REVITALIZATION OF A COMMERCIAL STREET IN THE CENTER OF SAMSUN: A STUDY ON ISTIKLAL (ÇİFTLİK) STREET FROM USERS' PERSPECTIVE

A THESIS SUBMITTED TO
THE GRADUATE SCHOOL OF NATURAL AND APPLIED SCIENCES
OF
MIDDLE EAST TECHNICAL UNIVERSITY

BY

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IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR
THE DEGREE OF MASTER OF ARCHITECTURE
IN
ARCHITECTURE

AUGUST 2022

ABSTRACT

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August 2022, 203 pages

As one prominent public spaces of the city, streets serve many important social, cultural, economic, ecological, political or historical purposes. Streets are vessels, where simple to complex social interactions such as being outside, observing, meeting and gathering are performed by urbanites. However, due to the neoliberal policies that have been into effect since the late 1980s, major developments in the real estate sector have hindered the activity of commercial streets in many cities worldwide, but also in Turkey. Cities have begun to expand towards their peripheries. The streets in the centers, began to decline.

Istiklal (Çiftlik) Street is one of the places, where such changes are experienced in the city of Samsun. Until the beginning of the 2010s, Çiftlik Street was one of the most important interaction areas in the city for people of all ages, educational levels and occupations. In addition to its commercial use, the street was also part of the walking routes and was one of the meeting places for important social events in the city in the 1990s and early 2000s. However, as a significant result of the city's

development towards its peripheries, a distinct socio-economic segregation has been accentuated in the city.

At the beginning of the 2010s, attempts were made to revitalize Çiftlik Street, and to restore its vitality, but the desired result could not be achieved. The primary purpose of this thesis is to identify the necessary steps for the revitalization of important and well-known commercial streets in city centers. It is aimed to evaluate the current situation of Çiftlik Street from its users' perspective. Following a comprehensive literature review on public spaces and cases of street revitalization, the physical attributes and the user activities in Çiftlik Street are observed and qualitative information obtained from the survey and interviews related to user satisfaction is evaluated. In the following chapters of the thesis, suggestions are developed to enhance the vitality of the street and the diversity of both users and activities.

Keywords: Public Space, City Centers, Street Revitalization, Vitality

ÖZ

SAMSUN'UN MERKEZİNDEKİ TİCARİ BİR CADDENİN CANLANDIRILMASI: KULLANICI PERSPEKTİFİNDEN İSTİKLAL (ÇİFTLİK) CADDESİ ÜZERİNE BİR ÇALIŞMA

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Ağustos 2022, 203 sayfa

Caddeler, kentin en önemli kamusal alanlarından biri olarak sosyal, kültürel, ekonomik, ekolojik, siyasi ve tarihi bir çok önemli amaca hizmet etmektedirler. Caddeler ve sokaklar kent içindeki belirli toplulukların dışarıda olma, etrafı izleme, toplanma, buluşma ve bir araya gelme gibi basitten karmaşığa sosyal etkileşimlerin yürütüldüğü açık alanlardır. Ancak dünyanın bir çok ülkesinde olduğu gibi Türkiye'de de, özellikle 1980lerin sonundan itibaren neoliberal politikaların da etkisiyle, gayrimenkul sektöründe yaşanan gelişmeler, kent merkezlerindeki ticari caddelerin canlılığını olumsuz yönde etkilemiştir. Kentler çeperlerine doğru genişlemeye başlamıştır. Bunun sonucunda, kent merkezinde canlılığını sürdüremeyen caddeler gerilemeye başlamışlardır.

İstiklal (Çiftlik) Caddesi, Samsun kenti içinde, benzer değişimlerin deneyimlendiği mekanlardan biridir. 2010lu yılların başına kadar Çiftlik Caddesi her yaş, eğitim düzeyi ve meslekten insanlar için kentteki en önemli etkileşim alanlarından birisiydi. Cadde, ticari kullanımının yanı sıra 1990'larda ve 2000'lerin başında kentteki önemli sosyal etkinliklerin yürüyüş rotaları ve buluşma noktalarının da bir parçasıydı.

Ancak kentin çeperlerine doğru gelişmesinin belirgin bir sonucu olarak, kentsel mekânda, sosyo-ekonomik ayrışma belirgin bir biçimde artmıştır.

2010lu yılların başlarında Çiftlik Caddesi'nin canlandırılması ve eski canlılığını yeniden kazanması için bazı girişimlerde bulunulmuş, cadde yayalaştırılmış ve kimi düzenlemeler yapılmış, ancak beklenen etki sağlanamamıştır. Bu çalışmada kapsamlı bir literatür araştırması ile kamusal mekanlar ve kent merkezlerindeki önde gelen ticari caddelerin canlandırılmasına ilişkin iyi örnekler incelenmiş, Çiftlik Caddesi'nin güncel durumu ve mekansal düzenlemelerin kullanıcıların perspektifinden değerlendirilmesi hedeflenmiştir. Alanda gerçekleştirilen gözlemler, kullanıcılarla gerçekleştirilen anket ve yarı-yapılandırılmış söyleşilerden elde edilen nitel bilgilerle, önceki canlandırma çalışmaları ve düzenlemelerin uygunluğu, kullanıcı memnuniyeti açısından değerlendirilmiştir. Son bölümde ise, caddenin canlılığı ile kullanıcı ve aktivite çeşitliliğinin arttırılmasına yönelik öneriler geliştirilmektedir.

Anahtar Kelimeler: Kamusal Mekan, Kent Merkezleri, Cadde, Sokak Canlandırma, Canlılık

To My Family

ACKNOWLEDGMENTS

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CHAPTER 1

INTRODUCTION

1.1 Problem Definition

As a result of major developments that have taken place throughout the world since 1950s, societies have been exposed to significant changes. The technological, political, cultural and social transformations that started in the 1950s, have triggered a change in the global economic system. As a result of neoliberal policies, major developments have occured in the field of real estate in Turkey, as in many other countries, especially towards the end of the 1980s and the beginning of the 1990s (Eraydın, 2013). Cities in Turkey have started to compete with each other in order to attract local investors. With the capital becoming built on real estate mainly, city branding projects have come to the fore and the demand for mixed-use centers that combine many opportunities (residential, entertainment, education, health, business etc.) have gradually increased. At this point, local goverments also had an important role. New areas have been opened to development in cities to attract private sector investments (Ergün & Gül, 2013).

These urbanisation policies resulted in a social and economic segregation between residents from different income groups in urban spaces (Ergün & Gül, 2013). As cities continued to expand towards their peripheries, urban residents's interest focused on the newly developing areas, and upper and middle income groups moved to the new and modern residential areas. City branding projects led by the companies of the real estate sector, have created new attraction centers in the peripheral areas (Ergün & Gül, 2013). With these centers, new consumption-centered activities have

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emerged in the daily life of the modern society, which resulted with the rising popularity of shopping centers.

In order to increase the attraction of the new residential areas, new shopping centers began to be built. With the population shifting to the peripheries, corporate firms and chain stores have moved to the shopping centers. Small and medium sized local enterprises, however, remained in city centers. As the society's demand has been directed to more corporate brands, these local enterprises have struggled to survive against large firms. Since shopping centers are more preferred, the well-known commercial streets in city centers have regressed. As the user density and diversity of activities decreased, these streets have lost their vitality and experienced a significant change in user profile. Therefore, the city center have become an area where low income residents are intensely concentrated.

Istiklal Street –known as Çiftlik Street, as it is commonly called by people, an important and well-known street in the city of Samsun, has experienced a similar process. The street was one of the few popular shopping places of Samsun. With its popular cafes and restaurants, cinemas and shops, the street nourished the retail dynamics of the city for many years. Besides its commercial use, Çifltik Street has also been a major part of the city's socio-cultural life. However, as a result of the rising popularity of the shopping centers that have been built in the periphery of the city, the street has failed to maintain its vitality.

1.2   The Objectives of the Study

The main objective of this study is to identify the necessary steps for the revitalization of well-known commercial streets in the city centers. First, the importance of the streets for the urban public life will be discussed by examining the meaning, identity, values and the sense of belonging they convey. Before the

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necessary steps for revitalizing streets can be determined, the processes and actors that cause these streets to decline should be examined. This study aims to meticulously review, understand and compile the processes and incompetencies that trigger the changes in the roles of public spaces, then to identify the essential interventions for a more lively and attractive street life. The vitality of the streets needs to be increased, in order to revitalize the streets and to be re-embarked by users. One of the most effective solutions to improve vitality is to increase and maintain a balanced density of users and diversity. Increasing the diversity of both activities and users, thus, becomes a key point.

Therefore the main focus of this study, will be to answer the following questions: (1) How to motivate people to come to these streets again? (2) With certain actors and design elements, could the street provide more functional and visual diversity for users to stimulate public life? (3) What steps and actors would enable the street to offer more functional and visual diversity for its users?

1.3   Research Methodology

This study examines different revitalization processes for achieving vital commercial streets in urban centers. With a comprehensive definition of public space, general features of urban public spaces will be determined. By examining the relationship between public realm and public space, it is aimed to understand the effects of public space on social, cultural and economic dynamics. Then, the transformation of urban spaces, especially public spaces, depending on the developments experienced by societies over time, will be examined. With this literature review, it is aimed to form the basis that will enable examining the current situation of Çiftlik Street, addressing its insufficiencies and then identifying the necessary steps for revitalization. After the decline processes of public spaces, especially streets as one of the most active elements of public life and the effects of this process on cities and on societies will

be examined. In particular, characteristics and concepts to create successful public spaces is compiled to form an outline for the evaluation criteria to be used in the empirical studies in the selected study area. Then, a prospective design process is represented for the revitalization of Istiklal (Çiftlik) Street by achieving the necessary design and planning principles within the fields of architecture and urban design. In general this study consists of four stages:

- A literature review to understand the roles of streets as public spaces, the reasons for their decline, and the design and planning principles necessary for streets to provide an active public life.

- An examination of changing socio-economic, cultural and spatial dynamics of the city of Samsun.

- The assessment of vitality, diversity and general usage of Çiftlik Street by means of surveys, semi-structured interviews and direct observations.

- Interpreting the data obtained from surveys and semi-structured interviews and compiling general design objectives to promote an active and diverse commercial street.

Firts, public spaces and their roles are defined, in a comprehensive literature review for the revitalization of streets with socio-cultural and economic importance. The decline processes and loss of vitality of public spaces is examined in detail. In the following stage of the research, the roles of streets as public spaces and their effects on societies are identified. Finally, steps and implementations that can be useful to increase the vitality of streets are compiled. In order to better understand the effects of these implementations, the theoretical data obtained by examining studies throughout the world and Turkey.

Çiftlik Street was visited and the current condition of the street was examined in detail. Qualitative data on Çiftlik Street were collected via personal observations,

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surveys and semi-structured interviews, during the field visits. The collected data was presented in pie charts and graphs. This created an outline for the street's most prominent insufficiencies. This outline was synthesized with the data from the theoretical study, provided a roadmap for identifying useful steps and practices for the revitalization of Çiftlik Street. By means of this road map, design guidelines are presented within the fields of architecture and urban design for the street to regain its popularity and place in the city's public life.

In order to understand the place of Çiftlik Street in urban memory and its importance in urban identity, first of all, the historical development, socio-cultural structure and changing macroform of the city of Samsun is analyzed in detail. Thus, the development and transformation processes of Çifltik Street in Samsun city history will be easier to understand. After analyzing the historical development, socio-cultural structure and changing macroform of the city of Samsun, a detailed field study is conducted on Çiftlik Street. The developments and transformations of the street in the historical process are examined. An outline for future suggestions was prepared, by analysing the previous implementations for the revitalization of Çiftlik Street. In the next stage, surveys and semi-structured interviews are conducted.

The survey and semi-structured interviews consist of 3 main sections: (1) general information of participants, (2) transportation and general use and (3) evaluation of vitality and diversity. In order to reach a wider variety of participants, surveys and semi-structured interviews were conducted between June 20 and 28, 2022, on different days of the week and at different times of the day. The criteria presented to the participants for the evaluation of vitality and diversity, are determined by grouping the concepts and features according to certain commonalities, reached in the literature review. The evaluation criteria in both surveys and semi-structured interviews were formed by synthesizing the essentials of successful and vital public

spaces, obtained from theoretical research, cases examined under a variety of concepts and personal observation.

Surveys and semi-structured interviews are conducted in Çiftlik Street at different times of the day on weekdays and weekends, by interviewing the participants in person. The majority of the participants stated that their time was limited and therefore they could not participate in a long survey. However, it is important to conduct a comprehensive study in order to examine Çiftlik Street and obtain detailed results. For this reason, it was decided to conduct two separate studies as a survey and a semi-structured interview. Surveys were conducted with the users and pedestrians who were on the street for a short time. Semi-structured interviews were conducted with the business owners and the employees with no time limitation.

Surveys were conducted with 52 participants and semi-structured interviews were conducted with 27 participants. With survey, it is aimed to reach a large number of users and it was prepared to obtain general information with questions that would take approximately 5 to 7 minutes to answer. In the survey, mostly participants who use the street except for compulsory situations, were interviewed. The street was visited at different times on both weekdays and weekends, and randomly selected users were asked to participate. By walking along the street, participants were selected from pedestrians, people sitting in cafés and restaurants, or users sitting on benches on the street. 11 questions were asked to the participants (See Appendix A).

The semi-structured interviews were conducted mainly with the employees of the workplaces on the street and the business owners (See Appendix B). Some of the interviewees were living on and around Çiftlik Street and they were spending a long period of their day here. Semi-structured interviews include open-ended questions asking, as a result, the response time was longer than the surveys. Therefore the

number of participants was kept less than the survey, and it was conducted with users in workplaces, shops, coffeehouses, cafés and restaurants on the street at different times on both weekdays and weekends. Users were asked 18 questions.

After general information such as age, gender, education level, occupation and address information were acquired, participants were asked to evaluate activity, density and diversity. Both in the surveys and interviews, 28 pre-determined evaluation criteria were presented to users in order to express their opinions about the current physical, psychological, visual and functional insufficiencies of Çiftlik Street. These evaluation criteria are grouped according the headings promoted in the Chapter 2 after compiling the characteristics and necessities of public space.

1.4   Structure of the Study

This study is composed of five main chapters including introduction. **Chapter 2** provides a literature review to examine the roles and characteristcs of streets as public spaces. Starting with a theoretical framework for streets, the decline processes of urban centers and development of the urban peripheries are explained.

After addressing the problems that have emerged due to this peripheral expansion, in **Chapter 3**, major revitalization strategies such as pedestrianization, increasing diversity, and enhancements of physical and natural elements will be discussed with examples from around the world and from Turkey.

Chapter 4 mainly examines the changing socio-economic, cultural and spatial patterns of Samsun. It is important to understand the general features of the context, in order to grasp the importance of the selected study area Çifltik Street. Therefore

in this chapter, the historical development of Samsun, spatial and socio-economic development as well as, the evolution of socio-cultural life in Samsun are studied.

In **Chapter 5**, general features of the study area Çiftlik Street is thoroughly examined. After understanding the general features and the development process of the street in time, previous attempts to revitalize the street is reviewed. Followingly, the data obtained from surveys and semi-structured interviews is explained in detail then the steps for enhancing the vitality of the Çiftlik Street is evaluated.

Finally, **Chapter 6** concludes the thesis. This chapter provides an overview of the study by summarising the initial focus and both the quantitive and the qualitative findings of the research and offers a general conclusion and further suggestions.

CHAPTER 2

STREETS AS PUBLIC SPACES

Hannah Arendt (1958) defines the concept of public realm as a world consists of man-made objects that shared by people. Also according to Arendt (1958), this world is a common ground that brings all individuals together. According to Arendt (1969), the public realm is like a table that people gather around it. Cana Bilsel (2004) also explained this metaphor. According to Arendt (1958) as cited by Bilsel (2004), this table, not only links the people sitting around it, but also separates the private space of each from the others (2004). Like Arendt, Norberg-Schulz (1971) states that, the space, at the urban level, called "our place", is formed by the interaction of individuals with a man-made environment that they share with others, which gives them a sense of identity. Norberg-Schulz (1971) focuses on "atmosphere" as the first component of place. According to Bilsel (2010), atmosphere can be defined as a holistic effect of the environment perceived by all senses. The materials that form the built environment, the physical qualities created by combining these materials, as well as the perception created by human activities, determine the atmosphere that gives a place its character (Bilsel, 2010). According to Montgomery (1997), public realm is also a defining characteristic of city life. Public realm is not only a meeting place, but also helps to define the built environment, provides a place for local customs and traditions, and represents meaning and identity (Montgomery, 2003). The conceptual relationship between public realm and public space may become understandable when the basic characteristics of the public realm are considered (Firidin Özgür, 2017). Public realm in a city has many functions (Montgomery, 2003). Based on the ideas of Arendt (1958), it can be said that being public or public life is to be seen and heard by others, even if the location is different. The public

sphere, then, is the space where things can be seen and heard from different angles, without changing their identities, so that individuals can experience sameness in absolute difference (Arendt, 1958). In short, the areas that ties a community formed by the gathering of different individuals whom united around the same issues and values, can be referred as public realm. In this respect, public space is the part of the physical environment associated with public meanings and functions (Madanipour, 2005).

As can be understood from Jon Lang's (2005) comment, in any of the environmental design fields, the public realm is comprised of two parts. The first part deals with the public components of the physical environment in which behaviours occur (Lang, 2005). He defines public realm through the concepts including behavioral settings and the form of the built environment (Lang, 2005). According to Jon Lang (2005), the physical public realm consists of elements of the artificial environment around a person. In this case, a productive way of understanding the public sphere is to think of it as a set of behavioral settings (Lang, 2005). A behavioral setting consists of a standing or recurring behavior pattern, a pattern of built form, and a time period (Lang, 2005). From this point of view, Lang argues that what actually happens depends on the prepositions, motivations, knowledge and competence of the people involved (Lang, 2005). At this point, the pattern of the built environment that Lang mentioned consists of the floor of the ground, the surfaces of the buildings and other physical components and the objects connected and structuring them from the inside (Lang, 2005). According to Lang (2005), in its more formal form, the physical public realm consists of elements such as squares, trees, facades of buildings, ground floor uses, and entrances to open spaces.

Although access to these places is controlled at certain times, everyone has access to these places (Lang, 2005). Both indoor and outdoor spaces are components of public

space (Lang, 2005). As noted above, outdoor spaces include streets, squares, and parks, while interior spaces include public buildings, halls of railway stations, and interior spaces of general public access, such as shopping malls (Lang, 2005). Gehl (2004) argues that public spaces in cities traditionally play three roles: spaces for meeting other people socially, marketplaces for trading, and channels of movement. In short, the public sphere provides spaces that allow public social life to take place in all its existing forms (Montgomery, 1997).

However, a public space is not just a place where simultaneous moments are experienced, but also places where the experiences and lives of past generations are shared (Madanipour, 2005). Public spaces do not only contain events that will extend to one generation, it is rather an experience that transcends the life span of different generations (Arendt, 1958). Then as Madanipour stated; " public space is … the space of co-presence and simultaneity, where different actors can be present at the same time, where individuals can develop freely within a plurality of possibilities that are negotiated collectively. (Madanipour, 2005)." In short, public space allows people to experience the presence of other people and to understand their perspectives (Madanipour, 2005). More concretely Müge Akkar Ercan (2010) defines public space as a space concerning the people as a whole, open to all, accessible to all or shared by all members of the community, provided by the public authorities for the use of people in general. In addition, Firidin Özgür (2018) states that the basic social and urban function of public spaces is considered as meeting the needs of the citizens to spend their spare time, relax, socialize and fraternize. Also, public spaces are places where diversity and plurality are experienced the most, as they appeal to different parts of the society with functions such as random encounters, waiting, meeting and gathering (Firidin Özgür, 2018). Müge Çalışkan Aydın and Hatice Ayataç (2015), presents four basic characteristics of urban space: access and linkages, uses and activities, comfort and image and sociability. Once

these characteristics are met, the urban spaces become more functional and efficient (Çalışkan Aydın & Ayataç, 2015).

Access & Linkages		Uses & Activities	
Reliability	Traffic Data	Fun	Land-use
Continuity	Mode splits	Active	Pattern
Proximity	Transit usage	Vital	Property
Connected	Pedestrian	Special	Values
Walkable	Activity	Real	Rent Levels
Convenient	Parking Usage	Useful	Retail sales
Accessible	patterns	Celebratory	
Readable	Understandability	Indigenous	
Awareness	of signage	Sustainable	
Encouragement		Local Business	
To public		Ownership	
transportation			
Comfort & Image		**Sociability**	
Safe	Crime Statistics	Diverse	Number of
Clean	Sanitation	Stewardship	women, children
Green	Rating	Cooperative	& elderly
Walkable	Building	Effectiveness	Social network
Sittable	Condition	Neighborly	Volunteerism
Spiritual	Environmental	Interactive	Evening use
Attractive	Data	welcoming	Street life
Historic	Comfort for		
Aesthetic	Disabled		
Identity	Choice of Materials		
Image	Choice for urban		
Quality	furniture		

Figure 2.1 The characteristics of Urban Space (Çalışkan Aydın & Ayataç, 2015, p.4).

Along with being an important component of urban life, public spaces are accepted as one of the functional areas that correspond to the basic needs of the citizens (Firidin Özgür, 2018). Madanipour (2010) further stated that without public spaces, there would be no human settlements. However, today, it is seen that the importance of public spaces has decreased due to decentralization. In this context, public spaces have become one of the important issues frequently studied in the urban design literature, especially since the 1980s (Firidin Özgür, 2018). Due to a rapid expansion, modern cities have experienced problems such as social and spatial segregation,

privatization of public space and suburbanization (Madanipour, 2005). However, considering their role on the spatial integrity and social cohesion, as well as the economic renewal of cities, the importance of public spaces for contemporary cities have gradually increased (Madanipour, 2005).

Throughout history, streets have been one of the most important public spaces of cities. Streets are one of the first public spaces of cities that come to mind from enabling basic functions such as being heard or seen by others to bringing people from different backgrounds together around various activities. Derya Oktay (2012) states that, for contemporary cities, streets are one of the rare places where people meet equally and where high-quality public spaces help developing a sense of belonging and collective memory. As can be seen from here, it becomes a priority to establish the necessary theoretical foundation to understand the importance and functions of streets as public spaces for the city.

2.1   Setting the Theoretical Framework for the Street

"Think of a city and what comes to mind? Its streets. If a city's streets look interesting, the city looks interesting; if they look dull, the city looks dull. (Jacobs, 1961, p.29)"

Good urban quarters are judged by their street life (Montgomery, 2003). As Jacobs (1961) stated, streets in cities serve many purposes. In addition to their function of regulating pedestrian circulation and vehicle traffic, streets and sidewalks are the main public spaces of cities (Jacobs, 1961). First of all, public spaces assume many important urban, social, economic, ecological, political, cultural, social and historical roles. Allan Jacobs (1993) remarks that streets are important elements that shape the form and comfort of urban communities. Streets are vessels to social and commercial

encounters and exchange as well as to allow people to be outdoors (Jacobs, 1993). For Allan Jacobs (1993) streets mean movement of people, they mean to watch or to pass other peoples. Not just to see, streets are also places to be seen by others (Jacobs, 1993). While being seen or watching streets also provide privacy (Jacobs, 1993). Montgomery (2003) emphasizes that, good streets need to be active, to generate and accommodate diversity and they must be permeable. Montgomery presents all the policies and strategies necessary to make good streets. For this, Montgomery (1998) has gathered the roles that urban spaces should foster in order to create a sense of place, under three main components: activity, form and image. Below, in the diagram retrieved from Montgomery (1998), the elements that form the basis of these three components are determined.
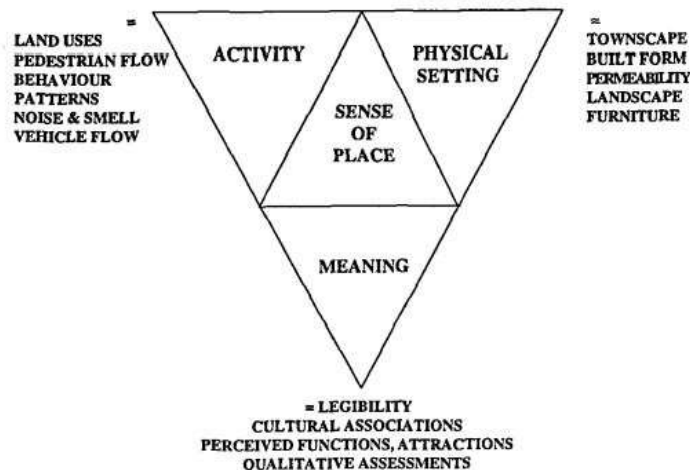
Figure 2.2. Components to create a sense of place, original source: Punter, 1991 (Montgomery, 1998, p.97).

On the basis of this diagram, it can be said that one of the most important characteristics of public space, is vitality. For Jacobs (1961), an abundant street life is one of the key components of vitality. Vitality includes busyness and animation, people on the streets at different times and human variety (Firidin Özgür, March & Wilkinson, 2012). There is a distinct relationship between vitality, activity and the quality of the public space. It can be said that one of the important elements that reflect the quality of a public space is the activities conducted in that space.

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According to Jacobs (1961), activity is a premise that both produces and reflects urban quality in the built environment. Montgomery (1997) argues that, one way to stimulate public social life is to allow and encourage new forms of activity to occur in public realm.

Jacobs(1961) identifies four key determinants that conduct the activity or prepare the necessary conditions for the activity. These determinants are a mix of primary uses, density, permeability of the urban form, and a mix of building types, ages, sizes and conditions (Jacobs, 1961). Like Jacobs, Jan Gehl (2011) argues that successful urban spaces are produced through street life, where activities in and around buildings and spaces occur intensely. Accordingly, John Montgomery (1998) argues that successful urban spaces should combine three basic elements: physical space, sensory experience and activity. Jan Gehl (2011) emphasizes that, people and human activities attract other people because in general, people attract people. Moreover, for Gehl (2011), people and any human activity are the greatest object of attention and interest. Montgomery (1998) states that activity is the key element for vitality and diversity, which are two separate but related concepts. Some of the qualities that increase the vitality of cities, that, has been derived from Lynch (1960) and Jacobs (1961), are listed below:

Jacobs	Lynch
(1) Appropriate activity before visual order	Vitality (includes biological and ecological)
(2) Mixed use, mixed age, mixed rent, concentration	(See fit)
(3) The street	(See vitality)
(4) Permeability (short blocks)	Access
(5) Social mix and consultation	Control
(6) —	Sense (clarity with which it can be perceived)
(7) Robust spaces	Fit (adaptability)
(8) Gradual not cataclysmic money	(See efficiency)
(9) Activity richness	—
(10) Automobile attrition	Two meta criteria, efficiency
(11) Surveillance	(Relative cost)
(12) Safety	Justice (social equity)

Figure 2.3. Jane Jacobs and Kevin Lynch's requisite qualities for livable cities or good urban form originally prepared by John Punter, 1990 (Schurch, 1999, p.11).

