City identity: mechanisms of formation of design of the urbanized territories

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Abstract. In article theoretical basics of the mechanism of formation of city identity and a condition of realization of ways of broadcast of specific lexicon of shaping and cultural tradition are covered. Due attention is paid to problems of preservation and development of city identity and also the solution of problems of formation of the modern urbanized environment. The methodology of a research of mechanisms of formation of design of unique units of an original image of the historical environment is formed on the basis of results of the analysis of specifics of activity and types of the spatial and functional organization of the downtown as style carrier. At the same time empirical researches of different types of identity are characteristic, owing to specifics of the territory and the multinational population of the country, transformations “society in the conditions of which the priority directions a research” are national and ethnic identity are characteristic of the period socio-political. Other local types of spatial identity remain almost poorly studied though questions of specifics and development of the cities and the territory “are key in a modern urbanism. The solution of the listed tasks allows to be objecting the choice of the generated options that is especially necessary in a designing process and design of the urbanized territories. The aspects of city identity of the historical environment of the cultural and public center of the Siberian settlement considered by us allow to perform the described operations over various types of dimensional sizes, from formation of a range of parameters to their comparative assessment and to receive as a result indicators of compliance of the studied structure of composition to the set standard. Results of a research confirmed the existing theoretical provisions, having proved thereby efficiency of a research.

1. Introduction
Change of a role of the cities in a global context, the involvement of settlements into the competition, continuous transformation of sociocultural space, long-distance migrations cause the need for judgment of a phenomenon of city identity of residents. For increase in level of objectivity of assessment by the government criteria of quality of the urbanized environment and the mechanism of formation of territorial identity of the Siberian city stated in "A technique of assessment of quality of the urban environment of accommodation" [9] are developed. In the same place the concept - "index of quality of the urban environment" on which the rating of the city settlement among the cities of Russia is established is entered.

In recent years the subject city a research, for a long time theoretically both methodologically reasonable and empirically approved in the West entered the Russian research space. First of all, it is necessary to decide on concepts, to study essence of a phenomenon of city identity and also factors of its design and designing. Having analyzed materials according to the theory of identity and the approaches
to definition of the concept "city identity" which are available in literature, it is necessary to consider
the next moments: [6]

– the city identity is a product of a collective mentation activity, is connected with inclusiveness in
long-term stable social groups and defines emotional fullness of self-determination of the individual in
relation to such group in general, to a group name, to "" and "others" and also group values, social
norms, stereotypes, behavioral patterns, etc.

– the city identity is a sociocultural construct which is formed as a result of socialization and adap-
tation in the concrete territorial settlement and is determined by assimilation and reproduction of cultural
symbols, accepted standards, traditions”, separate patterns and in general - lifestyle of residents of this
settlement.

– the city identity is result of identification of the person with city community as the big social group
different from a number of other categories of the population which are marked out on the basis of
territorial accessory.

The city identity is a component of social identification of the personality, the sociocultural construct
formed as a result of self-identification of the person with concrete city community and determined by
assimilation and reproduction of the symbolical capital of the city, the sociocultural norms and lifestyle
uniting residents.

Classification of factors which influence process of formation of city identity:
a) stable structural factors: location, climate and history of the city;
b) the quantitative and qualitative factors changed in the long term: size and population of the city,
appearance of the city, welfare of inhabitants, cultural traditions of local community;
c) symbolical factors – urban symbolism, political climate, cultural codes of behavior of inhabitants,
milestone events, sign persons, fashion for separate goods and services, the nature of communication”
in community. [7]

2. Materials and Methods

General provisions of the organization of process of formation of city identity set area of a concept about
logic of design and the mechanism of formation of the city identity which is the cornerstone of devel-
opment of technology of strategy of creative search. It is a difficult procedure which not only precedes,
but also accompanies all process because the character and the sequence of steps are in many respects
predetermined by a ratio between the results and new contradictions received already during work which
will become a basis of future developments in the sphere of an ideation and conceptualization of an
image of the city and ways of its broadcasting in daily practice. Nevertheless, the main work on designing
of logic of formation of city identity needs to be done at the very beginning of process, relying on
the principles of modeling of an ideal image and the available ideas of tools of a research, design and
designing which will provide its achievement. Shevelyov I.P. described it so: "We look for geometrical
structure which at a boundless variety of probabilistic configurations is of the previous existence which
is selected by history and creation of set of initial components. It is useful for architect, artist, engineer
to know rules of the "correct" partitioning of space. These rules are expressed in the system of orthogo-
nal projections, a proportion and a metrics" [1].

