

STRATEGIC MEANING OF THE HISTORICAL CITY CENTER WHILE DESIGNATING FUTURE OF A CITY “A STUDY WITH NUMEROUS ACTORS: İZMİR CITY KEMERALTI BAZAAR CASE”

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This work is majored on the problematic to protect and exhilarate the historical city center of İzmir in the future vision which is to lose it's original form in the location and social context, in urbanization pratiques of a developing country. “Kemeraltı Region“ is the historical city center of İzmir which is one of the biggest city of Turkey. This region has many layers and also it has been used very effectively for many centuries. But recently it's observed that there has been a wear and permutation in social, local, economical and cultural contexts. It's also been observed that the authorities of the city who are trying to solve the problems of the İzmir metropolis and make a vision for the future recently started to accept that the historical center of the city has gradually been to be an item of the city's vision. Within the context of this work, especially in the pratique of the present day that is formed with the post modernity and globalisation upper discourses; the shape of the taking place in a city's future vision of historical center of the city and the the meaning of the historical place (actors who shapes the historical place give this meaning) is about to be discussed with these actors discourses. In this context, in the “İzmir and Kemeraltı “ holistic avaluation; initially a brief presentation is going to be performed about İzmir and Kemeraltı and then the Works about the historical center are going to be quoted shortly and finally it is going to be discussed the the process and ruseults of the applications in Kemeraltı and these applications' connections with the city's holistic vision within the discourses of the basic actors.

“İZMİR AND KEMERALTI”

Izmir, the city that we are debating within the context of this work is the biggest city of Aegean Region and the 3. biggest city of Turkey with it's population exceeding 3 million people at the present day. The recent historical and archeological Works let us know that the city has a 8000 years of a past. In this context; İzmir is a very important city for Aegean and Anatolia. Archeological informations show us that there are some remains from the Neolithic Age and the Bronze Age in Bornova and Karşıyaka districts of the city. But it's known that the firs city named Smyrna which is also the radical of the city's name is the layout in Bayraklı Tepekule Mound dated B.C 3000. At Hellenistik Age (B. C. 4. century) the layout in this region is deserted for some reasons and it is moved to the outskirts of a hill named Kadifekale which was named “Pagos“ at archaic times. According to the some legends,Alexandre The Great ordered his people to constract the city again at that place cos of a dream he saw at the outskirts of the Pagos when he was doing the wartime to Anatolia. It can be said that from The Hellenistik Age the city's center is in the same place. At the present day, there is the Smryna Agora which is known to be the biggest polity agora around Kemeraltı that is the center of the city. There are also city elements like stadeon, theatre etc. In this area. Some historical layers are overlapped in this area cos of being setteld in for about 2000 years. At the present day, there are urban structures of the Ottoman Period on the archeologic informations of Smyrna and it makes the protecting Work projects difficult and complex.

Kemeraltı is in Konak district of İzmir. *Kemeraltı region is lined off with Fevzipaşa*

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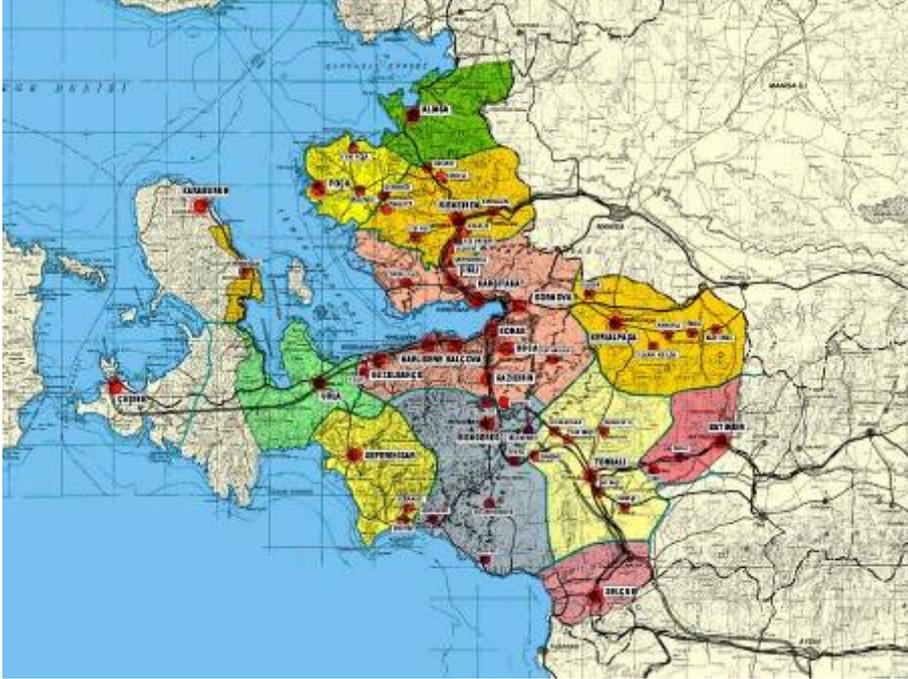
Boulevard at northeast, Eşrefpaşa Street at southwest and Halil Rifat Bashaw Street at southeast. It is surrounded with historical housing fabric till the ridges of Kadifekale. (Benzergil, 2006) There are so many archaeological informations, historical commerce and housing fabric, mosques and synagogues, historical khans and hotels in this area and around the region there are the so many important administrative and cultural centers metropolitan municipality of the city, opera and ballet, province buildings, cinemas and cultural centers.

