

# The Role of Mayadeen (Roundabouts) in City Branding: The Case of Jeddah



Asmaa Hussain Alganawi and Asmaa Ibrahim

**Abstract** The Kingdom of Saudi Arabia (KSA) has been working to renew its public spaces in an effort to both preserve its heritage and establish a unique identity for these areas as part of its Vision 2030. However, despite these efforts, many public spaces, particularly roundabouts, have failed to distinguish the unique KSA identity. As a result, this research focuses on developing a branding framework for the Mayadeen Roundabouts in Jeddah, with the goal of establishing a distinctive city profile that improves the overall image of cities in KSA. The study employed various methodological approaches, including inductive and comparative analytical methods, to formulate the main framework for creating a distinctive city profile. The framework encompasses four key profiles, namely visual, historical, cultural, and touristic. Additionally, qualitative and quantitative data collection methods were utilized in conducting phenomenological research. The research concluded by identifying the main factors that constitute the four pillars of the framework, which will ultimately help distinguish the special KSA identity in public spaces through the regeneration of roundabouts.

**Keywords** City profile · City image · Public spaces · City identity · Jeddah

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# 1 Introduction

## 1.1 Introduction

Every city has its unique profile and identity related to its history, culture, demographic aspects, economic dimensions, and touristic profile. These design elements should be integrated into a harmonious pattern to enable having a distinguished city profile that is representative of all the city's unique features.

But today, when visiting one of the cities of KSA (Kingdom of Saudi Arabia), which is the city of Jeddah, some may feel some confusion when looking at the various elements and landmarks located in the main public squares (referred to here as Mayadeen) in the city of Jeddah which do not reflect its history or narrate any of its distinguished features.

The research uses the term "Mayadeen" to refer to a kind of public square, defined as roundabouts in significant areas in the city which could be one of the important elements for the formation of the city branding, and it is often in the middle of an important area, surrounded by streets on all sides, and contains in its center a feature. It contributes to the formation of a culture and identity for the city and an urban landscape [1].

## 1.2 Methodology

The research depended on different methodological approaches throughout its different parts. The first approach used is the analytical approach that is used in the first part of the literature review to illustrate the different theories and principles related to the design and regeneration of Mayadeen-Roundabouts to induce the theoretical criteria for designing and regeneration public spaces in a way that could help improve the image of the city and create a distinguished city profile. Additionally, the comparative analytical approach is used to explore the different practices that have conducted regeneration of Mayadeen-Roundabouts to help enhance the city's profile. The analysis will focus on highlighting the different dimensions of the city's cultural, historical, visual, and touristic profiles. That being said, the research empirical part mainly utilizes phenomenological research, using triangulated methods of qualitative and quantitative data collection tools. The qualitative methods include semi-structured interviews and researcher observations for building a framework for the regeneration of Mayadeen-Roundabouts based on city branding. Finally, the deductive approach is used to conclude the different recommendations that help regenerate Mayadeen-Roundabouts in Jeddah city and help reinforce the image of the city and thus create a distinguished profile.

### 1.3 Literature Review

Mayadeen-Roundabouts play a significant role in the formulation of a unique city image and help to promote a distinguished city profile that reflects social, cultural, historical, and other aspects together. In addition to the present definition of “City Branding” to highlight its tangible and intangible dimensions and thus end up with a matrix constituting the different design principles that should be integrated into the design to ensure having a unique city profile that satisfies residents and out-comers.

There are different hierarchies of Open Public Spaces in cities concerned with the distribution of types of urban public spaces at the city level to support social interaction in the city’s environment [2]. Public spaces in cities are what form the image of the city and have many levels and types: (public gardens, neighborhood parks, pocket parks, sports areas, Mayadeen-Roundabouts) [3] 1—Public gardens are often in the center of the city and often contain ponds, landscapes, and a pedestrian bridge with several statues and historical monuments in it. 2—Neighborhood Parks are intended to serve the residents of neighboring residential neighborhoods, often to support the physical, recreational, and social activity of the residents [4]. 3—Pocket gardens or small public spaces, which are small gardens that are between residential houses and include playing areas for children, where neighbors and friends meet [5]. 4—Sports areas, which are areas for practicing sports or a pedestrian path on the side of the roads for walking, and cycling (Daniel 2011) 5—Mayadeen-Roundabouts or Medan is one of the most important elements for the formation of the city branding, and it is often in the middle of an important area, surrounded by streets on all sides, and contains in its center an important or historical statue or a fountain and contributes to the formation of a culture and identity for the city and an urban landscape [1].

While Cities improve their image to attract more people and tourists through several forms, including city branding, and placemaking [6]. In addition, the city branding came to distinguish each city from the others and express the culture, history, architecture, and society of the city to represent them through the image of the city [7].

There is a characteristic of city branding are formed based on tangible and intangible elements. The tangible and physical are architecture, city heritage, city streets, and public spaces), and intangible elements: art, culture, customs, and traditions of the population [8]. The intangible elements may be the sounds of certain animals that the city is famous for, those of the waves, the dancing fountains, or the noises.

The components of the city branding may be a natural environment or man-made, the natural environment (for landscapes such as seas and mountains, plants and animals), and man-made (buildings, transportation, sculptures, lighting elements) [9].

Tangible elements are a term used to describe those elements that have a physical presence and can be seen and measured in the city’s environment, unlike “intangible elements” which do not have a physical existence but come as returns from tangible elements such as the results of certain renewals in the city’s environment [10].

In the city of Jeddah there is some of challenges faced by the ‘Mayadeen-Roundabouts’ The fact Mayadeen-Roundabouts in the city of Jeddah have a visual benefit only and are not accessible, although Mayadeen-Roundabouts International can be reached, by sitting and walking inside it [11]. In addition to, the fact that the buildings next to Mayadeen-Roundabouts in the city of Jeddah are different and do not fit with the image of Medan or complement it [12].

