



## An Evaluation Of Urban Image And The Use Of Urban Space In Karabük City Center

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### ABSTRACT

**Purpose:** In this study, it is aimed to develop suggestions for strengthening the image of Karabük city center by examining its urban image. **Method:** For this purpose, the study area was determined as Karabük city center and a survey was conducted with the users. The survey results were evaluated with correlation analysis method using the SPSS program. **Findings:** As a result of the study, data were obtained about the relationship between age of the participants and their desire to live in Karabük, the relationship between frequency of visits to various places in Karabük with age and gender, adequacy levels of areas such as shopping centers, recreational, social and cultural activity areas, dining, resting and sitting areas, parking lot, places of worship and residences in city center and the adequacy levels of green areas, urban furniture, dining and entertainment areas, equipment suitable for the disabled, parking lot and aesthetic appearance in City Square in city center. In line with the open-ended questions, the main elements that create the urban image of city center and what can be done to improve the urban image have been determined. **Conclusion:** In line with the data obtained, it was seen that Karabük city center doesn't have the urban image elements that will enable to create a strong urban image, the areas and opportunities offered by the city center to the users are insufficient, therefore the urban image of the city center continues to weaken and loses its feature of being a center.

**Keywords:** Urban Identity, Urban Image, Perception of Urban Space, Karabük, City Square

## 1. INTRODUCTION

Perception can be defined as receiving information from the environment, and grouping, organizing, transforming this information into meaningful experiences. (Kürkçüoğlu & Ocağcı, 2015). The concept of perception is used in a different sense in the urban design literature than in psychology. In urban design, perception is based on the sense of how objects appear. (Rapoport, 1977). Kevin Lynch has suggested that the main factor which shapes the perception of urban texture is the images created by urban elements in the human mind. (Ülkeryıldız, Arsan, & Akış, 2009). Lynch says that the image of the urban space consists of 5 items, these items are the elements that the individual uses when describing the urban space. We can list them as nodes, paths, districts, landmarks and edges (Lynch, *The Image of the City*, 1960). And urban values such as climate, location, natural vegetation, and buildings forms the identity of cities (Bekar, Konakoğlu, & Bulut, 2021). The observer sees these physical elements around him/her and selects, organizes and relates them in his/her mind, and the urban image consists of these associated elements (Ülkeryıldız, Arsan, & Akış, 2009). The combination of the visual qualities of the city and the experiences of the person are the components that form the image and identity of that place in the mind of the individual (Özdemir E. E., 2016). Since the experiences of the people living in the city are also effective in the formation of the urban image, the urban image is closely related to the spatial characteristics of the city, the activities of the institutions and organizations, the cultures and socio-economic characteristics of the people who are part of the city. In addition, since many things such as the education level, age, gender, socio-economic status, occupation, past experiences of the person will affect the perception, they have an effect on the image that will be formed in the persons mind. (Aliağaoğlu & Çildam, 2017). However, the urban image of a city may weaken and change over time (Alan & Kiper, 2020). Cities may lose some of their values as a result of the changes they have undergone over time, and that may cause them to lose their originality (Köse & Dönmez, 2021). It is natural to some extent that the identity of a city changes over time as it occurs over time. However, the ideal situation is for this change to occur without destroying the existing identity (Oğurlu, 2014).



Throughout history, there have been many factors that have determined the urban form. According to Morris, these determinants have two different origins. The first is the natural factors related to the geography of the settlement, these can be listed as climate, topography and existing building materials. The second is the factors related to human intervention, this can also be named as man-made determinants (Morris, 2013). According to Lynch, in order to have a good urban form, the city must have five main criteria plus two criteria. These five main criteria can be listed as vitality, sense, fit, access and control. Plus two features are the criteria of efficiency and justice (Lynch, *Good City Form*, 1981). There are many physical factors that affect the urban form, but when it comes to the city, the historical events that create these physical factors should also be examined and understood (Tekkanat & Türkmen, 2018). When we examine the ages closely, we come across some factors that have affected the form of the city in every age. The transition to settled life with the agricultural revolution closely affected the formation of the First Age settlements. For example, the wall which defines the border of Rome includes agricultural lands for the purpose of protection can be shown as an example confirming this (Mandich, 2019). In the medieval settlements, trade centers began to emerge, but there is still a religious place at the focal point of the city. This place is a church in Europe, a mosque in the Middle East, and the Forbidden City in the Far East (Tekkanat & Türkmen, 2018). Industrialization that started in the west in the 19th century brought a form of urbanization in which the city center was an industrial area (Es & Ateş, 2010). This type of industrial and factory-centered urbanization was not seen in the Ottoman period. However, with the establishment of the republic, industry-centered cities began to occur in Turkey as well. Karabük is a city formed in this way (Sarıköse, 2020).

With industrialization, migration from rural to urban areas has started to be seen all over the world. At the beginning of the 20th century, less than 5% of the world's population lived in cities, but by the 1950s, the population was almost equally divided between urban and rural areas, and after 1975, the population living in cities exceeded the rural population (Greve, 2012). This kind of migration from rural to urban areas began to be seen in Karabük with the arrival of the factory. The most striking numbers of this increase can be seen between 1940 and 1970. The population growth rate in 5 years was 6725 in 1940, 56.5 in 1945, 60 in 1955, 101.2 in 1960, and 46.8 in 1965. These numbers mean that the population was 100 in 1935 and it reached to 46,149 in 1965 (Aydın, 2011). In order to stop this unplanned growth of the city, 4 urban planning attempts were made. The first of these is the 1938 Henri Prost plan, the second is the 1948 Nezihe and Pertev Taner plan, the third is the 1967 Gündüz Özdeş plan, and the last is the 1980 Baran İdil plan. Among these 4 plans, only the Henri Prost plan prepared for the Yenışehir region was implemented (Çubuk, Demir, & Gökyer, 2016). With its large number of social facilities, this plan has increased the living standards of the area. German sociologist Gerhard Kessler, who came to Karabük in 1947, stated that the cultural environment and quality of life for the Yenışehir region was at European standards (Karatay, 2008).