Kemeraltı is a region that the functional section of the housing fabric and commercial fabric which is one of the typical characteristics of Ottoman City is clear. Through the vivid commercial life and Kemeraltı with its mosques, khans, synagogues, covered bazaars, shops and the streets that each one has a different character, İzmir has a very rich cultural heritage which is a cosmopolis and a coastal town. But İzmir is a city that comes into value as a complement not only with the monumental structures but also through the fabric characteristics and its value is increasing day by day. Kemeraltı is a commercial center that protected its fabric characteristics till the present day but after the proclamation of the republic, there has been some corruptions in its fabric totality and so its historical fancies has been decreased on the basis of the facts that the city quickly changed and grewed. (Benzergil, 2006) It is known that the bazaar has a 2700 hectare arena and by the informations we got from the fiscal administration, there are 11.700 business establishments. (Kemeraltı Association of Tradesmen,2007) Kemeraltı Bazaar forms a big part of the city center and İzmir 1. Protecting District Committee is trying to protect the Kemeraltı Bazaar and its neighbourhood by enunciating that the region is an urban archeological protected area.

Source:<http://upload.wikimedia.org/wikipedia/tr/thumb/5/51/EgeBölgesi.png/240px>
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Source: Izmir Metropolitan Municipality Directorate of Planning



Izmir has been a very affective and important city at each age of the history cos of having a geographical and geopolitical position. Izmir has been growed largely since the year of 1950 by a stream of emigration and became a metropolis with it's port, developing industry and commerce and the efficient farming basises around. At the same time the Levantine, Jewish and Armenian population that settled down to the city in the time of empire began to leave Izmir and so there has been important changes at social organism of the city. However it can still be seen the reflects of having a multicultural life in the past on city culture at present day. Izmir is faced with the problem of loosing most of the historical values at urbanization process and modern/capitalist accumalation as a metropolis in a developing country. At the Ottoman age mostly the turkish population was settled down to the Kemeraltı Bazaar which has been the center of the city for ages and some arcgheological areas like agora, Kadifekale, theatre, stadeon that are around the city center (the upward part of the İkiçeşmelikStreet) but in the continious process the area isleft by the old users and new groups has been settle down who emigrated from different cities and became a blighted area. There are people who emigrated from the Souteast Anatolia and also roman citizens in the area at the present day. This area's people are very poor and so it's been a selected area by marjinal sectors. This creates so many social problems and makes it difficult the utilization of the city by the cityfolks and the healing works.

In Kemeraltı Bazaar, commerical life has always been very vivid at all the ages of the history but so many structures which have historical value have lost their original facts while they were turned into modern commercial structures. There can still be seen traditional commerce activities but there is an ocular change in the commercial activities like stads. These changes can also be according profile to the owners of the business firms. It must be emphasized that when the shoe manufacturers moved left Kemeraltı on the years of 1990, a part of Kemeraltı has been an emty and undefined since that time. Kemeraltı Bazaar still has a touristic fact and is a traditional nostalgic shopping center but it's predominantly been a shopping center for the middle income classes and sub income classes of the city. In this process it's been thought of that Kemeraltı Bazaar has lost it's charm cos of the big shopping centers which has been established in the east, west, south and north of the city that are very charming for the sub and middle income classes.

DISCOURSES, PROJECTS AND PRACTICES ON “İZMİR AND KEMERALTI”

It is observed notably recently that the local assets, which are increasing simultaneously with the discourse of globalization in the world practice, have become outstanding. Within this context, historical city centers are undertaking an increasingly more strategic role in the shaping of the future of cities. An historical center means something for all city-dwellers within the context of being the space, where the urban culture is shaped and the place, where the consciousness of city-dwelling and belongingness is formed. At this point, it can be found out that the future scenarios and projects developed on the historical center of the city of Izmir are in fact of strategic importance in terms of the specification of the city's vision. The fact that what is historical and authentic is getting more and more valuable with postmodern expansions and the economic value it is gaining within the process of a tourism of culture enable the formation of the contributions and participations of all actors in the city in the context of discourse and practice on the historical center. The fact that the historical characteristics of the site is getting lost day by day especially due to the changing commercial structure causes the local administrations, non-governmental organizations and professional chambers to concentrate their attention on the site. It can be stated that there is actually a two-dimensional tendency in this concentration. The first of these tendencies can be conveyed as that the importance of the information and value what is historical carries for the public begins to be perceived since it cannot be replaced after so much wrong applications and the second can be conveyed as that together with an increase in the stress on what is historical, which is developing with the postmodern discourses during the last processes, conservation has become a fashion on the tourism-commerce axis with a context of nostalgia and that the economic value it has begun to carry has become outstanding.

Studies concerning Kemeraltı are of strategic importance mainly for the city-wide. As a metropolitan city of a developing country, the city of Izmir has important problems in a number of issues such as the shanty, the supply of housing estate, the disappearance of agricultural basins, industrialization, inadequacy of the port spatially, transportation and social and technical deficiencies of infrastructure. Within all these problematic cases, the vision of “the city of fairs and congresses: Izmir”, which has been put forth concerning the area consisting of 9 metropolitan districts defined as Izmir central city within the law on Metropolitan Municipalities No. 5216 and in which non-governmental organizations in the city are also participating, has been adopted as a savior policy and the historical center is being planned to be an attractive and authentic element presenting the cultural and touristic opportunities to support this vision in the city. It is observed that the studies on the historical center were concentrated for the first time especially during the period of Ahmet Piriştina, the Mayor of Izmir Metropolitan Municipality. Since 1978, it has been targeted in the top-scale plans of the city of Izmir to move the administrative and business center of the city to Bayraklı-Turan Region located behind the Port of Izmir with a view to preventing the multi-story rent pressure at the historical city center and to creating a modern center and it has been planned to protect the historical city center by relieving and to enable it survive through cultural and touristic activities. (Bal, E., et. all, 2005) However, this foresight is unable to realize since such a public investment and business volume have not been constituted yet to materialize such a great modern center in the city and the demand for multi-story buildings is concentrated around the city center still as a threat. Therefore, the urban authorities discuss the future of Kemeraltı with its spatial, economic and social dimensions and try to develop suggestions concerning the site.