In the organization of a designing process the major place for ensuring optimum operation of the
design mechanism it is necessary to consider a designing process as the phenomenon realizing itself at
the same time in two plans: plan of the organization of design activity and plan of the organization of a
subject and scope of design activity. This very important remark which is essentially influencing an
essence and forms of the organization both project work, and subject to the design and actually end result proving and in change of forms of design thinking and in the relation to a subject of city design
what will be told [3] below about. Besides, as a rule, allocate three stages of designing of logic of design:
production, actually design and design and implementation [2] which are described in "A technique of
assessment of quality of the urban environment of accommodation" allowing to define quality of life in
the urbanized territories. Let's consider further basic provisions of the document.
The index of quality — the tool which will help heads of the city administrations, to the research and design organizations to reveal key problems of the urban environment and to begin work on their elimination. The index is approved by the order of the Ministry of Construction, Housing and Utilities of the Russian Federation and applied to all 1112 cities of Russia and consists of two blocks:

- the quality of the environment on 30 indicators is estimated, each of which is responsible for defined from 6 types of city space and displays degree of quality of the environment by one of 5 criteria.
- the efficiency of use of the subsidy allocated within implementation of the priority project "Formation of the Urban Environment" on 11 indicators is estimated.

The main objectives established in "A technique of assessment of quality of the urban environment of accommodation":
1. Creation of the Technique on the basis of Rating for the purpose of providing objective complex assessment of municipal units by the criteria defining the level of development of all spheres of activity of the city.
2. Creation of the effective applied tool:
   2.1. for determination of negative and positive aspects in development of municipal units;
   2.2. for decision-making on strengthening of competitive advantages and decrease in negative factors in development;
   2.3. for leveling of disproportions in territorial structure of municipal units on a number of socio-economic factors.
3. Definition of poles of growth in the territory of the Russian Federation - in terms of the conditions favorable for life of the population, business, investments into the real estate, etc.
4. The description of the existing hierarchical structure of the cities and their typology.
5. The organization of an integrated system of the analysis of socio-economic indexes of the cities which does possible their comparison and also carrying out analytical researches on identification of trends of social and economic development.

As main objectives are formulated in theoretic-applied aspect, at their development semantic and empirical interpretation of initial concepts according to the allocated scientific and practical perspective, the logical analysis of working hypotheses and a possibility of applied application is carried out. [9]

The main objectives established in "A technique of assessment of quality of the urban environment of accommodation":
1. Carrying out the analysis of the existing domestic and foreign techniques and the practical of comparison of subjects of administrative-territorial division of macro regions and countries.
2. Carrying out a comprehensive investigation and determination of criteria and basic indicators of assessment of the cities on means of the selected theoretical and methodological disciplines connected with assessment of qualitative and quantitative characteristics of the studied objects.
3. Creation of the identical methodological device for drawing up rating, being based on the best domestic and foreign practices, using own developments.
4. Development of a technique of complex comparative rating of the cities on the basis of application and calculation of a system of economic indicators.
6. Formation of a system of the economic indicators which are comprehensively characterizing functioning of the cities.
7. Calculations of integrated indicators, indexes and groups of indexes according to the developed methodical device.
8. Allocation of typical groups (typology) of objects on a number of signs, the indication of the general trends and differences in their development, allocation of characteristic individual distinctions, the analysis of the received results.
9. Creation of the mechanism of a monitoring system of economic and social situation of the studied objects.
10. Creation of demonstration analytical material by results of the done work.
11. Granting materials of researches to all interested persons.
Evaluation criteria:

"Safety" is responsible for the determination of the existing level of danger of certain spaces, and for assessment of such parameters of the environment which can potentially promote infliction of harm of life and human health.

