

## PUBLIC SQUARES AS CATALYSTS FOR CITY BRAND

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**Abstract-** The research explains the function of open public places (public squares) in operating the urban branding of the city, particularly in the capital city of Iraq (Baghdad), meanwhile, the chosen of Al- Ferdaws square is a status of the survey. The purposes of this research are to supply wide information, particularly domestic information about the function of public squares as a means to activate the civilian labeling of the city, particularly the city of Baghdad. Out of the ingredients of the picture e presentation of different measurements of public squares (i.e., social, political, economic, cultural, and environmental) and the display of the image of the city, the name of the city, and the space obtained through public squares, in addition to the estimation of the locative goodness for public places, by using the illustrative analytical process (i.e., electronic questionnaire) for the common public in the city. The outcomes of the study display that Al-Ferdaws square successfully obtained the different measurements of public squares, since it is a blended-use place. Furthermore, the outcomes display that the square has a critical function in promoting it as a distinguished urban symbol.

**Keywords:** City Image, City Identity, Spatial Quality Criteria, Al Ferdaws Square, Baghdad, Iraq.

### 1. INTRODUCTION

In a society that is universal, in which the native and the universal intervene, cities dedicate an important time and endeavor to improve the planning of branding and marketing as an attempt to support the identity of the city and grow the relationship with the city. The aim of cities is to develop their attraction by producing affirmative native pictures, concentrating on public squares, and confirming the development of public places and their connection with different regions like environment, culture, history, customs, landscapes, traditions, etc. It is found that public squares share in the inspiration of society and promote conductivity, goodness, and the criteria of life, public squares are deemed to be a place for inhabitant authorization. It is a perfect technique to inspire a green climate that in turn leads up to the fixation of a collaborative community. Those public squares make cities more charming and promote people to resolve in these cities.

### 2. LITERATURE REVIEW

Explains the probability of clarifying the urban brand of the city in terms of cultural, economic, lifestyle, and environmental [1]. While public squares merchandise the urban brand of the city, by promoting the image of the city and the identity that promotes the attractiveness of exploitation and visitors (involving tourists), out of developing activities between cities on the function of public squares as a means of designing the identity of the urban brand. Furthermore, this study also defines public squares like the general appearance of structures and the places among them, the process which happens in those places, and the administration of those processes.

Whilst [2] concentrates on the efficiency of urban squares and green places in designing the urban brand of the Indonesian city of Bandung. Since urban green places make the city more livable and continuous and supply several advantages to society, they supply chances for enjoyment, maintain open places, inspire a special environment for inhabitants, vicinities and promote the genetic or commemorative role of the city, supply a visible variety and work as a task of the city, it points the influx of trucks and walkers. Public parks are considered to be a substantial aspect of the urban web of the ecosystem and supply utilities containing aesthetic, recreational, environmental, social, psychological, and economic sides. The evolvement of public squares and parks is an efficient technique for manufacturing the urban brand of the city, donating their task like public spaces, and stations for the action of the society. From the competitive feature that is to say: infrastructure, design, attractive features, and basic services.

The manufacture of urban branding and marketing out of public places has a function in enhancing livelihood and the actin of the consumers and equalizing them, that is an inventive resolution to avert deterioration in the public places, originate a special identity and character, and obtain an affirmative consideration that raises the attraction of the place. Marketing the city out of public space has a function in obtaining the connection between inhabitants and the encircling environment, by including them in the designing procedure. Consequently, enhancing the utilization and use of place and encouraging affirmative conversion. Thence, the significance of evolving marketing procedures for public spaces must be confirmed, concentrating on

inventiveness, and protection importance which is associated with the requirement of the inhabitation and adjusting to variable circumstances. The affirmative conversion of place could be obtained by focusing on some components, like the circling environment, option, and direction, economic research, reactive process, infrastructure, sociable relationships, and perfect work [3].