It is observed in the current processes that discussions are increasingly carried out on Kemeraltı. Konak District Municipality, being the greatest central district of Izmir responsible for Kemeraltı Region, and Izmir Metropolitan Municipality, responsible for Anafartalar Avenue which is the main artery constituting Kemeraltı Bazaar, have been conducting the planning studies in coordination in Kemeraltı Region since December 2002. It can be conveyed that

these planning studies were launched for the first time with Phase I Development Plan Revision for Conservation of Kemeraltı carried out as a revolving fund project by Dokuz Eylül University Faculty of Architecture Department of Urban and Regional Planning. The realization of these plan studies brought along with it the reevaluation of the site in an integral manner and within single construction scale and the discussion of its place in the future scenarios. The analyses put forth during the study have put forth that the original historical structure of the site is getting bad. In this process, at the same time the project conductor Prof. Dr. Tayfun Taner, a Faculty Member at the Dokuz Eylül University Faculty of Architecture Department of Urban and Regional Planning, and his team as well as the authorities of Konak Municipality developed a model concerning the spatial interventions the site requires. This model includes the restoration of the facades of the buildings regarded as public and the realization of infrastructural and environmental arrangements in parallel with the laws of the Republic of Turkey with the support of the local administration. According to this, the local administration will provide a project support for the owners of the real estates about the facade arrangement and it will undertake the infrastructural and spatial designing arrangements itself. Implementation studies were carried out in several subregions, which were chosen in the site and which have the potential of forming an attraction center, in parallel with the model. The sites concerned, the sites where the original texture is preserved in a way to be able to integrate with each other in the future and where there are original functions of use, were chosen among several strategic points such as the Oteller Sokağı (Street of Hotels), Abacıoğlu Inn, Street No. 926, Kestelli Avenue and Alipaşa Square composed of the traditional squares and streets and old inns. The model was actually established on the basis of increasing the awareness of the owners of the real estates in the region about the strategic importance of the site and being able to include them in the implementation. The implementations were carried out in the process by the owners of the real estates or the users sometimes through the rational cooperation developed among the scientists and the authorities of the local administration as well as the tradesmen who are the owners of the real estates and sometimes through the statements of threats by the local administration about legal sanctions. Izmir Chamber of Commerce also supported this process and participated in the studies in some fields as a supporter. When the projects, carried out by Konak Municipality in coordination with Izmir Metropolitan Municipality are completed, the formation of a spatial integrity among the renewed areas in the region is aimed at.

The implementations of Konak Municipality were integrated with the implementations of the Metropolitan Municipality towards preserving the historical environment and making the urban identity more outstanding and the discourses and endeavors in the city for the historical center to become a cultural and touristic center have been accelerated. Within this process, the Directorate of Historical Environment and Cultural Assets was established on 02.01.2002 within Izmir Metropolitan Municipality. The objective of the Directorate is to conduct the studies for revealing the historical, cultural and natural heritage within the borders of the adjacent areas of Izmir Metropolitan Municipality, making it survive, giving it functions, enlivening it and carrying it to the future in coordination with the institutions and organizations concerned and to ensure projects such as conservation planning, urban design and environmental arrangement through services or contests within itself, to determine the urban, archeological, natural and historical sites and specify the decisions on conservation and use and to carry on studies for developing urban protectionism.

Today after the completion of the first phase of the Development Plan Revision for Conservation of Kemeraltı, Konak Municipality has started the studies of the 2nd phase. In the same process, a development plan for conservation on in and around the Ancient Agora was prepared and a program of expropriation began to be applied with a view to continuing the excavations in agora in parallel with this plan. Izmir Chamber of Commerce and Izmir Metropolitan Municipality have become the sponsors for the excavation activities of Agora. In October 2006, a Kemeraltı Symposium was held and the future of the bazaar began to be

discussed on scientific platform as well. Also Izmir Chamber of Commerce launched a project for including the site in UNESCO World Heritage List. With the participations of the residents of Kemeraltı, a nongovernmental organization, Kemeraltı Association of Tradesmen was set up in the site and the association played an important role in having the residents of the region be responsible for the implementations concerning the site.

The studies summarized above concerning the city center are related to all Izmirians. The fact that the professional chambers, universities, local administrations and nongovernmental organizations contribute to the Kemeraltı activities increases the value of the activities. It is not so much possible to observe such multi-actor projects especially in the practice of Turkey. Within the context of this paper, it is aimed at discussing the role and its meta-discourse, wanted to be appointed to Kemeraltı in Izmir, the participation model used by the local administrations in implementations in the site, the attitudes of the actors participating in the activities and the strategic importance the project has for the past, present and future of Izmir on the basis of the discourses of the actors on the site. All these discourses and implementations cannot be assessed independent from the country's urbanization and historical environment conservation practices. It can be observed especially in the current processes that funds are being allocated in Turkey for conservation, that the legal context for public participation tries to be formed, that the concepts towards the administration of the area in conservation activities are being included in the practice, that devices such as allocations are being put into effect and that regulations are being prepared that give opportunity for renovations in worn out textures and for the opportunities of rapid expropriation within this process. This legal context can be read as an opportunity for Turkey; however, it also involves the risks that the economic value of historical sites may become more outstanding and that they may be regarded as postmodern-elite consumption areas. At this point, it can be stated that the users need to be in an attitude to make both the economic value aspect of the conservation and its social and cultural contexts and its general public content more outstanding.