"Comfort" helps to estimate convenience of the urban environment and also its visual, acoustic and climatic characteristics.

"Environmental friendliness" defines in what measure use of the city corresponds to the principle of preservation and improvement of the environment and also estimates a condition of separate elements of the urban environment.

"The identity and a variety" are responsible for assessment of an originality and recognition of urban areas and also defines variability spatial the decision and a functional variety of the urban environment.

"The present of the environment" measures the parameters describing the city in terms of opportunities which it gives to inhabitants. Indicators help to define whether the city uses outdated model of production of the environment or new model in which Wednesday — one of basic values of development of the city.

"Spaces":

- Housing and adjacent spaces
- Houses and house adjoining territories.
- The planted trees and shrubs and water spaces

"Green zones" make the territories of the city including parks, gardens, squares, forests and also the vacant territories adjacent to city reservoirs.

"Street infrastructure" - city streets of different type, including territories from a facade to a building facade, except for a roadbed. Street infrastructure is estimated separately and regardless of arrangement in this or that space of the city.

"Social and leisure infrastructure and adjacent spaces"

The territories adjoining educational and educational (schools, higher education institutions, day nursery), medical and public health (hospitals, improving the camp, dispensaries) to institutions, to objects of sport and a recreation (recreation facilities, stadiums, sports grounds and complexes), to cultural institutions (movie theaters, the museums, exhibition platforms) and also to subjects to religious appointment.

"Public and business infrastructure and adjacent spaces"

The territories adjoining administrative, business, shopping facilities and also places of public catering, objects of service and services.

"City space"

All territory of the city in administrative borders of the settlement. Introduction of this space is necessary for assessment of the city characteristics of quality of the environment which are not relating directly to one of types of spaces.

3. Results

The area and subject of design and research of city identity are not identical to the concept "objective reality" or the concept "object field of design". Communications, the relations, borders, a framework of consideration and property of a real object which are included in studying process act as area of a research. A design subject in this case are certain parties' structure of properties, qualities and the relations which exists irrespective of learning, but has reflected them, serves as the concrete field of design activity.

Subject to design of city identity in the conditions of the historical environment of the city is a certain phenomenon, some phenomenon which exists irrespective of the subject of design and to which the attention of the designer is drawn. The concept of a subject of design of city identity is even more concrete according to the contents: in an object of research that property or the relation in a designed
project which in this case is subject to deep special studying and a research for the purpose of identification of the contradictions and problems forming it is fixed. In the same object various parties, aspects and subjects of design can be allocated.

The purposes and problems of formation of city identity are a reasonable idea of the general end or intermediate results of predesign researches within design process. In our case - justification and development of a methodical system of formation of the comfortable urban environment meeting the requirements and requirements of today. An important and necessary design stage is designing and a specification of a common goal in the system of design tasks. [1]

The design task represents a link, a step, a stage of achievement of the goal. On the other hand, the task is the purpose of transformation of a concrete situation or, otherwise, a situation, i.e. the multiple factor set of specific conditions demanding the transformation for achievement of certain meanings. The task always contains the known information determined by living conditions of a situation and the unknown component calculated on commission of specific actions, efforts for advance to the purpose for permission of the put problem. The task realized taking into account the current conditions synthesizes the substantial, motivational and incentive and operational parties of design activity and is its peculiar “focus”. It is very important to distinguish priority from a considerable number of the tasks which are subject to the decision. It is recommended to allocate in general no more than 6 tasks of three main groups.