### **3. RESEARCH METHODOLOGY**

The research used a descriptive approach. It explains the most prominent definitions of the concepts of the urban brand and public squares. It begins with the establishment of the theoretical framework and indicators and tests them through a case study of AL-Ferdaws public square in Baghdad, Iraq. Within the case study, a questionnaire is administered to the city's residents, the questionnaire also records, the different age groups and social demographics, of the respondents. The number of participants in the questionnaire was (60) people, and a Likert scale was used to examine the results, consisting of five categories. Regarding the dimensions of green city branding, the categories are (agree, agree very much, don't know, don't agree, and don't agree very much). The questionnaire consisted of (37) questions, and the results were analyzed using Microsoft Excel program.

#### **3.1. Urban Branding Concept**

There has been an increasing realization in the last two decades, about the function of cities in local economic development and competitiveness, because there has been an increasing desire to evolve techniques to transact with the fast deviances of urban evolvement whilst maintaining the authentic image and identity of cities. Urban symbols refer to the formulation of the urban fancy in a specific space, from a group of sensations and observations about the image, urban lifetime, and cityscapes. It is considered to be a modern domain of urban connection, marketing the city's image through exemplifications. Its major purpose is to uplift the image of the spaces and connect and market the image of the space to the remainder of the region. Throughout palpable, commensurable features, like materialistic infrastructure, nature and position, general servings and means [3].

It is said that urban branding is a modern way toward urban evolvement for sustainable cities [4], a modern side of urban connection which promotes the image of its urban brand. Techniques of planning construct the image of a city that looks for flourishing in a universal economy [5] since they focus on the special sides of the city's civilization and innovation. The view of urban brands is to develop a city like a unique space [6, 7]. It is stated that it is an object which makes you unique and special and it is considered to be one of the instruments of marketing it is connected with rivalry to catch visitors, investors, and inhabitants in the city [8, 9]. It is an outline to promote the city's image in addition to the systematic foundation of a competitive identification for the city. By innovating a tale about the city, it is associated with the

right procedure to be charming to its possible guests. The urban symbol of the city involves economic, cultural and psychological features which refer to the city and its identification [10].

#### **3.2. Urban Public Space, Public Squares**

The radix of the term "public" returns to the old roman period, a term which is taken from the Latin term "populous" which means the general public and is owned by the society. It has a diversified significance in varied civilizations and communities. It is the region where the general view is structured in a sociable lifetime, in which communes can group and subndent like roads, squares, cafes, and parks as "public" [11]. It is said urban space is defined according to the American Dictionary (AHEDL) as a group of point parts throughout them specific geometrical characteristics, in three measurements, that are obtained in the domain of everyday experiments [12].

Public spaces are presented as a materialistic vessel for the various cultural activities of the city's inhabitants and general spaces must supply their employees with everything that make them belong to those spaces, since they outlay much time in those spaces, alike through the daytime, through the free time or on their path to business [13]. They are the spaces in which communes gather to interchange thoughts, commerce, or dangle and revel. The style of the general places could be decided by their faces, range and heights which designing elements could serve instructions on the way of using this place, and the kind of processes it supplies. Styles of use of public spaces vary from one civilization to another, from one state to another, and from one individual to another. Consequently, comprehending the style of epidermal sociable attitude in open public places has turned out to be essential to place-making activities in public places [14]. It is said that public spaces be shared by all people, open all the daytime, and reachable to all, without eliminating any part of a community.

The observation of people in public spaces varies from one state to another since the observation differs according to lifetime, civilization, sex, and personal experiments and the feeling of belonging to the space could be promoted when an individual utilizes and take a benefit from public spaces [15]. The term plaza is produced from the Latin term "plate" and "place" in English and French "plaza" in Spanish, and "piazza" in Italian. The "yard" is explained as a three-measurement volumetric scale that surrounds humans and innovates a feeling of property in which commune exercise their actions, and are determined to components of horizontal and vertical volume. It is stated that the square is a vacuum or hiatuses which penetrate the structure of the city, and the square could be a designed place, with systematic geometry in the goodness of the axis and this is viewed as a start dot in the establishment of a modern city. The urban square is a region that is bordered by some constructions that structure the city in a powerful procedure, and between the ingredients which illustrate this place, border it or from it, for instance, a corridor, a

coastline, trees, ponds or sculptures post the constructions [16, 17]. The city squares refer to the most regularly utilized ingredients in urban places and they are substantial public spaces resorted by people for sociable, civilized, governmental, and trading aims, it is the place where the incidents of an urban lifetime happen. Genetically, the squares were the spaces in which the inhabitants look for shelter from the mess of the city. They are spaces of different uses. Schulz 1971 clarifies that the square is the most unique ingredient in urban construction, it is plain to fancy and contemplate it as the square has obvious frontiers [11].

