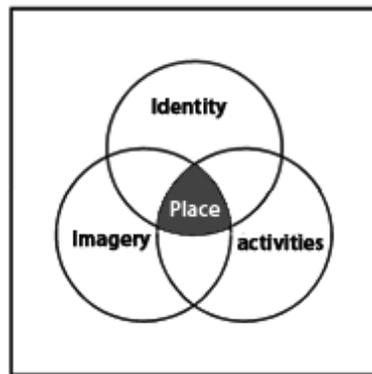
### Place

The interaction between people and places is not enough just to explain the impact of the environment on identity. To progress theory in a field, there are different research methods. Different theoretical perspectives are not enough alone and the application of theory depends on the type of research. Environmental psychology is among a series of theories with different views on the place. The criticized theories lead to the future research and development of new theories. Looking at the places is directed from physical prejudices (that environment, sizes, colors and shapes have a direct impact on behavior), to an interactive perspective between people and environment as a dynamic interaction. A dynamic and interactive approach to the environment includes social, cultural and psychological meanings of an environment of place that can be expressed in the forms of poetical and philosophical. The word of location seems more poetic and philosophical than common expression in the investigations; that's

why some researchers of environmental behavior (especially when they are used quantitative research methods) have tried to build additional phrases to define place in empirical research. Barker in 1968 used the behavioral characteristics for describing actual and specific patterns of human and non-human activities. This theory later by Vickers (1979) was criticized and he described behavioral indicators over time as a result of the social actions. Contour (1977 and 1997) by inspiring two theories of behavioral determinants and phenomenology used the place as a phrase and developed "Psychology of Location". In Contour view, place is a product of physical properties, human imagination and activities.

### The model of "Contour": components of "place"

The famous model of "David Contour", one of the pioneers of conceptual studies of architecture and urban design can be considered a theoretical framework that is capable of explaining the components of the quality of urban design. According to the mentioned model, that is known as the model of "place", the urban environment as a "place" consists of three intertwined dimensions of "body", "activities" and "imagines". Since the quality of urban design is an inevitable place of appropriate response of different aspects of the urban environment, can define the components of making quality of urban design as components of making "place". In other words, adapted from the theory of "place" of Contour can be said that the quality of urban design is the result of three components, each of them responsible for the fulfilling one of the three qualities of "physical", "activity" and "imagine" of the city's environment.



The model of "sense of place"

Source: David Contour

Compared with the psychology of Contour place, "speculative look at features" Schumacher and Estekles can be considered a pioneering look that is emphasized on the dependent internal communications between people and environment. He describes people and places as a unit and two-way communication between the people and the place is outstanding. Speculation is on the basis of philosophical works (Duy and Yanteli, 1949).

### Identity

"Identity" can be described as an identifier character or personal personalization. Self-knowledge is the idea that is often used in universal concepts, while the identity is linked to special appearance of self-knowledge (Dax, 1992). However, there are others believe based on that self and personality are synonymous (Emsi Martin 1995). The basis of the state of ondividuals is formed of its relationship with other people. This issue is related to psychology (or identification) and is often challenged with social process (Alman 1983). Identification is a process and identity is a condition (Lali 1992). Identity has meaning in a depend theory, and the idea was investigated when three theories of identity were described in the previous sections. Not necessarily need to use all the theories of identity and may be selected consistent with the purpose of a specific research efforts of one of them. Research focus in this article is on the place. Casey (2001) asserts that identity is created in the mind inward and through body interactions will extend to the outside. No place is without person and no person is without place.

### Identity of place

Place aspects of identity can be described "identity of local". Of the term in the late 1970s (Proshansky 1978) was used. Identity of place is described as the consideration of individual from place and the creation of bigger image of self (Proshansky, Fabian and Kaminof 1983) and as the diversity of thought, perception, interpretation, ideas, and emotional dependent on the specific physical level. Dependence on the location makes up one part of the identity of place, but identity of place included a lot of affiliations. Place identity is the following part of its identity, most likely type and a certain class of its own, and included awareness and perception towards the environment. This awareness and perception can be organized in two branches: the first type including thoughts, ideas, values and positions; and the second type including relationship between different positions, home, school, neighborhood (Proshansky and Fabian, 1987). Developed identity teach children to distinguish between themselves and the people around them and through the same, place identity is developed by learning children how to distinguish themselves or others from dependent physical environment. Playing children with toy, clothes and room is among the first roots of identity. In addition to neighbors and school, home is an important and fundamental environment. Sociability and environmental understanding and communication are taught at home to individuals and later in the form of a magnifying glass,