Moreover, four Dimensions that Constitute a City Branding Concerning ‘Mayadeen-Roundabouts’ it helps make the city’s identity clear: the visual, historical, cultural, and Touristic profile. 1—Visual identification of city branding element, includes the natural, environmental and man-made elements from historical monuments and other elements in the city, which support the city’s image and tourism [13]. The Visual Support scene represents the city’s culture through the aesthetic and creative visual image [14]. Many visual rules exist in the field of the visual design of the city, such as balance, contrast, control, rhythm, color, shape, and scale [15]. 2—The historical profile is an important component of the formation of the identity and image of the city, and it’s based on the architecture of the city. It is a link that connects the citizens with the city’s past and present, which achieves interdependence and appears as a cultural and social concept in the city’s community [16]. 3—The Cultural profile, is the values, customs, and norms that are based on the identities, races, religion, class, interests, and affiliations of the people living in the city [17]. 4—The touristic profile, It’s the way the city expresses its culture, history, and visual landmarks to support the touristic identity of the city, and the tourism identity comes to support the heritage and culture of the city [18] (Fig. 1).

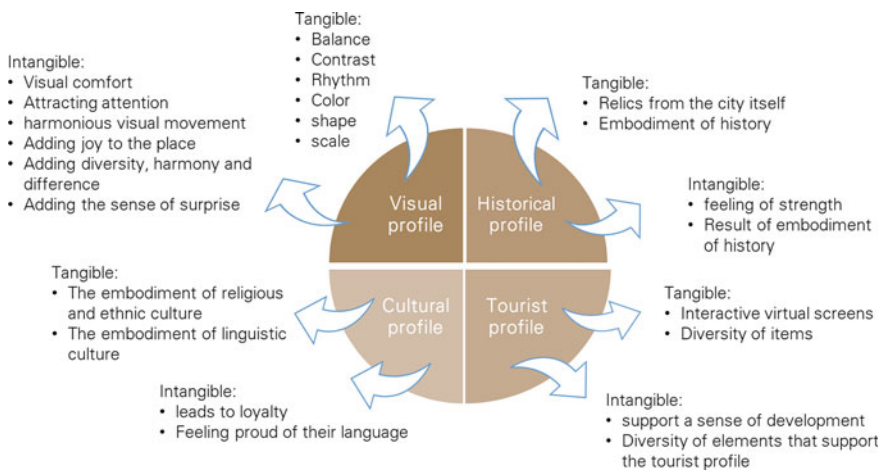


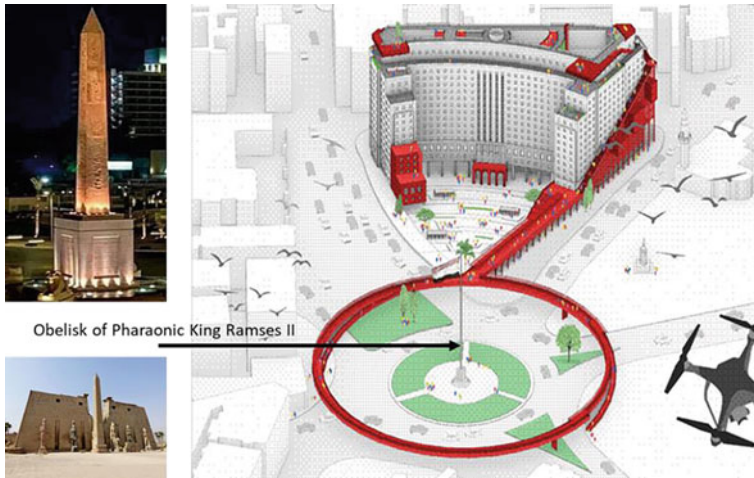
Fig. 1 Different dimension of city identity. Source Authors

### ***1.4 Analytical Case Study: “Medan Al-Tahrir”—Cairo, Egypt***

The Arab Republic of Egypt is famous for the presence of many Mayadeen-Roundabouts in it. The example of Egypt, specifically Cairo, has many historical Mayadeen-Roundabouts that represent the ancient history of Egypt, starting from the Pharaohs to the Islamic eras that Egypt witnessed, and to this day Egypt is distinguished by its unique heritage, culture, and art, and this can be reflected through the image of some of its Mayadeen-Roundabouts in its streets. Medan Al-Tahrir has a long history, now adays The Egyptian government directed the re-improvement and revitalization of Medan Al-Tahrir to support the identity of the city and its dimensions by supporting the visual, historical, cultural, and Touristic profile of the city, and by placing several parts and pharaonic artifacts in the middle of the Medan in support of the ancient Egyptian heritage and history that extends for several centuries. The developments could be Based on the security problems faced by the Egyptian government, it which sided to re-design it based on the identity of the city of Cairo [1].

These renovations aim to support and highlight the identity of the Medan as the most important Mayadeen-Roundabouts in Egypt, which enhances the citizen’s sense of belonging, in addition to improving the visual identity and supporting the unique architectural identity, and preserving the facades that overlook it as an essential part of it.