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As it is known, vitality and vital neighbourhoods constitute the center of the discourses of Jane Jacobs. A vital public space must offer diversity in land use and the people who inhabit it (Jacobs,1961). According to Montgomery (1998), vitality is related to many factors such as the number of people on the street at different times of the day and night, the uptake of facilites, cultural events that take place throughout the year, and the presence of an active street life. It is possible to increase the vitality even more by planning various activities and events in the streets, buildings and spaces in certain periods of time (Montgomery, 1998). However, the creation of long-term vitality can only be achieved through a complex diversity of primary land uses and mainly economic activities (Montgomery, 1998). Jane Jacobs (1961) also emphasizes that neighborhoods with diversity are more active in social life, thus creating vitality.

Rypkema (2003) argues that, the strenght of a downtown is not the homogeneity with other quarters of the city, it is the differentiation from anywhere else. Successful urban places require a diversity and depth of activity beyond a simple mixture of commercial, residential and industrial use (Firidin Özgür, March & Wilkinson, 2012). This mixture depends on sufficient levels of ongoing demand being sustained to support a diversity of economic activities, which may include cafes, restaurants, cinemas and galleries, grocery stores, pubs and clubs of varying sizes and types to suits individuals of varying taste, preference and socio economic status (Firidin Özgür, March & Wilkinson, 2012). Diversity is related to both the social and commercial activities around the public space and the user profile (Firidin Özgür & Sayın, 2012). Montgomery (1998) states that, diversity is related to relatively large numbers of people with different tastes and proclivities, within easy travelling distance. Based on Jacobs's discourses, Montgomery (1997) underlines that diversity, which is an important distinguishing feature of cities, is derived from the relative intensity of people and transactions with the division of labour. For Firidin Özgür and Sayın (2012), allowing free access to all without restrictions and use by different parts of society is the basis of user diversity. In this sense, the public sphere

can be defined as one of the ties that holds different groups of a society together (Firidin Özgür & Sayın, 2012). Jacobs (1961) also states that the diversity among users is related to the diversity in the commercial functions offered by the space. The greater the diversity of economic functions in any part of the city, the greater will be the diversity of other uses, population diversity and cultural opportunities (Jacobs, 1961). In virtue of this diversity, city centers reinforce the feeling of uniqueness and sense of belonging, thus become liveable (Oktay & Manzelat, 2019).

Subsequently, diversity of user profile allows for increased face-to-face interaction. Streets are the places where face-to-face human interaction is experienced mostly. Streets provide the necessary stages for direct confrontation and intriguing stimuli that lead people to encounter new landscapes and learn about others (Lynch, 1992). City centers and city streets contain all kinds of social activities ranging from passive communication, which consists simply of hearing and seeing other people, to close friendship. (Gehl, 2011). As for Gehl (2011), streets offer the opportunity to meet other individuals in a relaxed and undemanding way. Like Lynch, Gehl (2011) states that, with this form of observation, which consists of seeing and hearing people, the streets help to obtain information about the social environment in general and the people living or working nearby. According to Gehl (2011), experiencing the presence of other people in today's cities, that have become monotonous due to the separation of spatial functions and the use of vehicles, offers especially colorful and attractive opportunities for the diversity of sensory stimulation. Again, for Gehl (2011), cities where people can interact with each other are more lively and livable because they are richer in terms of sensory experience. Montgomery (1998) presents a graphic representing the components of the place making, consisting of a set of content and policies that provides an urban sense of place.

DIVERSITY,
VITALITY,
STREET LIFE,
PEOPLE
WATCHING,
CAFE
CULTURE,
EVENTS &
LOCAL
TRADITIONS/
PASTIMES,
OPENING
HOURS, FLOW,
ATTRACTORS,
TRANSACTION
BASE, FINE
GRAIN
ECONOMY

ACTIVITY

FORM

PLACE

*
SCALE
INTENSITY
PERMEABILITY
LANDMARKS
SPACE TO
BLDG RATIOS,
STOCK
(ADAPTABILITY
& RANGE)
VERTICAL
GRAIN,
PUBLIC REALM
(SPACE
SYSTEMS)

IMAGE
(cognition, perception
& information)

= SYMBOLISM & MEMORY
IMAGEABILITY & LEGIBILITY
SENSORY EXPERIENCE &
ASSOCIATIONS
KNOWLEDGEABILITY
RECEPTIVITY
PSYCHOLOGICAL ACCESS
COSMOPOLITAN/SOPHISTICATION
FEAR

Figure 2.4. Policy directions to foster an urban sense of place or place making (Montgomery, 1998, p.98).

Based on Figure above, Montgomery (1998), states that vitality can be gauged by measuring pedestrian flows and movements, the uptake of facilities and the existence of 'things to do'. However, indicators that measure diversity involve a wider scale. For measuring diversity, he (Montgomery, 1998) represents a list of indices (mostly derived from Jane Jacobs, 1961). One of the significant indices is the extent of variety in primary land uses, including residential (Montgomery, 1998). Jacobs (1961) emphasizes that, it is of importance that each district should be a mix of residential, business and industry, with old and new buildings, with young and old people or with rich and poor. Because people themselves want diversity (Jacobs, 1961). When the neighbourhoods that fails to provide diversity, they are inflicted by the 'Great Blight of Dullness', therefore these areas turn into slums (Jacobs, 1961). Also the patterns in opening hours, including the existence of evening and night-time activities (Montgomery, 1998) may be linked with both vitality and diversity. According to Jacobs (1961), districts should adopt preferably more than one function, since this would allow their streets and buildings to be actively used in

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different time periods of a day. Moreover, neighbourhoods should be designed to encourage people to use the streets (Jacobs, 1961).

Another point Montgomery (1998) argues is that diversity also comes from relatively high population density. Some may think that dense population is an undesirable situation for cities. However, density is one of the important aspects that directly contributes to vitality and diversity. Even Jane Jacobs is of the opinion that dense urban population is an important asset for cities (Jacobs, 1961). Jacobs (1961) underlines that large numbers of people gathering in cities should not be regarded as just a physical phenomenon. According to her, for the development of city life and the provision of a lively public street life, it is important to increase the density where necessary so as to encourage visual and economic diversity as much as possible (Jacobs, 1961). In this regard, the existence of population density becomes highly significant. Therefore it should be emphasized that living in high-density areas should not be associated with overcrowding and should not be considered relatively unfavorable. Jacobs (1961) remarks to the fact that urban centers where offer an immense diversity would not be possible if people did not gather in urban centers with a certain density. Similarly, Montgomery (1998) states that diversity is based on relatively large groups of people with different tastes and proclivities within easy travelling distance. This population density also forms the basis of an immense vitality (Jacobs, 1961). Because, according to Jacobs (1961), human multitude also offers countless possibilities and differences.

Proceedingly, another activity based component is the existence of a fine grain economy. According to Montgomery(1998), the most lively and interesting urban areas tend to be places of complex variety, with a large representation of small scale business activity. In summary, an economically successful urban space should include as many links established between firms, including inter-trading and sub-contracting relationships of small and medium-sized enterprises. The ongoing

relationships between these firms, such as import-export, domestic consumption, and adding new jobs, mean developing a fine grain urban economy (Montgomery, 1998). Especially after the widespread popularity of shopping centers due to globalization and the priority of brand chains in consumption, put great burdens on local businesses. Therefore keeping the local economies of cities alive becomes one of the necessary steps to preserve the vitality of urban spaces. Jane Jacobs was one of the critics of this issue. According to her while there is a small number of large firms – mostly brand chains monopolized in their own course – people become less enthusiastic to choose a greatnumber of small stores (Jacobs, 1961). This, in turn, removes both the notion of a real street and the reasons that will encourage people to use the streets.

At this stage, the key to encouraging a successful local economy consists of increasing trade volume, continuous innovation, introducing new services and products, and the relationship between the supplier and the customer (Montgomery, 1998). An important point for small and medium-sized enterprises to maintain a successful urban economy is to be more flexible and to be able to adopt changes, new ideas and new production methods (Montgomery, 2003).

Montgomery (1998) states that one of the key components for creating successful urban spaces is to create a complex transaction base. Supporting the local economy increases the vitality and diversity in public spaces, and the vitality and diversity in these spaces creates possible transaction bases that will be effective in these spaces for longer periods of time (Montgomery, 1998). However, it should not be deduced from this that this transaction base is only economic. Cultural and social processes should also take place in order to achieve public space. Jacobs expresses the necessity of this as follows; Cities need a complex and close-grained diversity of uses that constantly support each other both economically and socially (Jacobs, 1961). Although the components of this diversity may be very different, they must

complement each other in certain concrete ways (Jacobs, 1961). On the other hand, streets and spaces – in its most general form public realm – are necessary for the realization of these economic, social and cultural transactions. Physical spaces are necessary for human interactions, basic activities from watching people to greeting, commercial activities, cultural and social events to occur. Certain forms and physical settings should be considered in order for these spaces to offer successful social, cultural and economic interactions. This leads us to the concept of permeability.

Although it has been mentioned in the previous sections that Jane Jacobs offers four prerequisites to ensure urban diversity, it is worth repeating. Accordingly, the prerequisites for achieving this diversity are a mixture of primary uses, intensity of the built form, permeability, and a mixture of building types, ages, sizes and conditions (Jacobs, 1961). At this point, permeability may be considered a concept closely related to the built form and scale. Therefore, evaluations on permeability mostly concern city blocks and street patterns. Jon Lang (2005) states that the quality of a city is closely related to the quality of its streets. One of the factors affecting the perceived quality of these streets is the length of their blocks (Lang, 2005). Jacobs (1961) also underlines that many successful streets need visual interruptions. In this way, the perception of endless distance has been precluded, and at the same time, visually intense street use have been increased (Jacobs, 1961). Two important points can be drawn here.

First, it is important that the blocks mentioned are as short as possible so that there are more streets to walk and more opportunities to turn corners (Montgomery, 1998). One way to achieve this is with street plans that include alleys, ginnells, and courtyards (Montgomery, 1998). Montgomery (1998) points out that from a psychological point of view, people are less willing to walk on long-distance streets with few activities. Montgomery (2003) also states that, streets with visual continuity have become monofunctional and stagnant spaces. At this point, Jacobs (1961)

emphasizes that close grained city blocks offer people more walking distance and allow people from different age groups to spend more time and mingle.
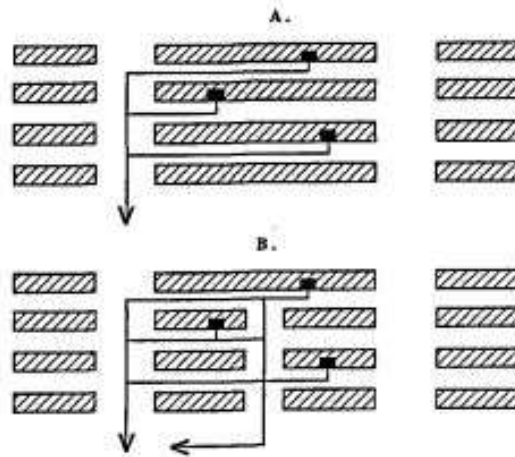
Figure 2.5. The evalution of city blocks, Figure 4A shows that longer blocks hinder permeability and Figure 4B explains that shorter blocks generate more street life (Montgomery, 1998, p.108).

Subsequently, John Montgomery (2003) states that longer streets with a continuous visuality and little activity prevent permeability, thus, they become monofunctional, self-isolating and stagnant. However, areas with shorter blocks tend to generate a more street life, and even more streets with actively used back alleys and courtyards (Montgomery, 1998). Long blocks not only prevent permeability, but also negatively affect the development of small enterprise development (Montgomery, 1998). This leads to the second point, which is, by increasing permeability and the number of alternative routes will also increase the number of economically convenient trading points (Montgomery, 1998). Because as the streets become more inactive, the reasons for the existence of these places decrease (Montgomery, 1998). It is also important not only that the blocks are shorter, but also that there are sufficient pavement spaces in front of them or the presence of active courtyards and alleys (Montgomery, 1998). As Montgomery (1998) states, "the building should help define the space, rather than simply being set in.

The Characteristics of a Good Urban Space

(Montgomery, 2003)

(1) ACTIVITY
- Diversity of users
- Variety of cultural events
→ Fun, Active, Vital Celebratory, Land Use

- Presence of evening economy
- Strong small firm economy
→ Local Businesses Retail Sales

(2) BUILT FORM
- Fine grain urban morphology
- Permeability & Streetscape
- Legibility
- Active Frontages
→ Attractive Aesthetic Quality Choice of Materials Choices for Urban Furniture

Surveillance & Control (Jacobs & Lynch)

STREETSCAPE
Safe, Clean, Green Walkable, Sanitary Accessible
Continuity Public Transportation Traffic Pedestrian Parking

(3) MEANING
- Meeting and greeting spaces
- Identity & imagery
- Knowledgeability
- Design Appreciation & style
→ SOCIABILITY Diverse, Cooperative, Interactive, Welcoming, Diversity of Users (Jacobs, 1961 - Social Mix)

Grouping the Concepts

FUNCTIONAL EFFICIENCY
- Continuity
- Public Transportation
- Traffic Management
- Pedestrian Flow
- Parking
- Strong economy
- Greenery
- Meeting and greeting spaces

PSYCHOLOGICAL COMFORT & SAFETY
- Safety
- Surveillance
- Control
- Access
- Fine grain urban morphology
- Permeability

PHYSICAL QUALITY
- Permeability
- Legibility
- Streetscape
- Landmarks
- Active Frontages
- Facades
- Materials
- Urban Furniture
- Identity
- Design Appreciation & style

ACTIVITY & DIVERSITY
- Variety of cultural events and venues
- Presence of evening economy
- Number of women, children and elderly (diversity of users)
- Local businesses
- Retail sales
- Variety in opening hours (Montgomery, 1998)
- The presence of people attractors

Figure 2.6. A summary of concepts discussed on the characteristics of a good urban space (Edited by the author).

If the characteristics that a successful urban space should acquire are summarized so far, they can be grouped into three based on Montgomery's (2003) discourses: activity, built form and meaning. Activity encompasses concepts such as the strength of small-firm economy and user diversity, while meaning encompasses concepts as identity and knowledgeability. It can also be said that, meaning also defines the level of sociability of an urban space. The built form, on the other hand, encompasses the physical characteristics, permeability and legibility of the space. Issues such as the safety, continuity and accessibility of the streetscape can also be included in the built form. When the sub-categories of these concepts are grouped, it can be seen that they reflect 4 basic criteria: functional efficiency, psychological comfort&safety, physical quality and activity&diversity. These categories form the basis for the evaluation criteria of the empirical studies to be conducted in order to collect the necessary data in the field study İstiklal (Çiftlik) Street in the following sections.

2.2   The Decline of Urban Centers and the Process of Recentralization

One of the main reasons causing the decline of urban centers is considered as suburbanisation. The beginning of suburbanization dates back to the periods following the Second World War. In the post-war era, suburbanization has become a worldwide phenomenon. The political, economic and social developments and the increasing use of automobile after the World War II, caused important changes in urban life. Before the War, the continuous developments in the industrial field, had already prepared the ground for important spatial changes.

Clearly, one of the biggest problems after the war, was to provide new housing areas. Reasons such as migration, military deployment and demobilization, have accelerated the growth of suburbs (Nicolaides & Wiese, 2017). For Madanipour (2003), overcrowding was a major problem as cities grew rapidly in the 19th and

20th centuries by attracting large numbers of incomers and in some places and periods by high birthrates. Therefore, the modernist planning promoted a reduction of overcrowding in the cities with the decentralization of the cities (Madanipour, 2003). Most of the soldiers returning home after war, got married and started a family. Subsequently, the rapid growth in population with the increasing number of newborns, caused the existing housing areas to be insufficient (Thorns, 2002). Thorns, therefore stated that, the expansion of suburbia between 1950s and 1960s, increased demand for housing (2002). Migration and natural increase in population induced housing production and the rapid growth in residential development (Thorns, 2002). Hence the surburbian forces generated by rising incomes and falling transportation costs have reduced the demand for aging central-city housing, depressing its price and diminishing the incentive for upgrading and redevelopment (Brueckner, 2000).

In the following years, the influence of late capitalism began to be felt in the formation of urban-suburban inequality (Nikolaides & Wiese, 2017). Based on the remarks of Nicolaides and Wiese (2017), it can be said that, urban-suburban inequality in cities was a significant result of rapid increas in population, demand for private house ownership, cheap transportation costs and suburban housing. With globalization and the liberalization of the economy, local authorities sought capital to build new and modern cities. Tax regulations and the reduction of housing costs helped the newly developing suburban areas to gain value (Thorns, 2002). Especially with the low housing prices in the suburbs, it has become easier for the working class to have their own houses (Nicolaides & Wiese, 2017). Also, improved infrastructure and ease of transportation have been, according to Brueckner (2000), important factors in the development of suburbs. Along with this geographical change of the population, "job suburbanization (Brueckner, 2000)" have also been experienced. With the increasing population density, job opportunities in the suburbs have increased.

Similarly, increasing job opportunities have brought more people to the suburbs. Additionally health, education and public services have been provided, depending on the demands of suburban residents (Thorns, 2002). As the suburban population gradually increased, these areas attracted more investments. Hence the incentives to redevelop the central areas have decreased (Brueckner, 2000). However, by the 1950s, it was also understood that urban centers should be recovered. Thus, the necessary ground was prepared for the discussions on returning to the city center. The diagram below showing the decline of urban centers and the process of re-centralization, will provide a brief summary of the process described so far.
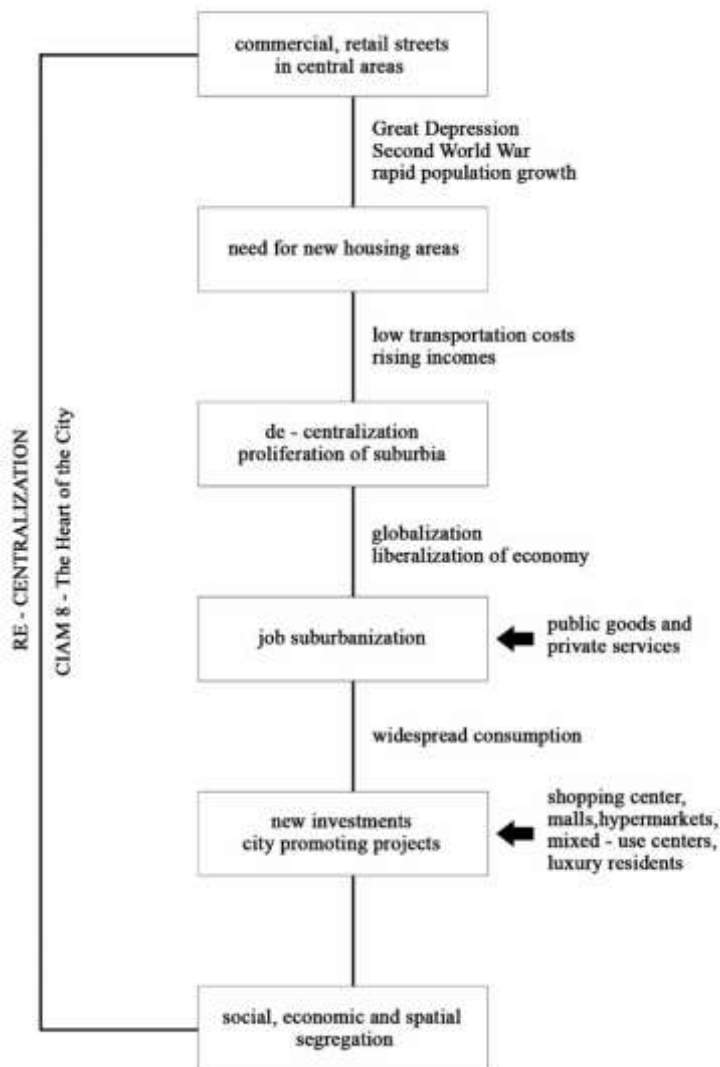
Figure 2.7. The decline of urban centers and the process of re-centralization (Edited by the author).

To contemplate the process of change that has occurred in downtowns in the United States, Dagney Faulk (2006) presents an eight-stage descriptive model to describe the economic and spatial changes occurring in aging downtown areas and surrounding neighborhoods.

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┌─────────────────────────────────────────┐
│              Stage 1:                    │
│  Commercial, retail, and government center.│
└─────────────────────────────────────────┘
                    │
                    ▼
┌─────────────────────────────────────────┐
│              Stage 2:                    │
│  Decline in residential area surrounding downtown.│
└─────────────────────────────────────────┘
                    │
                    ▼
┌─────────────────────────────────────────┐
│              Stage 3:                    │
│   Decline of retail & commercial space.  │
└─────────────────────────────────────────┘
                    │
                    ▼
┌─────────────────────────────────────────┐
│              Stage 4:                    │
│  High level of vacancies and abandonment.│
└─────────────────────────────────────────┘
                    │
                    ▼
┌─────────────────────────────────────────┐
│              Stage 5:                    │
│  Organization to redevelop/revitalize, advocacy.│
└─────────────────────────────────────────┘
                    │
                    ▼
┌─────────────────────────────────────────┐
│              Stage 6:                    │
│   Identification of projects, husbandry  │
└─────────────────────────────────────────┘
                    │
                    ▼
┌─────────────────────────────────────────┐
│              Stage 7:                    │
│        Revitalization/Redevelopment      │
└─────────────────────────────────────────┘
                    │
                    ▼
┌─────────────────────────────────────────┐
│              Stage 8:                    │
│            Multi-use Center              │
└─────────────────────────────────────────┘
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Figure 2.8. Process of downtown redevelopment (Faulk, 2006, p.631).

Meanwhile, in order to prevent the decline of the city centers, numerous discussions, meetings and congresses were held to discuss this issue. In 1951, the transformation of post war urbanism began to be critically evaluated through different urban conditions, starting with the 8th CIAM titled " The Heart of the City". This discourse on the heart focused on issues such as the disapparence of city centers due to the destructiveness of war, and an urban sprawl with the sudden expansion of city boundries (Zuccaro Marchi, 2016). Here the heart had two metaphorical meanings. Zuccaro Marchi (2016) suggested that urban structure, as an organic metaphor that referenced the physical characteristics of the anatomical heart, compared the relationship between the heart – in this case the city center – with other organs that have specific locations and functions. At the same time, the heart has taken on the role of a more functional metaphor, providing the restoration of harmony and connections between urban limbs (Zuccaro Marchi, 2016).

The discussions on the heart of the city were based on cities, that were stripped of their socio-spatial context due to the mechanical developments, that led to the destruction of the war (CIAM president Sert). At the same time, the issues of urban sprawl, which can be described as the creation of an endlessly open space, were included in the agenda of CIAM 8 Congress. In the ongoing discussions, many names presented their views on the discourse of the heart, and evaluated the problems that the heart was facing, from their own perspectives. Many different ideas on the symbolic meaning of the heart were presented. However, they were basically all shaped around the same theme: ignoring the urban centrality causing an urban sprawl and the continuous expansion of city boundaries (Sert, 1952).

Similarly, Eric Mumford and Kenneth Frampton (2000) stated that CIAM 8 was a reference point for new forms of public space that includes elements such as renovated urban centers and theme parks etc, for especially decentralized cities that changed rapidly in 1950s and later. He also added that, this congress with the theme

"the Heart of the City" was one of the earliest efforts to discuss the problem of public space in the transformed post-war conditions of modern architecture (Mumford & Frampton, 2000). The academic and philosophical debates on the discourse of the heart of the city, have re-emphasized the importance of city centers. Thus, some efforts have been made on re-centralisation. At the point where modern architecture has reached after the war, it has been argued in the name of re-centralization, that new forms of public space should be created and they should be created in the centers.

To summarize, the history of suburbanization dates back to 1945-1950, for the United States and European countries. The issue of decentralization, which started with the mechanical changes caused by industrial developments in cities, grew with the construction of new highways and the widespread use of motor vehicles. Creating new housing areas as a solution to the economic, social and demographic problems caused by the war, has led to the endless expansion of cities towards their peripheries. The development of new residential areas, has removed the necessary incentives for the renewal of urban centers and the restoration of demolished areas (Faulk, 2006). Therefore, the urbanization policies of the states focused on the newly developing suburban areas. For developing countries such as Turkey, the process of suburbanization and urban sprawl have accelerated with the end of the 1980s and the beginning of the 1990s, with globalization and the adoption of neoliberal policies.

Also in these periods, the neoliberal economic model has become widespread with the effect of late capitalism. For Turkey, one of the underlying reasons for the decline of the urban centers – as will be discussed in detail later – was the urban expansion towards peripheries. The post-war problems in the United States and many European countries in the 1950s, began to be experienced in Turkey in the 1980s-1990s.

2.3 Development of the Urban Peripheries and the Decline of City Centers

As stated at the beginning of the chapter, especially the post-war era has been a period of developments, and major economic, social, political and urban changes, throughout the world. Urban spaces have been exposed to changes not only physically but also socially. During this period, with the globalization of the economy and the widespread use of new methods in industry, changes began to occur in the definitions of labor force and production relations, thus space production. One of the most important factors triggering the change in urbanization policies and urban sprawl has been globalisation and followingly liberalization of the economy.

In the 1970s, as Bell (1973)[1] first stated, the world entered the post-industrial era, when, the production relations began to lose its priority in the capital growth. In the economy of industrialized nations, the importance of production has decreased. While the importance of service and knowledge has began to increase. Thus, deindustrialization has began and the service sector has developed substantially. With the breakthroughs in informatics and communication technologies, the information age has started. This made information, knowledge and creativity based materials the main element of economy. Since 1980s, the industrial production have declined and as a result, production relations have been reshaped (Çobanyılmaz Öztürk, 2019).[2]

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[1] Daniel Bell (1919 – 2011) was an American sociologist and professor at Harvard University. He is known with his studies contributing postindustrialism. In his book The Coming of Post-Industrial Society, subtitled "A Venture in Social Forecasting", Bell postulated the theory that, the knowledge was replacing manufacture. He described a new, well educated class in post-industrial society, that has access to knowledge, whom later would constitute the high levels of the society.

[2] At this point, it should be noted that the economy has not completely cut its ties with production. Therefore, it would be wrong to assume that the economy of nations is only service-based. During this period, costs in production were encouraged to be minimized. For this, companies have agreed with subcontractors and contracted suppliers. Meanwhile, governmental policies concentrated on the development of the service sector.

The rapid developments in technology have shown their impact on urban life. One of these important effects is, the development of infrastructure services as the patterns of water reticulation, electricity and gas supply, waste removal and so forth and improvement of transportation systems allowing to travel across longer distances (Thorns, 2002). This is followed by the increasing popularity of private cars in the earlier decades of the twentieth century. New surburban areas were created, designed around individual family households dedicated to privatised forms of consumption and increasingly dependent on the private motor vehicles rather than public transport systems (Thorns, 2002). The result was a vast expansion of private detached housing in peripheral suburbs based upon the ownership of a private car and an expansion of consumption, especially of household commodities with private cars surpassing public transport and adding to each individual's possible flexibility. (Thorns, 2002). During the 1950s and 1960s, with the growth of suburbs and the development of more extensive car ownership, suburban shopping centers emerged in busy areas at the intersections of highways. In addition to the increaseing automobile usage, another reason for high-income individuals prefer suburbs to aging central-city housing was the construction of new highways and parking areas, eased the transportation between suburbia and the city center.