William White depicted public squares as spaces of involvement, livelihood and belonging to citizenship. It is one of the most substantial and the most ancient ingredients of urban place designing, that is the places are constructed from buildings gathered near an open region, supplying domination and protection against exterior risk and nearly all of these spaces have nominal meanings. Like urban public spaces, the squares can display various features inside the urban structure of the city. Mostly, the squares are defined according to the surrounding construction set. The squares are planned and established in a volumetric way. Dynamism is another characteristic of squares. An interchangeable relation among inhabitants, tourists, and the city they share [18].

### **3.3. The Dimensions of Urban Branding and its Relationship to the Urban Public Spaces**

There are many measurements of the urban brand of cities and these dimensions interfere with and are obtained by the measurements of urban public places and squares, [1], [4], [13], [19], [20].

#### **3.3.1. Economic Dimension**

The urban brand and the economical measurements transact with various sets of stakeholders and both of them have a rising scale of complication and significance. Both of them demand a long-range evolution: history has displayed that public spaces were the main spaces where trading processes were managed. Commerce overwhelmingly takes benefits from getting in and be taking to public spaces, since the urban worth of the encirclements raises progressively and inversely.

#### **3.3.2. Cultural Dimensions**

The appearance of an urban brand relies on the civilized worth that is supplied by the city, and the relation between civilization and marketing in the city is decided fundamentally throughout the image of the city and that relies on the past and present civilization. The identification of the city is obtained by its civilized worth, likewise to particular insanity which is implicated in its structure, the locative worths of the urban structure. Public spaces totalize the city as they develop and promote aesthetic goodness. Public spaces donate an identification to the city. Whether the city's roads and squares are pleasant, the city will be enjoyable too.

#### **3.3.3. The Social Dimension**

It is appeared in the people's experiments in the city, their observations and faith about the city, and the function of everyday life in constructing an identification for the urban symbol that grants the identity of sociable relationships (in everyday life) is a symbol of the city. The inhabitants exemplify the native civilization of the city and they exemplify the personality of the space. Thence, the city's affluence and variety direct to the erection of the charming continuous identification. The human being measurement in urban public places is performed by the attitude of the employee or participator in these spaces and contains physiological requirements (relaxation, comfort, sound, color, safe environment, shadows, and shade).

#### **3.3.4. The Environmental Dimension**

Potential thoughts have affected marketing and urban branding manufacture, by innovating indelible experiments and throughout the term of green marketing, potential urban evolution, or greening the city. The term of green is an umbrella concept that could be utilized in urban branding by supplying a preferable goodness of lifetime for inhabitants, developing exports or manufacturing creation, pulling outlandish investments, developing the urban climate, and evolving the finest activities in environmental administration. Public spaces and squares and squares participate in innovating sanitary environments, by supplying verdure lids, that could alleviate the environment, filtrate dust, and command cooling.

#### **3.3.5. The Political Dimension**

The urban symbol is influenced by the political situations and alterations in which communities are testifying and their influence on the other domains of an urban lifetime. Public places, particularly urban squares are testifying several revolts, that led up to the beginning of the term "democratic urban space", which is connected to employee truths, liberty of arrival, or liberty of behavior in public spaces. As thousands of individuals come out for liberty, sociable equity, and altering the administration of political order in which the image of public squares extends excessively in the global media.