QUOTATIONS OF ACTORS ON "IZMIR AND KEMERALTI"

Today it can be observed that many actors and some city-dwellers of Izmir tend to produce ideas and studies concerning Kemeraltı. Within the scope of this work, interviews have been carried out for learning about the projects and ideas of the directors of Izmir Metropolitan Municipality (IBŞB), Izmir Chamber of Commerce (IZTO) and Kemeraltı Association of Tradesmen, the most active actors on the grounds of directing discourses and practices in the recent process, concerning the site. On these grounds, it is aimed at getting informed about the ideas of the actors in question on the projects being carried out in the Izmir Kemeraltı Historical City Center, the activities of other actors, the dimension of participation in activities and social, cultural and economic aspects of the site as well as the strategic importance it has for the future Izmir and it is intended to discuss the strategic role Kemeraltı will undertake during the process of projecting the future Izmir within this framework. So as to realize the objective, the authorities of the Directorate of Historical Environment Conservation at Izmir Metropolitan Municipality, the Members of the Board of Directors of Kemeraltı Association of Tradesmen and the authorities of Urban Consultancy Office of Izmir Chamber of Commerce have been interviewed. In the following sections, the discourses of the people interviewed are conveyed respectively.

Interview with the Authorities of the Directorate of Historical Environment and Cultural Entities Conservation at Izmir Metropolitan Municipality:

The Authorities of the Directorate of Historical Environment and Cultural Entities Conservation at Izmir Metropolitan Municipality express that Izmir Metropolitan Municipality is conducting activities for Kemeraltı to become a historical and cultural tourism center in the future. In this context, the local administration has begun to realize projects in Agora,

Kadifekale, the Ancient Theatre and Anafartalar Avenue. Activities of expropriation in Agora have been continuing for nearly 4 years. Moreover, fixing studies have been done in and around the Ancient Theatre and the program of expropriation is about to be put into effect. The vicinity of Kadifekale (of the Ancient Pagos) is being evacuated and the people living there are moving to the houses TOKI (Public Housing Administration) has constructed and urban designing arrangements are begun in the evacuated site. However, the Directorate of Historical Environment and Cultural Entities Conservation at Izmir Metropolitan Municipality has recently concentrated its activities especially on Anafartalar Avenue, which is the backbone of Kemeraltı Bazaar. The Directorate carries on its activities with a belief that the activities to be carried out in this site would affect the whole Kemeraltı and that they would constitute the catalyst for the enlivenment desired in the site.

Objectives of the Activities Carried Out at the Historical Center: the Authorities of the Directorate of Historical Environment Conservation quote the objective of continuing their activities as follows: *“Our fundamental objective is to enable the facades of historical buildings to be returned to their original forms as much as possible. We think that touristic features can be gained through enabling the buildings in the site to reach their original forms as much as possible by means of façade arrangements, urban designing practices and infrastructure activities. Anafartalar Avenue is quite a long artery and the end of this road joins the Oteller Sokağı (Street of Hotels) and the site where Ayavukla Church is located. It is considered to plan an artistic and cultural center in Ayavukla Church. A touristic directional route has been drawn for the region. By granting drinking, hotel and restaurant permits, the region can be provided to be active also at night and to become an important attraction center. Damlacık is a very important place which is available to us as a potential and which has a stock of empty buildings. We think that uses such as restaurants, bars and hotels can be permitted by making a plan revision especially in that region. It is important for Kemeraltı to be a site which is active day and night and resting-amusement places, cultural centers and museums should choose places in this site. There were projects to this end which our municipality had been considering putting into practice for a long period of time. These projects have been launched only since the last November. At this moment, we are preparing for entering into the phase of practice. We conduct our activities in common and coordination with Konak Municipality which is the district municipality. This facilitates practices for many times.”*

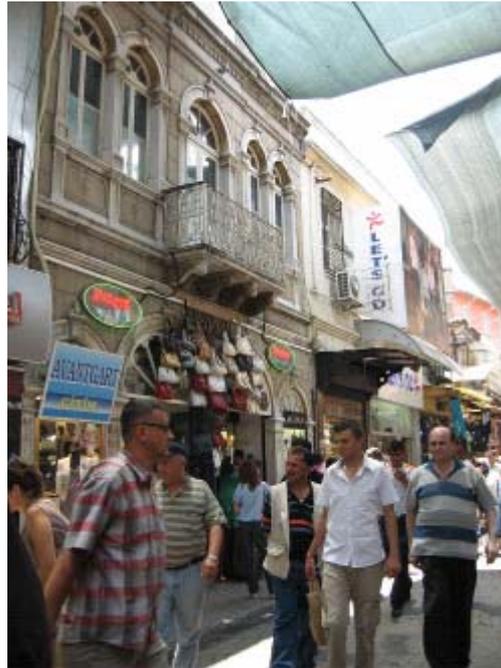
Method and Model Used in Activities: The authorities of the Directorate describe the model used in the project prepared for Anafartalar Avenue, and the processes of implementation and public participation as follows: *“Firstly, it can be stated that facades shall be regarded as the public property in accordance with the municipality laws and it is legally possible to implement sanctions legally about the facades. Before displaying the model in Anafartalar Avenue, we spoke with Istanbul Beyoğlu and Şişli Municipalities, which carried out such implementations previously, and information was obtained about the implementations they had carried out. The models they had used were learned and tried to be adapted to us. The funds, which were formed within the framework of new protection laws, became important in terms of our implementations. The historical environment fund of the governorship was applied for and 60 % of the costs in this model were obtained from here. Tradesmen were considered to repay the remaining 40 % provided it was not less than 500 millions and not longer than 24 months. When we arrive at the stage of implementation, we are confronted with sociological problems.”*