By the 1990s, advanced developments in the information technology (IT), have created the necessary bases for the globalization of the economy. One of the key changes in the late twentieth century has been the shift from industrial to information- centered capitalism (Castells 1997,1998, cited in Thorns, 2002). In the 1970s, financial services and information based capitalism encouraged the restructuring of the world economy around a new global order and new spatial distributions that led to the emergence of global cities. The new sets of economic relations that emerged mainly based on on global flows of information and financial transactions thus were not constrained by national borders or governments (Thorns, 2002). According to Thorns (2002), cities were becoming key nodes in this emerging new order. As the following phase of globalisation, with the service of the worldwide

web in 1991, the era of online commerce has begun (Adam, 2012). Thus, new forces have emerged to lead the economy. With the widespread use of computers and the internet, job opportunities in the field of Information Technologies, have increased significantly (Garvin, 2019). In addition, the financial sector and capital markets have spread around the world in a short time (Adam, 2012). The financial services industry has developed overseas. With this new global economic model, the definition of the labor force began to change, and the white-collar labor force has replaced the blue-collars. As Adam stated (2012), along with the liberalization of financial trade, the urban and architectural space have also changed radically.

International trading has created job opportunities, that require higher level of education, more qualified skills and knowledge. These nascent job opportunities created a transnational group of migrants who were more mobile and were able to travel from one global city to the other easily (Thorns, 2002). This group was recruited with high incomes in financial services and information (Thorns, 2002). As an outcome of the returns from these high-earning positions, the welfare of individuals has also begun to rise (Adam, 2012). Especially with the improving living standards, the demands of society have also changed. Rather than manifacturing, economic and social growth focused on new activities shaped around leisure, recreation and information (Thorns, 2002). The consumption-centered facilities has become the new focus of societies. The effects of these changes are undoubtedly reflected in architectural practice. First of all, the demand for quality and luxurious housing has increased.

As it is understood, after the World War II, suburbanization paved the way for the spread of cities towards their peripheries and the decline of urban centers. However, since the 1980s, especially the effects of neoliberal policies have manifested themselves heavily on cities. As a result of globalization, which is accepted as the latest form of neoliberal policies, a well-educated, high-income class that share a

similar luxury consumption pattern has emerged (Adam, 2012). Manuel Castells defines this class as follows: "All these are symbols of an international culture whose identity is not linked to any specific society but to the membership of the managerial circles of the informational economy across a global cultural spectrum (Castells, 2000)." Ultimately, cities have begun to shape around the common character traits of the members of a specific group.

A common consequence of facilitating travel and communication opportunities is, the homogenization of culture and space, according to Robert Adam (2012). As Urry stated (1995), one common characteristics of the culture of a particular region or nation is that, it provides an important distinction between local and global. Urry (1995) states that the concepts of "time" and "space" have experienced a semantic shift due to globalization and digitalization in present day societies, and he also criticizes that the spatial and social integrity of the society is fragmented by the division of time-distance relationship. As computer and online communication technology infiltrating every aspect of life, the actions have been released from the constraints of the space. With the informatics aspect of late modernity, the influence of places in global information and financial networks has increasingly destroyed locality and its cultural dimension. Sense of distance from geographical travel has disappeared, shopping malls with imitated spaces have been presented as an alternative to changing geographical space (Urry, 1995). In addition consumption have focused on culture, and places have began to be consumed. In this regard, Urry (1995) criticizes that tourism has turned into a consumable object and tourist practices with varying social identities, have made tourism a consumable object with today's understanding of capitalist production. Due to the dynamic nature of modernism, Urry (1995) criticizes that locality and its restrictive experiences begin to disappear as the ties between time and space weaken. Donovan Rypkema (2003) defines two facets of globalization as economic and cultural. He emphasizes that cities must learn to capitalize on economic globalization without being consumed by cultural globalization (Rypkema, 2003). Cities must also deal with diversity on both

the international and local levels (Rypkema, 2003). He states that the downtown is a community's most effective venue to confront, learn from and accommodate both globalization and diversity (Rypkema, 2003).

On the other hand, it would not be wrong to say that with globalization, the cultural values of a society spread beyond the borders of that country. Thus, mobile and practical designs that reflect the common liking and preferences of individuals in the new capital order, have been promoted. Cities have began to experience economic, cultural, social and spatial changes, with the reducing dominance of local cultural distinctive features on architectural practice. As Madanipour emphasized (2019), the change of the economic order have considerably effected the social and spatial organization of the cities. Ultimately, cities have begun to compete with each other, in order to attract investments. Using the discourse of globalization, neoliberal ideology has made urban space an important commodity for itself. Urban development is, correspondingly, reduced to the promotion of cities through certain images, with the aim to attract foreign and local investors. Thus, the built-in environmental production has been an important means in capital accumulation.

Recently with the capital being largely built on real estate development, private investments in the real estate sector have gradually increased. Just as local governments started to compete in order to attract investors, private firms have competed with each other. With the spread of consumption culture, the demand for mixed-use centers, that combine several facilities, have rapidly increased. The private sector has turned its attention to the areas, where the majority of high-income consumers demanding quality living spaces as well as qualified public services.

The change in the economic layout has effected the society's patterns of consumption. With the change in the definition of labor force, the economic gains of

individuals have altered. Consumption has become more on demand than a necessity, with the increasing incomes of individuals working in corporate world. As unprompted consumption has become widespread, the demand for facilities that provide shopping, entertainment and social interaction has also increased. The urban and spatial structures have adopted some changes with the increasing demand for these centers. In this sense, one of the reasons for the decline of city centers is the rapidly rising popularity of shopping centers.

As the society's demand for city branding projects, local governments and capital owners, as decision mechanisms, have been involved in the current competition (Karakaya, 2014). After all, they are concerned about the value and popularity of their place compared to the others (Karakaya, 2014). With the escalation of this competition, interest for shopping centers have also grown in a contentious way. Of course, the reason itself should not be understood only as the widespread popularity shopping malls and hypermarkets. Rather, the main problem is that these centers are located off the center areas, due to the suburbanized population.

In general, those who migrated to the suburbs have been younger, more dynamic and especially higher-income groups of the population (Aksel Gürün, 2009). This movement has created new and larger sources of demand in these areas, where there were less shopping facilities in the past (Aksel Gürün, 2009). The city centers could not compete with the out-of-town shopping centers which represent a modern lifestyle and attracted all types of social groups (Aksel Gürün, 2009). Considering that the urban retail structure is also driven by economic and social factors, the interruption of commercial activities in the center caused the withdrawal of trade facilities from the centers (Aksel Gürün, 2009). On the other hand, trade has expanded to the peripheries. Corporate firms and store chains have moved to the shopping centers, whereas, local firms and small enterprises have struggled to

survive against large firms. This situation freed the citizens from the obligation to come to the central streets and regions for their daily needs.

At this point, it can be said that, local governments have also encouraged investments in the peripheries. Afforested and agricultural lands are offered for large-scale and high-standing projects in order to encourage new investments. Brueckner (2000) is of the opinion that, as the income level of individuals increases, they demand private areas for themselves and for public services such as education, entertainment and security. This idea is likely to reinforce the tendency of the local governments to concentrate on the development of peripheries. Because the construction of new residential areas offers more financial returns in the short term. In addition, meeting the floor area required for the mixed-use centers, business and entertainment facilities, residential areas etc within the central-city areas, will be a compelling and limiting factor for the implementation process. Therefore, it becomes more attractive for both the private sector and local authorities to use large peripheral areas. This, in turn, reduces the motivation to re-develop and upgrade the already aging center-city streets and neighborhoods.

However, alongside the development of the city, revitalization of city centers is of great importance in order to ensure socio-cultural sustainability. First of all, decline of these areas harms both the social and economic structure of the city. The urban-suburban inequality of the city promotes the social and economic segregation among citizens. In addition, considering the place and importance of the central neighborhoods and streets in the memory of the city and its residents, the decline of these places may cause disruption in the daily routines of the urbanites.

2.4 Emerging Problems with the Decline of City Centers

Throughout history, public spaces have been integral elements of cities that assumed important physical, economic, political, ecological, psychological etc. roles (Akkar Ercan, 2016). Especially from the beginning of 1990s onwards, public spaces have experienced major changes due to the effect of globalisation, neoliberal policies, urban transformation and city branding projects. As a result, public spaces have become an inreasingly important issue both academically, professionally and socially. With the increasing interest of the public and private sectors, places and facilities that branding cities with high quality design have been built (Akkar Ercan, 2016). The physical, social, ecological and economic values of the city, have been increased with urban transformation and gentrification projects (Akkar Ercan, 2016). However, as well as the positive developments in cities, the negative effects of neoliberalism and globalization on the city and its inhabitants should not be ignored.

To begin with, the expansion of city boundaries towards peripheries and urban sprawl, have caused certain central retail areas and streets to lose their attraction. As the number of buildings and facilities that offer the purposes of housing, entertainment, business, health and education increases in the peripheral areas, these areas have begun to gain popularity among citizens. When public and private sector directed their attention to city branding projects, investments that would provide prestige to the cities in many economic, social and political fields also shifted to these areas (Thorns, 2002). On the other hand, central areas that have lost their necessary predominance for stimulating urban development and urban transformation projects, have begun to regress. This regression have brought important physical, social, economic, cultural, ecological and psychological problems.

Alexander Garvin (2019) remarks that centers are not only economic tools, but also a repository of knowledge and culture, producing new ideas and initiatives. However as a side effect of globalisation of the economy, the urban policies of local governments have also been formed in a way, that would provide financial gain. Nowadays, the economic dimensions of the central areas are taken into consideration rather than their innovative and cultural dimensions. Due to the investments and projects in suburban areas, the shift of residential areas and retail centers to the outskirts of centers, has changed the economic balance between centers and suburbs. Thorns (2002) expresses this as the homogenization of demographic groups in certain regions in terms of their economic and welfare level. This may be called a fiscal segregation, resulting from the desire of high-income consumers, to create seperated sections for the provision of public goods such as education, parks and public safety (Brueckner, 2000). This resulted in the emergence of residential neighbourhoods that seperates itself of from the remainder of the urban area, while creating a safe and secure area for its residents (Thorns, 2002). Thorns (2002) identifies "gated communities" as its most extreme form. The gated residential developments with security systems to control entry and egress, emerged first in parts of the US and spread to other countries (Thorns, 2002). However according to Thorns (2002) these communities not only control security, they also have internal control systems to ensure that all residents uphold the 'normative' standards set.

According to Madanipour (2005), firstly, the concepts of neighborhood and community have began to slowy dissappear with the development of industrial capitalism. In everywhere cities were becoming places full with nameless and segregated crowds (Madanipour, 2005). But in a way this has also helped to the emergence of new public spaces and new interactions in cities (Madanipour, 2005). This approach, in the words of Madanipour (2005), constitutes the outlines of modern cities. Although the general conditions experienced by the urban population have been improved, anonymity, segregation and suburbanization have become an important issue of cities (Madanipour, 2003).

For Madanipour (2019), with their spatial dispersion, cities, create difference and segregation alongside social diversity. Thorns (2002), evaluates the issue of segregation and difference under the titles of "social inequality" and "social exclusion". He links this social inequality within many developed and developing cities, with spatial segregation, poverty, unemployment and lack of skills (Thorns, 2002). All these reasons, according to Thorns (2002) motivated individuals to work high values to gain necessery income in order to secure them a place in the mainstream society. He later explains that, this segregation stems from the inequality of resource distribution and the spatial distinction between the rich and the poor (Thorns, 2002). Bilsel (2009) emphasizes that, the uncontrolled residential areas that have grown along highways cause an uncontrolled urban sprawl and fragmentation of the urban public realm. Pointing out that the investments of capital groups in areas outside centers, decentralized the central functions of the city, she states that many shopping centers have been located on the main transportation arteries as a result of the widespread use of automobiles and transportation (Bilsel, 2009). The gentrification and urban transformation projects, carried out under the name of promoting cities, have also changed the population compositions of cities (Thorns, 2002).

Bilsel (2009) underlines that, the desire of especially high income groups to live in their own safe and healthy areas, away from others is another reason of this segregation. The poor suffer from the fear of social exclusion from the mainstream society, which is dominated by the inadequacy of workforce and low income concerns. On the other hand, the social segregation of individuals caused by the level of income distribution, has created security concerns and a desire to control the conditions of the area they live in. This is an indication that as the income level of individuals increases, the demand for safe living spaces that offer greater access to the public goods and opportunities offered by the private service sector, increases (Brueckner, 2000).

Especially the acceleration of real estate investments and the widespread use of facilities such as mixed-use centers, shopping malls and hypermarkets responding to this demand, have created new dilemmas for city centers. Corporate firms and store chains have moved to the shopping centers, whereas, local firms and small enterprises that remained in the city center, have struggled to survive against large firms. With the gradual decrease in the content that will attract the attention of consumers in these areas, the interest of the users has shifted to the peripheries where the content is more intense and diverse. As the attention of the society shifted to these consumption oriented places, the important retail streets in the central areas, have lost their vitality and experienced a significant change in the user profile. Hence the city centers have become areas, where low income groups are mainly concentrated. The homogenization of the user profile and the decrease in the number of users crate important problems for these streets: Lack of vitality, lack of diversity density, lack of security and sense of safety.

Manuel Castells (2004) explains that people tend to bond with other people similar to them, and tend to participate similar activities with these people. In this case, people will have a tendency to live, entertain, and receive services such as education and health in places where there are people who are socially and economically similar to them. Here, as a result of the spatial, economic, social and cultural disintegration city centers have experienced, a relationship may be established between the decrease in their vitality and diversity. As Jacob (1961) said: When a city stagnates or disintegrates, a city as a social neighborhood of the whole begins to suffer. Centers of vitality, that should bring people, ideas, and money together, fail (Jacobs, 1961). When a diverse, vibrant and inclusive city center is not provided, urban life with segregated and isolated communities that have concentrated in certain areas becomes inevitable. In the out-of-centre areas of the city, in order to appeal to these isolated communities, areas that offer different activities, recreation and leisure are developed. Therefore, as the population density, diversity and the vitality of the areas increase, the diversity and vitality that centers have considerably decrease.

Acoording to Jacobs (1961), another role of streets is enhancing security and creating a sense of safety. The general feature of the cities is that they are full of strangers (Jacobs, 1961). It is natural for people to have fear of safety. Therefore, providing security in cities becomes a priority. Since the streets are one of the most significant elements that constitute cities, the necessity to ensure their safety may be better understood. Although the streets and sidewalks, appear as insignificant abstractions on their own, they play an important role in eliminating the illegal acts and the fear of criminal elements among the citizens (Jacobs, 1961). Kevin Lynch (1960) also emphasizes that a good environmental image gives the user a sense of emotional security. From the arguments of Jacobs (1961), it can be said that the main elements that ensure the safety of the streets, apart from the law enforcement, are the people on the streets and the activities that will keep these streets active, especially at night. The presence of humans creates a natural surveillance, allows "eyes on the street" (Jacobs, 1961). As Jacobs (1961) exemplified, the shops, bars, restaurants and cafes on these streets, in short, activities conducted by people, form the basis of this natural surveillance (Jacobs, 1961). However, the social and economic segregation in the city centers and its consequences have caused an increase in security concerns in the centers.

One of the problems that is related to the sense of safety, is the gradual decrease in face-to-face human interaction. Face-to-face contact is the essential element that makes a public space livable, safe and identifiable (Oktay & Manzelat, 2019). Face-to-face contact is also closely related to establishing a sense of safety. Jacobs (1961) states that face-to-face interaction creates trust. This sense of trust is provided by many small contacts established in public spaces (Jacobs, 1961). However, many reasons such as the development of technology and the ease of obtaining information, the changes in social patterns, and in the organization of spaces have led to the decline of face-to-face interaction (Thorns, 2002).

The shift of private services to suburban areas, has been one of the main factors affecting the spatial distribution of cities. It has become increasingly difficult for local businesses to survive in the face of large companies, constituted by the global economy. Especially the withdrawal of chain stores from the centers has brought the customer base of these brands with them. As a result, commercial streets have begun to lose the appeal they once had. With the withdrawal of users from these streets, the eyes on the street have decreased. The difficulty of ensuring the continuity experienced by the local business owners, who have been forced to compete with corporate firms and chain stores, could be addressed as another factor that causes the remission in the eyes on the street (Thorns, 2002). The local businesses which suffer from commercial competition could no longer be able to maintain their existence on central streets, and, either have to terminate their businesses or migrate to districts where demand and purchasing power are higher. Jacobs (1961) states that not only users, but also store windows, business owners and employees are one of the natural surveillance elements in ensuring security.

Another situation that jeopardizes security and revokes the feeling of safety, is industrial production facilities and warehouses from the industrial period, that, have been left idle. Faulk uses the term "white elephants" for these buildings (2006). White elephants are, briefly, large vacant or underutilized buildings for example; theaters, warehouses and department stores (Faulk, 2006). With the globalisation as the latest form of capitalism, in 1980s, deindustrialization caused production oriented facilities and warehouses to be abondoned over time (Garvin, 2019). Production facilities and warehouses, which remained within the boundaries of city centers, before urban sprawl, gradually became idle spaces. The vacancy of these facilities that cover large areas within city center, has also caused security problems for urban life. These facilities cover very large areas due to their functions. As white elephants often represent an economic deficiency, they can also have a negative impact on the values of the property surrounding them (Garvin, 2019). Apart from this, physical deterioration and some negative external factors may also cause

security problems. As Firidin Özgür emphasizes (2012), dilapidated urban places could easily become settings to ease illegal and undesired behaviour for the general public. Leaving these large areas derelict can not only cause spatial problems, but also cause anxiety towards unwelcomed inhabitants.

Another very significant problem emerged with globalization is the standardization of the world cities through monotonous architectural images. Identity, or rather, the issue of the loss of identity has become a current issue, as stereotypical and standard structures detached from the place precluded the ones that make a place original and unique (Bilsel, 2009). According to Lynch, there are three main elements that constitute the environmental image: identity, structure and meaning (Lynch, 1960). As Lynch (1960) expresses here, identity is the set of features that distinguish an object from others and make it unique and different. However, the change in the social structure, economy, cultural practices, social life or management style of a city may cause inevitable transformations in the identity of that city (Bilsel, 2009).

Especially, the dream landscapes that emerged with the visual consumption of time and space, unlike the logic of industrial production, caused great problems on the perception of identity (Urry, 1995). National, ethnic or local identities depend on specific urban or local conditions (Urry, 1995). However, as it is known, the transformation in the nature of social identity is the result of major changes in the organization and culture of contemporary societies (Urry, 1995). Considering that this social identity arises from the place where individuals come from or where they move to, the visual consumption that postmodern landscapes focus on causes sudden transformations of the space (Urry, 1995). These non-places and disidentification lead to a decrease and weakening of the sense of belonging at some point. The ideological approaches of globalisation such as the elimination of differences and the homogenization of social elements, lead to the loss of national identities (Thorns, 2002).

Subsequently, an important issue caused by homogenisation is that city centers become mono-functional places (Oktay & Manzelat, 2019). Whereas, Jacobs (1961) emphasizes the necessity of a district and as many of its interior parts as possible, to serve more than one primary function, preferably more than two. This is also one of the important elements of ensuring diversity. Diversity of users and functions is also related to the social segregation patterns of cities (Firidin Özgür & Sayın, 2012). After all, for Firidin Özgür & Sayın (2012), the fact that public spaces could be used by different segments of the society helps to keep that society together. The desire of high-income groups to form seperate zones is one of the main factors for public places to become mono-functional. Here an important aspect of spatial separation is, how boundaries are formed and maintained (Thorns, 2002). The demand for separating certain areas in the city from others by powerful social groups and actors, leads to the social exclusion in these areas (Thorns, 2002). The privatization of public spaces, in this case, elicitss the privatization of the diversity of users and functions. As Firidin Özgür (2012) points out, the privatization of public spaces excludes certain groups who cannot afford to be there.

As a result of the criticism of the city and urban space of modernism, traditional cities and their features were encouraged to be brought back into the agenda of urban design (Akkar Ercan, 2016). Also researches indicate that since the 1990s, the demand for public space activities such as the need to spend time in open areas as parks, playgrounds, beaches, renewing market areas, shopping in more natural environments instead of supermarkets has increased (Akkar Ercan, 2016). Additionally, since the end of the 1970s, with globalization and the development of neoliberal economy, which has been suggested as a way out of the economic depression in the world, have caused important changes in cities. This have also been effective in bringing traditional city centers back to the agenda.

Globalization has brought great wealth to some cities, especially those well positioned in the global economy, while it has also led to recession in some cities or regions (Akkar Ercan, 2016). For those declining cities, regaining the interest of the local investors was seen as the most ideal solution for economic, social and urban regeneration (Akkar Ercan, 2016). It has been understood that in order to achieve this, it was necessary to renew the image of the city. An important step to ensure this was to promote the locality through public spaces. One of the main reasons driving this has been the increase in the economic benefits of local investors thanks to public spaces (Akkar Ercan, 2016). Thus, new spaces have begun to be produced through urban revitalization and redevelopment projects, first in the very centers of post-industrial cities, then in abandoned areas such as old industrial and in areas where historical and cultural heritage is concentrated (Akkar Ercan, 2016).

In light of these, it can be said that in this contemporary period, factors such as technology, global economy, capital accumulation, local and global competition have caused a spatial fragmentation and social segregation. In the changing social order of the modern age, there has also been a problematic shift in the meaning of city centers and central public spaces (Oktay & Manzelat, 2019). However, it is also clear that, in the face of this spatial fragmentation and social segregation, city centers hold the potential to bring different segments of the society together (Bilsel, 2009).

To summarize, public spaces connect communities formed by different individuals united around the same issues and values. In this respect, streets are one of the places where public life is experienced most intensely in cities. While allowing people to be outside, streets promote social, cultural and commercial exchanges. In addition to hear and see, streets offer individuals the opportunity to be heard and seen. One of the key components of a public space is vitality. This vitality includes activity and diversity. Public spaces maintain their vitality by offering diversity of users and activities.

However, depending on the developments experienced by societies, the roles of public spaces may change. For European countries, the decline of urban centers and their public spaces goes back to the Great Depression and the Second World War. For Turkey this process began in the late 1980s and early 1990s with the leaping investments in real estate, in relation to the globally changing economic structure. In this process, cities began to grow towards their peripheries, and public spaces in the city centers began to decline. This is followed by a socio-cultural, economic and spatial segregation among citizens. Public spaces have taken their share from the changes in the social realm. This revealed the importance of returning to the city centers. In order to revitalize the public life affected by spatial segregation, it is necessary to revitalize the city centers and especially the streets and restore their importance. Thus, the socio-cultural and economic structure of the cities can be preserved and their continuity can be ensured. Accordingly, in Chapter 3, the necessary steps for the revitalization of public spaces will be examined.

CHAPTER 3

REVITALIZATION OF URBAN CENTERS

Although city centers are places where urbanity and social life are experienced most effectively, they may experience some important spatial and social changes under the influence of many economic, social, political or technological events over time. As explained in the first chapter, due to the effects of many global and economic developments, changes in transportation types and land use policies, important streets of the city center may lose their former vitality and suffer from economic and social regressions. As a matter of fact, factors as economic opportunities, technological competency, attitudes of social groups, political awareness can be considered some important determinants of the extent, course and impact of urban processes and transformations. Researching the main causes of these changes and transformations, examining their effects on urban life and citizens, issues such as revitalizing urban spaces by including these changing conditions, improving urban life and public space have become an important subject in the field of urban design. It is of great importance to regain the declining public spaces due to the changes in consumption patterns in parallel with the liberalization of the economy, the privatization of public services and public goods, decentralization and the spread of alternatives such as malls, hypermarkets and mixed-use centers. Jane Jacobs (1961) stated that "you can't rely on bringing people downtown, you have to put them there". This raises the question: How to make people come to the city centers again?

The importance of the streets may once again be understood here. Streets are one of the most important physical elements that form cities. From the simplest level of

interaction which are seeing and hearing others, to its more complex forms, all social interactions are experienced on streets. As well as social interaction, streets are one of the first places of cultural and economic trading. Therefore, the revitalization of the street life is a key to revitalizing urban quality and enhancing the life of citizens. For this reason, the main focus of this chapter will be the process of revitalizing important streets in city centers and the necessary steps and practices in this process. Subsequently, similar implementations from the world and Turkey will be examined in order to understand the effects of these applications.

Urban centers can only remain livable if they reinforce their uniqueness and sense of place (Oktay & Manzelat, 2019). This uniqueness and sense of place comes from the quality of their public realm and the organic mixture of diverse uses (Oktay & Manzelat, 2019). The quality of urban space can be examined under three headings; physical quality, social quality and economic quality (Oktay & Manzelat, 2019). Accordingly, the factors that form the basis of the physical quality of the space are the combination of public space, seating areas, pedestrian access and parking areas, and the presence of commercial functions (Oktay & Manzelat, 2019). In addition to these, the presence of public transportation, green area, commercial activities, offices and mixed-use places are also important factors affecting the physical quality of the urban space (Oktay & Manzelat, 2019). According to Oktay and Manzelat (2019), the important factors that constitute social quality are security and safety, the existence of leisure activities especially for young people, cultural functions such as museums, art galleries and theaters, and the existence of public art. Offices, trading activities, pedestrian access, sense of place and improved infrastructure are factors that increase the economic quality of an urban space (Oktay & Manzelat, 2019).

Since the elements constituting the physical, social and economic quality of the place have now become more evident, it is possible to maintain the livability and vitality of urban spaces and to reinforce their uniqueness and sense of place. By adapting to

changing conditions, it is important to reorganize urban spaces that offer activities to the members from different social groups of a both producing and consuming society, can participate. Because places that cannot adapt decline over time. However the physical fabric of cities can be adapted to contemporary requirements through various modes of renewal (Elboombaly, 2006). Many strategies such as regeneration, redevelopment, rehabilitation, conservation, restoration, reconstruction and refurbishment have been implemented in order to prevent this decline and to reintroduce the spaces that have already experienced regression to urban life (Garcia, Macario & Spandou, 2010).

Briefly, urban regeneration can be defined as;

"a comprehensive and integrated vision and action which seeks to resolve urban problems and bring about a lasting improvement in the economic, physical, social and environmental condition of an area that has been subjected to change or offers opportunities for improvement (Roberts, Sykes & Granger, 2017)".

Additionally, urban regeneration suggests that any approach to solve problems encountered in cities should be constructed with a longer-term and a more strategic purpose (Roberts, Sykes & Granger, 2017). Urban regeneration contains significant principles to distinguish itself from other strategies. For instance, it includes principles aiming to simultaneously adapt to the economic and environmental situation, physical texture and social structure of an urban area (Roberts, Sykes & Granger, 2017). For Roberts, Sykes and Granger (2017), while realizing the task of simultaneous adaptation, urban regeneration aims a sustainable development by making the best possible use of natural, economic, human and other resources, including the existing characteristics of the land and built environment. In this respect, urban regeneration differs from urban renewal, which includes changes essentially at a physical level.

It is stated that the concept of urban regeneration is one of the synonyms of urban renewal (Lang, 2005). Jon Lang (2005) defines urban renewal as the process of rebuilding areas of cities that have become obsolete and abondoned or are in a state of considerable decay. And urban renewal may involve slum clearance and the total rebuilding of environments, however more usually it has involved selective demolition and the integration of the old and the new in their design (Lang, 2005). According to Maculan and Dal Moro (2020), urban renewal is characterized by changes in physical structure, urban tissue, and the action of economic and social forces. Taner (2013) notes that in the realm of Turkey, urban renewal is interpreted as demolishing buildings in a certain area and rebuilding better buildings on it again with more environmentally suitable standards. Maculan and Dal Moro (2020) also adds that, government and state policies are an important part of the urban renewal strategies. Community involvement and public participation is also inevitable if a successfully sustainable urban renewal is in question (Maculan & Dal Moro, 2020).