### **3.4. Urban Public Spaces and City Image**

Kevin Lynch in his well-known book, "Every citizen has had long associations with some part of his city, and this image is soaked in memories and meaning", the "image" points out an interior and rational definition of the soul of the city, in which inhabitants construct their internal image. It refers to the special visible image which is permanently exposed to something that we save in our mind, and we shape image for various purposes as caught in portraits, movies, advertisements, television programs and the media that is printed, etc. [3]. In his book "The image of the city", Lynch (1960) epitomizes the city's form as "a key to the population's understanding of the city", taking into consideration that the pitches are more significant in an individual's memory [11], [21]:

- **Paths:** Containing streets, walker roads, general transport roads, rail paths.
- **Edges:** they function as a border between two regions, separating the continuousness linearity. Borders of evolving regions and examples of edge components are walls.
- **Districts:** they are noticed as places with two dimensions that supply the viewer with a psychological feeling of belonging with these places.
- **Nodes:** they represent the central points that the viewer employs when transporting from one region to another. Just like crossroads in transmission systems.
- **Landmarks:** they are materialistic things and arrangements which can be easily recognized like a construct or a naturalistic ingredient, etc.

### **3.5. Urban Public Spaces and the Identity of the City**

The identification of the city is the instrument for defining this city. Materialistic features, demonstrate nodal dots (squares) central points and streets innovate the identification of the city. The identity of the city is altered through meditation about places like the civilized and historic inheritance of communities for thousands of years, which make the urban places take their shape. Consequently, this inheritance is displayed and expressed in the finest manner. The places that influence the city are the open squares and they represent urban identification in the civilized and governmental meaning. Furthermore, it is not just a place for passing, but the urban ventral dots, and nominal components in which people have the chance to meet at events related to civilized, governmental, and trading processes [17]. Kevin Lynch pointed out the term urban identity, as one of the sub-components of the image when defining urban identification. It refers to the incorporation of significance which influenced the urban image, affording unique features in every city with various measurements and elucidations, continuously improving and formed by materialistic, civilized, sociable, and economical features, historic elements, commune themselves and their ways of living [21]. There are several elements that pretend the identity of the space, in one public places, containing: [22].

- Socio-economic structure Components of the built and natural environment
- Rights and public needs
- The planning-design-implementation approach

It contains the elements of a sociable and materialistic environment, involving the elements of a sociable environment (the political construction, doctrines, shapes of governance, economical plans, revenue separation, inhabitation expansion lack, immigrations, intensities, sociable levels, values, relations demands and attitudinal techniques, way of living, art and aesthetic procedures, historic and civilized legacy, custom). Concerning the elements of the materialistic environment, they involve the naturalistic environment (geographical position, climate, landscape, and vegetation) in addition to the constructed environment (urban place administration, legal-administration network, modern infrastructure, modern planning procedures, modern design, and administration).

- Use and governance processes: the capacity to recognize a nation's requirements and the prosperity of the administration of open public places involving civilized truths, public requirements in its varied groups, involving public truths ( arrival, liberty of moving, liberty of adjustment, ownership), practical requirements (blended-use, practical similarity, progression of walker motion, sufficient infrastructure, modern furniture, and favors), requirements depending on voluptuous understanding (ratio, size, form, scale, rhythm and continuity, complexity and regularity, lighting and color, texture, landscaping components and works of art and smell and sound.
- Semantic processes: involving ecological aesthetics (official significance, nominal significance, the locative attitude of employees (ownership, use directions(, locative experiments of employees (correlation and belonging) and sociable construction ( the relation among place- power- ideology, the grade and the kind of popularity).

### **3.6. Spatial Quality Criteria for Urban Public Spaces**

The Project of Public Spaces (PPS) has evolved four standards for straightening effective public places, and those popular characteristics deemed to be the major goodness of the places bring innovated, [11], [23-25].

#### **3.6.1. Access and Connection**

It involves a visible connection with the climate, to point out the conductivity of the space. The arrival to the public spaces must be easy and the probability of viewing the public space from a perfect dimension, in addition to the probability of viewing the external circumference in the public places. Furthermore, the link of place with the surrounding public places.