Among these plans, there is an interesting foresight in the 1980 Baran İdil plan. In this plan, a 'High School Area' has been planned around the 100. Yıl District (Çubuk, Demir, & Gökyer, 2016). In 2007, Karabük University was established in the foreseen area and this event became a turning point for the city. The number of students, which was 5,062 in 2009, increased to 52,875 in 2019, which means that lots of people came to the city for studying. As a result of this, the 100. Yıl District, which has experienced a significant population increase, has become one of the most active points of Karabük with its socio-spatial change (Oral & Ünlü, 2019).

Safranbolu, the city's most important asset, is a popular tourist spot. The history of the city dates back to the Paleolithic era. The civilizations that dominated the city are as following; Paphlagonians (1100 - 700 BC), Lydians (584 - 362 BC), Persians (362 - 120 BC), Pontus Empire (120 - 64 BC), Roman Empire (BC. D. 64 – AD 395), Eastern Roman Empire (395 - 1100). Before the Ottomans took the city in 1415, some Seljuk tribes also dominated the city (Bayazıt, 2014). According to 2019 TUIK data, 68,440 people live in the district. The historical city hosted 275,759 tourists in 2017, 315,842 in 2018, and 310,000 tourists in the first 8 months of 2020 despite the pandemic. The city has been on the UNESCO World Heritage List since 1994 (Bogenç & Sabaz, 2016). Today, first a Vocational School and then a university were established in Safranbolu. As a result, the city has been revitalized by entering a rapid construction process (Yetiş, Turcan, & Dinçer, 2018).

The concept of urban transformation, which emerged in the second half of the 19th century with the aim of improving the irregular housing areas built as a result of industrialization, emphasizes the concepts of protection, renewal, revitalization and rehabilitation (Görgülü, 2009). The city center of Karabük, with its City Square which is not being used efficiently (Gezer & Qurraie, 2021), shopping malls that are not sufficient (Yıldırım, 2020), its aging façades and diminishing vitality when compared to Safranbolu and 100. Yıl (Sarıköse, 2020), needs an urban transition, revitalization and remediation. In this study, it is aimed to examine

the use of urban space in the city center of Karabük and the urban image of it, and to present suggestions for the identified problems.

## 2. AIM

Karabük province is an industrial city that was formed by the immigrations as a result of the establishment of the Kardemir Iron and Steel Factory. Since the city was formed with the establishment of the factory, it naturally developed around the factory and its center was created around the factory for many years. The station building and its surroundings were used as the city center (Sarıköse, 2020). However, with the development of Safranbolu and the establishment of Karabük University, which is the second turning point in the city's history and it also caused 100. Yıl district to revive, the city center of Karabük became a place which didn't have the ability to compete with these new focal points. As a result, the frequency and quality of use of the city center is decreasing day by day. In this study, it is aimed to examine the urban image of the city center of Karabük and to develop suggestions for strengthening the image of the center and making it a focal point again.

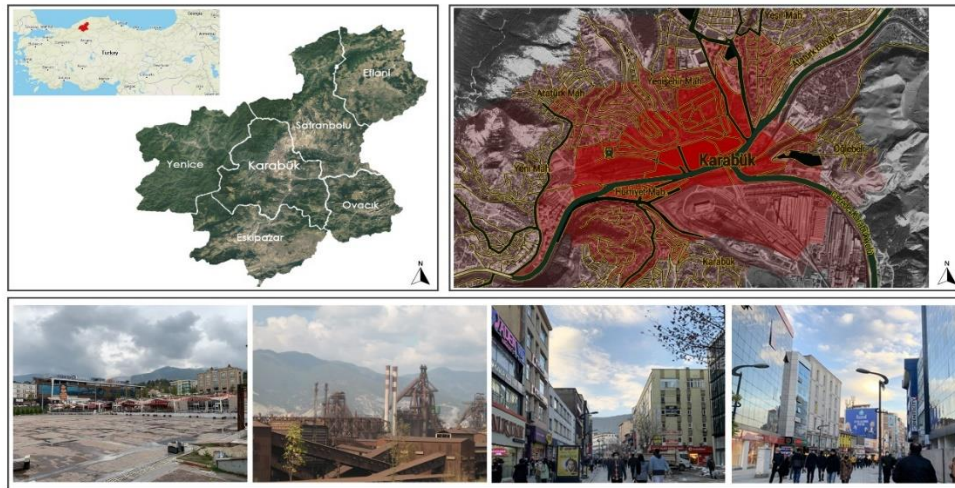
## 3. MATERIAL AND METHOD

In this study, the city center of Karabük was chosen as the study area. Karabük province is located in the Western Black Sea region, between 40° 57' and 41° 34' north latitudes and 32° 04' and 33° 06' east longitudes. (URL1, 2021). Soğanlı and Araç streams passes through the city, and the city is located at the point where these streams converge and the valley widens (Tümertekin, 1954). The foundations of Kardemir Iron and Steel Factories were laid by İsmet İnönü on April 3, 1947 in Karabük (URL5, 2021). As a result of industrialization, the population of the city has increased and this population increase created serious problems. Those problems started to shape the city (Hayta, 2016). In this context, the sudden population increase in Karabük has created great difficulties in terms of where the workers of the factory will accommodate (Çubuk, Demir, & Gökyer, 2016). As the factory grew, this accommodation problem also grew and the formation of slums around the factory inevitably began to be observed (Sarıköse, 2020). Hürriyet Street, which emerged in the area where the station is located, became the most important street of the city and commercial businesses were established on the street (Tuncel, 2001). With the increasing population and the development of both housing construction and commercial activities, the city center was formed around the station (Sağır & İnci, 2013). A City Square was built in city center in 2015 (URL2, 2021).