Rehabilitation can be adressed as another strategy in urban planning to reintroduce certain areas of cities to changing environmental conditions. Urban rehabilitation simply refers to bringing existing buildings to the standars of present day and making them physically suitable to live or work in (Taner, 2013). This includes interventions as providing operational heating and cooling systems or installing lifts to upper floors of multistorey buildings (Taner, 2013). Redevelopment is another strategy that can be considered in relation to urban rehabilitation. Urban redevelopment can be explained as improving and re-using real estate in a city or neighborhood by rehabilitating buildings, thus making more marketable properties (Kader, 2017). Redevelopment endures that the residents of a community are competent to improve their quality of life and environment (Kader, 2017). Urban redevelopment may be considered as the physical placement and regulation of land uses and structures (Kader, 2017). But it also includes other aspects of community development as design, preservation of historic assets, public places etc. (Kader, 2017).

Refurbishment refers to physical intervention in the actual fabric of the building to ensure the continued performance of its structure and fabric (Elborombaly, 2006). It is possible to think refurbishment as a type of building rehabilitation. Certain rehabilitation activities in buildings often constitute an opportunity to improve the energy balance and the indoor climate. It allows better control of the heating along with thermally improved building. These interventions contribute to an improved energy balance, thermal gains and user comfort (Genre, Flourentzos & Stockli, 2000). Another strategy to enhance social quality through physical fabric is adaptive use. Adaptive reuse refers to the adaptation of a building to a new function or use (Elborombaly, 2006). Frequently, refunctionalization of unused industrial buildings in the central areas has been one of the most common example. Elborombaly (2006) states that adaptive use involves a greater change than refurbishment.

Urban revitalization itself is one of the concepts that has emerged in response to the problem of urban decline. In its simplest definition, revitalization brings a downtown or neighbourhood that is dead or faded in its importance, back to life (Burayidi, 2018). Urban revitalization is a process that comprises a set of urban management strategies to facilitate economic, social, environmental, cultural and historical (re)development of problematic, deprived and derelict urban areas (Garcia, Macario & Spandou, 2010). The urban revitalization process seeks to fight through single or unifying policy measures that serve different political goals and problems that systematically hinder the sustainable evolution of modern cities(Garcia, Macario & Spandou, 2010). While doing this, it is necessary to take some refreshing steps to improve the physical, social and economic quality of the public place, considering modern conditions and practices.

Urban revitalization has many social, economic, physical/environmental, health historical/cultural aspects (Garcia, Macario & Spandou, 2010). Social aspect adresses issues of social equity, social inclusion and community building (Litman,

2009). One of the most important elements necessary to revitalize a place is vitality (Yıldırım Esen, 2006). Vitality is closely related to the improvement of the existing conditions and, as a result, the development of the vitality of that place. As has been stated many times before, the quality of a public space is closely related to vitality and diversity. Diversity here refers to both the diversity of activities and the diversity of users. This includes commercial, cultural and recreational activities, complementary in their nature that contributes to the liveliness of public space (Firidin Özgür & Sayın, 2012). Quality of place on the other hand is related to the physical settings of an urban place (Montgomery, 1998). Physical elements gives people a sense of belonging, ease of movement and orientation and a clear urban image that is easy to remember (Firidin Özgür & Sayın, 2012). According to Firidin Özgür and Sayın (2012), existence of landmarks, legibility of the area, imaginable ease of access and permeability, architectural style, human scale and urban pattern are some of the physical elements that defines the quality of a public space. However, Firidin Özgür and Sayın (2012) states that, Control and management of public space is crucial in ensuring diversity and urban vitality.

Because user diversity is closely related to the social segregation patterns of the cities, in this case, the management levels of the cities can affect the social segregation patterns (Firidin Özgür & Sayın, 2012). According to Firidin Özgür and Sayın (2012), there are three determinants of public spaces: structural aspects, location in the urban area and management level. They state that these determinants are mostly related with segregation patterns in a society, hence diversity of activities and users (Firidin Özgür & Sayın, 2012). Segregated spaces which are privatized and controlled constitutes a pillar of the structural aspects of public spaces (Firidin Özgür & Sayın, 2019). Since public spaces that located in the central areas attract the main investment as conductors of public life, privatization of public spaces excludes certain groups from those areas (Firidin Özgür & Sayın, 2019). Therefore, the management levels of public spaces gain importance. Firidin Özgür and Sayın (2019), divides management level into two: over-managed and under managed.

However, both lead to an undesirable effect on public spaces: user homogenization (Firidin Özgür & Sayın, 2019). So Firidin Özgür and Sayın (2019), offers another category: soft managed public spaces. By their suggestion, these should be publicly managed – not privatized – places via design or control (Firidin Özgür & Sayın, 2019). In this way, it is possible to increase the diversity in public places in terms of users.

Lynch (1960), has defined a city as a multi-purpose, shifting organization, a tent for many functions that had been raised by many hands and with relative speed. He has also underlined that, the city is not built for one person, but for great numbers of people, of widely varying backgrounds, remperaments, occupations, and class (Lynch, 1960). Therefore the environment should speak of the individuals and their society, their aspirations and their traditions, the natural setting and the complicated functions and the movements of that city (Lynch, 1960). By doing this, a sense of place and identity would be formed. According to Lynch (1960), such a sense of place enhances every human activity that occurs there. In this context, discussions have been continuing on different policies and approaches to revitalize the declining places of the cities by enhancing social and economic quality and humane activities. As Seidman stated (2004), much of the literature on the revitalization of low income neighbourhoods has been framed within two prominent policy debates. One of them debates the viability of the neighborhood versus regional economic development strategies while the other approach debates the benefits of people-based approaches versus place-based approaches (Seidman, 2004). The first approach treats the regions as viable geographical units that constitute a first step of economic development, as Seidman (2004) emphasized. On the other hand, critics on place-based development argue that, strategies to follow should primarily focus on improving the well-being of individuals and expanding their access to economic opportunities and residential options (Seidman, 2004).

The second debate concerns the neighborhood as a viable geographic unit for economic development initiatives (Seidman, 2004). In the basis of this approach lies the idea that economic development of the city is achieved at the regional level, because economies operate on a regional scale. Therefore, the main focus of strengthening the urban economy should be enhancing the economic performance and Access to economic opportunity is at the regional level (Seidman, 2004). On the other hand, according to Seidman (2004), place-based approaches forms the basis for the healthy revitalization of commercial areas. Seidman (2004) states that, strategies to revitalize commercial districts accept the place-based approach for improving the environment and quality of life for inner-city neighborhoods. As it is understood, would be wrong to think this approach only in terms of strengthening economic development. Seidman (2004) suggests that this approach can also contribute to objectives such as creating a more vibrant environment for the residents and ensuring social interaction. Therefore he introduces six strategies:

1. Comprehensive community initiatives

2. Enterprise zones

3. Housing-based strategies

4. Commercial real estate-based strategies

5. Business development and attraction strategies

6. District management strategies

Kent Robertson (1995), has proposed seven strategies that have been commonly followed, in order to enhance environmental quality, economic performance and social life in the city: pedestrianization, indoor shopping centers, historic preservation, waterfront development, office development, special activity generators and transportation enhancements. These mostly related to urban design and land use could also be integrated with many financial and promotional procedures to strenghten their impact. It was previously emphasized that the presenceof a large number of pedestrians is very important for the vitality of the city.

Similarly, Robertson (1995) complained that urban centers have become less pedestrian-friendly, by the end of 20th century. He also stated that distances between activities have increased, sidewalks narrowed to widen streets for more automobiles (Robertson, 1995).

Although making downtowns more pedestrian-friendly will improve traffic management, economic revitalization and environmental quality, one of the most important benefit of improving the environment for pedestrians is a more attractive image of place for potential users (Robertson, 1995). As Robertson (1995) stated, the vitality and positive image of a place often gauged by the volume of pedestrian activity, not by economic indicators. The District Design Guidelines (2015) marks that, each intervention should contribute to a pedestrian friendly environment. This includes landscapes that encourage people to walk and visually interesting buildings that convey the sense of human scale (CID, 2015). And of course, the context shoul be considered for the improvement projects. This may include historical buildings, specialized landscapes or landmark structures. It is important to preserve buildings of historical value, however, adaptive reuse of these buildings may also be in question. On the other hand, even though the street is not completely pedestrianized, the parking lots and vehicles should not compete with the urban setting.

Michael Burayidi (2018) uses the term placemaking in urban design approcah, as an art of transforming public space into quality places. He further argues that placemaking is not only about improving aesthetics, but also about improving the function of an inner city area, making it more pedestrian-friendly or enhancing traffic flow and parking (Burayidi, 2018). He further suggests that, human scale physical improvements and a quality environments should encourage lingering (Burayidi, 2018). Streets and sidewalks should be connected and pedestrian friendly in order to encourage such activities (Burayidi, 2018). As can be understood, even simple improvements such as pedestrianization can have significant effects on improving

the quality of life and socioeconomic growth of an urban space (Burayidi, 2018). Jan Gehl (2011) argues that the importance of improving the quality of daily and social activities in cities can be measured by the establishment of pedestrian streets and traffic-free zones in existing urban areas. In many of the cases Gehl (2011) illustrated, improved physical and environmental conditions also result in an impressive increase in the number of pedestrians. Similarly, Yıldırım Esen (2006) emphasizes that pedestrian-oriented commercial streets have always been the center of urban life as places of various daily economic, social, cultural activcities. In addition to making centers more pedestrian friendly, pedestrianization also focuses on improving sidewalks, seating and ensuring public safety. (Faulk, 2006).

3.1. Pedestrianization

According to Jon Lang (2005), perceived quality of a city is very much dependent on the quality of its streets. Their character depends on the lengths of their blocks, their cross sections (the widths of their roadbeds and sidewalks, the nature of the abutting building setbacks and heights, the frequency of entrances to buildings, the presence or absence of shop windows, etc.) (Lang, 2005). The quality is also affected by the nature and speed of vehicular traffic passing along them, how car parking is arranged, the nature of the ground floor uses of the buildings that line them, and their paving and street furniture (Lang, 2005).

In this respect, pedestrianization is a theme that has been seeping into the design agenda for a long time. Jon Lang (2005) identifies pedestrianization as one of the issues involved in infrastructure design. Infrastructure involves the features that visually distinguishes one city from another including its architecture (Lang, 2005). Infrastructure of cities inclusively covers everything that is part of the public domain whether privately of publicly owned (Lang, 2005). From this point of view the streets and other transport facilities, the schools and public institutions, such as libraries and

museums, can all be part of the infrastructure of cities (Lang, 2005). In Lang's definition (2005), pedestrianization is the separation of pedestrian and vehicular traffic in order to provide a more congenial and safer environment. In many places throughout the world some vehicular streets have been closed off to traffic and turned into pedestrian malls (Lang, 2005).

The concept of pedestrianization or pedestrian planning includes any development program for pedestrians (Akit, 2004). According to Akit (2004), the most common development programs for pedestrians may be to ensure pedestrian safety, amenities, and circulation. Pedestrianization has been the strongest and most influential of the street redesign movements that have changed the public environment of many cities in the USA and Canada (Akit, 2004). Four different types of pedestrianization can be offered: Fully pedestrianized streets, partial pedestrianized streets/malls, streets with selective traffic bans and occasional pedestrian streets (Biyela, 2000). Fully pedestrianized streets have been designed primarily for pedestrian usage with a range of pedestrian facilities and with no obvious provision for vehicles (Biyela, 2000). These streets are fully resurfaced and all forms of vehicle traffic is banned from entering the Street, except for delivery purposes (Biyela, 2000). According to Biyela (2000), this allows complete freedom and of movement for pedestrians alongside great opportunities for environmental improvements. Partial pedestrian streets in most cases, refers to a street that has been designed to accommodate both vehicles and pedestrians (Biyela, 2000). These permitted vehicles mainly include public transportation and service delivery vehicles (Biyela, 2000). Biyela (2000) marks that in these type of streets, sidewalks are extended and sidewalk parking spaces are removed so those spaces can be landscaped and incorporated in various pedestrian facilities.

With the removal of certain types of vehicles, mainly private cars, reduction in pedestrian vehicular conflict can be reduced (Biyela, 2000). According to Biyela

(2000), in these streets with selective traffic bans, reduced traffic flows allow wider sidewalks and eliminating all vehicles except public transport helps the public transportation services to operate more efficiently. Lastly occasional pedestrian streets are market streets closed by the sheer number of pedestrians on market days or busy shopping streets closed on certain days of the week or certain times of the year (Biyela, 2000). In addition to such general approaches, there are also more complex strategies such as pedestrian malls.

Pedestrian malls have been one of the first steps taken against decentralization in the mid-twentieth century. The aim here was to ensure the economic continuity of these places by restructuring the city centers to compete with the shopping centers in the suburbs (Burayidi, 2018). As the first reaction to the shift of the economic and social structure towards the suburbs, policies and strategies were adopted to attract the stock stores back to the city centers (Burayidi, 2018). One of the biggest incentives for the pedestrian malls was the idea that if the centers were redeveloped as pedestrian malls, job opportunities and economic gain would return to the central areas (Burayidi, 2018). With pedestrian malls, it was aimed to increase foot traffic as much as possible, to get people out of their cars to motivate them to shop (Burayidi, 2018). The design of these pedestrian malls generally required one or more of the street blocks in the area to be closed to car traffic, thus ensuring safety for the users (Burayidi, 2018).

The idea of pedestrian street design first emerged in Western Europe and more avant-garde examples were designed in the Netherlands and Germany (Akit, 2004). Later on, these designs have been called Pedestrian Malls (Akit, 2004). Various pedestrian mall projects were and have been developed especially in the USA and Canada. Within this concept, Akit (2004) introduces three types of pedestrian malls: full malls, transit malls and semi malls. Full malls are the types that fully closes a street that was formerly used for vehicle traffic and then improving the pedestrian street

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with new paving, trees, furnishings and other amenities as sculptures and fountains (Akit, 2004). In this regard off-street parking areas and rerouting of traffic have been provided (Akit, 2004). Akit(2004) adds that in some cases, mandatory rehabilitation of existing stores and buildings have been made in accordance with city codes.

Ithaca Commons in New York as one of the most successful examples of full malls (Akit, 2004). The mall was designed within 2 blocks, a 66-feet-wide (20 meters) street in response to deterioration of the downtown (Akit, 2004). In this design, building facades, night lighting and parking facilities have been improved, also, side streets that had opening to the main street have also been redesigned (Akit, 2004). According to Akit's notes (2004) the projects was completed in 1975.
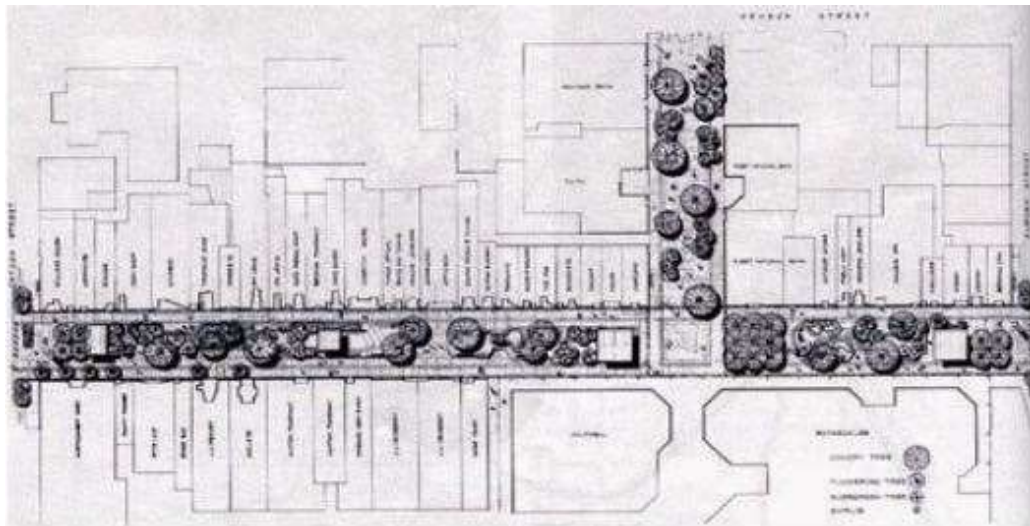
Figure 3.1. Site plan of Ithaca Commons Pedestrian Mall, New York (Rubenstein, 1992, p.142)

Figure 3.2. Street view of State Street, Ithaca, before and after the mall was developed (Rubenstein, 1992, p.143)

Transit malls as the second type of pedestrian malls, removes traffic on an existing principal retail street and allows only public transit (Akit, 2004). On-street parking is prohibited, walks are widened and specially designed streetscape treatment is provided to create a unique image (Akit, 2004). Lastly in semi malls, traffic and parking are not fully removed from the street, only reduced (Akit, 2004). Again, major downtown streets are treated and the number of traffic lanes is decreased; the vehicle pavement is narrowed in order to widen sidewalks (Akit, 2004).

In the 1980s, when this trend was on the rise, many examples of pedestrian shopping malls were created, especially in United States. However, it was also an important fact that it could not be possible to reinvigorate the stock stores and revitalize the economic and social structure of the city centers with such a strategy based solely on shopping and consumption (Robertson, 1995). As a matter of fact, these pedestrian shopping centers did not have the desired effect in the revitalization of the city centers. More importantly, ignoring car traffic completely at a time when cars are already pervasive in everyday life reduces the likelihood of an effective success in renewal strategies. Jane Jacobs (1961) criticizes that automobiles are mostly seen as the "villains" responsible for the problems in cities and inadequacies in urban design.

The idea of determining certain places for pedestrians and other certain places for vehicles can be the solution becomes insufficient (Jacobs, 1961). There are more important problems that need to be addressed before the deterioration caused only by vehicle traffic, in city centers.

Of course pedestrianization may be a necessary step in some cases where there is an bothersome pedestrian-vehicle conflict (Akit, 2004). In cases where a renewal in the economic fabric of some central streets is desired, successful pedestrianization can offer significant returns (Akit, 2004). However, the most important issue here is to determine the problems that cause the usege of private cars to become so widespread in the city and to provide the pedestrian-private car use balance by eliminating the deficiencies in this regard. Jan Gehl (2011) also considers the effort to integrate local automobile traffic on pedestrian terms as a positive development. This principle was first introduced in Holland where local areas have been designed or renovated for slow automobile traffic (Gehl, 2011). Gehl (2011) explains these Woonerf areas as where automobiles are permitted to drive but streets are clearly designed as pedestrian areas so cars are forced to proceed at low speeds between the established staying and playing areas. He considers cars as guests in the pedestrians' domain (Gehl, 2011).

Figure 3.3. Woonerf Design Elements (Appleyard & Cox, 2006, p.31).

Having a remarkable success in the Netherlands, the woonerf principle has began to gain increasing popularity in many European cities and around the world. (Collarte, 2012). Most woonerfs in the US are shared streets in commercial areas (Collarte, 2012). In this context, one of the selected study areas for woonerf is a segment of Hudson street in Sommerville Neighbourhood.

Figure 3.4. Hudson Street location (Collarte, 2012, p.13).

Hudson Street is a 9.14 m wide, one way Street with parallel parking that accommodates 27 houses in the selected segment (Collarte, 2012). In its existing condition street provides 38 on-street parking spaces for its residents (Colarte, 2012).
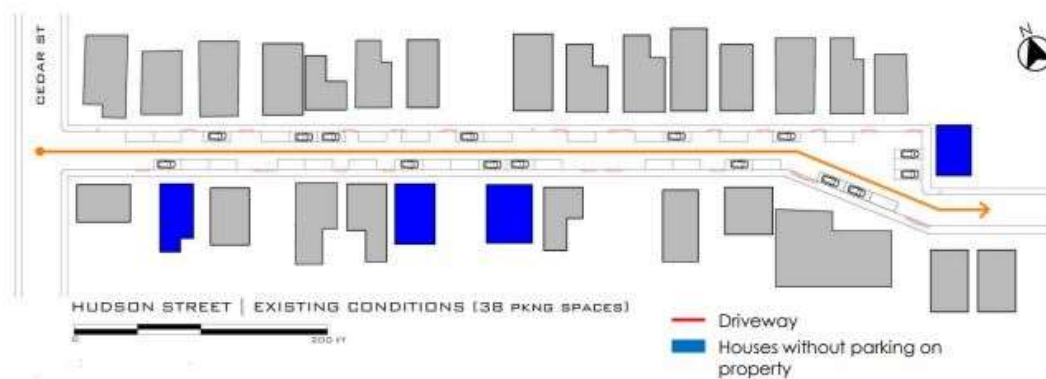
Figure 3.5. Existing Conditions of Hudson Street (Collarte, 2012, p.14).

According to the designed woonerf scheme, the continuous curb was removed by the re-paving of the street, the parking was re-arranged to reduce traffic by creating slight curves that works as a traffic calming measure (Collarte, 2012). Breaks that reduce the driver's line of sight to less than 49 meters have been created and trees and street furniture are placed in these breaks to provide small areas that will initiate social interaction and activities within the Street (Collarte, 2012). Finally, a larger pedestrian area that can be used for multiple purposes is provided in the wider part of the segment (Collarte, 2012).
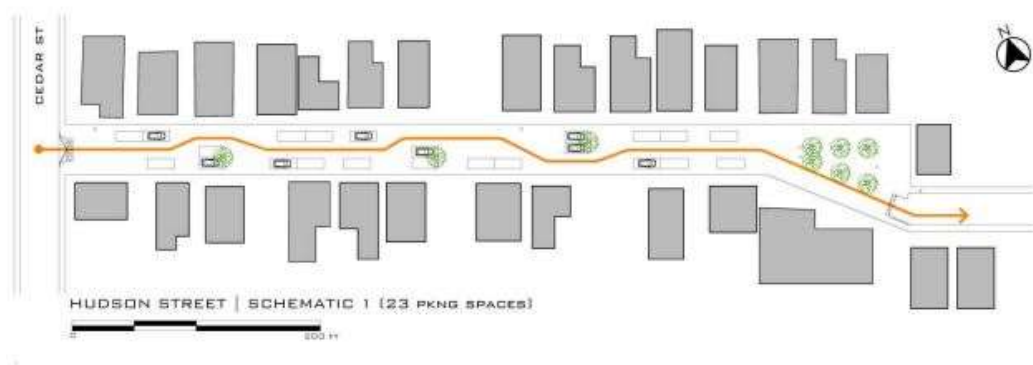
Figure 3.6. Schematic design 1 for Hudson Street (Collarte, 2012, p.15).
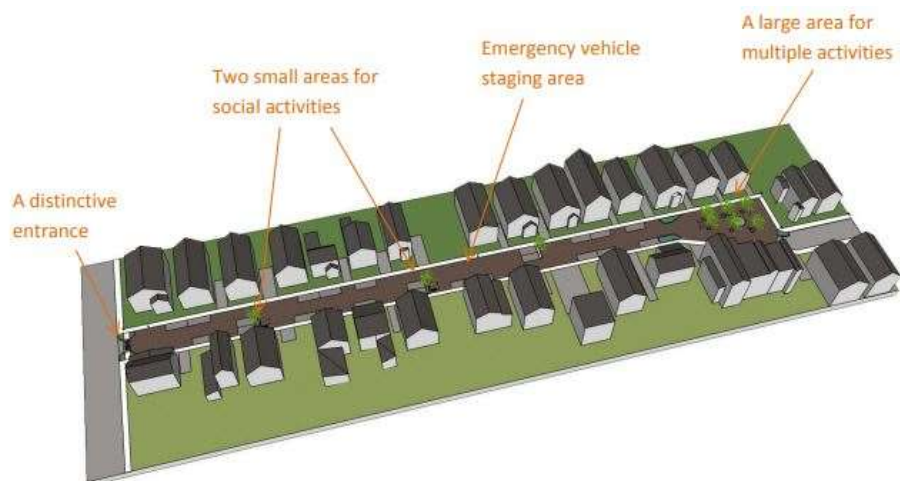
Figure 3.7. 3D Model of the schematic design 1 (Collarte, 2012, p.15).

Figure 3.8. Woonerf Entrance (Collarte, 2012, p.16).

Figure 3.9. An area for social interaction and activities (Collarte, 2012, p.16).

Figure 3.10. Larger area for multiple uses (Collarte, 2012, p.16).

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the driver's line of sight to less than 49 meters have been created and trees and street furniture are placed in these breaks to provide small areas that will initiate social interaction and activities within the Street (Collarte, 2012). Finally, a larger pedestrian area that can be used for multiple purposes is provided in the wider part of the segment (Collarte, 2012).

One of the significant examples of pedestrianization in Turkey is the pedestrianization of the 7th street in Bahçelievler neighbourhood, Ankara. After becoming the capital, Ankara has become one of the most rapidly and continuously developing cities in Turkey (Akit, 2004). The most significant dynamic determining the urban macroform has been the expansion of the city along main axes such as Eskişehir and Konya Highways both of which border Bahçelievler neighbourhood(Akit, 2004). Especially the areas along the Eskişehir Highway have been experiencing a rapid growth due to decentralization, as extensive uses of state offices and ministries such as D.S.İ., M.T.A, the Treasury and Ministry of Tourism (Akit, 2004). On Eskişehir direction, these uses are followed by five university campuses, Çankaya, Middle East Technical, Bilkent, Hacettepe and Başkent (Akit, 2004). In this regard, Bahçelievler is a well-defined neighbourhood bordered by main roads and extensive uses on all sides: Fevzi Çakmak Avenue and Anıtkabir on the east, Konya Road and AOÇ on the west, Bahriye Üçok Avenue (commonly known as "Çiftlik Drive") on the north and Akdeniz Avenue (which separates the neighbourhood from the National Library, Belpa and military areas) on the South (Akit, 2004).

Figure 3.11. All entrances for Bahçelievler 7th Street (Yalçınkaya, 2007, p.68).

Established in 1934, Bahçelievler is Turkey's first housing cooperative. (Akit, 2004). According to Akit's notes (2004), the changing profiles of members, speculative actions, financial and executive problems have slowly brought the end of housing cooperatives. The increase in the unit prices of the purchased land until the 1960s and the people's desire to benefit from this increase in value encouraged the neighborhood to be built in a higher density in a short time (Yalçınkaya, 2007). The rapid increase in the value of the lands led to the higher density of the cooperatives built later, this density increase led to an increase in density in Bahçelievs with a feedback (Yalçınkaya, 2007). Secondly, allowing an increase in the number of floor in Bahçelievler after 1957 also created a significant increase in the neighbourhood population (Yalçınkaya, 2007). Due to this process, Bahçelievler has experienced a sudden explosion since the 1980s, and the seventh street has gained the biggest profit from this explosion, so many cafes, restaurants, banks and shops have started to open one after the other (Akit, 2004).

7th Street is also one of the main transportation arteries in the neighbourhood, more importantly, it is the main activity centre of the neighbourhood (Akit, 2004). The buildings on the 7th street generally consist of residential and commercial buildings and official institutions (Yalçınkaya, 2007) In addition to being easy to access, the high commercial activity, the presence of banks, cafes-restaurants and musical entertainment places have made Bahçelievleri a popular and central place (Yalçınkaya, 2007). The fact that the users of the street consist of public officers and employees in other positions, private company employees and especially students, is one of the important factors that stimulate the use (Yalçınkaya, 2007).