#### **3.6.2. Comfort and Image**

Frolic and attraction are exponents of the prosperity of the public place. The lowest level of comfort involves protection, cleanness, and the availability of seating spaces. With the requirement to create a perfect first effect of the place, the existence of an equivalent number of men and women place-goers, furthermore, the availability of charming ingredients which promote people to take photos, while supplying a feeling of security for people.

#### **3.6.3. Usage and Activities**

The availability of varied processes is the root of a perfect place since the existence of processes is a cause to show around the space. Choosing the activities in a proper way engage a big number of people, at various timing of the day.

#### **3.6.4. Sociability**

This standard relates to the sensation of relief throughout the connection with other people. There must be a comprehension of the requirements of the community and taking the influential standards in public spaces, throughout taking the replies in concern.

Eventually, a group of topics and exponents concluded concerned with the measurements of the public places and measurements connected to the identification and image of the city. Additionally, it is connected with exponents linked to the locative goodness of public places, which will be examined and scaled late.

Table 1. Indicators for the dimensions of public space

Dimensions of public spaces	Economic	Increase the urban value of the public space's surroundings, encourage commercial activities
	Cultural	Improve and enhance the aesthetic quality
	Social	Comfort, safety, sense of belonging, familiarity, clarity, active participation
	Environmental	Creating a healthy environment, providing vegetation cover, mitigating the climate
	political	Improve user rights and social justice, and change the manifestations of the political system

Table 2. Indicators for spatial quality of public spaces

Spatial quality of public spaces	Access and Connection	Visual communication with the environment, accessibility to the place, the possibility of seeing the public space from a good distance, the connection of space with the surrounding spaces
	Comfort and Image	Security, attractive elements that encourage people to take pictures
	Usages and Activities	The availability of various activities (mixed-use)
	Sociability	Feeling comfort through interaction with others

Table 3. Indicators for city image

City image	Paths	Roads, pedestrian routes, public transit routes
	Edges	The boundary between two areas, dividing the continuity linearly
	Districts	Provide the observer with a psychological sense of being within spaces
	Nodes	Focal points that the observer uses when moving from one area to another
	Landmarks	Physical objects and configurations that can be easily identified

Table 4. Indicators for city identity

City identity	The planning-design-implementation approaches	The political structure, ideologies, forms of governance, economic policies, income distribution, social classes, values, art and aesthetical approaches, lifestyles, historical and cultural heritage, fashion
	Physical environment	Climate, geographical location, vegetation and landscapes
	Built environment	Legal- administrative network, urban space management, urban infrastructure, urban planning approaches, urban design and implementation
	Use and governance processes Public rights	The ability to meet public needs, the success of the governance of open public spaces
	Functional needs	freedom of action claim, freedom of change, ownership
	Needs-based on sensory perception	continuity of pedestrian circulation, adequate infrastructure, urban furniture and services
	Semantic processes	Size, ratio, scale, rhythm and continuity, regularity and complexity, texture, lighting and color, sound and smell
	Spatial behavior of users	Formal meaning, symbolic meaning Ownership, usage trends
	Social structure	The relationship between space- power-ideology, the degree and type of publicity

### 3.7. Case Study: Al Ferdaws Square

It is one of the famous main squares in the city of Baghdad and it is located in Rusafa, on the eastern bank of the Tigris River. One of the most prominent surroundings of the square is the Palestine Meridian hotel and the 17th Ramadan historical mosque. The monument of the unknown soldier was constructed in the square It is a monument that symbolizes the unknown soldiers who fell victim to the wars in Iraq. It is designed in the sixties of the 20th century and this monument is removed in 1982 now, it is occupied by a statue that is designed and made by a number of Iraqi sculptors. The new statue has a green color, and it has a large crescent and sun which symbolize Babylon and Sumer and the ancient civilizations of Iraq and as a symbol of Baghdad's civilization and heritage [26, 27].