1—Visual profile, The improvements were made to “Medan Al-Tahrir” based on the identity of the city, where an urban space was created to support and distance it (visual profile, historical profile, cultural profile, touristic profile), and the improvements not only changed the shape of “Medan Al-Tahrir” but It affected everything around it by improving the form of the urban and architectural character surrounding the Medan, where the built environment and the natural green environment contributed to the improvement process 2—Historical profile “Medan al-Tahrir” greatly supported the historical profile by placing ancient Pharaonic landmarks thousands of years ago and pharaonic symbols and motifs, in addition to placing animals that were widely used in the Pharaonic era. All these statues and shapes supported the history and heritage of ancient Egypt and linked The present and the past. The Medan contains historical details that support the ancient Egyptian heritage and history, the most important of which is the presence of the Pharaonic obelisk for one of the greatest symbols of Egypt, Pharaoh Ramses II. The obelisk of Ramses II was originally located in the Luxor Temple, but it was moved to “Medan al-Tahrir” so that the Medan would be a historical facade of Egypt. The obelisk of Pharaoh Ramses II contains carvings of hieroglyphic writings and drawings that express the pharaohs and their religion. Obelisks have always symbolized the ingenuity of the pharaonic architect in their construction, and they were always placed at the beginning and entrance of the temples (Fig. 2).

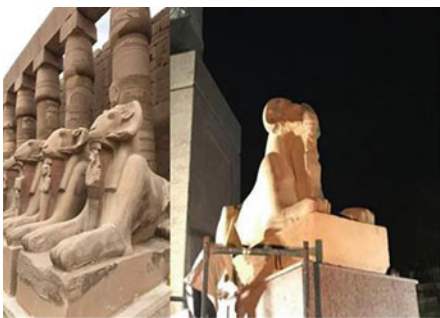


**Fig. 2** Obelisk of pharaohic king Ramses II in “Medan Al-Tahrir”. *Source* [www.Wordpress.com](http://www.Wordpress.com)

Medan contains 4 statues of rams from Karnak Temple, an ancient Pharaohic temple. The rams were transferred from Luxor Governorate to Cairo to support Egypt’s heritage and historical identity in Cairo.

In the ancient Egyptian Pharaohic era, the pharaohic rams were symbolized as a symbol of the renewal of water, life, and agriculture in Egypt, and this supported Egyptian life and renewal in Egypt (Fig. 3).

The cultural profile was supported by shedding light on the ancient cultural legacies in Egypt and enriching the Medan with decorations, statues, animals, and various lighting, which supports the education of Cairo’s visitors and tourists about the



Statues of rams from the Karnak Temple in Luxor Governorate



**Fig. 3** Four rams took from the Karand temple to “Medan Al-Tahrir”. *Source* [www.Wordpress.com](http://www.Wordpress.com)

aesthetics of ancient Egypt's monuments and its ingenuity in design. The touristic profile was supported by placing a unique framework that cannot be seen in any other spot or place except Egypt, as it is unique with its Pharaonic monuments. The touristic profile that constitutes the identity dimensions of the city of Cairo was supported through the historical elements and the pharaonic artifacts that decorated "Medan Al-Tahrir" and shed light on the great cultural and historical heritage of Egypt.

They were Achieving a Tangible and Intangible Element in "Medan Al-Tahrir".

Through the case study of "Medan al-Tahrir", Medan's investigation of several tangible and intangible elements was concluded through the different dimensions of the city's image: (visual, historical, cultural, and touristic profiles). Through the intangible elements that were inferred through Medan analysis (the feeling of loyalty and belonging was raised, attracting the attention of tourists and residents towards the field and its surroundings, and the feeling of strength, imagination, remembering the past, and several other feelings). In addition to the tangible elements that were (the embodiment of the pharaonic history, which supports the historical profile of the city, the embodiment of the linguistic culture, and the addition of techniques that attract tourists and visitors, which support the cultural and touristic profile.

## 2 Empirical Part

The tool to achieve the objective of this part is to analyze the different aspects of the numerous Mayadeen-Roundabouts in Jeddah, as they play an important role in the formation of its profile. Thus, the empirical part of this study will be based on a phenomenological action research using secondary resources, mainly from municipalities and primary one's sources of triangulated methods of qualitative and quantitative data collection tools. The primary sources will use qualitative methods which are semi-structured interviews and windshield surveys. The ones quantitative include the questionnaire using the snowball sampling technique. This questionnaire will be created to explore the preferences of residents and users and prospective about the public spaces Mayadeen-Roundabouts in the city of Jeddah specifically. This questionnaire will be composed of end-closed questions several Mayadeen-Roundabouts. It will also include one open-ended question that allows respondents to judge what improvements can be made to improve the image of the city. The questions are intended to explore the extent of the interest of the public, the residents of Jeddah, and its visitors, the degree of their desire to see more developments and improvements that will help develop their city, their current Mayadeen-Roundabouts, which is located between the neighborhoods and next to the residential. The second tool will include semi-structured interviews presented to several professors specialized in the field in addition to urban designers and planners. Decision-makers from the government and municipalities who have the first authority over Mayadeen-Roundabouts in the city of Jeddah will also be included (Fig. 4).



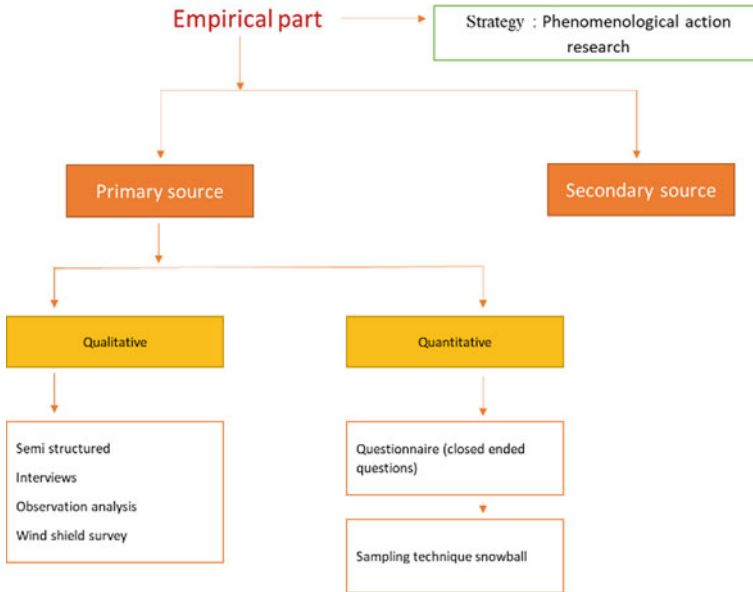


Fig. 4 Empirical part organization. Source Author

### 2.1 Stage One, Data Collection “Online Questionnaire”

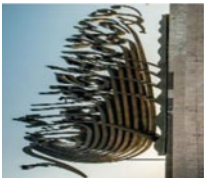
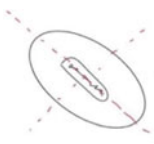