In the studies of Yalçınkaya (2007) and Akit (2004) for Bahçelievler 7th street, they examined the district in many physical, climatic, sensory and psychological aspects and determined its deficiencies and competencies, then presented a planning process accordingly. Their findings and evaluations about Seventh Avenue may be listed as follows:

7th street is approximately 830m long and 15m wide (Yalçınkaya, 2007). The heights of the buildings along the street vary from 12 to 15 m (Akit, 2004). According to Yalçınkaya's (2007) observations, the irregularly located car parks on the sides of the road narrow the Street.

- There are many streets that intersects the 7th street perpendicularly and the existence of these streets provides pedestrian permeability (Akit, 2004).

- The lands along the street are divided into small parcels, which allows permeability and fine grain (Akit, 2004).

- There is an intense noise and air pollution due to vehicle traffic, and as a result of the surveys, it has been stated that the residents and

shopkeepers are also complaining about this noise and air pollution (Yalçınkaya, 2007).

- Yalçınkaya(2007), who complains that temporary measures have been taken until now, states that instead of offering radical solutions to the deteriorations in the pedestrian spaces on the 7th street, temporary patches are made and as a result these deteriorations became inevitable.

- From the interviews and the surveys it is understood that the most common complaints of users of the seventh street are insufficient parking areas, traffic jam, narrow streets for vehicles, insufficient aesthetic values, poorly designed building facades, lack of street furniture and greenery, narrow sidewalks and insufficient resting areas for pedestrians (Akit, 2004).

- According to the results of the survey conducted by Yalçınkaya (2007), the opinions of the users of the 7th street were in the direction of pedestrianization of the street.

- According to the survey results, users of the seventh street highy suggested opening new parking areas, and secondly, the pedestrianization of the street (Akit, 2004). In addition, users also suggested increasing cultural activities, restricting liquor licenses, increasing security measures and closing the street to private vehicles (Akit, 2004).
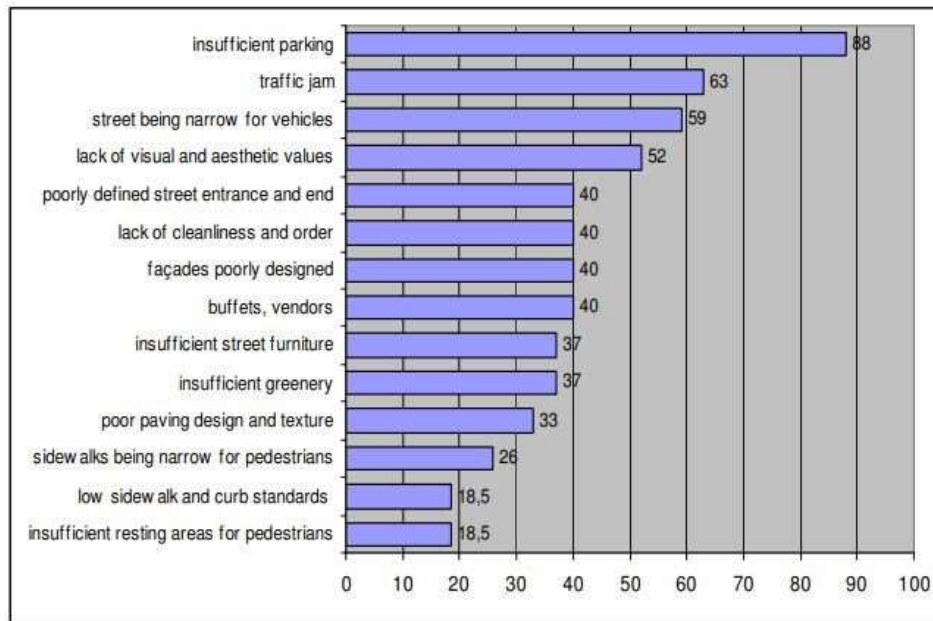
Figure 3.12. The problems of 7th Street in percentages according to respondents (Akit, 2004, p.113).

Yalçınkaya (2007) states that some of the reasons why the residents of the street want this street to be pedestrianized are that they think that there should not be cars in the places where sightseeing and shopping are done, they believe that it will be more calm and relaxing, will provide ease of walking and the problem of parking will disappear. In addition, in her study to determine the needs and desires of business owners, Yalçınkaya (2007) stated that some are in favor of pedestrianizing this street, believing that the presence of cars with disturbing music will decrease, more families will prefer the place and contentious situations will decrease. On the other hand, some of the business owners commented that pedestrianization should not be done because of the concern that fewer people will come and customers with cars will decrease (Yalçınkaya, 2007).

In the light of these findings, possible strategies and guidelines for the enhancement of 7th street have been presented. Accordingly, the primary steps to be taken is generating a pedestrian flow, seeding people attractors and promoting street life and

people-watching (Akit, 2004). To create a more pedestrian friendly street it is essential to upgrade standards for streets and walkways so sidewalk wideningand landscaping on unused vehicular pavement may be considered as possible interventions (Akit, 2004). At the same time in order to reinforce a sense of belonging and identity, Akit(2004) suggests that the intermediary spaces, crossroads and sidewalks should be designed to promote the unity and identity of the street. Also since the 7th Street and its environs primarily address upper and upper-middle social classes, the physical quality of the street should reflect their tastes (Akit, 2004). However solely architectural improvements would not be able to determine user behaviour and preferences. Of course it is a plus that the street reflects certain quality, but it would not be enough alone. for instance improvement of bars, restaurants and pubs is as essential as enhancement of street space (Akit, 2004).

Figure 3.13. 7th Street in pedestrianization project (Yalçınkaya, 2007, p.99).

Figure 3.14. 7th Street in pedestrianization project 2 (Yalçınkaya, 2007, p.103).

Figure 3.15. 7th Street in pedestrianization project, cafe and shop front arrangements (Yalçınkaya, 2007, p.105)

Based on the assumption that nowadays citizens prefer tol ive in housing estates, Yalçınkaya (2007) suggested in her study that considering the 7th street with the logic of a housing estate could meet the problems and deficiencies of the street. As reasons for this, she gives examples of the features as the fact that the recreational areas have been resolved within the sites, parking problem is solved, and that general security has been provided (Yalçınkaya, 2007). If the 7th street can be managed like a site, the areas lost to the garden walls can be reused, and the parking areas, recreation, children's playgrounds and a few recreational areas will be met with the effective use of the backyard areas (Yalçınkaya, 2007).

A similar study was conducted for the Historical Peninsula of Istanbul. Over the past 8500 years, Istanbul Historic Peninsula has been the center of many civilizations including Roman, Byzantine and Ottoman Empires (Çörek Öztaş & Akı, 2014). The Historic Peninsula marks the location of the first settlements in Istanbul since the Ottoman period (Çörek Öztaş & Akı, 2014). The Historical Peninsula, which hosts the majority of the city's historical and cultural structures, contains four regions that have been included in the UNESCO's World Cultural Heritage List (Köse & Üzümoğlu, 2010). The peninsula also acts as a transportation center (Köse & Üzümoğlu, 2010).

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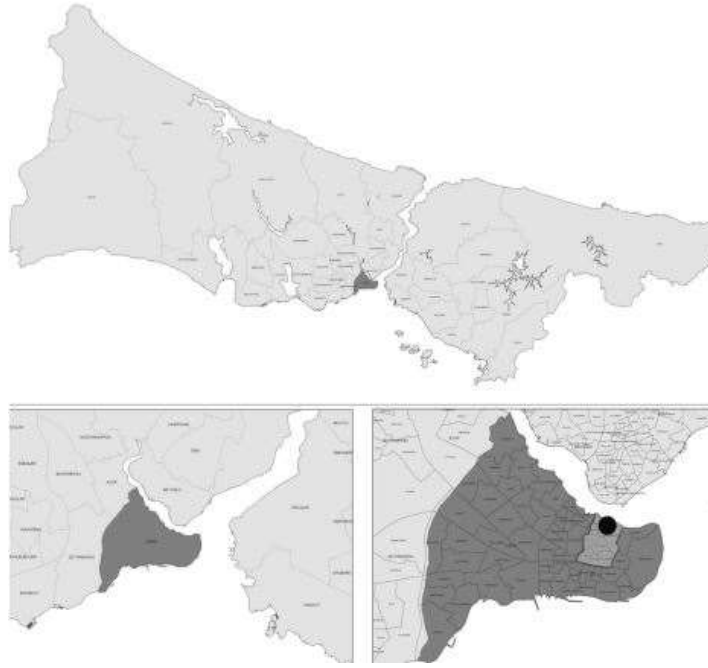
Figure 3.16. Location of the projects area, Eminönü, Istanbul (Çalışkan Aydın & Ayataç, 2015, p.5).

Nonetheless, the rapid population growth since the 1950s has limited the historical nature of the peninsula's urban fabric (Çörek Öztaş & Akı, 2014). This ongoing development as an urban center has also led to a change in the functional character of the historical peninsula (Çörek Öztaş & Akı, 2014). Historically, the Peninsula was characterized both as the densest residential area and the central commercial area of Istanbul, however, today it is characterized by zones of dense functional uses, including service industries, education, housing and tourism (Çörek Öztaş & Akı, 2014). Like most modern cities, the Historical Peninsula has been subjected to the pressures of high motorization and continuous growth. As Çörek Öztaş and Akı (2014) explained in their report, although the peninsula has been pedestrianized, the demand for parking was quite high and the existing public transportation facilities were insufficient. Based on all these problems, in 2005, Istanbul Metropolitan Municipality decided to re-evaluate the multi-layered structure of the Historic Peninsula in order to enhance life quality(Köse & Üzümoğlu, 2014).

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Pedestrianization projects started after 2010 in order to protect the historical and cultural heritage in the region, and since then, 295 streets have been pedestrianized around Eminönü, Tahtakale, Beyazıt, Laleli, Gedikpaşa and Hocapaşa (Köse & Üzümoğlu, 2014). Among the benefits of pedestrianization to the Historic Peninsula, the most prominent result was the safer streets; This was followed by an increase in visual quality, more attractive historical buildings and an increase in walkability (Köse & Üzümoğlu, 2014). Among these pedestrianized areas, especially Eminönü Hobyar neighborhood is one of the most important historical centers of Istanbul (Çalışkan Aydın & Ayataç, 2015). Analyses showed that the focal points were close to the public squares and transfer centers while the landmarks were the Spice Bazaar (Mısır Çarşısı), the New (Hatice Turhan Sultan) Mosque and the Central Post Office (Büyük Postane) (Çalışkan Aydın & Ayataç, 2015).
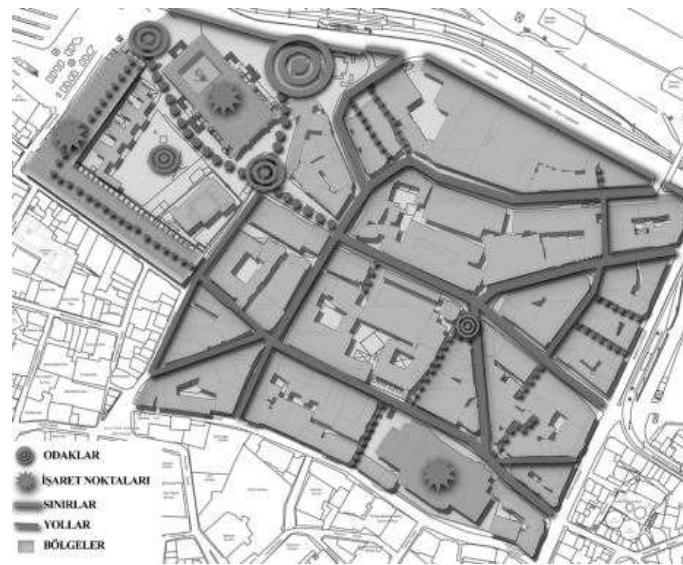
Figure 3.17. Image analysis of Eminönü area in the Historic Peninsula, Istanbul (Çalışkan Aydın & Ayataç, 2015, p.6)

The map below shows the existing pedestrian flows and parking areas in the Eminonu area. According to the study, most important obstruction that has been detected was Main Street that limited pedestrian movement (Çalışkan Aydın & Ayataç, 2015).
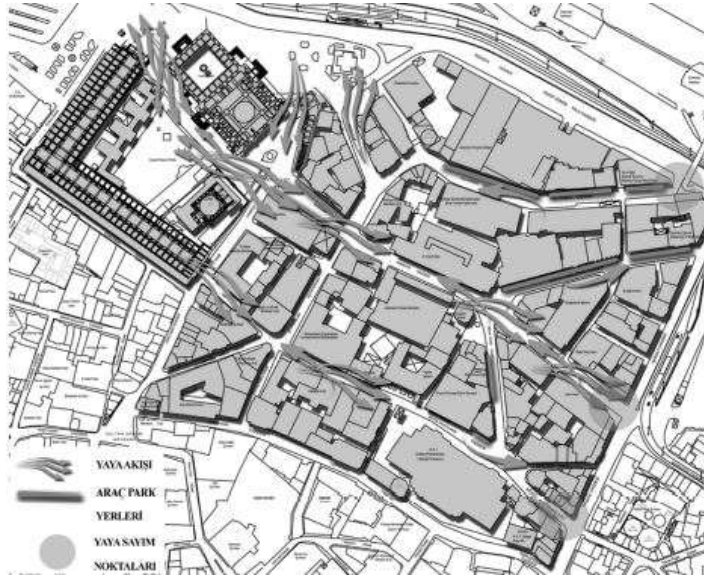
Figure 3.18. Pedestrian flows and parking areas in Eminönü (Çalışkan Aydın & Ayataç, 2015, p.6).

Çalışkan Aydın and Ayataç's (2015) research showed that the foremost land use type is business and commerce and users prefer this area for its historic character and spatial quality. However according to surveys and analyses, users have found the quality and number of urban furniture and infrastructure inadequate (Çalışkan Aydın & Ayataç, 2015). Users have also mentioned the lack of seats and street lighting, and panels indicating directions and providing information (Çalışkan Aydın & Ayataç, 2015). The disturbing elements in the area have included lack of maintenance, pollution, crowdedness, noise pollution, and the large numbers of street paddlers as well as the lack of green spaces (Çalışkan Aydın & Ayataç, 2015). At the end of the study, the majority of employees and business owners identified the most obvious benefit of the project as increased walkability, followed by improved visual quality and streets becoming safer for pedestrians (Çörek Öztaş & Akı, 2014). Respondents also stated that the disturbances caused by motorized vehicles, noise and air pollution were greatly reduced after pedestrianization (Çörek Öztaş & Akı, 2014).

3.2   Diverse Functions and Activities

As understood by far, an urban center should be a multifunctional area. Various activities reinforce each other and make an urban space lively (Burayidi, 2018). Because of the diversity and variety of uses provided, the downtown appeals to a wider range of demographic groups (Burayidi, 2018). In order to sustain human activities exhibited in spaces, people should be encouraged to spend more time in these places by fulfilling their physical needs (Gehl, 2011). Housing provides the residential population increase demand for downtown businesses, and downtown residents help create a safe atmosphere (Burayidi, 2018). Professional offices provide the lunchtime crowd for cafe and restaurants while entertainment venues attract people from all over the area to the downtown (Burayidi, 2018). Retail activities encourage people to visit downtown areas on weekends too (Burayidi, 2018). Also for mixed use to operate successfully, three further conditions must be met: people must use the same streets and spaces, people must use at least some of the same facilities, and activity must not be concentrated into a particular time of the day (Montgomery, 1998).

Jacobs (1961) has divided the mixed use diversity into two categories; primary uses and secondary diversity. Primary uses acts as "people attractors" because they bring people to specific places (Jacobs, 1961). Offices, residences, some shops and most of the educational facilities, recreation and entertainment venues can be considered as people attractors (Jacobs, 1961). Secondary diversity refers to the enterprises and services that grow in respone to primary uses, to serve the people whom the primary uses attract (Jacobs, 1961). An area which has offices in one part, a restaurant in another and a retail warehouse on yet another might well be described as mixed use, but in the absence of self-generating secondary diversity, shared facilities and streets are a mixture of oil and water (Montgomery, 1998).

Thus it is important for mixture to occur not only within a city block or on a development site but also within building blocks both horizontally and vertically (Montgomery, 1998). This is fundamentally important for commercial areas but also in mixed residential neighbourhoods (Montgomery, 1998). Areas of high development density can be planned to accommodate and stimulate mixed use and self-generating secondary diversity (Montgomery, 1998). Vertical zoning could be applied to ensure the presence of active uses on ground floors (Montgomery, 1995). Montgomery (1998) draws attention that space should be provided for secondary uses such as sidewalk cafes, art galleries, entertainment venues etc. Vertical zoning is an approach to ensure the presence of active uses on ground floors.

Jon Lang (2005) however addresses another issue: What mixed-use actually mean? Or How mixed mixed-use should be (Lang, 2005). Allan Jacobs (1993) supports the idea that "great streets" should have a unity of uses. This refers to building blocks on both side of the street with the same uses. As opposed to this Jane Jacobs (1961), claims that the more the number of people in the street, the more lively the area. Making the Street more attractive and vivid is only possible by fullfilling the needs of individuals, and diversity and continuity of functions is the way to ensure this (Işıklar Bengi, 2017). Lang (2005) offers a middle ground alternative that suggests designing for micro-segregation with macro-integration. Which means that sub-areas should be designed with one population while larger areas cater for the whole variety of people living within (Lang, 2005).

According to Dagney Faulk (2006), after the revitalization process, the area should be a vibrant multiuse center with low vacancy levels and a wide variety of activities. There should be a lower portion of retail and a different type of retail than initially available in the downtown area (Faulk, 2006). Also there should be more office space and residential development (Faulk, 2006). Faulk (2006) summarizes the

development process of city centers in the table below. As it can be understood, when the process is completed, emergence of a mixed-use center is expected.

Faulk (2006) introduces special activity generators that are capable of attracting large number of visitors to downtown areas. Stadiums, arenas, convention centers etc. may be considered as special activity generators. Faulk (2006) introduces three objectives for this strategy. Firstly, the facility should produce benefits to the nearby businesses such as hotels, restaurants, stores that will also enhace downtown streets in night time and weekends (Faulk, 2006). Second objective dictates that the facility should stimulate new constroction in conjunction with that special activity (Faulk, 2006). Lastly Faulk (2006) suggests that the facility should be located where it may revitalize an unattended area.

The study on the Providence/Flat Branch area sets a good example for how a cluster of commercial or mixed-use buildings could enhance the vitality and diversity of an area. The Providence/Flat Branch area includes the primary "urban oasis" in downtown: Flat Branch Park (Winter and Company & The Development Studio, 2015).

Figure 3.19. Providence/Flat Branch Location, Columbia, Missouri (Winter and Company & The Development Studio, 2015, p.132).

According to the Winter and Company & The Development Studio (2015), the desing should integrate the natural environment as part of the design will enhance the area's identity and allow it to become a destination for The District. New development in this area should orient to the creek and park, as well as Providence Road so in that way the design can promote pedestrian activity along the arterial and help create a stronger identity as the "gateway to downtown" (Winter and Company & The Development Studio, 2015). Other uses along 4th Street, such as residential buildings, may desire to locate near the park for an additional amenity to such developments (Winter and Company & The Development Studio, 2015). Primary goals of the new development process (retrieved from the district design guidelines by Winter and Company & The Development Studio, 2015):

- Developing a stronger pedestrian oriented frontages and more clearly defined Street walls along Providence and Broadway

- Promoting the area as an entrance into downtown

- Linking properties with pedestrian passages

- Orienting to the creek and branch wherever possible and linking properties to the park

- Preserving historic resources

Figure 3.20. The design for new development orienting to Providence and Flat Branch Park (Winter and Company & The Development Studio, 2015, p.133).

A plaza is located between the buildings to bring the park-like setting into the development and outdoor café's and rooftop terraces overlook the branch and park (Winter and Company & The Development Studio, 2015). New development in this area should also orient to Providence Road and create an urban edge to the Street so that can promote pedestrian activity (Winter and Company & The Development Studio, 2015).

Figure 3.21. Integration of the natural environment as a part of the design (Winter and Company & The Development Studio, 2015, p.133).

Figure 3.22. Creating an urban edge to the street (Winter and Company & The Development Studio, 2015, p.133).

Figure 3.23. Placing active uses such as restaurants, cafes, coffee shops, book stores or retail places to help animate the area during both daytime and nighttime (Winter and Company & The Development Studio, 2015, p.134).

Izmir Port district is one of the important examples where the regeneration process is followed by concentrating mainly on the mixed use trend in Turkey. In this mixed-use approach it is aimed to replace the city's port function with the adopted uses by focusing primarily on commercial, office, residential and tourism functions. Therefore, it can be said that recent developments in the Izmir port area have had a significant impact on mixed-use trends and district-wide housing development trends in the port district and its close environs (Gökçen, 2018). The city has particularly lost its identity in residential development due to the creation of identical patterns in the built environment through the use of repetitive modules (Gökçen, 2018). On the other hand, recently, there has been a shift in the port and surrounding areas for mixed use and regeneration purposes (Gökçen, 2018). Therefore the idea of redevelopment of the port district has emerged with the 2000 within the new central business district concept and it has been followed by the organization of the International Urban Design Idea Competition for the Port District of Izmir in 2001 (Gökçen, 2018).
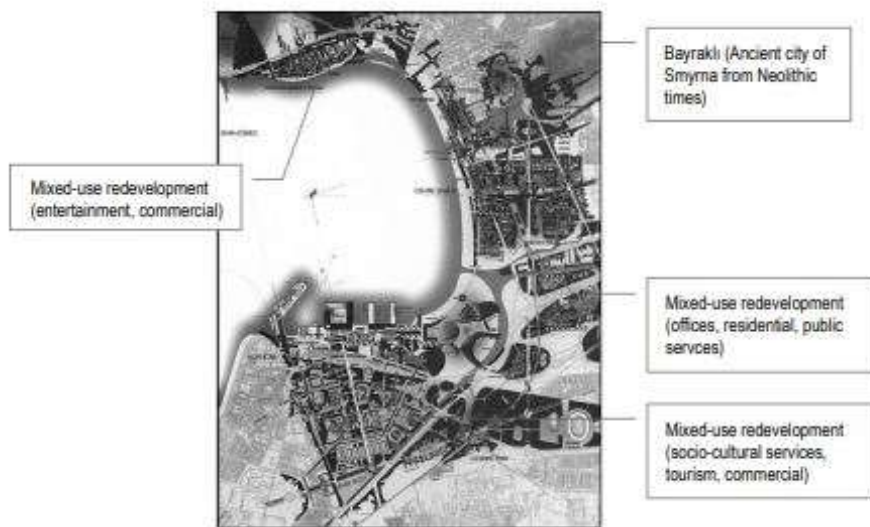
Figure 3.24. First Prize by Jochen Brandi, International Urban Design Idea Competition for the Port District of Izmir, 2001 (Gökçen, 2018, p.69).

As mentioned earlier, the regeneration process of the port district was mainly based on tourism and trade facilities, but residential uses were also partly included in the

form of mixed-use development (Gökçen, 2018). After the competition, an official master plan has been prepared. The waterfront residential areas, combined with the effect of the new master plan for the new city center developed in the form of high-rise architecture in a mixed-use environment within the district. With the approval and revisions of the plan, the layout and silhouette of the port area and its immediate surroundings have also changed drastically. The trend for mixed-use highrise architecture found its reflections in the nascent port district as a part of a broader growth-orientd strategy to reimage the city in an increasingly competitive urban system (Gökçen, 2018). Therefore the planners proposed not only increase in building ratios as a major tool to trigger property-led development, but also reimaging the city through mixed-use high-rise architecture (Gökçen, 2018).
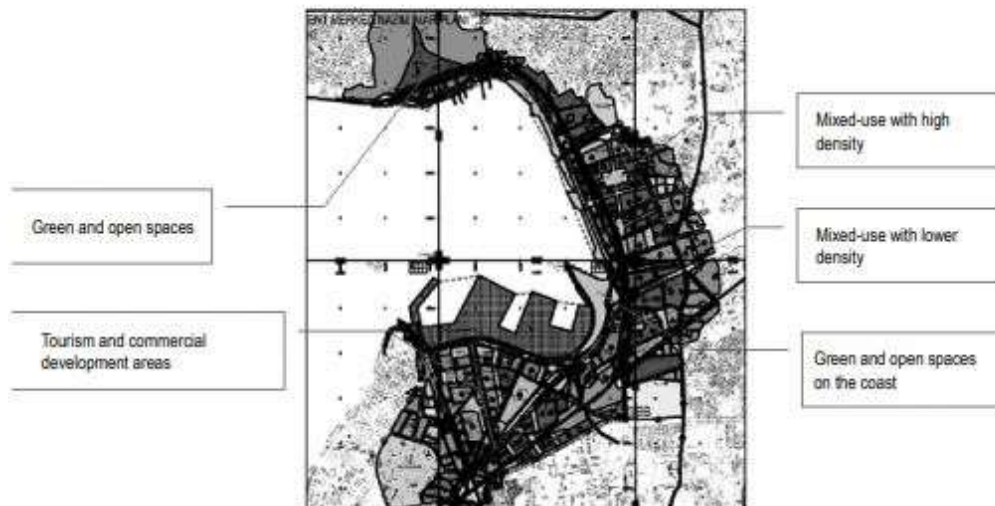
Figure 3.25. Master Plan for the new city center of Izmir, 2003 (Gökçen, 2018, p.70).

Figure 3.26. Izmir New City Center Silhouette from the Inner Bay (Gökçen, 2018, p.73).

In order to enhance the port landscape by facilitating mixed-use development, the vertical development of the center offers a wider grain creating a newly-built urban pattern of skyscrapers that meet the demands for high-profile residences and prestigious offices with great view of the Bay, yet framed with logistic facilities of the trade port (Gökçen, 2018).

3.3   Physical Enhancements, Historic Preservation and White Elephants

Every place has an identity and an image. However, according to Montgomery (1998), these two concepts are not the same. Identity is an objective concept that refers to how a place is actually like (Montgomery, 1998). The image, on the other hand, is a combination of this identity and how a place is perceived (Montgomery, 1998). The image of a place is related to individuals' impressions of that place and the feelings that the place evokes in them (Montgomery, 1998). For this reason, the image of a place contains more subjective judgments. According to Lynch (1960), an individual's knowledge of a city is a function of the imageability of the urban environment. This is related to the components of the environment which leave a strong impression on the individual (Lynch, 1960). Therefore, imageability is affected by the legibility of the city (Montgomery, 1998). From this point of view, it

can be concluded that the sense of identity and belonging has two both asociological and a psychological dimension. The sociological dimension of identity and sense of belonging is related to the image and meaning of the built environment shaped by the individuals' location and the place of society (Lang, 2005). The psychological dimension, on the other hand, is shaped by the attachment individuals feel towards their society and culture (Lang, 2005).