The first of the breaking points in the history of Karabük is the establishment of Kardemir Iron and Steel Factory, and the second is the establishment of Karabük University in 2007. After the establishment of Karabük University, the serious population increase in the 100. Yıl district around the university resulted in the sudden growth and socio-spatial change of the neighborhood (Oral & Ünlü, 2019). The rapid change and development of the 100. Yıl district in such a short time resulted with the district becoming one of the most active points of the city when examined on the scale of Karabük province.

The most important historical and touristic value of Karabük is Safranbolu. The history of the historical city dates back to 3000 BC (URL3). Safranbolu is a well-preserved example of Turkish urban history. The urban texture, which consists of carcass houses built with stone, mudbrick and wood, is protected by the declaration of the settlement as a protected area (Özdemir Ü. , 2013). The historical city has been on the UNESCO World Heritage List since 1994 (URL4). With its historical importance and natural beauties, Safranbolu is an important focal point for the city of Karabük.

The urban image of the city center of Karabük has changed and weakened over time, and although it is the center of the city, it has become unable to create a strong urban image in the minds of the users. In this study, the urban image of the city center of Karabük, the urban perception in the city center and the effects of the City Square on the perception of urban space were examined. For this purpose, the functionality, aesthetic quality and efficiency of the city center were examined with the help of a survey which has conducted with the local people. The survey was conducted online by using Google Forms and the survey results were analyzed with the SPSS (Statistical Package for Social Sciences) program. At the end of the study, in line with the survey findings, some suggestions for the city center to have a strong urban image were developed.



Shape 1. Study Area (Karabük province, city center)

#### 4. PROBLEM OF THE STUDY

With development of Safranbolu and the revitalization of the 100. Yıl district as a result of the establishment of Karabük

University, the city center of Karabük province has become a place where the quality and frequency of use is decreasing day by day. It was observed that the frequency of use of the shopping malls in the city center is decreasing as the time passes, the building facades has a neglected appearance as a result of aging, and the City Square, which was opened for use in 2015, is not "a City Square where people from Karabük can breathe" (URL2), as it was intended. The City Square is only being used for ceremonies for a few days in a year. However, city centers are one of the important points that introduces the city, and the city center largely determines how the city will be perceived in the mind of an observer. The center should continue to exist as a space that combines various activities and provides a high degree of social communication (Mitković & Dinić, 2004). But the city center of Karabük doesn't have an urban image that could create a positive perception in the mind of an observer. The problem of this study is that the city center of Karabük does not have a strong urban image, does not meet the expectations of the users in terms of urban aesthetics, and the City Square in the city center cannot positively contribute to the perception of urban image.

#### 5. FINDINGS

In line with the problem and purpose of the study, a survey was conducted with people living in Karabük in order to examine the urban image of the city center of the province. There are 17 questions in the survey and correlation analysis by using SPSS (Statistical Package for Social Sciences) program was applied for 13 of them, excluding 2 open-ended and 2 multiple-answer questions. Table 3 shows the data pointing to positive and negative significant relationships at the 95% confidence level ( $p < 0.05$ ) as a result of the analysis. 220 people participated in the survey and 67.3% of the participants were women and 32.7% were men.

When the table data is examined, it is seen that there is a negative ( $r = -.283^{**}$ ) significant correlation between the age of the participants (1a) and their unwillingness to live in Karabük in the future (2b). Accordingly, young people's desire to live in Karabük is less than the elderly. In addition, it was determined that there was a negative ( $r = -.199^{**}$ ) significant correlation between the age (1a) variable of the participants and the frequency of visiting various places in Karabük (2c). According to this result, it is seen that the frequency of visiting various places decreases as the average age of the participants increases.

It is seen that there is a positive ( $r = .214^{**}$ ) significant correlation between the gender of the participants and the frequency of visits (2c). According to this, the frequency of male participants visiting various places in Karabük is higher. There is a positive ( $r = .166$ ) significant relation between the genders of the participants and the level of meeting the needs. Accordingly, it has been observed that the recreation areas, shopping centers, social and cultural activity areas, dining areas, resting and sitting areas, parking area, places of worship and residences in city center of Karabük meet the needs of male participants more than female participants. Looking at the adjective selection part, there is a significant negative relation ( $r = -.150^{*}$  and  $r = -.174^{**}$ , respectively) regarding the characterization of Karabük city center as fun – boring (3e) and spacious – constricting (3g). According to this relation, women find Karabük city center more boring and more constricting compared to men.

It is seen that there is a positive ( $r=,192^{**}$ ) significant relation between the education level of the participants (1c) and their desire to live in Karabük in the future (2b). According to this relation, as the education level of the people increases, their desire to live in Karabük in the future decreases. In addition, there are negative correlations between the education level of the people (1c) and the level of Karabük city center meeting the needs of them (2e,  $r=-,217^{**}$ ), being satisfied with the Karabük city center (2f,  $r=-,222^*$ ), and the lack of green areas, urban furniture, dining areas, entertainment areas, disabled equipment, parking lot and aesthetic appearance in the City Square (2g,  $r=-,148^*$ ). According to these relations, as the education level of the people increases, the level of Karabük city center's response to the needs of the people, the level of satisfaction of the people from the Karabük city center and the level of finding the City Square to be sufficient decreases. When the relationship between the educational status of the participants (1c) and the adjectives they chose for Karabük city center were examined, it is seen that there is a positive correlation between the adjectives they chose for Karabük city center: organized – complicated (3b) and fun – boring (3e) ( $r=,164^*$  and  $r=,217^{**}$  respectively). According to this result, it is seen that the participants with a higher education level find the city center of Karabük more boring and more complicated.