The first of the main group of tasks - historical and diagnostic - is connected with studying of history of emergence and the current state of a problem, definition or specification of concepts, general scientific, professional and cultural and historical bases of design;

the second - theoretic-modeling - with disclosure of structure, essence of the studied object, factors of its transformation, a form of structure and functions of city identity and ways of its theoretical transformation and creation of model of development;

the third – practical and converting - with development and use of methods, receptions, means of the rational organization of research and design process, their alleged transformations with development of practical recommendations and theoretical generalizations. Other, more private tasks carry most often as subtasks to the main. [1]

Idea, plan and hypothesis as theoretical kernel of formation of city identity.

Statement of tasks and ways of their decision prepares to the designer "break" in the field of formation of city identity, and all subsequent logical stages will present to a step of the movement to tool check of the validity and the embodiment of this complex of the ideas. As a form of such anticipation of results of operation of the mechanism of formation of design of the urbanized territories the design hypothesis - the reasonable assumption of how, in what way, at the expense of what it is possible to receive the required result acts. In a way of the internal organization of the formulated hypothesis of design the real movement of thinking of the designer to new, deeper generalizations on the basis of forecasting and creative anticipation is shown. Not only careful studying of a condition of business, professional competence, but also implementation at least is necessary for a part of predesign research for promotion of a hypothesis on the basis of polls, questionnaires, testing and other methods used in architecture and design.

The births procedure of the idea, its subsequent realization in a plan is submitted important for formation of the mechanism of city identity, and then its expansion in a hypothesis and represents the most difficult, creative element of design and design, its creative kernel making a basis of an ideation and conceptualization. And at this moment there is a need for certain recommendations about implementation of this stage, knowledge of operation of mechanisms, techniques and technologies of creative activity. It is supposed that creative process is deeply individual, peculiar and unique in the uniqueness. Also, popular belief that it’s kind of does not keep within in any rules and instructions and in this sense, it is non-technological because creativity in a sense - an antipode of effective activities for the set algorithm with respect for strict technology. But it is only widespread wrong opinion of certain and far from creativity, in a sense, experts trying to justify own incompetence and small efficiency. It is characteristic
that around the world during deep transformations in education two opposite trends - thirst for "rationing" and technologizing of any type of activity and at the same time - aspiration to "free thinking" in creativity accrue. However we will remember definition by Engels "freedoms as conscious need" where the last does not exclude widespread introduction of successful receptions, the approved techniques and effective procedures in the processes preceding and developing operation of mechanisms of formation of city identity in the conditions of broadcast of the best examples of international experience in city design practice. Stages of predesign researches and graphic analytics in design and research search which we considered in respect of preparation, preliminary design and planning so far should be realized practically now.

Predesign researches and the analysis - studying of a state and the possibilities of development considered processes and the phenomena precede all process of formation of city identity, accompanies it, but especially allocate an initial stage (at the beginning of the research) and the final analysis necessary for orientation of search and determination of its efficiency. As a matter of fact, predesign researches of quantitative parameters of the studied objects are under construction by the standard technique on the basis of previously developed criteria and indicators by means of known (including standardized) techniques and also received on the basis of designing of new technologies.

It is worth to remember that each design stage comprises two plans, two aspects: practical and research. At each stage the effect and at the same time - approach to clarification of design and research tasks, deepening in a subject of search and specification of design and research and constructive methods is important practical (training, bringing up, consolidating). [4]

4. Discussion

The image of the city is only one of translators of symbolical information on the city which forms city identity. Understanding of by the citizen and understanding difference the settlement from another, to formation of pride for the territory of accommodation are promoted as well other translators which participate in process of city identification: local myths and legends, ceremonial traditions, components of a cultural landscape (monuments, etc.), holidays and festivals, city signs and symbols. All of them serve in order that represent and keep city uniqueness which is a kernel of city identity. [5]

Also, in our opinion, various social and educational projects, cultural events, etc. belong here. It is connected with the fact that formation of city identity provides search of authenticity of the place, its originality and unique originality thanks to which there is a feeling of participation with the city, its communities and history. Thus, it is admissible to use determination of city identity as tool of symbolical and semantic "construct" of an image of the city which is defined by perception of its inhabitants and also their style of behavior in relation to the urban environment.