In this context, one of the concepts that Montgomery (1998) considers important in successful space production is psychological access. Successful placess offer their users a sense of identity over time, resulting in a sense of belongingto a place, the feeling of being involved, a feeling of interest or participating in affairs actively (Montgomery, 1998). This is what Montgomery (1998) identifies as psychological access. There are some qualities that must be achieved in order to evoke this sense of psychological access. Lynch (1960) offerss five basic dimensions for residents to easily understand the form and functions of the city, thus successfully meeting their needs within a safe environment: vitality, sense, fit, access and control. One way to create a strong sense of belonging and a positive image and to encourage activities is to design the urban form to stimulate them. One of Lynch's (1960) five basic criteria, fit, seeks the answer of how this form can be achieved (Montgomery, 1998). A city with good fit provides the necessary buildings, spaces, and networks to successfully meet the expectations and needs of its inhabitants (Montgomery, 1998). Montgomery (1998) lists some of the characteristics that urban space must achieve for a good fit, as follows:

-Complexity,

-Myriad patterns of movement (especially pedestrians)

-Diversity of primary uses

-A fine-grained economy

-An active street life

-Variety in opening hours

-The presence of people attractors

-Legibility

-İmageability

-Knowledgeability

In addition, Montgomery (2003) summarizes the characteristics of cultural dwellings in the table below:

Activity
  • diversity of primary and secondary land uses
  • extent and variety of cultural venues and events
  • presence of an evening economy, including café culture
  • strength of small-firm economy, including creative businesses
  • access to education providers

Built form
  • fine-grain urban morphology
  • variety and adaptability of building stock
  • permeability of streetscape
  • legibility
  • amount and quality of public space
  • active frontages

Meaning
  • important meeting and gathering spaces
  • sense of history and progress
  • area identity and imagery
  • knowledgeability
  • design appreciation and style

Figure 3.27. The place characteristics of cultural quarters (Montgomery, 2003, p.295).

Before continuing it should be noted that Moontgomery (2003) refers to cultural quarter as an approach to urban regeneration. Cultural quarters are usually related to the redevelopment or regeneration of a selected inner inner urban area, where mixed-use urban development is encouraged and the public realm is reconfigured (Montgomery, 2003). In short cultural quarters tend to combine strategies for greater consumption of the arts and culture with cultural production and urban place making.

One way to achive a good fit is to ensure a fine grain. One ingredient of a well-designed Street is a fine grain of economic and social life (Akit, 2004). Fine grain refers to the dominance of small enterprises for vital and lively urban areas (Akit, 2004). As a rule, the most lively and interesting cultural quarters tend to be places of complex variety, with a large representation of small-scale business activity that trades not only with 'consumers' but also with other businesses (Montgomery, 2003). As it was previously discussed Jane Jacobs (1961) four essential prerequisities for urban environment that help promote diversity: a mixture of primary uses, intensity of the built form, permeability and a mixture of building types, ages, sizes and conditions. This intensity of the built form relates to the notion of a town or cityscape, and particularly the density of urban grain. The density of urban grain refers to urban design concept such as scale, storey heights and the ooverall relationship between the heights of buildings and the width of streets.

- Complexity of activity, especially cultural activity
- Myriad patterns of movement (especially pedestrians)
- Diversity of primary and secondary uses
- A fine-grain economy, with a good proportion of arts and creative businesses
- An active street life, with a strong café culture
- Variety in opening hours
- The presence of people attractors, such as venues and galleries, good restaurants and speciality shops

Figure 3.28. The prerequisities of an urban fit (Montgomery, 2003, p.300).

According to Montgomery (1998) the larger an urban place, the greater both the number and proportion of small businesses tend to be. A successful economy should be as complex and intricate as possible with myriad networks of firms and especially a high proportion of small and medium enterprises inter-trading and subcontracting (Montgomery, 2003). Small firms tend to use various supplies and skills and they often serve narrow or place-specific markets (Montgomery, 1998). For such enterprises, employees and executives require to be in close, face-to-face contact with customers and suppliers (Montgomery, 1998). So, a city should be able to provide a variety of unit sizes to meet the needs of larger and smaller

enterprises. The urban should be closer and finer within areas of higher development intensity and within mixed city blocks, smaller units of varying sizes should be provided (Montgomery, 1998). It is also important that there are building forms in the mixed use residential areas which can be adapted as dwellings, shops, studios and offices to ensure maximum flexibility of use or adaptability (Montgomery, 1998).

Human scale can be considered as another physical aspect to a good urban fit. Scale can be defined as a combination of the ratio of building height to street width, relative distance, permeability and the sense of grandeur or intimacy of space (Montgomery, 1998). Human scale physical improvements encourage lingering (Burayidi, 2018). Cities should provide small and large public gathering spaces downtown to encourage activities (Burayidi, 2018). Burayidi (2018) also underlines that streets and sidewalks should be connected and pedestrian friendly and storefronts should be inviting and connect indoor users with street level activities. Successful streets are tend to be more intricate as they operate at several scales (Akit, 2004). However more importantly succssful streets should be able to be walked in under 10 minutes and have a large number of intersections (Montgomery, 1998). Also, in order to achieve a pedestrian or walkable scale, more rather than fewer intersections are necessary as indeed is greater intensity and building height (Montgomery, 1998).

In its simplest explanation, streets should be designed to encourage activities, possibilities of public contact and meeting, promenading, people watching and natural surveillance. In order to promote these necessary components of city life streets should allow people to be in contact with each other but at the same time simultaneously for individuals to remain private if they wish (Gehl, 2011). The street therefore becomes a subtle balance of essential privacy and varying degrees of public and private contact (Montgomery, 1998). However for this to happen,

streets need to be active, to accommodate and generate diversity, they must be permeable and must evoke a sense of belonging. Most blocks according to Jacobs (1961) must be short; that is, streets and opportunities to turn corners must be frequent. To stimulate more activity, an element of horizontal zoning of street frontages may be applied so that there will be a procession of active frontages every 6 to 9 meters (Montgomery, 1998). Sidewalks should be wide enough to accommodate sidewalk cafes but not too wide so that the street itself wouldn't be overspaced (Montgomery, 1998).
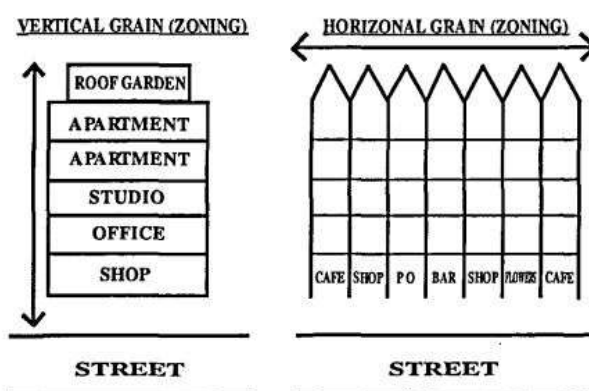
Figure 3.29. Vertical and horizontal grain for designing a good street (Montgomery, 1998, p.110).

One of the important problems for central urban areas is large vacant or underutilized buildings. Vacant properties, in general indicate a lack of economic activity. As Faulk (2006) mentions large vacant buildings may also be troublesome due to the externalities associated with them. Faulk (2006) refers to these type of buildings as "white elephants". He later explains that because white elephants are large and visible, they may have a substantial negative impact of surrounding property values and lead to a cycle of deterioration, a negative externality. According to Faulk (2006), movie theaters, department stores and warehouses are the common types of white elephants.

Thanks to their certain historical and architectural elements, such buildings offer a sense of place that helps to separate the urban area they belong to from other development areas. They represent unique features of identity that cannot be found in other cities. Therefore, preservation and rehabititation of these buildings constitute an important problem in terms of urban revitalization. Robertson (1995) emphasizes that preservation offers people an attribute of downtown that is rare in suburbia. Robertson (1995) remarks that historic preservation benefits from the fact that most downtowns have an abundance of old buildings with architecturally distinctive fearures that attract many people. Jacobs (1961) is one of the many that advocates the preservation and improvement of buildings with historical value would have positive outcomes for urban diversity and a sense of belonging. In order to retain the existence of these buildings in the urban fabric, a historic building may be remodeled from its original residential use into a commercial and residential property (Burayidi, 2018). Here, adaptive reuse can also be considered as another method. Robertson (1995) explains adaptive reuse as converting a structure constructed for one purpose to a different one. Even if these buildings have lost their original functions, they still retain their structural features. So, this makes them suitable for refunctioning. In smaller cities, the Main Street approach is more likely (Robertson, 1995).

In order to restore vitality of downtowns and business districts via historic preservation and physical interventions with economic development, The National Trust for Historic Preservation in US presented Main Street Program (Yıldırım Esen, 2006). The National Trust for Historic Preservation sponsors this preservation approach guided by four key principles: organization of downtown interests and groups, promotion, design that enhances visual qualities and historic architecture, and economic restructuring and diversification (Robertson, 1995). Main Street programs generally implemented with principles such as comprehensiveness, identifying and capitalizing on existing assets and being implementation oriented (Yıldırım Esen, 2006). Therefore, the Program have been acclaimed as one of the most successful projects of the National Trust for Historic Preservation. As Faulk

(2006) and Yıldırım Esen(2006) stated, the Main Street Approach consists of four principles (four-point approach); building an organizational capacity, restructuring the district's economy, promoting a positive image of the district, improving and lastly enhancing the design of the built environment. Effective and sustainable revitalization, in other words the success of the program, depends on making advancement concurrently in these multiple areas of work (Yıldırım Esen, 2006). According to the National Main Street Center (1997, pp.20-35), primary focuses of the approach include:

- Initiation or assistance in completing a comprehensive plan development with provisions for the downtown area

- Development of comprehensive streetscape improvements

- Building rehabilitation projects development of design guidelines

- Development of design review ordinances

- Construction of new housing

- Rehabilitation of existing housing

- Development of new offices

- Rehabilitation of existing offices

- Development of parking ordinances

- Development of parking plans and management programs

- Parking garage construction

- Development of sign guidelines and/or ordinances

- Sign improvement programs

- Development of upper floors of commercial buildings, both housing and other
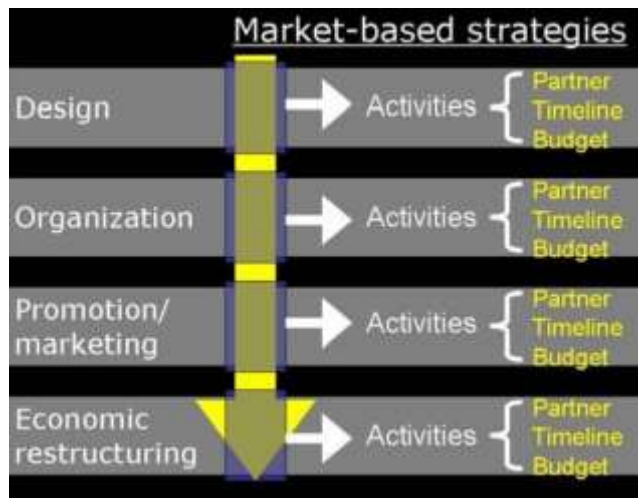
Figure 3.30. Four point approach and implementation of the Main Street Program (Yıldırım Esen, 2006, p.66).

The Boston Main Streets Program (established in 1995) happens to be the first citywide multi-district program that follows the Main Street approach in the US (Yıldırım Esen, 2006). From 1970 to 1980, while the city was experiencing a significant population loss, the population of the suburban areas outside Boston increased (Yıldırım Esen, 2006). By the 1970's due to population loss and rising unemployment, most of the Boston neighborhoods became deteriorated and vacant (Yıldırım Esen, 2006). In the meantime unlike declining neighbourhoods of the city, the downtown area and aadjacent neighbourhoods were experiencing some dramatic changes, corporations were moving their offices downtown and the demand for housing around downtown area was increasing (Yıldırım Esen, 2006). So to say, Boston was recovering from an economic regression. With the increasing demand for housing around downtown, housing prices and rents have also began to gradually increase (Yıldırım Esen, 2006). Despite these economic, social and physical transformations, Boston's traditional trading places were not as vibrant as one would like. Therefore a main street program was initiated. One of the business districts selected for revitalization was Washington Street in the South End.

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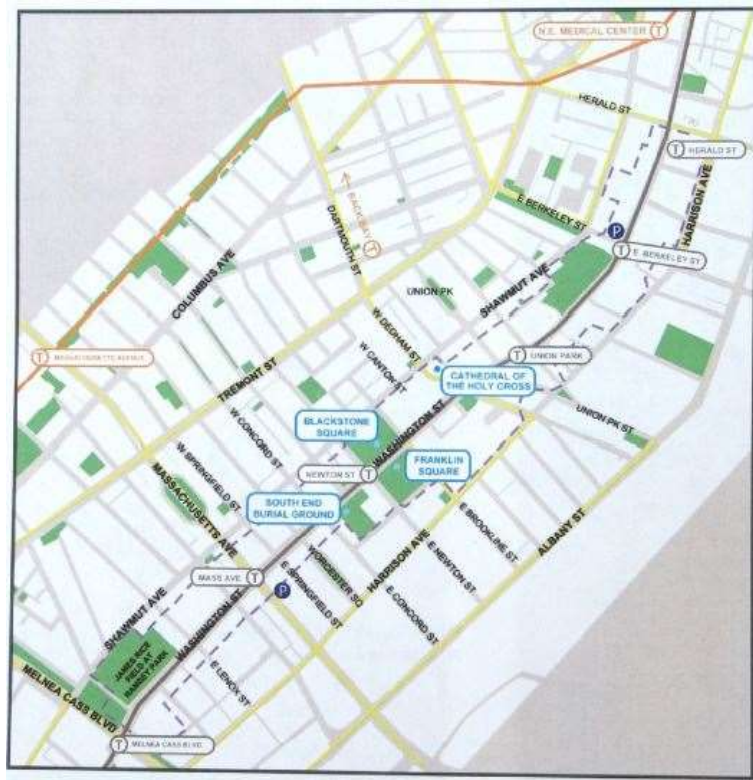
Figure 3.31. Washington Street Gateway Main Street in the South End District (Yıldırım Esen, 2006, p.104).

The Washington Gateway Main Street District includes more than 100 small businesses, some public and institutional uses, and extensive housing, in addition to many low-rise historic row houses, many mid-rise and high-rise low-income housing developments (Seidman, 2004). In order to improve the condition of Washington Street, in 1997 the Washington Gateway Main Street (WGMS) was founded as part of the Boston Main Streets Program (Yıldırım Esen, 2006). The vision of the program included making Washington Street an impressive mixed-use, pedestrian oriented place with variety of retail stores (Yıldırm Esen, 2006). Yıldırım Esen (2006) later explains the four revitalization goals as: building a new Washington Street, revitalizing Washington Street by creating new job and business opportunities, promoting Washington Street as an exciting destination with diverse ethnic stores, markets and restaurants, and lastly creating a new future for Washington Street.

EXISTING DEVELOPMENT
1   Grant Manor
2   Mandela
HISTORIC
REDEVELOPMENT
3   Allen House
4   Minot Hall Housing
5   Porter House
LANDMARK
6   Blackstone &
    Franklin Squares
7   Blackstone
    Elementary School
8   Peter's Park
9   Ramsay Park
10 South End Historic
    Burial Ground
NEW DEVELOPMENT
11 BioSquare
12 Boston Medical
    Center
13 Cathedral Housing
    Project
14 Laconia
    Condominiums
15 Langham Court
    Housing
16 New Police Station
17 Parmelee Court
    Housing
18 Rollins Square
    Housing
19 Roxbury Corners
    Housing & Retail
20 Savoy Condos
21 South Park
    Residential
    Development / South
    End Community
    Health Center
22 Wilkes Passage
    Housing

Boston's Washington Street Corridor

Figure 3.32. Implementations and developments of the revitalization program (Yıldırım Esen, 2006, p.123).

Making physical improvements on the Washington Street, was among the first major tasks of the revitalization program (Yıldırım Esen, 2006). There was an immediate street reconstruction project and a stabilizing step for deteriorated historic buildings. An important motive of the program was to restore the vitality of the district. In order to learn how business owners evaluate the improvements in the vitality of the Washington Street since the establishment of the Washington Gateway Main Street Program, there were some questions addressed to the business owners. The survey included issues related to the improvements in cleanliness and maintenance, the improvements in safety and the improvements in the issues of vacant lands (Yıldırım Esen, 2006). According to the survey results, all respondents think that there have been improvements in the cleanliness and maintenance of Washington Street also in general, answers indicated that there have been improvements in the safety of the

district over the past years (Yıldırım Esen, 2006). As Yıdırım Esen (2006) noted, for the third question of the survey concerning the vitality of the district, results showed that there have been extensive improvements in terms of vacancy.

		Challenges facing Washington Street in the 1980's and 1990's	Strategies developed to deal with problems concerning vitality
VITALITY	Sustenance	bad condition of the streets and sidewalks extreme disrepair and lack of maintenance	developing a maintenance program
		excessive amount of trash	keeping the district clean
	Safety	presence of crime	developing an action plan to address security concerns
		loitering prostitutes and drug dealers	removal of solid storefront grates (financial and technical assistance provided to businesses)
		presence of vacant buildings and lands	advocating for the redevelopment of vacant lands and buildings

Figure 3.33. Improvement of the vitality in Washington Street (Yıldırım Esen, 2006, p.131).

Another issue of the street concerning the revitalization program was to restore its identity (sense of place) and negative image. After the Washington Gateway Main Street was established in 1997, it has worked to improve the identity of Washington Street and to create a new image. The initial vision of the program was to make the street a mixed-use, pedestrian oriented, thriving with ground floor retail stores (Yıldırım Esen, 2006). The new design features used to create a sense of identity included ground floor retail space, large front windows, interior ventilation to accommodate potential restaurants, prominent residential entrances with approximately 22 m of height limit, underground parking and lighting to illuminate the street (Seidman, 2004). Other implementations regarding the program included facade improvement, art and beautification projects and parking (Seidman, 2004).
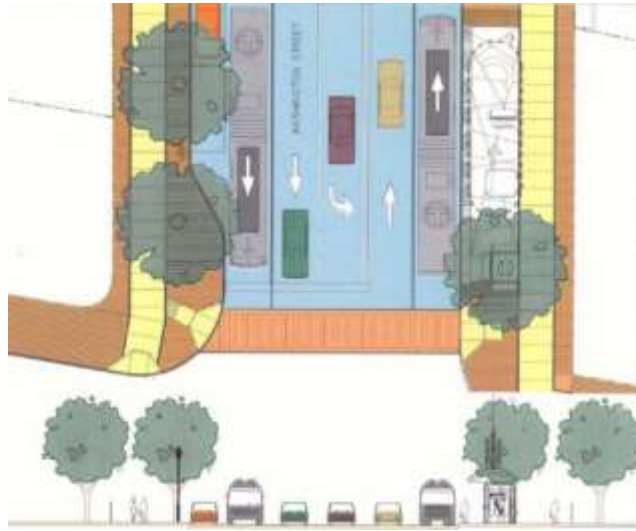
Figure 3.34. New urban design features to create a sense of identity and belonging (Yıldırım Esen, 2006, p.144).

According to Seidman (2004), there are some effective practices of Washington Gateway Main Street that other neighborhood Main Street programs can use:

- Aggressively shaping plans for city-owned land and reviewing and influencing the design and uses in proposed development projects and the design of new infrastructure,

- Building strong working relationships with city agencies and neighborhood organizations on the staff level and through the presence of WGMS leaders in local organizations and as city agency staff,

- Maintaining a high profile for the Main Street program through fund-raising and promotional events and ongoing media coverage.

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3.4   Natural Elements

Natural elements, meeting and gathering places and unique features play an important role for providing livable communities (Belge, 2012). It is essential to connect street network to natural elements. In this respect, water areas and green areas are of great improtance for urban life (Belge, 2012). The sight, sound and feel of water naturally attract people (Robertson, 1995). Like historic preservation strategy, waterfront development strategy offers the public an amenity not often found in the suburbs (Robertson, 1995). The waterfront itself is capable of drawing people at leisure (Jacobs, 1961). As for Robertson (1995) by designing attractive public spaces on the waterfront, cities can define the connection between the water and nearby buildings. According to Kevin Lynch (1960), opening a waterfront to traffic or recreation is one of the ways to increase the visibility of an edge.

Figure 3.35. The Fort Worth Water Gardens (Lang, 2005, p.89).

Figure 3.36. The Shangai waterfront Proposal (a) sketch of the proposed crescent and (b) a cross section through the crescent (Lang, 2005, p.110).

Montgomery (1998) also draws attention to the importance of public green spaces and water areas to city life by addressing their different roles. For instance, green spaces and water areas provide a range of informal and formal playgroundd, fields and gardens for varying degrees of passive and active pursuits (Montgomery, 1998). This is an indicator of their recreational function. They filter the noise light and air of the city, thus contribute the health of individuals (Montgomery, 1998). Lastly as Montgomery (1998) states, by framing development sites and providing views and landscape image, they set and understanding. Faulk (2006) states that waterfront development is frequently used to support the economic development of downtowns that have this natural advantage. By reinforcing existing landscape characteristics and increasing the maintenance of greenery it is likely to add to the streetscape (Akit, 2004). Jacobs (1961) also saggest that a part of the cities waterfront shoul become a marine museum. This would bring into the district tourists in the afternoon, rourists and people of the city, both, on week ends and holidays, and in summertime it should be a great thing for the evening (Jacobs, 1961).

To sum up, it is possible to maintain livability and vitality of public spaces and reinforce their sense of place that they generate and their unique identity, by adapting to changing conditions. It is possible to preserve vitality with implemantations of urban regeneration, rehabilitation and refurbishment etc. In this context, urban revitalization is another concept that emerged as a response to urban decline. With revitalization, urban spaces that have lost their importance can be brought back to life. Revitalization requires taking steps to improve the quality of public space by including the social, economic, physical, health, historical and cultural aspects of urban space alongside modern conditions and practices. Thus (re)development of public spaces can be achieved through implementations such as pedestrianization, promoting diverse functions and activities, physical improvements, and historical preservation. Istiklal (Çiftlik) Street, which has experienced similar situations in the city of Samsun, has been selected to be examined within the scope of this study. In order to examine the socio-cultural and historical development, socio-economic structure and spatial changes of Çiftlik Street and define its importance for the city's public life, it will be useful to first examine the socio-cultural, historical and spatial changes of its context. Thus, a palpalable foundation will be formed on the socio-cultural role of Çiftlik Street for the city of Samsun and why it necessary to revitalize the street.

CHAPTER 4

CHANGING SOCIO-ECONOMIC AND CULTURAL
PATTERNS IN SAMSUN

The most important factor supporting the establishment and development of the city of Samsun is its location (Yılmaz, 2011). Samsun is located in the coastal part of the Central Black Sea region. Located on the shores of a small bay, almost at the same distance from the two largest rivers of the country, Kızılırmak and Yeşilırmak deltas, the city has the largest area of flatlands of the Black Sea (Özcan 2017). Being a nexus that links the Central and Easterns Black Sea costs to the Central Anatolian Region, is the most prominent feature that makes Samsun important. In this respect, the city has served as a break-of-bulk point by connecting the Black Sea with caravan routes and highways that has reached a wide hinterland extending to Mesopotamia for centuries. This feature has reached the present day, with the construction of railways at the beginning of the Republican period and then highways since the 1950s (Yılmaz, 2011). In virtue of these roads, Samsun became the gate of a wide hinterland to the Black Sea, and also the starting point of the roads linking the Black Sea to the Persian Gulf and the Mediterranean from the inner parts of Anatolia (Yılmaz, 2011). With the modern harbor built in the 1950s, Samsun gained the identity of a port city and has maintained this identity to present days. Since it offers a variety of transportation opportunities by land, sea, air and railway, Samsun still maintains its feature of being an important transportation center connecting the Black Sea region to Central and Western Anatolia.

According to the Samsun Metropolitan Municipality Board of Strategic Development Report (2019), Samsun is also the largest metropolitan city of the

Central and Eastern Black Sea regions. The process of Samsun's becoming a metropolitan city dates back to the 1970s. In the 1970s, Samsun was chosen to be a metropolitan city balancing the changing population dynamics, in line with the understanding of developing settlements with geographical advantages, in order to slow down the intense migration to metropolitan cities such as Ankara, Istanbul and Izmir. (Günbeyaz & Turan, 2009). In this period, the internal dynamics of the city were supported by regional policies and investments of the state for the region to become an important metropolis.

Figure 4.1. Location and transport links of Samsun (Özcan, 2017, p.76)

The geographical location of Samsun has not changed throughout history, except for the linear urban growth and expansion along the coast. This is mostly related to the city's site and ground features (Yılmaz, 2011). Kara Samsun region, at the southwest of the existing city center, is where the city was first established. According to the report of the Ministry of Environment and Urbanization, General Management of Spatial Planning (2017), the city center is currently located between Karasamsun in the west and Çiftlik area in the east.

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4.1 Historical Development of Samsun

Samsun has a history of 10.000 years as a settlement. Throughout history Samsun has harboured many civilizations from Kaskians and Hittites to the Ottoman Empire and most recently the Republic of Turkey. In the 7th century BC, the colonists of Miletus established the ancient city of Amisos where the present city center is located. Although it was exposed to Turkish raids in the 12th century, Amisos could not be occupied. A new castle-city was built in order to reinforce the capacity of defense. This new established city laid the foundation of the city's present center.

Between the 12th and 17th centuries, the city of Samsun may not be considered as a developing city in terms of urban sprawl (Er, 2019). With the revival of trade between the Black Sea ports and the Crimea in the 18th century, Samsun started to gain importance again (Er, 2019). In the period from the end of the 18th century until the 19th century, Samsun gradually came under the rule of the Ottoman Empire. Due to many administradive disagreements during the Ottoman period, the city lost its dynamism and entered a stagnant period. With the increasing potential of tobacco production of its hinterland in the 19th century, the city was revitalized and became the focal point of French and English investors. The spread of high quality tobacco cultivation in the city in the middle of the 19th century led to both the economic revival of Samsun and a significant increase in its population. The main feature that gives the city its importance was the fact that Mustafa Kemal started the Turkish liberation Movement in Samsun on May19, 1919 (Oktay, 2019). This date also marks the beginning of the War of Independence (Oktay, 2019). With this, the city of Samsun has become the symbol of the Turkish liberation movement.

In the 20th century, Samsun experienced major developments. After the establishment of the Republic of Turkey, many modern institutions were established in the city. The emphasis was especially placed on the construction of education and health facilities. In the means of transportation, the emphasis was placed on the construction of railways until the 1950s, and then the main focus was directed to the construction of highways. Another important development in the city in the 1950s was the opening of the Samsun airport. These develepments in transportation has strenghtened the city's transportation network.

In addition to the construction of modern port facilities in the 1960s, an important step taken to contribute to the development of the city was the opening of the Samsun Fair. The fair has been an important element shaping the social life of the city from the 1960s to the 1980s (Oktay, 2019). Samsun Fair not only contributed to the economic and social structure of the city with its various economic, social and recreational activities, but also revitalized the internal tourism in the city. Thanks to the fair and its clubs and restaurants with live music and its open-air cafes, the night life of the city has also been revived. Due to its location on the beach, the Fair has managed to attract many people for the daytime leisure of waterfront and and for its recreational uses (Oktay, 2019). The economic and social contributions of the fair were not only limited to the city of Samsun, but also contributed to the neighboring cities (Oktay, 2019). However, due to the changing socio-economic dynamics of the city and the lack of financial support, it was closed in 1994 (Oktay, 2019).

With the beginning of education at Ondokuz Mayıs University in 1982, the city started to accommodate students from many cities. In a short time, Samsun became the focus of students from various cities of the country and this increased the young population of the city significantly. In the light of all these developments, in 1993, Samsun received the status of a metropolitan city.