A Google online questionnaire was used, and its main objective. This questionnaire included closed-ended questions based on a scale from 1 to 5, with 1 being strongly disagreed, and 5 strongly agree, and 3 as neutral. Measuring people’s preferences for certain designs in the questionnaire helped to identify their preferences. The questionnaire in the Mayadeen-Roundabouts concerning the visual profile, historical, cultural, and touristic profiles. It was divided into two sections; each was dedicated to achieving a specific objective. The first section included the general information about the user. On the other hand, the second section is targeting the targeted opinions of users regarding Mayadeen-Roundabouts. In addition, there was asking the respondents to express any suggestions on the improvements the improvements or suggestions in Mayadeen-Roundabouts in Jeddah. The survey sample followed the snowball diagram method. this technique represents [a nonprobability sampling technique where existing study subjects recruit future subjects from among their acquaintances] [19]. It is a popular method, and it leads to accurate and valid results.

Each of the questions aimed at finding out the opinions of the residents regarding the application of the four dimensions of the city’s identity: (visual profile, historical profile, cultural profile, and touristic profile) (Table 1).

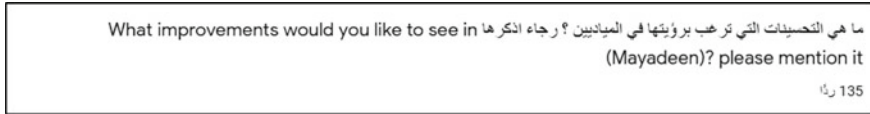
The analysis below is based on visual, historical, cultural, and touristic profiles of the city identity and their extent of achieving the diminutions of profiles that make its identity from participants’ perspective (Fig. 5).



**Table 1** Alayaah Median case study in Jeddah

Evaluation criteria	Visual profile balance	Visual profile contrast	Visual profile rhythm	Visual profile color	Visual profile shape	Visual profile scale	Historical profile	Cultural profile	Touristic profile
	No balance in size, same color & texture There is asymmetric balance in the plane 	No contrast in colors or textures, but there is a contrast in sizes	There is a rhythm in size its gradation from smallest to largest	No properties of color, it is one degree of color	Varies and grows from right to left 	There is a difference in the shape created a diversity. The size of the Arabic font is getting bigger on the left side		Achieved through Arabic letters and ancient wisdom	This was achieved by highlighting the language, Arabic letters and writings, and decorations in the writings, which support tourism
Extent of achieving According to the questionnaire participants	<input type="radio"/> Not perceived	<input type="radio"/> Not perceived	<input checked="" type="radio"/> Partially perceived	<input type="radio"/> Not perceived	<input checked="" type="radio"/> Partially perceived	<input checked="" type="radio"/> Partially perceived	<input type="radio"/> Not perceived	<input checked="" type="radio"/> Fully perceived	<input checked="" type="radio"/> Partially perceived

Source Analyzed by the Author



**Fig. 5** The only open question to be answered by the participants. *Source* Questionnaire by the Author

The first section of the questionnaire ended with an open-ended question to reveal allow the respondents to share what improvements they would like to see in the Mayadeen-Roundabouts, and participants revealed their perceptions of the improvements they would like to see (Table 2).

## 2.2 Stage Two: Expert Interviews

The goal of the expert survey was to explore expert opinions regarding the impact of the city's image through Mayadeen-Roundabouts and its representations. This was accomplished through personal interviews with many experts in this field. Their answers consisted of lengthy analytical answers. In addition, an interview with decision-makers in the Municipality of Jeddah and the Department of Roads and Bridges was conducted. This represents the department responsible for Mayadeen-Roundabouts and its models in the city of Jeddah. Four interviews were conducted with four specialists in art, architecture, and urban planning. The first one was an interview with Dr. Suzan Al-Sayegh, who is an Assistant Professor in the College of Design, Art, and Design at the University of Jeddah and participated in the design of several Mayadeen-Roundabouts in Jeddah in previous years, 15 years of experience. The following interview was with Professor Adnan Adas, a professor in the College of Environmental Design, Department of Architecture, King Abdulaziz University. Who was interested in improving the image of cities in KSA? Professor Adnan had 40 years of experience. Finally, an interview was held with Dr. Ammar Naji, an Assistant Professor in the College of Planning and Architecture at the Urban Planning Department at King Abdelaziz University who is interested in City Branding and community participation in improving the city's image. She had 23 years of experience.

The last interview was with officials and decision-makers in the Jeddah Municipality. Who were Eng. Bandar Al-Mutairi and Eng. Mahmoud Saeed, under the supervision of the Director of the Department Eng. Safar Al-Harithi. They were asked fundamental questions about several dimensions of Mayadeen-Roundabouts and their scientific opinion was taken from their perspective. Below is a comparison of their opinions for each question separately.


The city's Identity framework will be built based on interviews conducted by four experts who included three specialists in the field with experience ranging from fifteen to forty years in addition to the Jeddah Municipality (Table 3).