Assessment and interpretation of results allow to formulate preliminary theoretical and practical conclusions. These conclusions need to be comprehended in the general system of already known theoretical provisions and practical approaches, to check and specify in wider context of interpretation of experience - approbation and visualization of results and projects, to criticism and a schematization of the got experience, a problematization and programming of design thinking, its ontological analysis and the subsequent rationing of activities for formation of city identity.

The general scheme of the mechanism of formation of city identity systemically consists of 4 main units of process (see below) and 2 control units and methodological work - "The organization of a reflection and methodological providing" and "The organization of management and cooperation of activity" [2]. In turn, each of sides of process is divided into 4 stages with the logic and specifics providing normal functioning of a system of formation of city identity:

1. CRITICISM AND SCHEMATIZATION
   1.1. Self-determination in a situation of target uncertainty. Formulation of a subject, purposes and problems of formation of city identity.
   1.2. Collecting and processing of initial material. Principles of systematization and classification of data.
   1.3. Analysis of a situation. Formulation of contradictions and problems in an initial situation.
1.4. Search of regularities of formation of city identity in a design situation. Graphical analysis.

2. PROBLEMATIZATION AND PROGRAMMING
2.1. Development of requirements to project form and content. Modeling of formal characteristics of formation of objects of city identity.
2.2. Analysis of proportional regularities of a design situation. Formulation of a composite key and schemes of a proportional system of objects of the urban environment.
2.3. Ideation and conceptualization. The principles of shaping in the conditions of formation of city identity.
2.4. Formulation of regularities of shaping. Style and factors formation of style of urban environment.

3. DESIGN AND DESIGNING
3.1. The project description in terms of a vernacular. Thinking in projections.
3.2. Alternative study of formation of city identity. Explanation, deepening and specification of sense and contents of the project.
3.3. Graphic interpretation of maintenance of model of transformation of the urban environment. Formation of the principle of "feedback"
3.4. Realization of the principles of shaping in subject to formation of city identity. Sustainable development. Dynamics, statics and reversibility of processes.

4. ONTOLOGIC ANALYSIS AND RATIONING
4.1. Detailed study of separate parts of the project of formation of city identity. Expansion of a form and subject of idea of subject to design
4.2. Development of formal language. Logic and philosophy of the description of results of process of formation of city identity.
4.3. Project presentation. Principles of the NLP and formalization of promotion of the project of formation of city identity.
4.4. Registration of materials of the project. Assessment, reflection and judgment of results of modeling and project of formation of city identity.

5. Conclusion
Thus, it is necessary to assume that for formation of city identity the projects directed to identification and judgment of unique mechanisms of formation of design of the urbanized territories, updating of significant "places of force" and "collective" memory on the designed sites can be used. Projects also should be carried to factors of active influence as they are capable to change the attitude to the city and also to symbolical factors as such projects will promote establishment or strengthening of symbolical communication between the citizen and the city. [1]

Therefore, projects of formation of city identity besides achievement of own purposes it is capable to carry out also the indirect purposes, i.e. to have more or less strong impact on identification processes. The difficult education comprising the subsystems accumulating at each other acts as subject to design and formation of city identity: society, culture and urban environment. And in this case the project of creation of the mechanism of city identity acts as a way of preservation or reconstruction social the phenomenon and the cultural phenomena corresponding (both quantitatively, and it is qualitative, substantial) to the developed cultural norms [2]. Design of the urban environment is very many-sided, but the purpose of the project of formation of city identity will be nevertheless growth of level and expansion of a zone of comfort for the personality that can directly affect city identity. His habitat that there was no certain disorder in vital meanings that the place of life was associated with the smallest number negative experience that Wednesday promoted realization of personal resources [3] has to be pleasant to the person.

It should be noted that for formation of city identity those projects of creation of city identity which are directed to updating and maintenance of meanings of city cultural and historical heritage as in this context the identification mechanism will work thanks to memory as the instrument of maintenance of cultural identity and development of a collective mention activity will be of particular importance.
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