It is seen that there is a negative ( $r=-,209^{**}$ ) significant relation between the income level of the participants (1d) and the reasons for being in Karabük (2a). Accordingly, the participant group with the lowest income level is the students. In addition, there is a negative ( $r=-,192^{**}$ ) significant relationship between the income level of the participants (1d) and their desire to live in Karabük in the future. Accordingly, participants with a lower income level have less desire to live in Karabük in the future than participants with a higher income level. There is a positive ( $r=,181^{**}$ ) relation between the income status of the participants (1d) and their mode of transportation to Karabük city center (2d). According to this relation, it is seen that the participants with a lower income level provide their transportation to Karabük city center mostly by walking and public transportation.

There is a positive ( $r=,258^{**}$ ) significant relation between the reasons why the participants are in Karabük (2a) and their desire to live in Karabük in the future (2b). Accordingly, participants whose hometown is Karabük are more willing to continue living in Karabük than those who are students in the city and came to the city to work here. The positive correlation ( $r=,205^{**}$ ) between the reasons why the participants are in Karabük (2a) and the lack of green areas, urban furniture, dining areas, entertainment areas, equipment suitable for the disabled, parking lot and aesthetic appearance (2g) in the City Square states that the level of finding the town square sufficient is lower for students who come to the city for educational purposes and employees who came for business purposes when compared to the participants whose hometown is Karabük. When the relationship between the reasons for being in Karabük (2a) and finding Karabük beautiful or ugly (3a) is examined, it is seen that there is a significant negative ( $r=-,196^{**}$ ) correlation. Participants whose hometown is Karabük find Karabük city center more beautiful when compared to participants coming from other cities.

There are significant negative correlations ( $r=-,177^{**}$  and  $r=-,232^{**}$ , respectively) between the participants' willingness to live in Karabük in the future (2b) and Karabük Center's adequacy level about meeting the needs of the participants (2e), and also the degree of satisfaction (2f) with various factors related to Karabük Center. The participants do not want to continue to live in this city in the future because Karabük city center does not meet their needs and their satisfaction level is low. In addition, when the positive significant correlations between the participants' desire to live in Karabük in the future (2b) and the adjectives chosen about Karabük city center (for 3a  $r=,216^{**}$ , for 3b  $r=,186^{**}$ , for 3c  $r=,143^*$ , for 3e  $r=,240^{**}$ , for 3f  $r=,197^*$ , for 3g  $r=,172^*$ ) is examined, it is seen that the participants who do not want to live in Karabük in the future find the city center of Karabük ugly, complicated, static, boring, neglected and constricting.

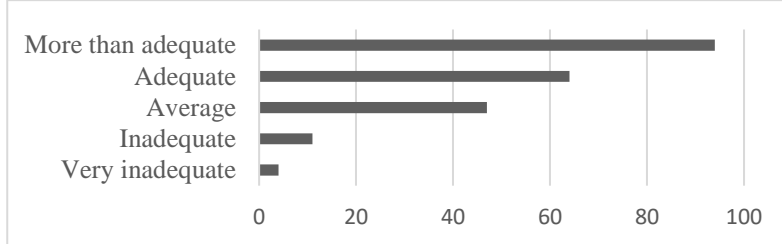
It is seen that there are positive correlations ( $r=,204^{**}$  for 2e,  $r=,158^*$  for 2f,  $r=,142^*$  for 2g) between the frequency of the participants' visits to the city center, Safranbolu, 100. Yıl district, the other districts in Karabük (2c) and meeting the needs of the Karabük city center (2e), the degree of satisfaction with the Karabük city center (2f), and the deficiencies of the City Square (2g). According to these correlations, users tend not to visit Karabük city center and City Square because they find it lacking in meeting their needs and their satisfaction level with Karabük city center is low. In addition, there is a significant negative correlation ( $r=-,144^*$ ) between the frequency of visits and the choice of adjectives beautiful and ugly (3a). This shows that users who find Karabük city center more beautiful visit it more often.

There is a significant positive correlation ( $r=,769^{**}$ ) between recreational areas, shopping centers, social and cultural activity areas, dining areas, resting and sitting areas, parking lot, places of worship, residences in Karabük city center meeting the needs of the participants (2e) and the satisfaction level with the Karabük city center (2f). This relation shows that user satisfaction has decreased as a result of the fact that these areas in

Karabük city center do not meet the user needs. Additionally, there is a strong positive correlation ( $r=,654^{**}$ ) between the adequacy level of City Square (2g) and the inadequacy of these areas in Karabük city center. This relation shows that the City Square also doesn't meet the needs of the users.