**Table 2** Improvements and suggestions related to Medan-Roundabout in Jeddah

The suggestions related to	The percentage of agreement (%)	The suggestions
Visual profile	14	Some people think that it was better to remove all Mayadeen-Roundabouts and design them from scratch again
	23	Adding creations and drawings by local artists
Historical profile	44	Many of the participants want it to represent the identity of the Hijaz region and to represent the identity
	15	Some of them mentioned that it is better to reduce Mayadeen-Roundabouts and put models of local plastic artists rather than international ones, as they are more aware of the identity, heritage, and local culture
	41	Adding models of historical houses and Rawashin, adding Red Sea fish, and tools used in the old Hijazi homes such as radios, charcoal irons, and others
Cultural profile	49	Many people wish to add something that expresses the culture of KSA society
	11	That some designs be modern and attractive, and some mimic the past, the present, and the current development
	20	Add models that contain Arabic calligraphy and Arabic and local wisdom and sayings
	19	The Mayadeen-Roundabouts must have meaning and value and reflect the community and the region
Touristic profile	22	Some of the responses were to make the Mayadeen-Roundabouts more aesthetic and to pay more attention to modern ways of showing, such as the 3D mapping technique and changing and distinguishing Mayadeen according to the different annual occasions
	20	Some believed that it is important for the place to be a way to reach Mayadeen-Roundabouts, which supports tourism through photography through social networking sites
	20	Benefiting from it also in a more commercial way to inject more resources into the city, for example, Mayadeen-Roundabouts, famous Europe, as it is a symbol of the city, history and a touristic attraction

Source Analyzed by the Author

**Table 3** Comparing expert opinions and perspectives of astronomy Medan

	Dr. Suzan Al-Sayegh	Prof. Adhan Adas	Dr. Ammar Najji	The Municipality
Visual profile	Medan contains lines, curves, contrasting colors, and contrasts in size, in addition to being huge and its large size as a focal point and seen from afar. Medan became a place for description	Medan must be removed, and it is now very old. It was only visual, and no one could reach it. It did not show the city's identity	Visually, it is a landmark in the area, but it is not distinguished, and everyone is surprised by its largeness, especially visitors and tourists, but it is also a focal point and is seen from afar	It's a visually beautiful and huge Medan that attracts everyone who sees it and indicates astronomy and the universe
The extent to achieve a visual profile	● Fully perceived	● Partially perceived	● Partially perceived	● Fully perceived
Historical profile		It has become part of Jeddah's memory, not Jeddah's identity		It became part of the historical memory of Jeddah, and in the future, it will become the history of Jeddah for our children
The extent to achieve a Historical profile	○ Not perceived	● Partially perceived	○ Not perceived	● Partially perceived
Cultural profile	Medan's idea was inspired by any Qur'anic verse, but he did not market it in-depth as the religious feeling was not deeply embodied	Medan did not symbolize the culture or identity of Jeddah, but it did express the culture of the Islamic religion, which can be seen in many other countries	NA	It indicates any Quranic verse, and this supports the Islamic religious culture
The extent to achieve a cultural profile	● Partially perceived	● Partially perceived	○ Not perceived	● Partially perceived

(continued)

**Table 3** (continued)

Touristic profile	NA	Medan was only good-looking, but it did not fulfill its functional purpose	NA	NA
The extent to achieve a touristic profile	<input type="radio"/> Not perceived	<input type="radio"/> Not perceived	<input type="radio"/> Not perceived	<input type="radio"/> Not perceived

Source Interviews Analyzed by the Author

Moreover, based on the opinions of the users and experts, the most important elements to be applied for the renewal of Mayadeen-Roundabouts in the city of Jeddah were concluded, which resulted in the tangible and intangible elements through the different dimensions of the city’s image. The City’s Identity framework will be built based on interviews conducted by four experts including three specialists in the field with experience ranging from fifteen to forty years and officials of the Jeddah Municipality. In addition to its conclusion from the various case studies in the city of Jeddah, which showed some Mayadeen-Roundabouts to achieve the dimensions of the city, including the visual, historical, cultural, and touristic profile, which creates a distinctive image of the city that supports its culture, heritage, and history (Fig. 6).

The criteria for achieving the Visual Profile of Mayadeen - Roundabouts	The most significant factors that constitute the <b>visual profile</b> for the Branding of Mayadeen - Roundabouts		
	Tangible	Balance	Intangible
The criteria for achieving the Historical profile of Mayadeen - Roundabouts	The most significant factors that constitute the <b>Historical profile</b> for the Branding of Mayadeen - Roundabouts		
	Tangible	Relics from the city itself	Intangible
The criteria for achieving the Cultural Profile of Mayadeen - Roundabouts	The most significant factors that constitute the <b>Cultural profile</b> for the Branding of Mayadeen - Roundabouts		
	Tangible	The embodiment of religious and ethnic culture	Intangible
The criteria for achieving the Touristic Profile of Mayadeen-Roundabouts	The most significant factors that constitute the <b>Touristic profile</b> for the Branding of Mayadeen- Roundabouts		
	Tangible	Interactive virtual screens	Intangible

**Fig. 6** The criteria for achieving the city’s diminution of Mayadeen-Roundabouts. *Source* Author

### 3 Discussion of Findings

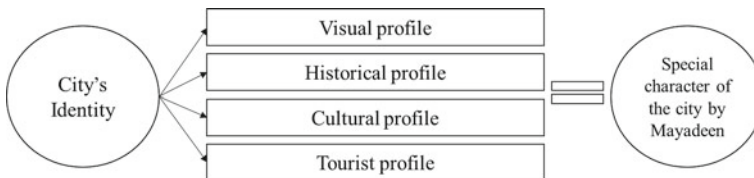
This research sought to develop a framework for building a distinguished city profile for the Mayadeen-Roundabouts through a theoretical and applied framework that targeted the Mayadeen-Roundabouts neighborhood in Jeddah city. Through the previous parts, the concept of the city’s identity was studied and analyzed, directions were determined, and how to reach a local character in Mayadeen-Roundabouts, and that was by deducing the most significant factors that constitute the visual, historical, cultural, and touristic.