4.2 Changing Macroform and the Spatial Development of Samsun

In 1869, a great fire occurred in the city and caused a major destruction (Yılmaz, 2011). A new city plan was laid out in 1905 by the French architect Courdadji for the restructuring of the city after the fire (Özcan, 2017). In this new plan Courdadji used the grid system and changed the organic texture of the city before the fire (Özcan, 2017).

Figure 4.2. New grid system plan designed by french architect Courdadji (Yılmaz, 2011, p.521).

In the 20th century, the city continued to develop on the gridiron plan. The zoning projects after 1905 were also made according to the grid system, and this grid system formed the basis of the city's present urban structure (Özcan 2017). The Samsun-Sivas railroad, built in the 1930s, further strengthened the relationship of the city with the inner regions.

Until 1915, Samsun gradually developed horizontally. With the beginning of the World War I in 1914, this development stopped. This stagnant period of the city's urban developments continued until 1945. Between 1945 and 1950, the urban population increased significantly due to internal and external migration. Due to this increasing population, the city started to grow linearly along the coast again. This linear growth of the city continued especially in the east direction in the 1950s. The

main reason for this linear development towards the east, is the development of land roads and the Samsun-Sivas railroad. In general during the 20th century, it can be said that the city grew first along the coast and then from the coast towards inner regions. The development of the city, shifted towards the mildly inclining slopes in the western and eastern parts of the city in the late 1950s. Especially after the 1960s, the city continued to develop from the coast to the inner regions of the city, in the east and west.
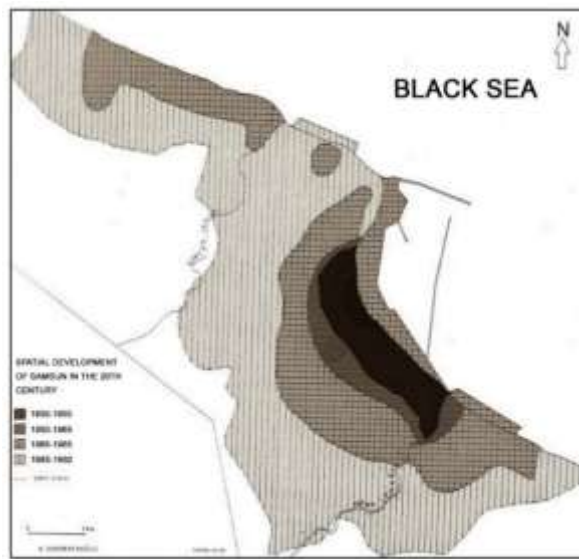
Figure 4.3. Changing macroform and spatial development of Samsun in the 20th century (Edited by the author).

In the 1970s, when the city center became denser, it became very difficult to provide the required space in the central areas of the city for the buildings, especially housing, that would meet the needs of people. Because the central areas of Samsun were limited for city's further spatial development. In addition, the further away from the shore, the higher was the slope. This was one of the factors that made the settling to these areas more difficult. In order to provide areas for spatial development of the city, the housing settlements started to shift to the western parts of the city called Atakum. The establishment of various institutions affiliated to the ministries, has led to an increase in cooperatives and private housing in Atakum area. Then, it can be said that while the development of the city to the east is caused by land roads and

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railroads, the most important factor that ensures its development to the west is the government agencies.

On the other hand, the establishment of Ondokuz Mayıs University, in the 1980s helped the westernmost part of the city, the Körfez neighbourhood to develop. With the establishment of the university, residential facilities were built in the area for the accommodation of students and faculty personnel. In the last two decades, settlement density in the neighbourhood and its close environment has also attracted private housing to the area. With the increase in the population of Körfez neighbourhood, facilities were established in the area to provide basic needs, social and recreational needs for the residents. In addition, the lake in the campus and the recreation areas around it, the social facilities and the library of the university have attarcted daily visitors.

Figure 4.4. Location of Ondokuz Mayıs University and Ondokuz Mayıs University, Faculty of Fine Arts (Edited by the author).

Although the city began to develop towards Atakum in the 1970s, necessary steps also taken to provide the necessary space for buildings that would serve certain functions in the city center during this period. With the increasing need for these

spaces, it is planned to gain the needed area by filling the sea. After filling the sea, transportation facilities, storages connected to the port, commercial and administrative buildings, parks and indoor sports hall have been built on these filled areas.
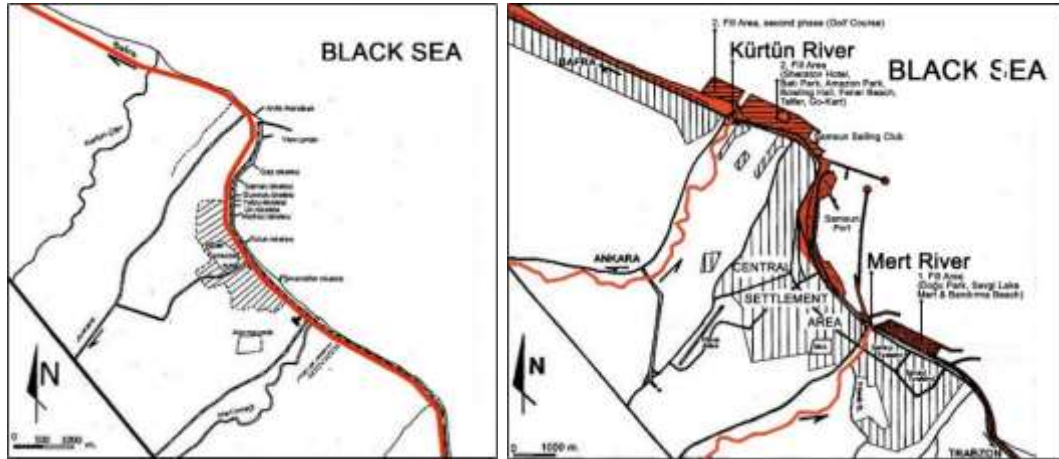
Figure 4.5. Samsun coast in the 20th century before the construction of the modern port facilities(left) and Samsun coast with new filling areas and the modern port facilities at the end of the 20th century (right) (Edited by the author).

During the times when Samsun needed more usable land in the city center, the idea of filling the sea in order to gain more space for the port facilities, was presented. After the Samsun port was built, the coastline on the eastern axis began to be filled, starting from the Mert River, in order to obtain green areas where the citizens could have fun and rest. Port facilities, public institutions, green areas and entertainment facilities, a cultural center and museums were built on these central fill areas. At the same time, Atatürk Boulevard, which is one of the main transportation arteries of the city, and the rail system are also located on this fill area. The filling areas built on the eastern axis of the city include Doğu Park, Mert Beach, Sevgi Lake and Bandırma Beach. The construction of these fill areas has been completed and they are actively used. In 2015 a 28-storey hotel, which has been considered as Samsun's first skyscraper, was built on the area.

Since the need for green space could not be met with the first fill area, the idea of constructing new fill areas was presented. The first part of the second fill area covers the area between the Samsun Port and Ondokuz Mayıs University Faculty of Fine Arts Campus. The first part of this fill area on the west axis was constructed when the highway between Ondokuz Mayıs University Atakum Campus and Baruthane was moved from the Baruthane slope to sea level in the 1970s. In the following periods, due to the development of the city along the west coast, the coastline was filled again. The fill area was extended by another 750m to the west of the Kurtun River. The second fill area include the fill areas in Kurupelit, Atakum and İlkadım regions. Filled areas in Batıpark and Atakum are generally serve for recreational use. Batı Park fill area in Atakum includes, Samsun Sailing Club Marina which is the first sailing club marina of Turkey, the telfer, the Amazon Park, the Go-Kart track and Fener beach. A Golf Course and Bowling Hall were established on the site in 2016 by the Samsun Metropolitan Municipality, and these facilities were used in the Deaflympics, held in the city in 2017.Fill areas on the coastline of the city of Samsun and the development in the macroform, are shown in stages in the maps below:

Figure 4.6. Samsun coast in 1990 (Edited by the author).

Figure 4.7. Samsun coast in 2000 (Edited by the author).

Figure 4.8. Samsun coast in 2005 (Edited by the author).

Figure 4.9. Samsun coast in 2010 (Edited by the author).

Figure 4.10. Samsun coast in 2015 (Edited by the author).

Figure 4.11. Samsun coast in 2017 (Edited by the author).

Figure 4.12. Comparison of the growtn in the city's coastline due to the fill areas from 1950 to 2022 (Edited by the author).

The coastal areas of the city are largely used for recreational purposes. Particularly there are intense uses such as cafes, restaurants, pubs and picnic areas. In addition, there are facilities that offer accommodation; hotels, and especially on the east side of the city caravan park and camping sites. Atakum beach is one of the important coastal tourism areas in the Black Sea Region with its numerous beaches. Ömürevleri Pier hosts various social events (concerts, event promotions, sales of handcrafted products etc.) at different times of the year. Turkey's largest Bowling Hall, archery field, beach volleyball court, indoor sports halls and Turkey's largest sea fill golf course facility located in the Batıpark region, built for the 2017 Deaflympics, provide the city with an advantage in terms of sports fields. In addition, the Atakum coastal region encourages outdoor sports activities with its sailing club marina, walking-running and cycling tracks and Kurupelit Marina. Most of the well-known social and cultural facilities of the city are also located on the coastal area. From east to West along the coastline, there is Samsun City Museum, İlkadım Monument, Atakum Park and Honor Monument, Ataturk Cultural Center, archeology and ethnography museum, Samsun Metropolitan Municipality Art Center, Youth Center and library in addition to popular shopping centers.

Figure 4.13. Coastal uses of Samsun (Edited by the author).

Apart from the central residential areas, some areas in Ilkadım and Atakum, have developed more functionally than other areas, since they are located on the main transportation arteries. The transportation does in these areas not exceed 15 minutes by walking distance or by car to the furthest points. In addition, these areas provide easy access to the recreational areas in the city on foot, as well as by vehicles such as bicycles, light rail systems, public transportation buses and minibuses. Since Cumhuriyet Square, Saathane Square and their surroundings are in a central location and provide ease of transportation, buildings and banks affiliated to state institutions have been concentrated in the region over time. The proximity of Çiftlik Street and

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Ellialtılar neighborhood to these facilities has allowed the density of housing to increase over time. In addition to its residential function, Çiftlik Street has become a sub-center where commercial activities take place over time. By this way, office buildings, small and medium sized businesses and their related trade activities in the areas of Çiftlik Street, Cumhuriyet Square and Saathane Square have increased. The intensity of commercial activity has also increased the number and diversity of users in these areas. The increase in the diversity of users has led to the attraction of education, health, service and entertainment facilities to the area.

With the opening of the city's new courthouse, the number of law offices has increased in the Ellialtılar neighborhood in the last decade. The increasing interest of the offices towards the neighborhood has led to an increase in the number of cafes and restaurants in the vicinity. With the employees of offices and the courthouse and with daily visitors of the courthouse, the area has become more lively on weekdays. The dining and shopping and entertainment venues here have helped the area to come more lively on weekends by offering different uses at different times of the day.

In Atakum, the recreational use and the presence of frequently preferred cafes and restaurants have increased the popularity of Türkiş, Ömürevleri and Kurupelit neighborhoods over time. An important factor affecting the preference of the Atakum region in general, is the dense young population in this part of the city. The university campus and dormitories located in the area, make Kurupelit preferred by both students, academic and administrative staff. Another important factor that increases the vitality and diversity of the region is the marina and the recreation areas around it. The area, which offers active use at different times of the day on both weekdays and weekends, has attracted the attention of people in a short time. Especially during the pandemic, green areas and sitting areas in Kurupelit and Ömürevleri have become more valuable. Similarly, Ömürevleri is actively used at different times of the day on both weekdays and weekends, with Ömürevleri pier, recreational areas,

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beaches, picnic areas, cafes, pubs and restaurants. Of course, the presence of two shopping centers in the vicinity also provides an advantage for Ömürevleri. Additionally, modern and luxury residences close to the beach that have been built in the area in the last two decades has increased the interest towards the area.

Türkiş area took its name from the Türkiş Education Center, which was established in 1982 in the area. In addition to offices and residences, there are buildings with educational, health, entertainment and shopping purposes. One of the factors that most affect the number of daily visitors to the area is the presence of the hospital. Providing easy access by public transport, apart from private vehicles, has made the hospital highly preferred. Another advantage of the hospital is to have numerous facilities where patient, and visitors can spend time while waiting. The shopping center, which was recently opened, has also been one of the factors affecting the number of users. From this point of view, Türkiş may be considered as the center of the Atakum district. Türkiş accommodates housing, commecial, educational, health, entertainment and recreational functions. In fact, there are branches of some facilities and shops in the city center in the area. This allows promenading or allowing the residents to meet their daily needs without having to go to the city center. In general, residences and workplaces in Atakum district are within walking distance to the beach, also allows the people in the area to benefit from the recreational areas on the beach.

4.3   Socio-Economic Development of Samsun

Especially after the 1870s, with the influence of the plan prepared by the French architect Courdadji, Samsun began to gain a more organized and modern appearance. Opening the Black Sea to steamships from the middle of the 19th century, substantially helped reviving the economy of the city (Yılmaz, 2011). The spread of high-quality tobacco cultivation has increased the welfare of the rural areas of the

city, as well as contributed to the increase in the urban population. In this period, the hinterland of the city was quite wide, extended to Baghdad (Yılmaz, 2015). During this period, many ships coming to Samsun port increased imports and exports in the city and Samsun became one of the important trade ports of Anatolia (Yılmaz, 2015).

The opening of the Black Sea to steamships and the spread of tobacco cultivation also increased the interest of foreign capital in the city. The port city feature of Samsun also attracted the attention of European merchants (Yılmaz, 2011). Some of these merchants settled in the city afterwards, and this increased non-Muslim population in the city significantly. With the arrival of European merchants in Samsun, the number of consulates and foreign banks increased in the city (Yılmaz, 2015). New people who settled in the city in this way and non-Muslims who had lived in the city for a long time established new neighbourhoods in the city (Yılmaz, 2015). In the meantime, the internal and external turmoil in the country also caused a significant population flow to Samsun. Samsun's urban growth has been significantly affected by these various events occurred in different time periods. According to Derya Oktay (2017) these circumstances can be listed as follows:

- 1835–1870: The urban development in line with theeconomic boom due to the permission of tobacco production and commerce.

- 1870–1890: The application of the new master plan, that was prepared after the 1869 fire.

- 1890–1915: The period of development and advancement due to the master plans of 1870 and 1905 and the increasing wealth.

- 1915–1945: The stagnant period due to the Balkan War, the occupation of Izmir, the threat by the activities of Greek gangs, the bombing of Samsun, the war of Independence and the economic recession in line with the efforts of the foundation of the Republic.

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- 1945–1960: Selection of Samsun as the pilot city for development. In this period, the sectors of transportation and services were prioritised, and the regional hinterland of the province of Samsun has reached Erzurum.

- 1960–1980: The first period of application of a master plan prepared according to contemporary norms despite the problems in terms of an appropriate balance between planned and unplanned areas.

- 1980–2000: The period following the decision for a Metropol Samsun plan in 1980.

In accordance with the agreements made after the establishment of the Republic of Turkey, there has been a population exchange in Samsun. Immigration, especially from Greece, has visibly increased the population of the city (Yılmaz, 2011). In this period, especially the construction of modern port facilities and other development efforts contributed to increasing the population of the city.

Figure 4.14. Piers, warehouses and railroad connections before the modern port was built (Yılmaz, 2011, p.527).

Figure 4.15. Samsun modern port facilities (Yılmaz, 2015, p.60).

The city continued to protect its port city identity in the first years of the Republic. Later, the need for a modern port facility that can serve on a wider scale has increased. Thus, In 1953 the construction of modern port facilities began and in 1960 the port was completed and put into service. Samsun became one of the leading cities of Black Sea region in a short time with the triple support of the port, highway and railways, and this development attracted the attention of many regional directorates to Samsun (Yılmaz, 2015). The construction of Nitrogen and Copper factories in the 1970s, the ongoing tobacco production and the related processing of leaf tobacco and cigarette industry have led to significant developments in the city (Yılmaz, 2011). With the employment opportunities provided by these establishments, Samsun continued to receive intense immigration, and this situation lasted until the 1980s.

Especially after 1980, small industrial facilities were formed both in and around the city and in order to increase employment in the city. Job opportunities have gradually shifted towards capital-intensive small businesses (Samsun Metropolitan Municipality Board of Strategic Development, 2019). In addition to large and medium-sized enterprises that contribute economically to the city mainly in the manufacturing industry, there are also small-scale enterprises (Samsun Metropolitan Municipalty Board of Strategic Development, 2019). The city of Samsun holds a cosmopolitan social texture mainly resulting from internal and external migrations. There are two main waves of migration shaping the cosmopolitan structure. First, approximately 22 thousand Muslims from Greece were settled in Samsun in the 1923 population exchange (Samsun Metropolitan Municipality Board of Strategic Development, 2019). The other factor is the intense migration from different cities in the Black Sea region to Samsun, where has become a center of attraction after the 1970s (Metropolitan Municipality Strategic Development Board, 2019).

Figure 4.16. Samsun's migration map during the population exchange in the Ottoman Empire Period (Yılmaz, 2011, p.528).

In the city center, there are many places and buildings that have contributed to Samsun's economy and socio-cultural structure for many years and have reached present day by redeveloping or re-functioning over time. Some of the most well-known of these are the old Tekel tobacco factory, the Mecidiye Bazaar, the Saathane Square and Çiftlik Street. The widespread tobacco production and processing has contributed to the socio-economic development of the city. Many institutions, banks and companies related to the purchase and processing of tobacco, were opened in the city. For this purpose, Tekel tobacco factory, the first industrial complex in Samsun was built in 1887 by Regie Management. The Factory has been the symbol of Samsun's agricultural history for 85 years and had a strong effect on the daily lives of people (Oktay, 2017). The factory, had been in service for 110 years. After its closing in 1994, it has been remained idle for 12 years. In 2006, it was declared as a renewal area by the decision of the Council of Ministers. Later, it has been transformed into a multi-functional commercial and recreational facility between 2009 to 2012, thus, it was restored back to the national economy.

Figure 4.17. Regie (Tekel) Tobacco Company as the first industrial complex in Samsun in 1887(Oktay, 2019, p.30).

Figure 4.18. Tekel Tobacco Factory (Çelenk & Sürdem, 2021, p.30).

Figure 4.19. Transformation of tobacco factory to Bulvar Shopping and Recreation Center (left: Oktay, 2017, p.201 & right: Samsun Metropolitan Municipality archive).

One of the important commercial areas in the city are Saathane Square and Mecidiye Bazaar, which form the old core of the city. Establishments with various functions that provide daily needs, help the region to maintain its popularity, especially for people from the middle-low and low-income groups (Oktay, 2019). On the other hand, as Oktay (2019) stated, the region lost most of its traditional buildings between 1970 and 1980. Many buildings that used to have residential, office, commercial and recreational functions are used predominantly for commercial purposes today (Oktay, 2017).

Figure 4.20. Saathane Square with the view of Big Mosque (left)(Samsun Metropolitan Municipality archive) and Saathane Square from the view of Big Mosque (right) (Yılmaz, 2016, p.180).

Figure 4.21. Saathane Square in 2010s (Özcan, 2017, p.98).

Istiklal Street also known as Çiftlik Street was the place where the rich families and the Greek aristocrats had their farms and houses in the Ottoman period (Oktay, 2019). This is the main reason why the street is called Çiftlik[3] Street. In the earlier times, Çiftlik Street was the most prestigious part of the city (Oktay, 2019). The Street has been one of the strong component of the urban identity, a brand of sorts, for Samsun.

However, Çiftlik Street has lost its attraction in the last few years. As a result of chain stores closing and opening two contemporary shopping centers in the city, the street has failed to maintain its prestige. The shift of activities to the peripheral areas

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[3] The word "çiftlik" means "farm" in English.

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and new commercial facilities, affected Çiftlik Street to a great extent. Although efforts have been made to revitalize the street and restore its former value, these efforts have been insufficient to achieve this goal. This transformation process of Çiftlik street and the steps taken to revitalize the street, provide a good example to understand the decline processes of the important commercial centers of the cities in Turkey, especially from the 1980s to the 2010s.

4.4   Evolution of the Socio-Cultural Life in Samsun

Besides its natural assets, the sea, the beaches and parks, Samsun offers many social and cultural opportunities to the citizens with its opera and ballet, museums, art center alongside being a commercial and industrial city. The active use of the coastline has also enabled the spread of modern accommodation facilities along the coast. Apart from accommodation, these facilities also host events such as concerts, festivals, weddings and balls at certain times of the year. In addition, there are certain camping areas on the beach where those who want to set up their tents.

Additionally there are many historical buildings and archeological sites in the central areas of the city such as tumulus hills, mosques, churches, Taşhan, covered bazaar and ancient baths. It is possible to reach these areas by private vehicles and public transport, as well as by cable cars to the tumulus hill. This also provides the opportunity to the scenery of Batıpark, Amazon Village and beaches.

As an indicator of Samsun's deep-rooted history, there are many archaeological sites and historical buildings in the city. These include ancient ruins, archeological sites, tumuli, covered bazaars, historical baths, mosques, churches and other religious buildings, madrasas, natural assets and historical buildings such as the Ottoman Bank and the Central Bank buildings. These many artefacts reflecting the history of the city have been approved as cultural assets by the Ministry of Culture and Tourism. One of the well-known of these, the archaeological site of Amisos tumuli and king

tombs were rearranged for touristic purposes and the cyrpts were opened to visitors. On the slope of Amisos Hill, the Amazon island with an artificial ski track, a canal, restaurants and picnic areas on this island have been built.

The museums are among the most important elements of culture and tourism. There are currently six museums in the central city. The first museum in the city was opened under the name of Samsun Museum, in the 1930s. This museum was replaced by the Samsun Archeology Museum and Ethnography Museum in 1981. Later on, the museum moved to a new building as it could not provide sufficient exhibition and storage space. By the 2010s, the second building became also insufficient in terms of exhibition ans storage spaces and hosting visitors, so it was decided to buld a new museum complex again. The new exhibition area was designed to be one of the most modern buildings in the country and won the National Architecture Award in the project category. However, due to financial reasons, the construction of the building was stopped in 2018. It is still unclear whether the construction of the new museum building will continue or not.

Another museum in the city is The Bandırma Ferryboat Museum and Open Air Museum of War of Independence. Samsun is accepted as the city where the war of independence began. In this respect, Bandırma ferryboat is considered as one of the symbols of the War of Independence. For this reason, Bandırma Ferry has been rebuilt in its original dimensions and opened to visitors as a symbolic reflection of the meaning and importance of the War of Independence. The house that accommodated Mustafa Kemal Atatürk during his stay in the city in the years of war, was converted into a museum and opened to visitors as the Gazi Museum. In addition to these, there is a toy museum, Samsun City Museum, Surgical Instruments and Health museum, an art center, Atatürk Cultural Center opera and ballet building, Canik Cultural Center and Panorama Samsun Digital Display Center in the city. Apart from the museums, historical landmarks such as Atatürk Park and the Honor

Monument, Ilkadım Monument and Saathane Square are also considered as touristic areas that have become the symbols of the city.
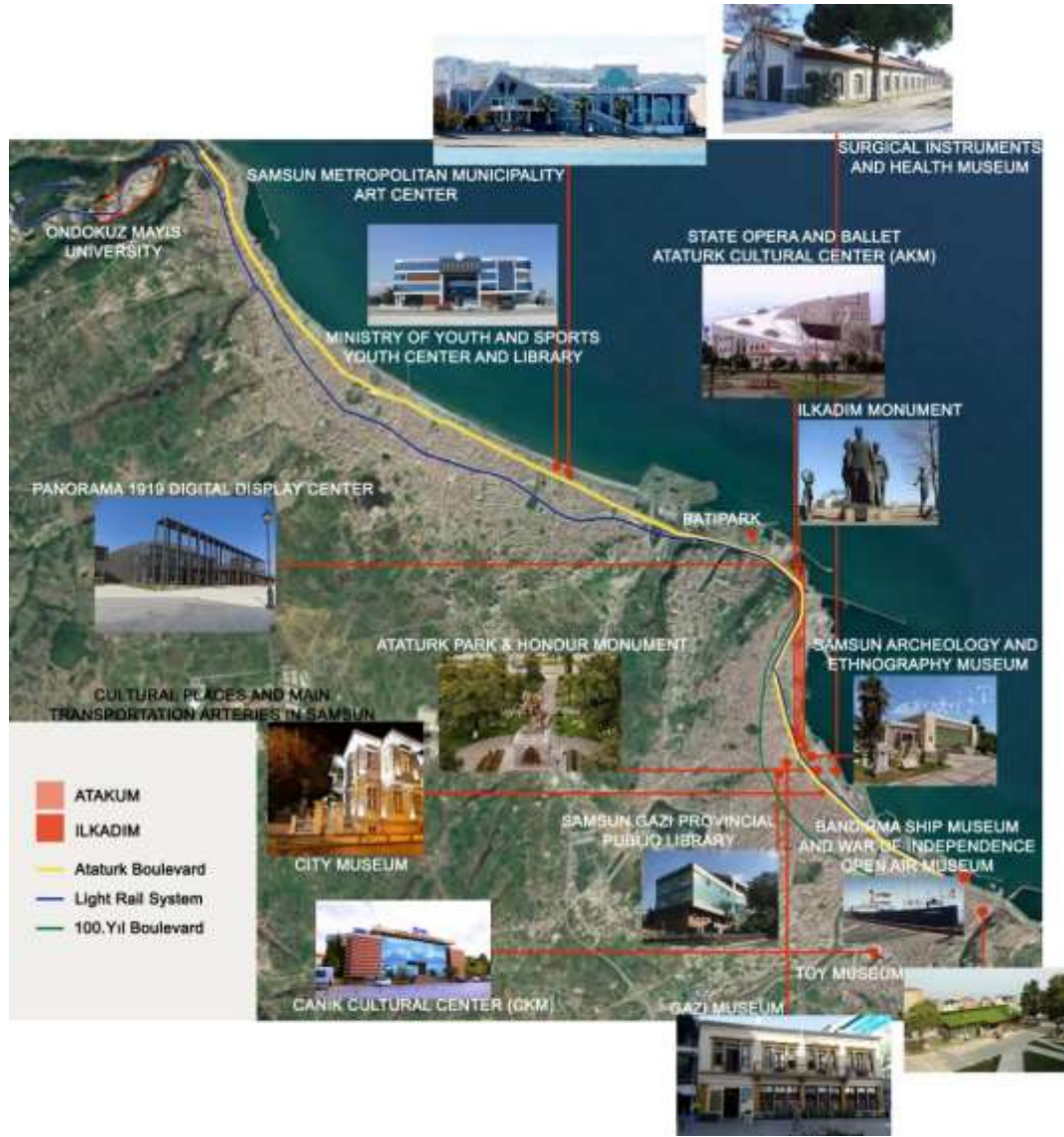
Figure 4.22. Locations of the cultural places and their proximity to the main transportation arteries in Samsun (Edited by the author).