the child will recognize his place, or will assess and create. Place identity changes occur during a person's life (Proshansky and Fabian 1987). Place identity for understanding the experienced physical properties is considered a database (Proshansky and others 1983). In era the popularity of the place, this theory was dominant a model for identity and on environmental psychology. Place identity theory did not provide more details for structure and its process (Toygruz, Bonayto and Barkovyl 2003). Cognitive structures are trying to get guidelines from individual and social consciousness because the physical characteristics are the backstage against happened events, it means individual according to the memories and history of him achieves to an understanding of the current situation. (Proshansky and others 1983).

### **Theory of identity process**

Berrick Vel identity model (1986) argued that identity must be understood like a biological organism, which over time is moving and through consistency and adaptation, integration and assessment of social global is developed. A selection of information and data for the implementation, integration and adaptation are controlled by four principles: differentiation (superior), continuity (continuity) and self-esteem and self-efficacy. (Berrick Vel, 1986) Berrick Vel formulated the theory of identity process that is useful to investigate on the identity due to the built environment. In this view identity is considered as a dynamic social product of interactive capacities for memory, consciousness and organized structures. Identity can be considered a structure and a process. Structure of identity is expressed in action and impact. Identity processes are formed by different cultural principals and in a culture such principles will change over time. (Kerpela 1989) Berrick Vel says places are important sources of identity elements and have a major effect on people's identity processing. Aspects of identity are the result of the places where we grow because these places have meaningful and identifiable signs for us. Places show our personal memories and meaning of places is placed in the historical-civil table of the relationships within the group (shared memory). Places do not have eternal meanings: their meanings are new imprinting constantly, so their contribution in the promotion of identity is never identical. Berrick Vel believes being in different new places effects on weakness or emphasis on the identity and threatening non-situation. He also stressed the places are complex. Complexity can be defined as the product of individual and social meanings and not the product of geographical hierarchy.

### **Indicators of identity**

#### **Differentiation and superiority:**

The first principle of identity is the desire to maintain personal superiority or uniqueness. Research is focused on identity of place (Feldman, 1990) and identity of society (the same, 1990) on understood superiority (distinction) in connection with being a person. This study shows that superiority shows the lifestyle briefly that the person have a special relationship with his home environment, something that is separate from any other relationship. The identity of the 'city' shows a specified way of life that usually accompanies a strong positive effect, according to that lifestyle. Because of this, some of the people use one source place and principle in order to distinguish themselves from others. (Hamen, 1986) and the dependence on living in a particular city or a region of the city enables them to distinct self from other people in other parts of the city. (Eyles, 1968) In summary, there is a series of convincing evidence that people use the characteristics of place to distinguish themselves from the others. In this case, place acts as a same way of social class and therefore identify of place is as its reasoning.

#### **Continuity (continuation):**

Berrick Vel (1986) suggests that the desire to maintain the continuity of opinion is considered as second stimulus that as continuity over time and the status of personal beliefs in past and present is defined, two distinct types of relationship of environment that is focused on maintaining and improving their continuity is continuity of source place and continuity of the homogeneous place. While these relationships of own environment, are not as mutually exclusive shown that they are related to specific patterns of residential. The place continuity stabilizes time references that the audience shows his considered environment how act as a reference in relation to its past activities to this day. For example, belonging of individual as talking landscape (Landscape), when he was younger, can be expressed. And generally is compatibility between the environment and the desires and values of the residents. Once homogenous place continuity can be stabilized that the arguments of audience about their interest around dispute or adjustment between the person and the environment. For example: a sense of attachment to place, due to their considered physical environment. (Karpala, 1989)

#### **Confidence (diagnosis):**

Confidence is identified with positive assessment of individual or group from self and is usually studied with pride feeling. In order to respond to the confidence role, investigating the problem of how to live in those places suggests a positive feeling to them is important. (Karpala 1989) and shows how desired environments can improve confidence, or by living in the historic city, a person can acquire a sense of pride through dependencies (Lali, 1992; Izal, 1995). This case is different with a simple and positive evaluation of a place, in the investigation of this case shows that the confidence of individual is increased because of the quality of the place, in other words' I love Docklands' measuring' life in Docklands cause to have a good sense to myself (confidence). And it is possible that a place is assessed positive, but it will likely have no effect on a person's confidence, though the two may be related.