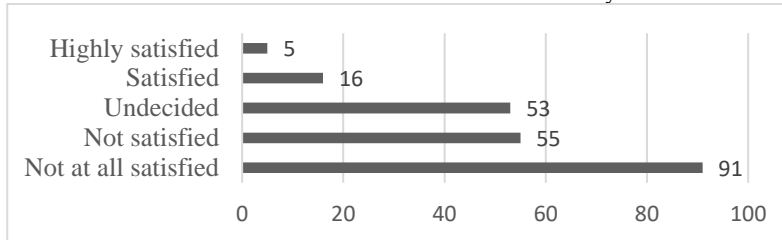
When we look at the adjectives chosen by the users for Karabük city center, it is seen that there are strong negative correlations with Karabük city center meeting the user needs (for the adjectives beautiful – ugly (3a)  $r=-,513^{**}$ , for organized - complicated (3b)  $r=-,293^{**}$ , for dynamic – static (3c)  $r=-,175^{**}$ , pedestrian oriented – vehicle oriented (3d)  $r=-,237^{**}$ , fun – boring (3e)  $r=-,416^{**}$ , well-maintained - neglected (3f)  $r=-,345^{**}$ , spacious - constricting (3g)  $r=-,419^{**}$ , for modern – traditional (3h)  $r=-,186^{**}$ ). According to this relation, users who think that Karabük city center does not adequately meet their needs also think that Karabük city center is ugly, complicated, static, vehicle-oriented, boring, neglected, constricting and traditional. Considering the data obtained from this question (Table 1), considering that 158 of the 220 participants found Karabük city center 'very inadequate' and 'inadequate', it can be said that the majority of users think Karabük city center is ugly, complicated, static, vehicle-oriented, boring, and constricting.

**Table 1.** The adequacy level of Karabük city center meeting the needs of the users



There is a strong positive correlation ( $r=,663^{**}$ ) between the satisfaction level about the recreational areas, aesthetics of building facades, dining areas, shopping centers, resting areas, the ease of access to Karabük city center, the satisfaction levels with regard to air pollution in city center (2f) and the deficiencies of the City Square (2g). This relation shows that the inadequacy of the City Square affects the level of satisfaction with Karabük city center.

**Table 2.** The satisfaction levels of the users about Karabük city center



**Table 3.** Correlation Analysis

	1a	1b	1c	1d	2a	2b	2c	2d	2e	2f	2g	2h	3a	3b	3c	3d	3e	3f	3g
<b>1b</b>	0,101																		
<b>1c</b>	<b>-,279<sup>**</sup></b>	0,033																	
<b>1d</b>	<b>,315<sup>**</sup></b>	<b>,292<sup>**</sup></b>	0,114																
<b>2a</b>	<b>-,248<sup>**</sup></b>	-0,111	0,053	<b>-,209<sup>**</sup></b>															
<b>2b</b>	<b>-,283<sup>**</sup></b>	-0,122	<b>,192<sup>**</sup></b>	<b>-,192<sup>**</sup></b>	<b>,258<sup>**</sup></b>														
<b>2c</b>	<b>-,199<sup>**</sup></b>	<b>,214<sup>**</sup></b>	0,073	0,062	-0,084	-0,067													
<b>2d</b>	0,037	0,124	-0,027	<b>,181<sup>**</sup></b>	-0,039	-0,080	0,040												
<b>2e</b>	-0,037	<b>,166<sup>*</sup></b>	<b>-,217<sup>**</sup></b>	-0,083	0,058	<b>-,177<sup>**</sup></b>	<b>,204<sup>**</sup></b>	-0,108											
<b>2f</b>	-0,029	0,122	<b>-,222<sup>**</sup></b>	-0,132	0,121	<b>-,232<sup>**</sup></b>	<b>,158<sup>*</sup></b>	-0,081	<b>,769<sup>**</sup></b>										
<b>2g</b>	-0,100	0,094	<b>-,148<sup>*</sup></b>	-0,128	<b>,205<sup>**</sup></b>	-0,113	<b>,142<sup>*</sup></b>	-0,076	<b>,654<sup>**</sup></b>	<b>,663<sup>**</sup></b>									
<b>2h</b>	<b>,196<sup>**</sup></b>	-0,047	-0,088	-0,001	-0,081	-0,063	<b>-,191<sup>**</sup></b>	-0,103	-0,006	-0,030	-0,059								
<b>3a</b>	0,089	-0,033	0,121	0,060	<b>-,196<sup>**</sup></b>	<b>,216<sup>**</sup></b>	<b>-,144<sup>*</sup></b>	0,022	<b>-,513<sup>**</sup></b>	<b>-,549<sup>**</sup></b>	<b>-,516<sup>**</sup></b>	0,086							
<b>3b</b>	-0,035	-0,069	<b>,164<sup>*</sup></b>	-0,081	0,028	<b>,186<sup>**</sup></b>	-0,025	0,001	<b>-,293<sup>**</sup></b>	<b>-,349<sup>**</sup></b>	<b>-,301<sup>**</sup></b>	0,019	<b>,364<sup>**</sup></b>						
<b>3c</b>	0,077	-0,075	0,110	0,042	-0,047	<b>,143<sup>*</sup></b>	0,075	-0,053	<b>-,175<sup>**</sup></b>	<b>-,229<sup>**</sup></b>	<b>-,245<sup>**</sup></b>	0,020	<b>,176<sup>**</sup></b>	0,097					
<b>3d</b>	0,101	-0,087	-0,058	-0,014	-0,068	-0,060	-0,067	-0,015	<b>-,237<sup>**</sup></b>	<b>-,202<sup>**</sup></b>	<b>-,182<sup>**</sup></b>	0,119	0,121	0,116	0,057				
<b>3e</b>	0,010	<b>-,150<sup>*</sup></b>	<b>,217<sup>**</sup></b>	-0,090	-0,014	<b>,240<sup>**</sup></b>	-0,092	0,036	<b>-,416<sup>**</sup></b>	<b>-,405<sup>**</sup></b>	<b>-,351<sup>**</sup></b>	0,051	<b>,513<sup>**</sup></b>	<b>,354<sup>**</sup></b>	<b>,314<sup>**</sup></b>	0,104			
<b>3f</b>	0,073	-0,062	0,052	0,026	-0,070	<b>,192<sup>**</sup></b>	-0,088	0,006	<b>-,345<sup>**</sup></b>	<b>-,423<sup>**</sup></b>	<b>-,398<sup>**</sup></b>	<b>,206<sup>**</sup></b>	<b>,442<sup>**</sup></b>	<b>,489<sup>**</sup></b>	<b>,221<sup>**</sup></b>	<b>,196<sup>**</sup></b>	<b>,365<sup>**</sup></b>		
<b>3g</b>	0,047	<b>-,174<sup>**</sup></b>	0,111	-0,039	-0,016	<b>,172<sup>*</sup></b>	-0,110	-0,015	<b>-,419<sup>**</sup></b>	<b>-,402<sup>**</sup></b>	<b>-,400<sup>**</sup></b>	0,111	<b>,539<sup>**</sup></b>	<b>,434<sup>**</sup></b>	<b>,213<sup>**</sup></b>	<b>,214<sup>**</sup></b>	<b>,503<sup>**</sup></b>	<b>,546<sup>**</sup></b>	
<b>3h</b>	0,041	0,044	0,018	-0,028	0,059	0,082	-0,024	0,061	<b>-,186<sup>**</sup></b>	<b>-,258<sup>**</sup></b>	<b>-,190<sup>**</sup></b>	<b>,156<sup>*</sup></b>	<b>,209<sup>**</sup></b>	0,081	<b>,287<sup>**</sup></b>	0,056	<b>,186<sup>**</sup></b>	<b>,246<sup>**</sup></b>	<b>,259<sup>**</sup></b>