In addition, the city branding framework was deduced based on important definitions and identified tangible and intangible elements. Another important goal was to build a framework for city branding based on the regeneration of roundabouts to address the problem of unclarified identity in these public spaces. In this part of the research, the criteria deduced from the previous parts will be formulated to achieve levels of access to the local character of the city to reach the indicative framework proposed in the research by which the city identity and its dimensions are achieved in Mayadeen-Roundabouts in the city of Jeddah.

The achievement of the four diminutions in the city of Jeddah confirmed the “identity of the city” and its unique character. Through this, it would be possible to create and regenerate Mayadeen that expresses to achieve cities goals and purpose. In addition, achieving success in Mayadeen public spaces is probably based on many factors, such as planning, implementation, design, and other relationships (Fig. 7).

Thus, the presence of the character of the city, which is reflected in Mayadeen-Roundabouts, has an effective impact on the image of the city and the urban environment around Mayadeen-Roundabouts. In addition, the formation of the proposed framework in the research depends on using city identity criteria as a tool to achieve city branding (Figs. 8, 9, 10 and 11).

The City’s identity framework was built based on a questionnaire and interviews with residents, citizens, and four experts who included three experts in the Mayadeen-Roundabouts with experience ranging from fifteen to forty years. In addition, the findings from various case studies. The case of Medan Al-Tahrir and Medan Piccadilly showed an investigation of the dimensions of the city, including the visual, historical, cultural, and touristic profile, which constitutes a distinctive image of the city that supports its culture, heritage, and history.



**Fig. 7** Keys to achieving “Towards an approach for regenerating Mayadeen-Roundabouts”. *Source* Author



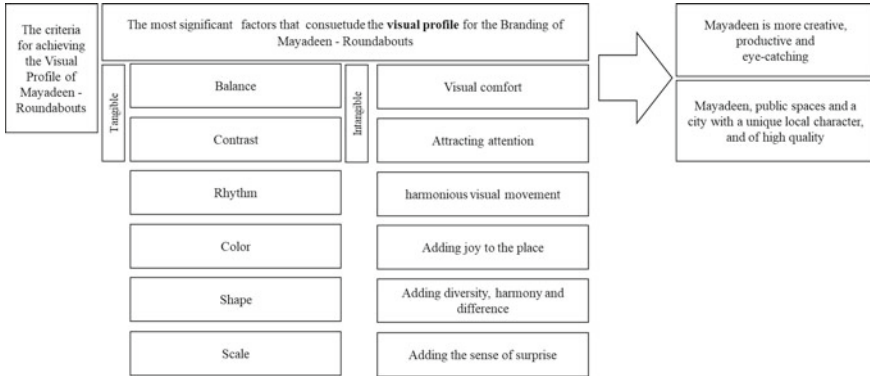


Fig. 8 Keys to achieving the visual profile of Mayadeen-Roundabouts. Source Author

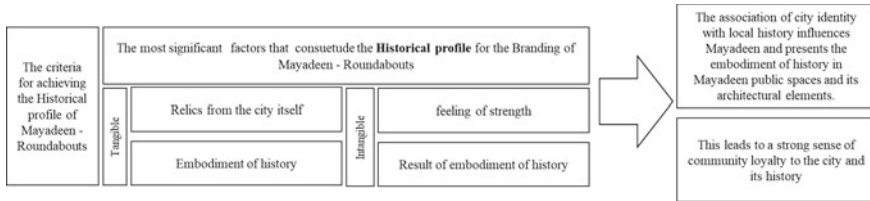


Fig. 9 Keys to achieving the historical profile of Mayadeen-Roundabouts. Source Author

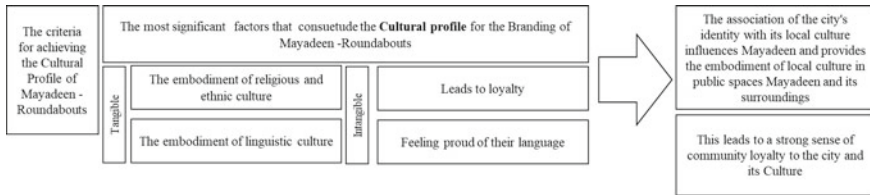


Fig. 10 Keys to achieving the cultural profile of Mayadeen-Roundabouts. Source Author

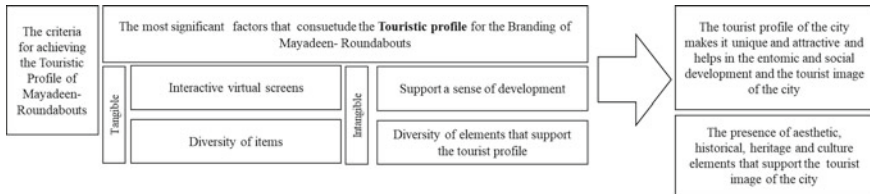


Fig. 11 Keys to achieving the touristic profile of Mayadeen-Roundabouts. Source Author

In addition, the theoretician part helped in defining the most important dimensions to be achieved to reach the city's profile clearly, and some Arab and international examples were listed in their presentation of the city's identity through the city's dimensions covering the four pillars. As for the applied section, twelve case studies were listed mentioned in the city of Jeddah to explore the extent to which the different Mayadeen-Roundabouts applied constituted the four dimensions of the city, including visual, historical, cultural, and touristic profile.

Achieving the different dimensions of the city, including the visual, historical, cultural, and touristic profiles, constituted tangible and intangible elements for each dimension of the city, which were illustrated in the proposed framework based on the empirical part findings (Table 4).