#### **Self-sufficiency**

This is a definition of personal belief in his abilities to meet local needs. This definition is applied in human scale. The theory of self-sufficiency within the framework of social learning theory has been expanded. (Bandura, 1977) and when this indicator is considered high that the person believes in his ability to complete an action or task fully. Thus, a person wants to achieve

reasonable levels of self-sufficiency. This is increasingly important for health. (Leibkind1992). Self-sufficiency is important when audience can easily handle her everyday life in place.

**Walkability and its indicators**

Fields of urban design and public health due to their common interest to communities of walking fans are closed to each other. Among adults, the most common way of physical leisure is the walking. Over the past few years, many tools have emerged to measure the quality of walking. These tools, which are generally called tools of monitoring walking, are used by researchers, local governments, and community groups. The use of these tools requires measurement of physical characteristics such as building height, density, mixed use, scale of neighborhoods units, the length of building block, and the width of the street and the sidewalk. (Kevin McNally, 2010)However, the physical characteristics individually in relation to the experience of walking in a certain street do not say much to us. In particular, they aren't recipient of total perceptions of the individuals from the street space, perceptions that may have subtle or complex relationships with physical features. (Ewing, 1996). This study is to objectively assess the intervention of individuations of identity in the characteristics of mental of the walking space. In this regard, several successful examples in the field of urban design guidelines of walkability will be investigated to achieve the considered indicators in relation to walkability by combining and comparing qualitative metrics. According to conducted survey and study that was published by the Journal of Urban Design in California, in which it compares the physical and quality characteristics of walkability comprehensively, among 51 properties of conceptual, eight cases were selected to evaluate indicators based on the importance that resources have for them: imagination, being enclosed, human scales, transparency, complexity, perception, links, and cohesion (Reid Ewing and Susan Hendi, 2005).In another example with investigating guidelines of walkability in the city of Barcelona Spain that is considered as one of the successful examples among the cities of walkability, by analysis of urban landscape within walkability extend Ramblas by targeting local identity and whether the identity of this part of the city that is significantly influenced by globalization is stable with 'walkability' and whether it is thought of critical points that need urban design again to increase identity and improve quality of image, and urban safety and walkability.Overall, the review of the project can be noted to indicators such as: continuity (continuation), safety, satisfaction, comfort, entertainment in space (street arts) and elements of index. (TODERIAN, 2012 and Sepe, 2009) Richmond urban design document that is published in 2013 is a good example to achieve the indicators of walkability in considered research. In the fourth chapter of this document, the issue of the identity is noted in different set of city including parks, urban blocks, cultural heritage and infrastructure. In this section, some variables such as location, security, readability, human scale, consistency and coherence is studied. (Urban Design Guidelines of Richmond Hill, 2013) Hamilton Urban Design document for urban areas with special character in 2013 by the Department of Planning and Economic Development and Planning has been published. One good example is walkability to find measures. Principles and criteria that are used for the design in this document are as follows: welfare and health, cohesion, transport and integrity. (Principles and Urban Design Guidelines of Hamilton, 2013) The last investigated document in this research is the document of principles of walking planning in New Zealand that the principles and the standards of walking are extracted of it. The process of project is based on the transportation. Because walking is as a main activity and one of the healthy and cheap methods and fan of environment of transportation. In this document, the criteria are used for design based on the principles of walkability, including: continuity, readability, convenience, suitability, pleasure, safety and security, public and availability. (Guide of design and walking planning, 2009)

**Presented indicators in any of the samples and documents of urban design with approach of walkability**

The successful examples of urban design of walkability	Qualitative indicators reviewed in any document
Design principles for sets of walkability	Building height, density, mixed use, scale of neighborhoods units, the length of building blocks, and the width of the streets and sidewalks
Unquantifiable measure: The urban design characteristics associated with the walkability	Imagination, being enclosed, human scales, transparency, complexity, perception, links, and cohesion
Continuity (continuation), safety, satisfaction, comfort, entertainment in space (street arts) and index elements	6 ideas for the cities of Barcelona, Lessons from a global model for vibrant city life Theory of place construction, walkability planning through identity map of place
Health and welfare, cohesion, transport and integrity	Urban design rules and standards for places with special character in Hamilton
Continuity, readability, convenience, suitability, pleasure, safety and security, public and availability	Planning of walking, and design principles

In the end, after comparing and compliance indicators, 9 indicators are considered as the main indicator in this study, that some of these indicators show definitions of other indicators. These indicators include: imagination, being enclosed, human scales, transparency, complexity, perception (Readability), integrity (continuity) and indication elements (Landmarks).