**\*\*.** Correlation is significant at the 0.01 level (2-tailed).

**\***. Correlation is significant at the 0.05 level (2-tailed)

### 1. Demographical Questions

**1a. Age** (18-30; 31-40; 41-50; 51-60; above 60), **1b. Gender** (female; male), **1c. Education Level** (primary school; middle school; high school; university; master degree; phd), **1d. Income Level** (less than 2000 TL; 2000-4000 TL; 4000-10.000 TL; above 10.000 TL)

### 2. Questions About the City Square and Karabük city center

**2a. What is your reason for being in Karabük?** (I live in this town; I am working in Karabük; I am studying here), **2b. Would you consider living in this city in the future?** (Yes; No) **2c. Rate the following places according to the frequency of your visits.** (1- I never go 2- I go once a month 3- I go more than once a month 4- I go once a week 5- I go more than once a week) (Karabük City Center; Safranbolu; 100. Yıl; Other Counties), **2d. How do you provide transportation to Karabük city center?** (On foot; By public transport; By personal vehicle; By bike; By taxi; Other) **2e. How well do these areas in Karabük city center meet your needs? Rate from 1 to 5. (1- very inadequate 2- inadequate 3- average 4- adequate 5- more than adequate)** (Recreational areas; Shopping malls; Social and cultural activity areas; Dining areas; Resting and sitting areas; Parking lot; Place of worship, Housing) **2f. Rate the following items about Karabük city center according to your level of satisfaction. (1- not at all satisfied 2- not satisfied 3- undecided 4- satisfied 5- highly satisfied)** (Recreational areas; Easy access; Air pollution; Aesthetics of building facades; Eating areas; Entertainment areas; Shopping malls; Resting and sitting areas) **2g. What do you find missing about the City Square in Karabük city center? Rate from 1 to 5. (1- very inadequate 2- inadequate 3- average 4- adequate 5- more than adequate)** (Green areas; Urban furniture; Eating areas; Entertainment areas; Equipment for the disabled; Car park; aesthetic appearance), **2h. What is your favorite feature about Karabük?** (Historical Texture, Modern City Texture, The abundance of forests, Having Kardemir Iron and Steel Factory; Having Karabük University; Ease of Public Transportation)

### 3. Adjective Selection

Choose the appropriate adjective for Karabük Merkez from the adjective pairs below.

**3a.** Beautiful / Ugly, **3b.** Organized / Complicated, **3c.** Dynamic / Static, **3d.** Pedestrian Oriented / Vehicle Oriented, **3e.** Fun / Boring, **3f.** Well-maintained / Neglected, **3g.** Spacious / Constricting, **3h.** Modern / Traditional

Table 4. Purpose of the Use of Karabük city center

For what purpose do you use the City Square in Karabük city center?	Responses N	Percent
For Visiting Cafes	37	13,5%
For Shopping	63	23,0%
For Car Park	20	7,3%
For Recreational Activities	14	5,1%
For Wedding Hall	18	6,6%
I do not use	116	42,3%
Other	6	2,2%
Total	274	100,0%

Another question investigated by the survey study is for what purpose the visitors use the City Square. This question was asked to the participants as a multiple-answer question. When the responses are analyzed, it is seen that more than half of the 220 participants say that they do not use the City Square. Users who use the square mostly use it for shopping (23%) and visiting the cafes (13.5%). It is seen that the rate of using the City Square for car park (7.3%), for recreational activities (5.1%) and for the wedding hall (6.6%) is very low.