Some vistas from Kemeraltı Bazaar Anafartalar Avenue

Source: Neriman Yörür Photo Archive



source: Neriman Yorur Photo Archive



Participation of the Public in the Project: "Although this project had also been considered before, it was launched fully in November. The Mayor gathered the tradesmen and spoke with them; however, it was not useful. Later we gathered the tradesmen on the basis of urban blocks, but it wasn't useful either. In the end, we invited the tradesmen one by one and negotiated with them. In the following process, we are planning to negotiate with a table of people. The process of persuasion is very difficult. We are playing the good police and the bad police among each other. Everything, the methods of persuasion are actually found gropingly. They develop within the process. Making contacts with tradesmen and the public is a very difficult task. It is very difficult to work notably in a site like Kemeraltı where an intensive commercial activity is continuously taking place. In the project, the tradesmen wait until the last minute. Voluntary participation remains only at the rate of 20 %. We can persuade only when we begin to threaten with the legal sanctions we have. At first, there

were 69 enterprises; however, we were able to reach a mutual understanding with 33 enterprises with great difficulty. When threatening began, only 10 enterprises remained. Our negotiations with them are continuing. It is very difficult in Kemeraltı to find the owners of the properties as the contact people since the real estates are multi-shared via inheritance. Therefore, tenants were contacted generally in the model and the mutual understanding was signed with them. However, provided that the tenant creates problems, it is unavoidable to make contacts with the owner. Around 30 % of the site is owned by Foundations. This facilitated the case. The foundations became the only contacts and they issued communications for all tenants to participate in the implementation and stated that otherwise, they would not renew the rental contracts.”

Process of the project and the model: “According to our working style at this directorate, we appoint a coordinator at the top of the project. There is always a contact person in front of us and he undertakes the responsibility. However, the coordinators are chosen with some observation and feeling. One of the most important stages was the passing of the projects through the committee. In this process, we really acted as a mediator between the demands of the committee and the tradesmen. For example, the committee wanted a shop window or a wall in every shop. However, there existed the tradition of roll-down shutters in the bazaar. For overflowing and control, we were able to have the committee accept the roll-down shutters. Following it will be the process of putting out to tender. In that process, our process of being a mediator between the contractor and the tradesmen will begin. The election of the contractor is very important. During the implementations of Konak Municipality, tradesmen found their own skilled workmen and carried out the works and there occurred some problems in the quality of buildings. Therefore, we are planning to carry out the activity by a single hand. In fact, lessons are being taken from the previous implementations. Very detailed cost analyses have been carried out and we have prepared a detailed specification for the tender and for having a good contractor.”

Other projects and activities: “The authorities of the Directorate of Historical Environment Conservation reported that their activities are not only within the scope of Anafartalar Avenue but also activities concerning agora and the ancient theatre are continuing rapidly and state: “The expropriation site of the theatre has been included in the budget and good prices are being paid here for expropriation. The dwellers here will move to the mass housing site in Uzundere. Expropriation is a really difficult process. It has still been continuing in Agora for about 5 years. Of course, the dwellers of the sites such as the theatre and agora are caused to lose their residences; however, what is behind these activities is the general acceptance of the public interest. Our Directorate of Real Estate Expropriation is really experiencing very difficult processes. However, in the sites concerned, the rate of the old Izmirians and the first owners remains only at 5 to 10 %. We think that notably the evacuation in question in Kadifekale and the settlement project in TOKI are very positive since both it is a very significant historical site and also the region, which constitutes a considerable criminal potential of the city, will be cleaned. Apart from this, currently it has been applied for including the whole historical city center of Izmir within the scope of the law No. 5366 within the scope of the current laws of conservation and urban transformation and the issue is conveyed to the Council of Ministers, we are only waiting for the signature. However, the central government delays affairs a little in Izmir and seems to constrain them needlessly. Our municipality holds the costs of expropriation really at high levels. When our projects were heard, speculators occurred in the site, who collected the real estates nearly for free. In order to prevent this, we are continuously trying to announce the expropriation to the public. For example, we know that groups from Istanbul have begun to acquire real estates from around Ayavukla and the Street of Hotels in Basmane. It is told that 22 buildings have been bought by these groups. This group from the French Street İstanbul Beyoğlu, is planning to create an example like the one in Beyoğlu, İstanbul in this site following our implementations. In fact, this conservation is a nasty situation and when rent is included in the business, problems, changing hands and injustices naturally occur in social issues.”

Source: Izmir Metropolitan Municipality Directorate of Historical Environment and Cultural Entities Conservation



The future scenario towards the New City Center and Kemeraltı: When the authorities of the Directorate of Historical Environment Conservation were asked what kind of a role Kemeraltı, the current center, would have in the event of the realization of the project of developing a new city center in Bayraklı-Turan Region, they stated that the two centers would include very different functions and therefore no competitions would take place between the centers. In the event that such a prediction happens, they stated that the new center would be a multi-storey and modern center while Kemeraltı Region would continue its active role in the urban life and its promotion as a traditional center attracting attentions with its historical and cultural characteristics.