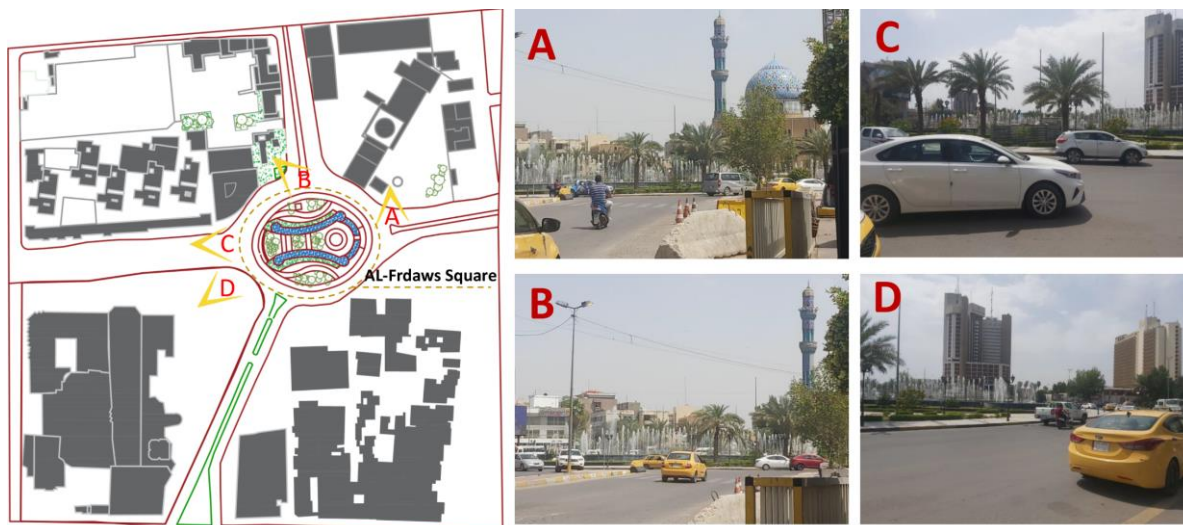


Figure 1. Al-Ferdaws square and its surroundings

#### 4. RESULTS AND DISCUSSION

For the purpose of examining and measuring the indicators contained in the Tables 1-4, a questionnaire was made and applied to 60 people in total, and the Likert scale was used to examine the results, which consisted of five categories (agree, very agreed, neutral, disagree, very disagree). The questionnaire consisted of 37 questions, the questions were asked to the participants regarding age and gender. The questions were divided into four main categories: 12 questions about the dimensions of open public spaces (economic, cultural, social, environmental, political), 7 questions about city image and its relationship to public spaces, 10 questions about the city identity realized in public spaces, and 8 Questions regarding the spatial quality of public spaces.

##### 4.1. User Profile

Age: 3% of all participants are under 20 years old, 32% are between 20-30 years old, 42% are 30-40 years old, 18% are 40-50 years old, and 5% are over 50 years old Gender: 37% of the participants are male, and 63% are female, Figures 2 and 3,

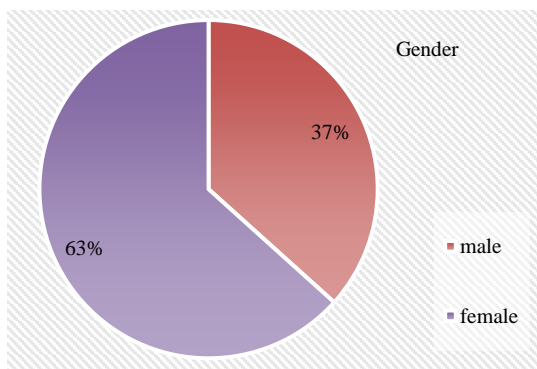


Figure 2. User profile (gender)

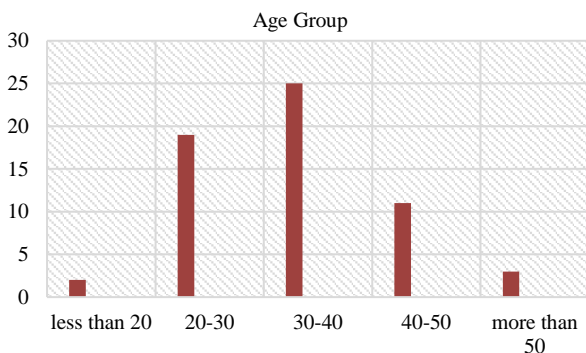


Figure 3. User profile (age group)

Depending on the questions related to the various dimensions of open public spaces (economic, cultural, social, environmental, political), 12% of the participants in the questionnaire had a neutral position, 38% agreed with the questions, and 42% agreed very much, while the percentage of non- 7% agree, and 1% do not agree very much with what was mentioned in the questionnaire Figure 4.