Table 5. What needs to be done to improve the urban image of Karabük city center

What can be done to improve the urban image of Karabük city center?	Responses N	Percent
A new square design	134	21,5%
Increasing the amount of recreational areas	110	17,7%
Renovation of old facades	113	18,2%
Building statues	36	5,8%
Increasing the amount of vegetation	154	24,8%
Increasing the amount of urban image elements	66	10,6%
other	9	1,4%
Total	622	100,0%

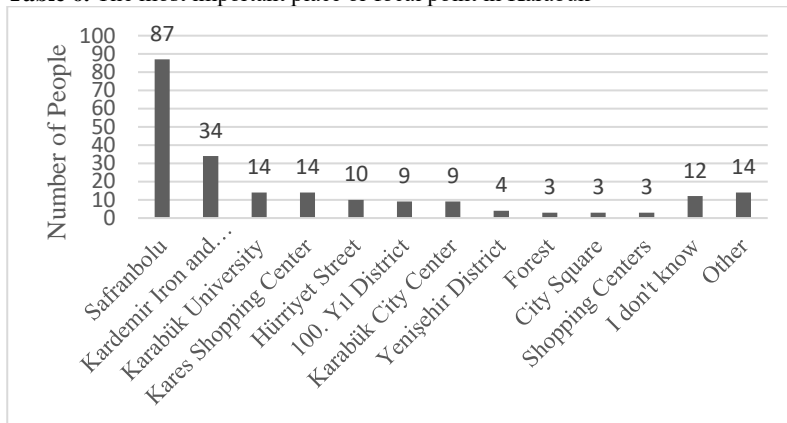
Another multi-answer question asked to the participants is about the things that can be done to improve the urban image of Karabük city center. 154 people out of 220 participants stated that the amount of green areas in the City Square should be increased. The second most frequently given answer was the design of a new urban square. 134 out of 220 participants think that a new urban square should be designed. As can be seen in the question 2g, in which the deficiencies of the City Square were questioned and examined by correlation analysis, users stated that the City Square did not meet their needs in a sufficient way. 113 participants stated that the old facades of the buildings facing the square should be renewed. In addition, 66 participants stated that the square is not accessible to everyone, and they have also stated that the urban image elements, designs such as disabled ramps etc., artistic elements and a children's playground should be included in the area.

Three open-ended questions were asked to the participants. The first of these is the reasons why they want to live in Karabük in the future. The reason that those who answered no to this question frequently stated is the insufficient urban facilities. 62 people also says that they did not want to live in Karabük due to lack of

opportunities. Participants also stated that job opportunities are not sufficient in Karabük, that the city is not sufficiently developed, that it cannot provide enough opportunities for people to develop themselves, that the city is an antisocial city and that it does not offer social activity options to young people. Another frequently received answer from those who answered no is that they do not want to live in this city due to air pollution. 10 people responded accordingly.

When the answers to the question "What is the most important place or focal point in Karabük?" , another open-ended question of the survey, are examined, it is seen that Safranbolu is the most common answer. Of the 220 participants, 87 gave the answer Safranbolu. The second most frequently received answer was Kardemir Iron and Steel Factory. 34 people gave this answer. The answers and their percentages are shown in the chart below. As a result of this question, it is seen that the urban image of Karabük is largely formed by Safranbolu and Kardemir Iron and Steel Factory.

**Table 6.** The most important place or focal point in Karabük



Another open-ended question asked to the participants is, "What are the three things that comes to your mind about Karabük city center?" With this question, the urban image elements of Karabük province are investigated. The three most frequent answers to this question were Kardemir Iron and Steel Factory, Kares Shopping Center, and City Square. In the light of these answers, Kardemir Iron and Steel Factory, Kares Shopping Center and City Square are the main elements that creates the urban image of Karabük city center. Other frequently mentioned items were air pollution and factory smoke. The great impact of Kardemir Iron and Steel Factory on the urban image of Karabük can also be seen at this point. Shopping center, Kares Shopping Center and Onel Shopping Center responses were also frequently received. Shopping centers are important urban image elements in Karabük city center. Another frequently received answer was the traffic problem. Participants think that there is a serious traffic problem in Karabük city center. A substantial part of the participants stated that when it comes to Karabük city center, nothing comes to their minds. With this result, it is seen that the urban elements that will enable Karabük city center to create a strong urban image are missing or insufficient.

There is a negative correlation between the level of meeting the need of the ease of access to Karabük city center, air pollution of Karabük city center, recreational areas, aesthetics of building facades, dining areas, entertainment areas, shopping centers, resting and sitting areas (2f) and the adjectives selected for the Karabük city center (for the adjectives beautiful – ugly (3a)  $r=-,549^{**}$ , for organized – complicated (3b)  $r=-,349^{**}$ , for dynamic – static (3c)  $r=-,229^{**}$ , pedestrian oriented – vehicle oriented (3d)  $r=-,202^{**}$ , for fun - boring (3e)  $r=-,405^{**}$ , for well-maintained – neglected (3f)  $r=-,423^{**}$ , for spacious - constricting (3g)  $r=-,402^{**}$ , for modern – traditional (3h)  $r=-,258^{**}$ ). According to this relation, users with low satisfaction levels about Karabük city center think that Karabük city center is ugly, complicated, static, vehicle-oriented, boring, neglected, constricting and traditional. Considering the data in Table 2 above which says that 146 of 220 participants had low satisfaction levels with Karabuk city center, it is possible to say that the most of the users found Karabuk city center ugly, complicated, static, vehicle-oriented, boring, neglected, constricting and traditional.