Their Ideas about the Other Active Actors: "Representing the tradesmen of Kemeraltı, Kemeraltı Association of Tradesmen has a good administration at the present and they support us during our projects. Nevertheless, due to the previous administration, the tradesmen have lost some of their trust in the association. The association is not sufficient enough for being the only contact unit in the projects for now. The main demand of the association is the prevention of street vendorship. It can also be stated that the opticians in Birinci Beyler, whom we call the intellectual tradesmen, came to us themselves and asked to participate in the project. However, we are responsible for Anafartalar Avenue since it is the main artery and Konak Municipality deals with the intermediate arteries and we transferred their demand to them." The Directorate of Historical Environment Conservation at Izmir Metropolitan Municipality express that some of the discourses of Izmir Chamber of Commerce, which is one of the important actors directing the city, on the site were put forth without making a true assessment and they use the following expressions: "It is required to be very careful about the UNESCO project of IZTO and to make a good examination. There are only 3 elements in Izmir which may be included in this scope. These are Agora, Smyrna Tepekule and 11 synagogues. However, when it is stated as the whole center, it would be very difficult for it to materialize as there exist many elements which have lost their characteristics. We need to concentrate on our really original assets."

Interview with the Members of the Board of Directors of Kemeraltı Association of Tradesmen:

The authorities of Kemeraltı Association of Tradesmen convey the following information about the foundation objective and activities of the association, the present situation of Kemeraltı, projects carried on in the site, the problems of the site and their solutions as well as the future scenarios of the region:

Foundation, Objective and Members of the Association: “This is in fact the 4th association of tradesmen established in Kemeraltı; nevertheless, generally only the jewelers supported it in previous times. The previous associations dissolved even before making a plenary assembly. This is the 2nd board of directors elected in our association. The association has quite developed and it has a power. There are approximately 50 to 60 thousand people working here. Although we have not reached fully the support of the whole of this crowd, we actually carry out our association activities in the name of all 11.700 businesses. When it is examined, we see that this rate includes the street vendorship and the groups who don't want the activities since they acquire rent from the present situation. We have 450 members at the present; nonetheless, we know that at least 2000 businesses are behind us.”

Problem Fixing and Projects towards the Site: “Actually the greatest problem for Kemeraltı is the hypermarkets. The monopolist hypermarkets are more respectful to consumer rights and the consumer attaches importance to this. Our association is also planning to begin activities concerning consumer rights in Kemeraltı. Moreover, apart from the activity of shopping at large shopping centers, there are places for resting, cafes, restaurants, WCs and etc. These are very important for the consumer too. The places for resting disappeared during the transformation experienced in Kemeraltı. We want to return this. The place is not active after 8 p.m. There should be amusement places and hotels. It should be close to traffic. For example, it should be like the Plaka in Athens. There should be museums and specially protected historical places. Kemeraltı is actually the spirit of Izmir. The city center reflects the spirit of the city and Izmir should not lose it. It is an area of 2700 square meters and may be the greatest center of Europe. What is important here should be to maintain the authentic, historical and traditional shopping. It is necessary to attract the groups going to shopping centers again to the place, enable tourists to come to the site and turn the inns into hotels. It is also definitely necessary to protect the consumer in the site by a special security from snatch-and-run thieves and from street vendors' disturbing.”

“The fact that the bus stops were removed from Konak and the commencement of ring system in mass transportation dealt a considerable blow to Kemeraltı. Furthermore, the route of the underground is short for now. Therefore, it does not activate the bazaar. Provided that the underground reaches Narlıdere, we think that it will be very good for us. The courthouse was moved and it also dealt an important blow. For example, Cine Bonus with a capacity of 600 people, constructed instead of Çınar Cinema, is a project that was conducted by our association member and it is an investment amounting to 4 million dollars and it activated that region considerably. However, since it was a considerable investment, he lost his business. In other words, with a great cinema investment, we actually try to regain what was lost by the courthouse. In fact, it is an important attraction place for the site and opera and ballet are also there. By forming such small attraction places, saved regions should be created. Later in time regions would begin to touch each other.”

The Activities They Conduct: “Towards the future, we are planning to make a research of branches of businesses at the soonest time. Today we have found out 185 branches of business; however, when we make a fully comprehensive research, we may be confronted with a number to reach 300s. It is very important for us to make a research about the business volume. Moreover, there are branches of business where the last representative

remains or which are disappearing. It is definitely necessary to make a research about the professions beginning to disappear. The training of the tradesmen is an issue we attach importance to. The occupation of the road should decrease and the overflow of the shops to outside should have a limit. IZTO supports us considerably. Actually only 2500 of the businesses here are affiliated to IZTO. The remaining is affiliated to the chamber of tradesmen. IZTO supports our project concerning the consumer rights. Firstly, a questionnaire will be carried out concerning X-raying Kemeraltı. It is planned to establish a consumer office. We are aiming at materializing these projects by receiving 80 thousand euro from the EU funds and at the present we have applied for it. Organization of shopping festivals is an important strategy for us. This year we held the 2nd Izmir Shopping Festival. The Kemeraltı part of the festival was organized by us. We are planning to spread the events during the year in the future and to attract the people by making pleasant surprises and activities in the festival. Our objective is to organize 4 to 5 small events and a serious festival during the year when shopping becomes intensive.”

Their Ideas about the Other Active Actors: “IZTO, Konak Municipality and Izmir Metropolitan Municipality have positive activities. They support us. However, the activities need to be intensified. The problems are approached with daily approaches. For example, street vendors are not dealt with due to concerns for votes. The problems should be resolved through the support of the police-governorship-municipality-nongovernmental organizations-and-municipal police force. The municipal police force is unable to cope with the tribal culture of the street vendors.”