The conclusions of the framework in relation to the urban context of Mayadeen-Roundabouts are shown in in the following Table 5.

The previous table showed a direct relationship between the various dimensions of the urban context, such as the human scale, the briefing, the borders, and other dimensions, and the improvement of the visual, tourist, cultural, or historical profiles. This table collected all four dimensions of the city's identity and the tangible and intangible elements on which the framework was based, as well as their relationship to achieving the different profiles of Mayadeen-Roundabouts. The Urban Context framework was built based on interviews conducted with several experts and the conclusion from various case studies such as Medan Al-Tahrir and Medan Piccadilly. It included the surrounding streets that lead to the various neighborhoods as well as the facades of buildings adjacent to Medan. It is important that the regeneration also includes all urban contexts, which supports safety when there are pedestrians, buses, or cars, and Medan contains a diversity of colors and materials. This would the sustainability of Medan and attracts the attention of visitors and residents towards it.

### ***3.1 Conclusion of the Research***

The previous studies and analyses have provided a guiding framework and a set of steps to achieve the proposed framework. The framework consists of two parts. The first part pertains to the urban context of Medan and its surroundings, while the second part focuses on the Mayadeen-Roundabouts regeneration approach based on the four dimensions of the city's identity (visual, historical, cultural, and touristic profiles).

The first part of the framework is intended for those responsible for planning, designing, and implementing the Mayadeen-Roundabouts. It presents a set of elements that should be considered during the design or renewal process to ensure that the Mayadeen-Roundabouts fulfill their purpose and goal. These elements include the following recommendations:

**Table 4** An aggregate form of identity dimensions and several other classifications

City's identity	Dimensions of the city's identity	Tangible elements	Intangible elements	The role it performs
The criteria for achieving the visual profile of Mayadeen-Roundabouts	The guiding model for improving the visual profile of the city's identity towards the renewal of Mayadeen-Roundabouts	<ul style="list-style-type: none"> <li>• Balance</li> <li>• Contrast</li> <li>• Rhythm</li> <li>• Color</li> <li>• Shape</li> <li>• Scale</li> </ul>	<ul style="list-style-type: none"> <li>• Visual comfort</li> <li>• Attracting attention</li> <li>• Harmonious visual movement</li> <li>• Adding joy to the place</li> <li>• Adding diversity, harmony, and difference</li> <li>• Adding the sense of surprise</li> </ul>	<ul style="list-style-type: none"> <li>• Mayadeen is more creative, productive and eye-catching</li> <li>• Mayadeen, public spaces and a city with a unique local character, and of high quality</li> </ul>
The criteria for achieving the Historical profile of Mayadeen-Roundabouts	The criteria for achieving the Historical profile of Mayadeen-Roundabouts	<ul style="list-style-type: none"> <li>• Relics from the city itself</li> <li>• Embodiment of history</li> </ul>	<ul style="list-style-type: none"> <li>• feeling of strength</li> <li>• Result of an embodiment of history</li> </ul>	<ul style="list-style-type: none"> <li>• The touristic profile of the city makes it unique and attractive and helps in the economic and social development and the touristic image of the city</li> <li>• The presence of aesthetic, historical, heritage, and cultural elements that support the touristic image of the city</li> </ul>

(continued)

**Table 4** (continued)

City's identity	Dimensions of the city's identity	Tangible elements	Intangible elements	The role it performs
The criteria for achieving the cultural profile of Mayadeen-Roundabouts	The guiding model for improving the cultural profile of the city's identity toward the renewal of Mayadeen-Roundabouts	<ul style="list-style-type: none"> <li>• The embodiment of religious and ethnic culture</li> <li>• The embodiment of linguistic culture</li> </ul>	<ul style="list-style-type: none"> <li>• Leads to loyalty</li> <li>• Feeling proud of their language</li> </ul>	<ul style="list-style-type: none"> <li>• The association of the city's identity with its local culture influences Mayadeen and provides the embodiment of local culture in public spaces in Mayadeen and its surroundings</li> <li>• This leads to a strong sense of community loyalty to the city and its Culture</li> </ul>
The criteria for achieving the touristic profile of Mayadeen-Roundabouts	The guiding model for improving the touristic profile of the city's identity towards the renewal of Mayadeen-Roundabouts	<ul style="list-style-type: none"> <li>• Interactive virtual screens</li> <li>• Diversity of items</li> </ul>	<ul style="list-style-type: none"> <li>• Support a sense of development</li> <li>• Diversity of elements that support the touristic profile</li> </ul>	<ul style="list-style-type: none"> <li>• The touristic profile of the city makes it unique and attractive and helps in the economic and social development and the touristic image of the city</li> <li>• The presence of aesthetic, historical, heritage, and cultural elements that support the touristic image of the city</li> </ul>

Source Author

**Table 5** Steps to improve the urban context of Mayadeen-Roundabouts

Urban context	Improvement of the visual profile	Improvement of the historical profile	Improvement of the cultural profile	Improvement of the touristic profile
The human scale	When the Medan supports the human scale, this will help to interact within it and reach it and support the interaction between individuals inside it and support the visual profile through the diversity of visual elements in it			When the Medan supports the human scale, this will help to make tourists and visitors interact with it and sit inside it
Briefing and boundaries	The visual profile of Medan does not depend only on the borders of the Medan, but it is also important to pay attention to what is adjacent to the Medan, such as improving the facades and neighboring buildings and improving the view of the streets surrounding it	When the Medan is surrounded by buildings of historical style, this should be reflected in Medan itself, and this supports the identity of the city and its historical dimension through the Mayadeen-Roundabouts	When Medan is surrounded by cultural, and religious buildings, Medan itself is reflected, and this supports the identity of the city and its cultural dimension through the Mayadeen-Roundabouts	When the Medan and its surroundings are surrounded by important or commercial streets, this can be taken advantage of by placing large screens on them to be covered with advertisements, which supports tourism and trade in the city
Entrances, connectivity, and accessibility				The possibility of accessibility of the Medan through vehicles or pedestrians supports the touristic profile of the city
Environmental elements and energies renewable	The presence of natural elements such as trees, flowers, and other plants inside or near the Mayadeen-Roundabouts supports the visual profile of the city			The presence of natural elements such as trees, flowers, and other plants inside or near the Mayadeen-Roundabouts supports the touristic profile of the city

