

# Study of the Identification and Sense of Place in New Environments

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**Abstract**— This research investigates the process of identification and sense of place in new environment, with special reference to Hashtgerd as a new town in Iran. The identification process and sense of place are founded on the basis of continuous interaction between community and environment over time. In relation to this process and through the study, four criteria have been considered in the theoretical framework: 1. legibility and character, 2. social interactions, 3. memory and 4. attachment and belonging to place. Moreover, the study proves that the length of residence and satisfaction are significant factors in the process of identification and promotion of sense of place, especially in new environments, such as new towns.

On the basis of findings, the situation of Hashtgerd new town, that its construction and settlement of people have been established since nearly two decades ago, is between weak (bad) and moderate (according to five-level Likert Scale) in relation to the identification and sense of place. However, this situation in the first phase of this town is close to moderate status, meaning that it is better than the second phase (status between weak and moderate). In addition, the third phase of Hashtgerd has a weak identity. The main reason for these different situations is related to the four mentioned criteria for evaluating and analyzing the process of identification and sense of place in the three phases.

The process of Identity formation in new towns requires time and opportunity. It is necessary to use strategic and effective plans for this issue. Identification and promotion of sense of place can be achieved through clear vision on key criteria, including legibility and character, social interactions, memory, attachment and belonging to place, as well as residents' satisfaction. Designing central points, symbols and specific spaces for social interactions, are necessary to improve identity and sense of place in the environment of new towns. Provision of public facilities is the most important factor to accelerate the process of identification and sense of place.

**Keywords**-component; *Process of Identification; Identity; Sense of Place; Environment; Community; New Town;*