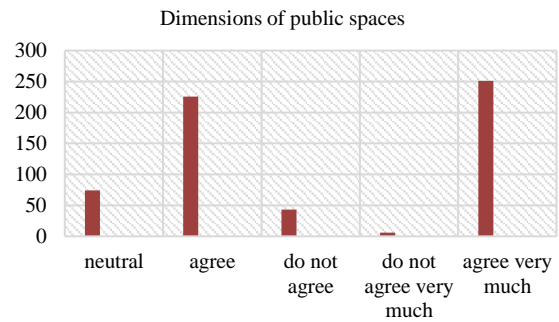


Figure 4. Dimensions of public spaces

As for the image of the city, 17% of the participants were neutral in their answer, 41% agreed with what was mentioned in it, 27% strongly agreed, while the percentage of disagree was 13%, and the percentage of the strongly disagreed was 2% in Figure 5.

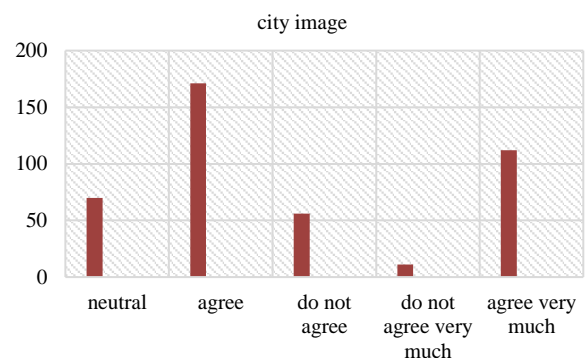


Figure 5. City image

The part of the city's identity achieved through open public spaces, the percentage of neutrals reached 17%, 40% agree with the content of the questionnaire, and 25% agree very much, while the percentage of non-agreement reached 15%, and the strongly disagreed was 3% in Figure 6.

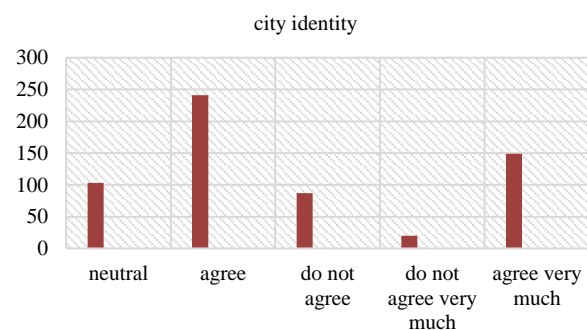


Figure 6. City identity

Finally, the part related to the spatial quality of public spaces, the percentage of neutrals was 14%, the percentage of those who agreed was 43%, and the percentage of those who very agreed was 27%, while the non-agreeing was 13%, and the non-agreeing very much was 3% Figure 7.

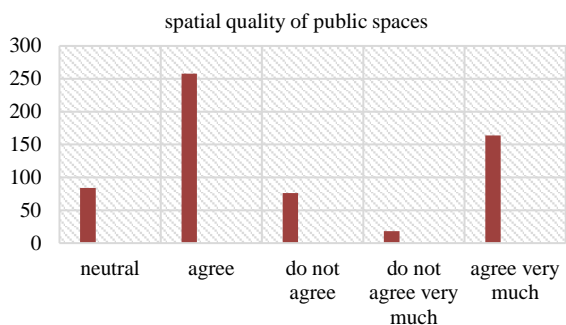


Figure 7. Spatial quality of public spaces

Based on the results mentioned above, we note that there is an active brand of both sexes (men and women), and we also note the participation of several age groups in the questionnaire, due to the diversity of visitors and users of space and the public arena. The group concerned with the dimensions of public spaces obtained the highest percentages, in terms of the percentage of agreed and very agreed, which means that this space meets the various dimensions and needs of people, that is, it is a mixed- used space, which has witnessed many social and cultural events, in addition to the political ones in particular, for its role in embracing the various groups of society in their desire to express their opinions and demand freedom and political adjustment for different periods, since the establishment of this space to the present day.