When the green areas, urban furniture, dining areas, entertainment areas, equipment suitable for the disabled, parking lot and aesthetic competence in the City Square (2g) are examined, it is seen that there are negative significant correlations with the adjective selection about Karabük city center (for the adjectives beautiful – ugly (3a)  $r=-,516^{**}$ , for organized – complicated (3b)  $r=-,301^{**}$ , for dynamic – static (3c)  $r=-,245^{**}$ , for pedestrian oriented – vehicle oriented (3d)  $r=-,182^{**}$ , for fun – boring (3e)  $r=-,351^{**}$ , for well-maintained - neglected (3f)  $r=-,398^{**}$ , for spacious – constricting (3g)  $r=-,400^{**}$ , for modern – traditional sıfatları (3h)  $r=-$



,190\*\*). According to these data, as the users level of finding the City Square adequate decreases, they start to find Karabük city center more ugly, complicated, static, vehicle-oriented, boring, neglected, constricting and traditional.

It is seen that there are positive significant correlations between the adjective selections about Karabük city center. There are significant positive correlations between the choice of adjectives beautiful – ugly (3a) and organized – complicated (3b), dynamic – static (3c), fun – boring (3e), well-maintained – neglected (3f), spacious – constricting (3g), modern – traditional (3h) (for 3b  $r=,364^{**}$ , for 3c  $r=,176^{**}$ , for 3e  $r=,513^{**}$ , for 3f  $r=,442^{**}$ , for 3g  $r=,539^{**}$ , for 3h  $r=,209^{**}$ ). Accordingly, users who thinks that Karabük city center is ugly also finds it complex, static, boring, neglected, constricting and traditional. On the other hand, positive significant correlations (for 3e  $r=,354^{**}$ , for 3f  $r=,489^{**}$ , for 3g  $r=,434^{**}$ ) were seen between the choice of organized – complicated (3b) and fun – boring (3e), well-maintained – neglected (3f), spacious – constricting (3g) adjectives. That means there is a relation between finding Karabük city center complicated and finding it boring, neglected and constricting. There are also a positive correlation (for 3e  $r=,314^{**}$ , for 3f  $r=,221^{**}$ , for 3g  $r=,213^{**}$ , for 3h  $r=,287^{**}$ ) between finding Karabük city center dynamic – static (3c) and finding it fun – boring (3e), well-maintained – neglected (3f), spacious – constricting (3g), and modern – traditional (3h). According to this relationship, users who think that Karabük city center is static also think that it is boring, neglected, constricting and traditional. There is a positive correlation (for 3f  $r=,196^{**}$  and for 3g  $r=,214^{**}$ ) between the center being pedestrian or vehicle oriented (3d) and being well-maintained – neglected (3f) and spacious – constricting (3g). Accordingly, users who think that Karabük city center is vehicle-oriented also think that it is neglected and constricting. There is a positive correlation (for 3f  $r=,365^{**}$ , for 3g  $r=,503^{**}$ , for 3h  $r=,186^{**}$ ) between finding Karabük city center as fun – boring (3e) and finding it well-maintained – neglected (3f), spacious – constricting (3g) and modern – traditional (3h). Accordingly, users who find Karabük city center boring also find it neglected, constricting and traditional. There is a positive and significant correlation (for 3g  $r=,546^{**}$ , for 3h  $r=,246^{**}$ ) between the characterization of Karabük city center as well-maintained – neglected (3f) and it being spacious – constricting (3g) and modern – traditional (3h). According to this relationship, users who find the city center neglected also think that it is constricting and traditional. Lastly, there is a positive and significant correlation ( $r=,259^{**}$ ) between Karabük city center being spacious-constricting (3g) and modern-traditional (3h). Users who find Karabük city center constricting also think that it is traditional.

## 6. CONCLUSION

Cities form their own urban identities by being shaped by various factors over time. Urban image creates physical, environmental and visual effects as a result of the effect of many economic, social, natural and cultural factors, thus increasing the spatial quality of cities (Alan & Kiper, 2020). The historical past of the cities gives clues about the future aesthetical structure of the city (Berleant, 1986). An example of this can be seen when the urban image of Karabük city center is examined. Karabük is a place which has become a city as a result of the establishment of the Kardemir Iron and Steel Factory, and its past has a great impact on its current urban image. In this study, it has been examined that what kind of urban image the city center of Karabük has in the minds of the users as a result of the unplanned urbanization journey of the city that started with the establishment of the factory.

When the data obtained on the urban image of Karabük city center are examined, it was seen that the main elements that make up the urban image of the city are Kardemir Iron and Steel Factory, smoke, air pollution, City Square and Kares Shopping Center. That data show that Karabük city center does not have the urban image elements that would enable it to acquire a strong urban image. When the data obtained from the questions about the city center and the City Square were examined, it was seen that these areas could not meet the expectations in terms of urban aesthetics. In addition, it was observed that the City Square could not adequately meet the needs of the users, did not meet the aesthetic expectations, and most of the people living in the city did not use the City Square. In line with these data, it is possible to say that the City Square cannot contribute to the perception of urban image.

In line with the analyzes made, it has been seen that the city center of Karabük does not have a strong urban image in the minds of the users and the areas in the center do not meet the needs sufficiently. However, the center of a province should have urban image elements that will enable to create a strong urban image in the minds of users and should be the focal center in the city. For this reason, the City Square, which is not effective enough, should be renewed and it should have positive contributions to the urban image, the amount of recreational areas and vegetation where users can spend time should be increased, and old facades that give the city center a neglected and constricting image should be renewed. When Karabük city center is mentioned,

it is seen that no strong urban image elements appear in the minds of users. Urban image elements are of great importance in the formation of a strong urban image. Creating urban image elements for Karabük city center is another important intervention that can be done to strengthen the urban image. The urban image of Karabük city center, which has weakened over time and continues to weaken as a result of the development of Safranbolu and 100. Yıl districts, should be strengthened again in line with the expectations of the citizens, and the city center should be reorganized so that it becomes the focal point of the city again.

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