(continued)

**Table 5** (continued)

Urban context	Improvement of the visual profile	Improvement of the historical profile	Improvement of the cultural profile	Improvement of the touristic profile
Materials and colors	Contrast or color gradation distinguishes Medan and supports the visual profile		The contrast or gradation of colors distinguishes Medan and supports the cultural profile, where the colors express the vitality of the community and their favorite colors that support their choices in colors and materials	
Safety and protection				Provides means of safety and protection in the Medan, with large sidewalks for pedestrians and seating areas for visitors that support the touristic profile of the city

Source Author

1. The design of Medan should be based on a human scale, with proportions adjusted to be appropriate for humans, and spaces should be divided into multiple and compact functional areas.
2. Designs or renovations of buildings around Medan should conform to Medan's character and maintain a local character by linking building facades to Medan's views. Facades containing restaurants, cafes, terraces, and other amenities are encouraged.
3. Movement paths and ease of access to Medan should be prioritized by designing a network of clear and continuous paths, seating areas, and transportation stops adjacent to Medan.
4. Environment and renewable energy elements should be incorporated into the design of Medan.

The Mayadeen-Roundabouts can be designed to achieve a suitable climatic environment, which may include features like fountains to soften the atmosphere through the movement of air and the use of elements to generate electricity from renewable energy sources such as solar panels. Designing facades of buildings, such as electronic screens, is encouraged but not compulsory.

The second part of the framework pertains to forming the Mayadeen-Roundabouts renewal approach, which was defined and studied in the previous sections. Its realization ensures the existence of a unique character for Mayadeen-Roundabouts and depends on the city's identity and its four dimensions (visual, historical, cultural, and touristic profiles). It includes the following points:

1. The visual profile of Medan should be based on visual elements of design, such as balance, contrast, color, and materials, among other factors, to make Medan attract attention while maintaining its unique local character.
2. The historical profile of Medan should be based on the city's unique history and heritage, which could serve as an inspiration for the design and renewal of the Mayadeen-Roundabouts. This could elevate the quality of life and achieve goal-setting efforts.
3. The cultural profile of Medan should be based on the city's culture, the religion followed by its residents, and the language used by the residents. Designing or renewing Mayadeen-Roundabouts based on the historical and cultural profile of the city can increase the value of the Roundabouts and bring a unique character to the city.

The tourism profile of Medan should be designed or renewed based on the city's tourism sector to support internal tourism and attract investments, trades, and tourists. This can be achieved through a unique Mayadeen-Roundabouts design that supports the city's unique local character while achieving the four dimensions of the city. The process of applying the proposed framework to Mayadeen-Roundabouts follows three main axes:

1. Studying and analyzing the design and renovation elements of Mayadeen-Roundabouts, which are responsible for the design and implementation.



2. Examining the city's identity and its four dimensions (visual, historical, cultural, and tourist profile) to ensure that Mayadeen-Roundabouts are successful and reflect the character and identity of the city and its residents.
3. Studying the extent of Mayadeen-Roundabouts' impact on its surroundings, population, and the city's image. This can lead to improving the quality of life and represent the identity of the city and its unique character.

The research contributes to improving existing public spaces within residential neighborhoods in the city of Jeddah, specifically towards an approach to renewal based on the dimensions of the city's identity through visual, historical, cultural, and tourism profiles, which support the city's image and brand. Mayadeen-Roundabouts' profiles varied based on the findings of the framework for this research, and recommendations were made to assist various stakeholders and city officials in improving public spaces in Jeddah.

The following recommendations can be drawn based on the research findings:

1. Mayadeen-Roundabout design should be based on the city's identity, including various dimensions of the identity, to ensure that the design expresses where it is located and around the Medan.
2. Mayadeen-Roundabout design should be based on the visual profile and achieve attractive visual elements such as balance, contrast, color, and scale.
3. Mayadeen-Roundabout design should be inspired by the historical background of Jeddah, where the city is known for its material and moral heritage, and therefore, inspiration can be drawn from Hijazi Jeddawi architecture and its elements.
4. Mayadeen-Roundabout design should reflect the cultural profile of Jeddah, including cultural diversity, particularly since the city is famous for the diversity of nationalities and races, in addition to the Islamic religious culture. Jeddah is the gateway to the Two Holy Mosques and the first point that pilgrims go to come to Mecca or Medina.
5. It is suggested that the design of Mayadeen-Roundabouts should support domestic tourism in KSA and the city of Jeddah specifically, and make it an interactive area with features such as interactive screens for advertisements, conveying important news, or attractive lighting.
6. Mayadeen-Roundabouts are recommended to be designed to support the urban context by being accessible, inconsistent, and attractive materials and colors, human-scaled, safe, environmentally friendly, and supporting renewable energy.
7. Work on tangible and intangible tools is recommended to establish a unique and distinct city branding to attract people to Mayadeen-Roundabouts in Jeddah.
8. As part of the framework, there should be a guide developed to improve, redevelop, and renovate the Mayadeen-Roundabouts in the city of Jeddah, encouraging coherence to the city's identity and its dimensions and, ultimately enhancing the quality of guidance and effort put into the project.

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