This is in addition to its role in reviving commercial facilities of all kinds in the surrounding areas of space. Followed by the group concerned with the spatial quality of public spaces, as it got the second largest percentage in terms of the numbers of agreeable and very agreeable, due to the rehabilitation and restoration work that took place on this space during the month of October 2022, under the supervision of the Baghdad Municipality Department and the Ministry of Culture, where the damaged floors were replaced and restored artistic monuments (Liberty Monument and the Statue of the Mother), and the establishment of a dancing fountain in the middle of the space, in addition to consolidating green spaces and planting large numbers of palm trees, adding furniture to the park (seating places), in addition to establishing new lighting for the entire space. This step had a wide positive echo from the city's residents, and this echo appeared on various social media, after the public square and the park had suffered from neglect for long periods of time.

Followed by the percentage of the image of the city, as it got the third highest percentage in terms of the numbers of those who agreed and who agreed very much, due to the connection of the square and the park with the history of Iraq in general and the city in particular, so the space became part of the mental image of the Iraqi citizen, so as soon as he sees the image of the square and the garden, he remembers the image of Baghdad and the image of the square comes to his mind during the prominent events, especially the days of the revolution of October 1, 2019.

Finally, the group on the identity of the city was in the last place in terms of the percentage of those who agreed and did not agree, and this indicates the neglect of awareness and the definition of public spaces in the city in general, especially for young generations, they need to know their heritage and civilization and the societal values rooted in these places. Through awareness campaigns through social media, defining values and symbols, and encouraging their use and attendance, by publishing encouraging pictures of the squares.

## 5. CONCLUSIONS

More investigative measures should be taken to obtain broader knowledge about the best design and maintenance of public spaces. As public places are very important, if they are well maintained, and play an effective role in attracting people to invest. Public spaces are a way to save money locally, create opportunities for economic connectivity, and improve the standard of living. Where public squares are signs of major cities, and lead to public participation, in addition to that they enhance the sustainability of the environment, and provide a lot of revenue.

The local government needs to take an effective, multidisciplinary method for public spaces and spaces, by involving civil society organizations, and taking the opinion of residents about development plans, through conducting periodic questionnaires, to involve them in making the appropriate decision, and to develop their sense of ownership and responsibility towards public space. In addition to the role of academia and the private sector, to ensure security and ease of access to public places.

Defining the city's brand through the renovation of public squares is important to create the city's competitiveness in economic, cultural, environmental and lifestyle terms. Through efforts to carry out urban renewal projects, to market the city's brands, by enhancing the city's image, and the identity of the place, which encourages urban places to increasingly compete with each other, through practices among the world's leading cities, about the role of public squares as a tool for shaping their city brand identity.

Encouraging movement and walking, and supporting people-centered city planning, rather than design-based urban solutions. redefining city values, encouraging a sense of individual citizenship and responsibility towards sustainable values, incorporating more diverse outdoor activities, and improving social cohesion. To support the idea of a harmonious and prosperous society, where public spaces can contribute to the vitality of society, and its ignorance is a focus for renewable ideas, the exchange of knowledge and common experience, the activation of creative thinking, and the provision of opportunities for cooperation and partnerships.

Public squares are components that display the identity of the city, and they are the ones that positively influence the urban identity, when their characteristics are evaluated and maintained appropriately.

Therefore, it must have uninterrupted access and movement for pedestrians, and its adjacent functions must be carefully defined, to support use during the day and night, and abundant use of green spaces, water features, urban furniture, and building materials in an appropriate and balanced manner according to the use, climate, and physical characteristics of the city.

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