The Future Predictions of the new city center and Kemeraltı: “At the present, provided that all other public institutions, like the courthouse, move to Bayraklı if the new city plan is materialized, this will again be another blow to Kemeraltı since the majority of shopping here is done by the public officials. However, in the event that the original texture of Kemeraltı is protected, the place will develop as a traditional center while that place as a modern center. The two will become two different things.”

“It should develop mainly with its own local structure. We need to develop via our local tastes. For example, we don’t want to have Gloria Café and etc. here. Kemeraltı should develop by serving the traditional tastes such as sherbet, shambali, pickle juice, mussel and etc. by traditional methods and local characteristics and local capital, and heavily the local capital, should be efficient. For instance, we are establishing a company in Abacıoğlu Inn organized within the scope of the activities of Konak Municipality. Having a common operation, the inn will be turned into a hotel. If several positive results occurred such as Kızlarağası and etc. in Kemeraltı, these would be examples and people would be motivated because there have been disappointment and boredom for years. They need to see motivational examples. Such a company will be good. There was a necessity for that.”

Interview with the Authorities of Urban Consultancy Office of Izmir Chamber of Commerce:

Operating since 1885, Izmir Chamber of Commerce has been mentioned very much on the agenda recently with the discourses and projects it produces on the urban problems. The following is the statements of the authorities of IZTO, which appears in front of the public opinion with many discourses and projects notably concerning the historical center, about the problems and the future of Kemeraltı Region, its relation with the new city center plan, the activities and implementations of other actors and the role of the region in the future vision of the city:

Objective of the Activities: “We have been carrying out activities concerning Kemeraltı for a long period of time. However, our activities have been intensified especially for the last 3 to 4

years. The most fundamental problem of Kemeraltı is the identity change of the commercial activity in the site and its entrance into a completely different format. Kemeraltı lost its structure maintaining the city identity. The historical-original commercial function the site owns needs to be developed. It should have a characteristic that not only refers to the street vendors' goods but also addresses every section of the society. We are carrying out our activities in the site to this end. Kemeraltı is a treasure for Izmir. The first awareness about this matter in Izmir began with Ahmet Piriştina."

Its projects towards the site: "Izmir should provide opportunities concerning every branch of tourism. It should create an attraction center. Being a modern center, Bornova Forum actually looks like Kemeraltı. It should be like the Plaka, Athens. Such sites are also limited worldwide. Izmir should appreciate its worth. We suggested the UNESCO Project by starting from the logic that Izmir may become a museum. Kemeraltı is of significance with its inns, synagogues and surroundings. The city should be developed by suggested functions while it is protected. What we prefer is that all these activities should be carried out by the capital of Izmir. We should do them. Groups such as French-Cuba Street from the capital of Istanbul have begun investments of the capital of Istanbul here. Many members of us criticize us by asking why IZTO sponsors Agora excavations. They are angry about why we pay a city toll for the cruise ships. However, even they are not aware of the gains as a result of the enlivenment of the historical center. We think that the results of these investments will return to the Izmirians. As the IZTO, we have sponsored Agora excavations, Smyrna Tepekule excavations, façade renovations and urban arrangement activities of Kemeraltı Kestelli Avenue so far. However, a bad contractor was worked with in Kestelli and the choice of materials was wrong. Andesite stones were paved in the site, where wholesalers are located and where trucks enter, and these stones were broken immediately. This was an experience for us and finally we learn more as we experience. Our Kadifekale project is of importance for us. We have suggestions about the tour routes and a cable car. The upper floors of the multi-storey parking lot would be demolished and it would start from the 2nd floor and the pillars of the cable car would be placed in the sites where there are no historical or archeological data."

Their Ideas about the Other Active Actors: "Kemeraltı Association of Tradesmen is quite useful for the announcement of problems to the public institutions. We also support the implementations of the association. The association has activities preventing street vendorship. The UNESCO project is important as well in this aspect because UNESCO is at the same time an investment mechanism. The association does not accept everyone as a member. It does not accept the ones who deal with businesses without permit and ask for membership. It wants to continue the business with disciplined merchants. At the present, there are some members of Kemeraltı Association of Tradesmen who are thinking about moving from the site. If they also go, Kemeraltı may change considerably. There is also such a danger. The activities should start without delay."

"Since the local administration was not able to set up the organization well, it was not able to enter Anafartalar previously. At the present, it is trying to enter. It is important to set up the organization. It is necessary to provide cooperation. What will support and own the identity of Izmir is actually the development of commerce. The tradesmen should understand this. Kemeraltı activities are initially a business of determining vision. It is necessary to establish a team and the team for producing and implementing projects should be interdisciplinary. Also the social and identity dimensions of the business should be kept in mind in the process. We suggested that the evacuated areas in Kemeraltı should be occupied by the jewelers while the municipality suggested private weekend course buildings and dormitories; however, what is important is to be able to launch the project. Only suggesting is not enough. While carrying out the projects, all details should be considered and financial and educational ideas should be conveyed to the owner of the real estate. Doing these is really very difficult. There should be considerable coordination among actors. For instance, this time the owners of the

properties begin to ask for very high prices for their properties, the façades of which they have renovated. No one again comes. However, it is necessary to tell that this won't happen suddenly, but slowly within the process. Today there are opportunities of rapid expropriation with the new law. The local administration can expropriate them and can enliven the site and launch the activities by restoring and/or making them restored for the functions it wishes and by assigning."