**Imagination:** qualitative character of the space that stimulate impressive image in the minds of pedestrian and arrangement of space helps to mind to provide images with live identity and strong structure. (Lynch, 1960).

**Being enclosed:** being enclosed is formed by the boundaries of street with interconnected facades of buildings and even trees that have the height almost identical. (Cullen, 1961).

**Human scales:** the relationship of building or a part of it with humans is called "human scale". The range of this relation is with human scale from self to large in fluctuations (Hodman, 1984).

**Transparency:** At street level, transparency is the most sensitive components by which the interaction between the inner and outer space occurs. (William H. White, 1988).

**Complexity:** complexity, per unit time, is the number of clear differences that observers will be faced with reasonable speed. Little information leads to sensory deprivation and too much information leads to create sensory overload. (Amos Rapaport 1990)

**Perception:** the perception is the process of acquiring knowledge from sensory information or understanding of it. Perception is the ability to understand the interaction between former experiences, culture of people and interpretation of perceptions. (Reid Ewing and Susan Hendi, 2005).

**Cohesion:** cohesion and correlation are considered the guarantee factors of unity, and we can say that the more consistency, the likelihood of collective action increases. (Durkheim, 2002)

**Indication elements (landmarks):** One of the fundamental components of identity and among the principles of urban design, because act as endpoints, the navigation, and points of visual differentiation in the urban fabric. (Tonard and Poshkarf 1963)

### **Investigating the result of identity process in urban design guidelines of walkability based on the indicators**

According to the documents of walkability urban design as well as extract walkability indicators in each of them can point to provide connection and link between the indicators and indices of identity of a space. To be sure, the characteristics and quality characteristics mentioned has a substantial overlap that causes the lack of clear boundaries in definitions. Four criteria or measures that was considered in investigating identity of space such as differentiation and superiority, continuity (continuation), confidence (individuation) and self-sufficiency, compared with each walkability indicators has a relation that to some extent will show the involvement of the identity issue in principles of urban design of walkability. It is required to say that the presentation of the relationship between indicators based on studies and investigation of the identity process as well as documents and raised samples is raised in the debate of walkability and as mentioned creation of detailed boundaries between qualitative indicators is not possible and understand the relationship of the indicators with each other will be different from different perspective. In general, the extracted indicators in the document of walkability have relationship with the identity criteria directly or indirectly. In this comparison can relate the measure of continuity in the process of identity specifically with indicators such as solidarity with continuity as well as being enclosed that in most cases is the cause of creating continuity with the provided principles of walkability, in a way that can be said one of the most interesting topics in identity means continuity has been very important in providing guidelines and principles of walkability, while the indicators involved in details of urban design guidelines need to detailed studies in all the principles and criteria that have been proposed by various documents. On the other hand, according to the definitions provided in the discussion of identity in connection with index of differentiation and superiority can be pointed to indicators of imagination, complexity, and existing landmarks and perception (Readability), as detailed in the studied sample documents that these factors directly or indirectly have referred to it.

Factors such as being enclosed, human scale and transparency that in the examples of walkability referred in some way helps to create a sense of pride and confidence in the space and ultimately identity process. Self-sufficiency as one of the most important and most qualitative indicators of identity has a direct relationship with perception of human from space in a way that can be said indicators such as perception, readability and comprehension of indication elements in line with identity have been considered in providing principles and design criteria of walk.

**The relevance of each of the indicators in the process of identity and walkability**

<b>Indicators of identity in space</b>	<b>Walkability indicators in the investigated documents</b>
Differentiation and superiority	Imagination, complexity, indication elements (Landmarks), the perception (readability)
Continuity (continuation)	Cohesion (continuity), human scale,
Confidence (individuation)	Transparency, being enclosed, human scale,
Self-sufficiency	Indication element (Landmarks), the perception (readability)

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