The Future prediction of the new city center and Kemeraltı: "In fact, the present situation of Izmir is obvious in terms of the discussions concerning the new city center. There aren't any potentials of business in the city for materializing that center for now. However, at the same time there is a demand for multi-storey buildings developing at the old center. In this regard, the idea of the new city center is a good idea in terms of meeting this demand in time. The two city centers are very different from each other. Kemeraltı should be the area which is authentic, which is the historical center, where there will be museums, boutique hotels, places for resting, auction halls and collectors. The new city center, however, would be a modern center."

"There is competition today among cities. EXPO may be a magnificent catalyst for Izmir. At that time, national and international investments will come. Demands have begun to be available from international field for high-speed train among Izmir-Ankara-Antalya. However, the capital and the public of Izmir should support and own this process."

EVALUATION

Legal regulations, which can be regarded as a revolution in terms of the Turkish protectpractice, were put forth rapidly in the recent past. These legal regulations are of the quality that shows the approach of the central administration to the conservation processes. Although many preservation and conservation problems seem to have been resolved by new regulations, it can also be thought that the policy of the formation of new fields for the accumulation of capital exists mainly behind the fact that this legal practice was put into effect rapidly because the importance the historical and authentic values gain by postmodern processes has begun to have an economic value as an alternative to the modern one but which only the high-income groups can reach in the context of the capability of the existing accumulation system to internalize critical defects. In parallel with this, the discourses and the activities of central and local administrations concerning the preservation and utilization of the local-historical assets can be regarded as quite rational within the existing accumulation system.

It is observed that many discussions and activities have been carried out especially within 2000s towards the Historical Kemeraltı Region and its surroundings. At first sight, this can be explained by being aware of the fact that Kemeraltı lost its original spatial structure and commercial efficiency in the process and lost more and more rapidly its dimension of covering all sections of the city. However, it is also thought that the requirement of the city for the formation of new fields and alternatives for the accumulation of capital lies behind this interest. The fact that historical and authentic assets will gain value in the fields of commerce and tourism can be regarded as an opportunity also for the historical city center of Izmir. As a matter of fact, the successful examples observed worldwide are promising also for Izmir.

The projects in the historical center are supported by legal opportunities displayed by the central administration. However, the fact that the central and the local administrations belong to different political parties slows down the process in Izmir a little. Izmir Metropolitan Municipality continues its activities so as to have Izmir historical city center included in the scope of Law on the Restoration, Preservation, Conservation, Maintaining and Utilization of Worn Out Historical and Cultural Immovable Assets No. 5366. In the context that this law grants very considerable rights to local administration, it may produce negative results

provided that it is not implemented by specialized people in terms of conservation in implementation and activities.

It is observed that Izmir Chamber of Commerce has been carrying out activities especially on the historical center quite intensively recently. As the authorities of IZTO also state, it is thought that the enlivenment of the historical center will have an effect on the whole city and will attract the capital accumulation to the site. Moreover, carrying out their activities in an active way in Kemeraltı, the authorities of Kemeraltı Association of Tradesmen expect that the income that the tradesmen will gain will increase provided that the region has a content on the basis of tourism.

The grounds of all the actors are shaped in an appropriate way for the own rationalism of the current economic system. The local administration is trying to develop projects and to open the site for the tourism of culture both for city-wide and for the users of the site. IZTO and the association wish gaining a higher income form the site in the long term. Naturally, the local assets will be preserved and maintained as original elements presented to the market within this process.

The meta-discourse towards the city of Izmir is currently being shaped into the city's becoming the city of fairs and congresses. Within this fiction, the historical center takes place as an important attraction region and is regarded as the fundamental element that supports the process of city's becoming the city of fairs and congresses. The new city center of Izmir, which has been discussed by the authorities for a long period of time, is planned to develop as a modern center composed of multi-storey skyscrapers and Kemeraltı and its surroundings, which is the present center, is planned to be the traditional, authentic cultural, commercial and touristic region and the site for resting and activities. According to the future fictions, Kemeraltı and its surroundings would attract national and even international interests and capitals to Izmir and play an important role in the city's becoming a city of fairs and congresses. All these predictions can turn into reality with the implementations materialized today as well. Within this context, actors put forth their activities. However, it is thought that there are several points that the Izmirians should pay attention to in the present implementations through which the future is shaped:

- In the processes of conservation, public cultural and social value besides the economic value should be given more importance and assignment of functions of the site should be carried out which will enable it to be used by all sections of the society.
- Considering that some part of the site is a site of social depression, it is necessary to adopt policies that do not exclude the people there and that try to include them in the process.
- In the processes of the production and implementation of the projects, Izmirians should be informed and an administrative model that is open to the participation of the public should be put forth.
- The actors, who direct the city, should work in coordination with each other. It will be important for the actors to meet on democratic platforms and share their opinions.
- Scientific support should be received during the activities and in order to learn about national and international experiences, symposiums, panel discussions and meetings should be held and all activities should be published and presented to the public.

Provided that attention is paid to these processes, the current activities carried out in Kemeraltı can be evaluated as an important opportunity which the city has obtained within the context of maintaining and protecting its historical center and materializing the vision of "the city of fairs and congresses: Izmir". As a matter of fact, it should be expressed that the activities carried out notably by Konak and Izmir Metropolitan Municipalities in coordination have good intentions and are at a high level of awareness about conservation and that this is an opportunity for Izmir. Meanwhile, when the attention paid by nongovernmental

organizations and professional chambers to the site is directed correctly, it can be read as an opportunity.

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