Many festivities and festivals are held in the city. Among these, especially wrestling festivals stand out with their high number. In addition to these, culture and art festivals, sports festivals and water sports festival are regularly organized in the city in the last decade. Since 1981, for the May 19 Commemoration of Atatürk, Youth and Sports Day, various activities as panels, sports events, artistic events and

concerts have been held in the city during the 19 May Culture, Art and Youth Festival between 16-19 May. Apart from the festivals, Black Sea Short Film Festival, International Samsun Poetry Days, Cinema Festival, Jazz Festival, Theater Festival and Black Sea Festival for the Mentally Handicapped are other festivals held periodically in Samsun by the district municipalities and various organizations. The first Samsun Youth Festival was held in 2017. Samsun Youth Festival is considered as the biggest festival of the Black Sea Region. At the same time, Falcon Fest, Turkey's first extreme sports festival, and Kapıkaya Fest are held in the districts of Samsun. These festivals brought a large number of visitors to the city from the surrounding provinces as well as for the citizens. In this way, the festivals increased the vitality of the social and cultural life in the city and promoted diversity. Another important benefit of the festivals has been to support the local economy. Festivals have a great influence in the promotion and marketing of local products.

Cinema, theatre, ballet, folk music and Turkish classical music concerts, dance performances and choirs are activities that contribute to the cultural development of Samsun. But cinema and theater hold a more distinct place for people in Samsun. The opening of the first movie theater of the city, Boduroğlu Movie Theater, dates back to the 1910s. It was followed by Venus, Kristal and Osmanlı Movie Theaters. Movie theaters in Samsun have began to gain their popularity back with the resumption of movie screenings after the war ended in the 1920s. Hilal, Zafer and Yeni movie theaters became one of the important movie theaters serving the city. As another movie theater Kazım Paşa Movie Theater, hosted theater, ballet and operetta performances in addition to movie screenings. With the development of sound film technology, the theaters showing silent films lost their popularity and Zafer Movie Theater, which made the first sound film screening, became the only movie theater of the city. Since the 1950s, Ferhan, Sümer, Kent, Konak and Selçuk movie theaters were opened in the city. In the following years, Yıldız and Emek movie theaters became the important halls of the city. However, in the last two decades, the increasing popularity of Shopping Centers in the city has started to attract the citizens

to the movie theaters within these complexes. Especially the Planet Movie Theater was one of the important venues that increased the use of Çiftlik Street. Before the cinema chains within the shopping centers gained popularity, the Planet Movie Theater, was one of the most preferred movie theaters by the citizens, for its central location, ease of transportation and different activities around. However, the widespread popularity of chain movie theaters has caused local movie theaters to lose their users over time. As a result, most of the local movie theaters were closed, and the Konak cinema, which was another popular cinema of its time, and the complex in which the cinema was located were demolished. The shopping center that was planned to replace this demolished building is still under construction today.

The theater has an important place in the city like the cinema. Today, besides the State Theater, many private theater organizations are actively performing their shows throughout the city. In addition, the first theater school of the Black Sea region is located in Samsun. Atatürk Cultural Center, Atakum Art Center and Canik Cultural Center currently host theater performances, concerts, music and poetry performances, dance performances, exhibitions, talks and seminars. In addition, Atatürk Congress and Cultural Center affiliated to Ondokuz Mayıs University has been one of the important centers where Turkish classical music concerts, folk music concerts, panels and workshops, symposiums, ceremonies and conferences have been held for many years.

It should be noted that there are two higher education institutions in the city: Ondokuz Mayıs University and Samsun University. Ondokuz Mayıs University is one of the well established educational institutions of Samsun, while, Samsun University was established more recently and certain faculties have recently started to provide education. One of the institutions serving under Ondokuz Mayıs University is the Observatory. It is a ground-based observatory operated by the Faculty of Aviation and Space Sciences. The Observatory, which has been in use

since 2006, organizes activities such as sky observation festivals, national astronomy congresses, amateur astronomy symposiums for its visitors. In addition to these educational establishments, there are 15 public libraries affiliated to the Ministry of Culture and Tourism in the central city and the districts of Samsun. For the social and cultural development of young people, Atakum Youth Center is one of the other facilities that started its service in the 2010s with its workshops, classes and library. These libraries and classrooms not only provide a study environment for young people, but also offer the opportunity to develop themselves through various educational programs. Another advantage of the facility is that it is close to student dormitories and social facilities such as shopping centers, cafés and restaurants.

There are currently five shopping malls (Piazza, Yeşilyurt, Bulvar, Citymall and Lovelet) besides venues in the city, such as Çiftlik Street, Saathane Square, Mecidiye Bazaar, Cumhuriyet Square, Foreigners' Bazaar and Gazi Street, where promenading and daily shopping may be fulfilled. While shopping centers offer access to mostly chain stores, fast food chains and corporate brands, Çiftlik and Gazi Streets and the Foreigners' Bazaar etc. are areas where mostly small and medium-sized local businesses are located. The development of many of these areas dates back to the growth of Samsun during the late Ottoman period. Foreigners' Bazaar is also one of the most well-known market places of the city. Known also as the Russian Bazaar, especially by middle-aged and older residents, the bazaar was established in 1990, after the regime change in Russia and the opening of the borders. At that time, many Russian citizens and other people from the former Soviet Union, settled in the Black Sea Region and established markets in Black Sea cities. Mainly hardware and household products and food supplies are sold here. However, the Russian Bazaar lost its particularity of being a foreigners' bazaar over time after the majority of foreign business owners gradually withdrew.

Figure 4.23. Locations of the movie theaters and shopping centers in Samsun (Edited by the author).

Samsun has facilities that offer various sports activities to its residents, entertainment and recreational activities such as shopping centers, cinemas and theaters. Samsun hosts various national and international sports organizations and championships. But the 2017 Summer Deaflympics was the lasgerst sports organization held in the city until present day. In addition, Falcon Fest, Turkey's first extreme sports festival, is held in Vezirköprü district, and Turkey's first long-distance triathlon, Samsun

Triathlon, is held in Atakum. Especially the 2017 Summer Deaflympics has increased the number of qualified sports facilities established within the city[4] .

Figure 4.24. Sports facilities in Samsun (Edited by the author).

[4] Before Deaflympics 2017, the city had Ondokuz Mayıs University Olympic Pool, 19 Mayıs Stadium, 19 Mayıs Semi Olympic Pool, indoor sports halls, equestrian facility, sailing club marina and tennis courts. For Deaflympics 2017, modern sports facilities such as archery hall, athletics field, bowling academy, golf course, ice sports hall, Samsun Olympic Pool and beach volleyball court were put into service. The mission of branding the city as a youth and sports center by traditionalizing national and international sports organizations in the future has an important role in this. For this purpose, more than 40 sports facilities have been built in the city in the last 10 years. Hence, the construction of the largest bowling and archery halls in Turkey and Europe and the sea fill golf course brings many national and international championships and local and foreign athletes to the city.

CHAPTER 5

ÇIFTLIK STREET, SAMSUN

5.1   General Features of Çiftlik Street

Istiklal Street is one of the most important commercial streets located in the city center. It is located within the borders of the central district Ilkadım. Istiklal Street was one of the dynamic streets of the city with the highest commercial concentration. The street connects to Yüzüncü Yıl Boulevard at one end and ends by intersecting Bağdat Street at the other end. Also, Istiklal Street is one of the longest streets in the city. Approximately 713 meters long and 15 meters wide part of Istiklal Street from Osmaniye Street to Lise Street is called Çiftlik Street. Çiftlik Street is parallel to Gazi Street in the north-west direction and 100.Yıl Boulevard in the south-east direction. The street forms an organic axis of transportation with both of these roads and many side streets that intersects the street perpendicularly. With this slightly curved layout, Çiftlik Street is also one of the oldest and well-known vehicle and pedestrian transportation axes of the city.

Figure 5.1. The Location of Istıklal Street and transportation network around the street (Edited by the author).
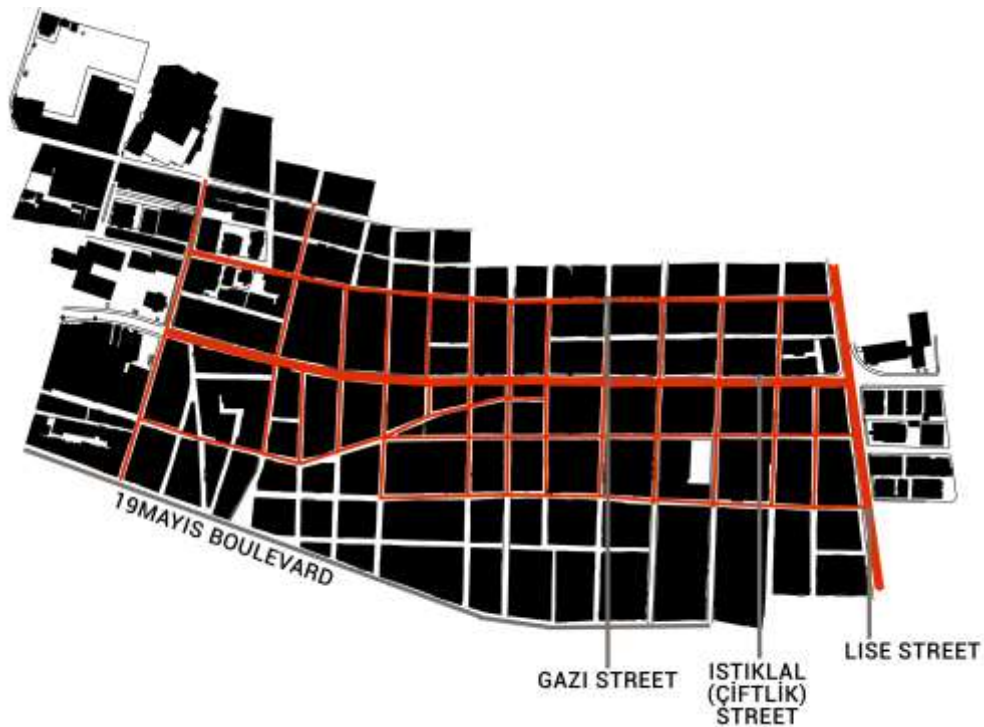

Figure 5.2. The part of Istıklal Street known as Ciftlik Street (Edited by the author)

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As can be seen from figure 5.2, Çiftlik Street is a street where many side streets are connected. With these side streets, Çiftlik Street is also in a network that connects to the city's important transportation arteries. This provides an important opportunity to increase the vitality of the street. Çiftlik street mostly consists of seven storey buildings. This is followed by six-storey and eight-storey buildings. The highest buildings on the street are of nine storey high and currently the number of these buildings does not exceed four. There are four and five storey buildings, but they are much less than the others. The following map shows the distribution of the number of the building floors on Çiftlik Street.
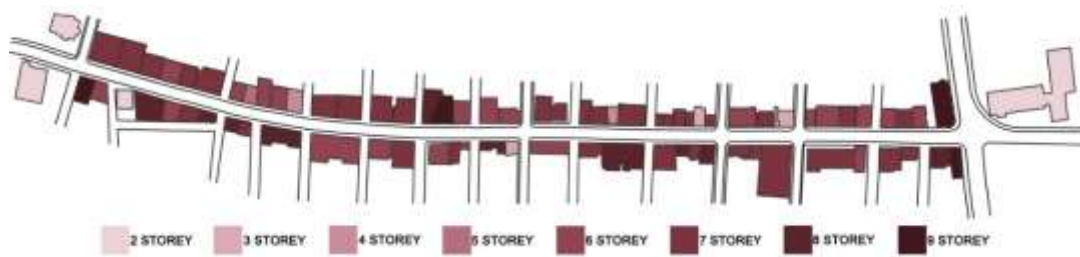
Figure 5.3. The distribution of the number of the building floors on Çiftlik Street (Edited by the author).

There are differences between the heights of the buildings, located next to each other adjacently. According to the distribution of floors in the map above, the silhouette of the street in the northeast and southwest directions is shown in the images below.
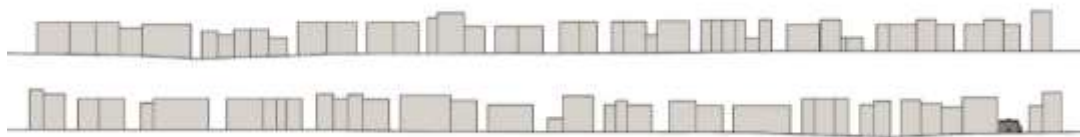
Figure 5.4. The silhouette of the Street in the northeast (above) and southwest (below) directions (Edited by the author).

The development of Çiftlik Street dates back to the Ottoman period. At that time, the rich families of the city and the farms and residences of the Greek families were located in this area. For this reason, the name of Çiftlik Neighbourhood was given to the quarter. Çiftlik Street, obtained its name from the fact that it was the road to the

farm of Kefelizade Sami, one of the notables of the city, during the Republican period. Until the 1950s, there were mainly two or three storey houses on the street. In this period, there were only two small coffee houses and Çiftlik police station on the street.

Figure 5.5. Small coffee houses and two storey houses in Ciftlik Street in 1940s (Black Sea Rumelian Associations Federation Archives, 2019).

Currently, there is only one building on Çiftlik Street that belongs to the period of pre-1950s with its two and three storey houses. Elmas Hanım Mansion was built in the 19th century and is the only building from this period that has reached to this day, reflecting the old texture of Çiftlik Street. Before the population exchange, the three-storey mansion belonged to a foreign merchant, who was one of the notables of the city. It was later used by one of the important local tobacco merchants of the city from 1930s to 2000. After 2000, Elmas Hanım Mansion has been renovated several times and has experienced functional changes. Currently, the mansion accommodates the branch of a famous fast food chain. Unfortunately, the other two and three storey buildings on the street were demolished over time and multi-storey buildings were built in their place.

Figure 5.6. (Left) Elmas Hanım Mansion in 1950s (Samsun City Museum Archives, 2021)
Figure 5.7. (Right) Elmas Hanım Mansion in 2022 (right), (Author's personal archive).

The spatial development of Çiftlik Street and the increase in the number of multi-storey buildings on the street date back to the late 1950s. After the 1950s, Çiftlik Street became one of the most prestigious areas of the city. Even at the present day, it is possible to get the same answer when asked to middle-aged and older inhabitants of the city. Many of them would say that they spent most of their childhood/teenage years on Çiftlik (street). Çiftlik Street still remains as one of the places used by middle-aged and older residents for promenading, gathering and socializing with each other.

Until the early 2010s, Çiftlik Street was seen as the most attractive shopping street of the city of Samsun. At that time, when shopping centers were not yet widespread in the city, Çiftlik Street was a center with pleasant cafes, restaurants and cinemas, shops and bank branches. Many different commercial activities were located on the street. It was also one of the first places visitors from outside the city visited when they came to the city. There were shops and facilities where citizens could meet all their needs and shop from major national and international brands. It was possible for people to fulfill different needs, while walking from one end of Çiftlik Street to the other. Apart from its commercial uses, the street was part of the city's walking routes and meeting points for important social events in the city until the 1990s and

late 2000s. In addition, Çiftlik Street was one of the few places in the city where special days and important national holidays were celebrated by the inhabitants of the city.

Figure 5.8. (Left) 19 May Commemoration of Atatürk, Youth and Sports Day celebrations flag march in 2013(Black Sea Rumelian Associations Federation Archives, 2019).
Figure 5.9. (Right) Vosvos Parade in 2014 (Black Sea Rumelian Associations Federation Archives, 2019).

Another important feature of the street was that there were many primary and middle schools, high schools and private education institutions in its vicinity. The existence of these institutions also significantly increased the number of students in the area. The dense population of children and teenagers in the area attracted facilities and activities to the street that appealed to the young. Therefore, numerous courses, hobby centers and stores which were becoming increasingly popular among young people took their places on the street and its vicinity. The central location of the street and the ease of transportation of all kinds made the street and its surrounding facilities more attractive and safe for both students and parents.

At present, the street mostly accommodates residential and commercial activities. The majority of the buildings on the street are used for commercial activities on the ground floors and residential on the upper floors. Accordingly, while approximately 3 out of 5 of the buildings on the street are used for residential and commercial purposes, approximately 1 out of 4 are used only for residential purposes. In addition, there are two buildings on the ground floor that are used as health institutions. One

of them is the Tuberculosis Dispensary, which was established in 1944 and is still in active service for tuberculosis. The primary, middle and high schools are also still in use today. The map below shows the functional analysis of the buildings on the street.
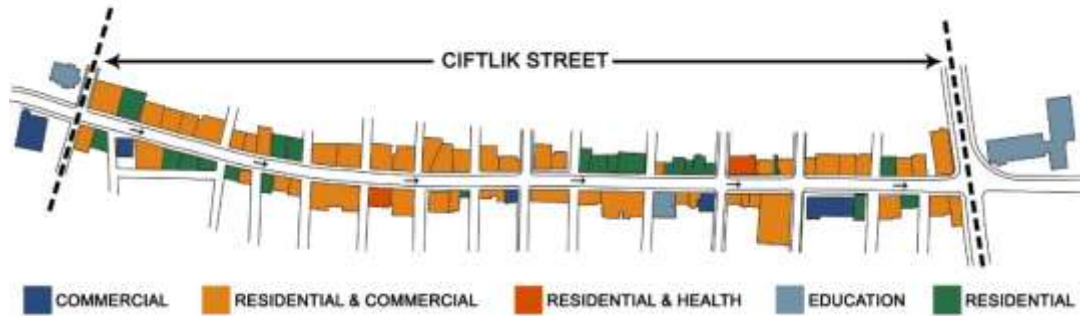
Figure 5.10. Functional Analysis of the buildings on Çiftlik Street (Edited by the author).

According to this functional analysis, the commercial activities that exist mainly on the Street are restaurants, local shops and stores, bank branches, pharmacies, buffet and markets, and cafés. Additionally, the second floors of some buildings are also used for commercial purposes. These floors are mostly used as clothing stores, beauty centers, physician's clinics and offices.

Figure 5.11. Ground floor uses in Çiftlik Street (Author's personal archieve).

However, Çiftlik Street has been affected by the increasing popularity of shopping malls in the last two decades. With the shift of chain stores and activities to the urban

peripheries and to new shopping malls, Çiftlik Street, like other commercial streets in the city center, has also declined. Çiftlik Street, which could not compete with the diversity and difference offered by the newly formed commercial centers of the city, has gradually lost its user density. As a result of the decrease in user density, the local businesses on the street and its vicinity were also affected to a great extent, and as a solution, they were moved to areas or places that are preferred more by the residents. The monotony of commercial activities on the street has also eliminated the diversity of users, and the street has become appealing to individuals from only certain parts of the city. In the face of these changes, efforts for the revitalization of Çiftlik Street has been made in the last ten years in order to regain the street its former popularity.

Not only the increasing popularity of shopping centers, but also the shift of socialization areas and venues in the city to Atakum, has been effective in the decline of Çiftlik Street. As a result of the political differences between the local governments and their cultural policies, especially venues with alcohol moved to the Atakum coastline. When these places, which used to be on Çiftlik Street, changed places, the diversity offered by the street decreased proportionally. This has greatly affected the preferences of the users.

5.2   Previous Attempts for the Revitalization of Çiftlik Street

The oldest known pedestrianization project for Çiftlik Street was in the 1980s. In that time, the street was pedestrianized so that it was closed to vehicle traffic from 18.00 to 00.00. The street was open to two-way traffic at that time. Later the sidewalks on both sides of the street were widened and the traffic was arranged to be one-way. In some sections of the street, parking pockets were designed to provide parking spaces for vehicles. The street, which was open to one-way vehicle traffic until 2014, was pedestrianized in 2014 as part of the Çiftlik Street Mall project. A

survey was prepared throughout the city for the pedestrianization of the street, and according to the answers given by the citizens, it was decided to close the street to vehicle traffic. In this project, the passage of vehicles along the street was prevented, only the streets that cut the Çiftlik Street vertically were arranged to allow one-way vehicle passage. These roads are restricted by elements that will prevent vehicle access to the street. These elements are arranged to allow the entrance of service vehicles when necessary.

Figure 5.12. Pedestrianization in Çiftlik Street (Avlar & Yazıcı, 2020).

Figure 5.13. One way vehicle traffic and parking pockets in Çiftlik Street before pedestrianization (Samsun Metropolitan Municipality Archive, 2019).

After Çiftlik Street was closed to vehicle traffic, the infrastructure installation and floor coverings of the street were renewed. The middle section of the street was covered with natural stone, and the sections with seating elements on both sides of the street were covered with granite. In the sections close to the buildings, a surface application was also made for the visually impaired.

Figure 5.14. Surface covering in Çiftlik Street (Author's personal archieve).

Later on the seating elements, tables, lighting elements, information boards, pots and garbage bins were installed. During this process, some of the pre-existing trees on the street were preserved, and new trees were planted in the remaining sections. The trees were planted in pots between the seating elements.

Figure 5.15. Current greenery status of Çiftlik Street (Author's personal archieve).

Figure 5.16. Seating elements installed to the street after pedestrianization (Yazıcı, 2019).

After the infrastructure and landscaping works, the facades of the buildings facing the street were renovated. The ground floors of the commercial buildings on the street have been renovated using the same materials and design. Black exterior paint has been applied to the surfaces other than the ground floor building entrances and shop windows. Awning-like eaves in black with the names of the commercial spaces were placed on the ground floor wall spaces. Apart from these eaves, no other commercial signage has been placed on the facades of the buildings. On the upper floor levels, the building facades are uniformized by using the same color, material and form.

Figure 5.17. Building facades before the renovation (Samsun Metropolitan Municipality, 2019).

Figure 5.18. Building facades after the renovation (Author's personal archive).

Figure 5.19. Facades of the buildings in Çiftlik Street (Author's personal archive).

However, upon the increasing request of business owners, it was decided to open the street to vehicle traffic again in 2020. After the street was re-opened to vehicle traffic, the seating elements and tables on the street were removed, the natural stone covering in the middle section of the street was removed and asphalted. Benches were added on the street, instead of the removed seating elements.

Figure 5.20. The asphalted version of the Çiftlik Street after it was reopened to vehicle traffic (Author's personal archive).

In its current state, Çiftlik Street is open to one-way vehicle traffic. Business owners mentioned that when there is no vehicle traffic, people visit the street less often, so their businesses suffer significant economic losses. In line with this demand of the business owners, it was decided to reopen the street to vehicle traffic. Even though Çiftlik Street was reopened to vehicle traffic, the vitality of the street could not be increased to the extent desired by the business owners. Many business owners added that the current state of the street was not what they imagined when the street was opened to vehicle traffic. They mentioned that the street would return to the way it was 15 years ago.

5.3   Surveys, Semi-Structured Interviews and Socio-Spatial Analyses

In order to evaluate the current physical, visual and functional characteristics of the street and to investigate people's current views about the street, surveys and semi-structured interviews were conducted on Çiftlik Street between June 20th and 28th, 2022. With these survey and interviews, it is aimed to obtain comprehensive insights that can be utilized in establishing the necessary steps for an alternative revitalization

effort. By synthesizing the data obtained from the theoretical research to create successful public spaces and the sufficiencies identified with the survey and semi-structured interview results about Çiftlik Street, further suggestions can be developed for the revitalization of the street. Both the survey and the semi-structured interview questions were prepared based on the previous literature review. In this research process, many concepts have been reached on ensuring vitality in the urban space and the qualities of good urban form. Later, these concepts were grouped under certain titles compiled during the literature review. Then the evaluation criteria and open-ended questions were prepared on the general use and current problems of Çiftlik Street. Surveys and semi-structured interviews prepared in a way that will allow to evaluate the street based on the criteria set in the second chapter, such as functional efficiency, comfort, safety, physical quality, activity and diversity. Surveys were conducted with 52 participants and semi-structured interviews were conducted with 27 participants. Surveys and semi-structured interviews were conducted with the residents of the street, the users, the business owners and the employees.

The primary aim of the survey is to reach a large number of users, who prefer the street except in cases of essential needs, in order to obtain more general opinions. Most of these users mentioned that they are in a hurry and do not have time to answer a long survey. Therefore, a survey was prepared to acquire general information in a way that would not take the participants' time. In the survey, mostly participants who use the street voluntarily during the day, except for compulsory situations, were interviewed. For this, the street was visited at different times on both weekdays and weekends, and randomly selected users were asked to participate in the survey. Attention was paid to balancing the numbers of participants by selecting users from different genders and age groups. By walking along the street, participants were selected from pedestrians, people sitting in cafés and restaurants, or users sitting on benches on the street.

To encourage the participation of large numbers of people, questions of the survey were prepared in a way to take approximately five to seven minutes to answer. 11 questions were asked to the participants (See Appendix A). In addition to the current situation of Çiftlik Street, participants were asked to briefly evaluate the previous revitalization attempts including pedestrianization and facade renewal. 28 evaluation criteria, which will enable the participants to express their views on the current state of the street, were predetermined by the author and the participants were asked to mark the most suitable one/ones among these criteria. Thus, it was ensured that the response time of the survey was shortened and it was easier to group the evaluation criteria under certain titles.

In order to obtain more detailed information from users a second study was conducted. For this, semi-structured interviews were prepared and conducted with those who used the street especially for compulsory reasons such as for working or residing (See Appendix B). The semi-structured interviews were conducted mainly with the employees of the workplaces on the street, business owners or the participants who lived near the Çiftlik Street and spent most of their time there. Participants other than business owners and employees are retired users who have lived in and around Çiftlik Street for many years and continue their daily routines at the facilities on the street.

Since semi-structured interviews also include open-ended questions asking why users prefer the Çiftlik Street to live and their personal ideas about the most important current problem of the street and its solution, the response time is longer than the surveys. Therefore, the number of participants was kept less than the survey, and it was conducted with users in workplaces, shops, coffeehouses, cafés and restaurants on the street at different times on both weekdays and weekends. Since these participants did not have time constraints, more detailed information and comments could be obtained from them.

At the beginning of the survey, general information as age, gender, education level, occupation and address information were asked. People from different age, gender, social class, education level and occupational groups participated in the study. With the aim to evaluate the density and diversity by determining the current user profile of the Çiftlik Street. Thus, to identify possible steps to be taken to increase the density and diversity of both the users and the activities in case of their insufficiency.

As in the surveys, at the beginning of the semi-structured interviews, general information such as age, gender, education level, occupation and address information ware asked to the users to evaluate user density and diversity on the street. In the semi-structured interviews, participants were asked 18 questions. Again, as in the surveys, 28 pre-determined evaluation criteria were presented to participants in order to express their opinions about the current physical, psychological, visual and functional insufficiencies of Çiftlik Street. Afterwards, open-ended questions were asked to the participants to briefly state their opinions on issues such as whether they felt safe on the street, pedestrianization and re-opening of the street to vehicle traffic, and the most important problems of the street. In addition, participants were asked about the activities and facilities they would like to see on Çiftlik Street. Thus, a comprehensive insight was obtained from the residents of the city about which activities and facilities will help in the future in order to increase the diversity and density of the street.

Finally, Çiftlik Street was visited and the current condition of the street was examined in detail. Qualitative data on Çiftlik Street were collected via personal observations, surveys and semi-structured interviews, during the field visits. The collected data will be explained in detail later in this chapter.

5.3.1 General Informatıon

48% of the survey participants are women and 52% are men. The ages of the participants vary between the youngest 19 and the oldest 73 and the average age of the participants is 40. The average age for women is 33 and for men is 47. %59 of the semi-structured interview participants are women and %41 are men. The ages of the participants vary between the youngest 21 and the oldest 68 and the average age of the participants is 39. The average age for women is 34 and for men is 46. The educational status of the participants is as shown in the pie chart below.
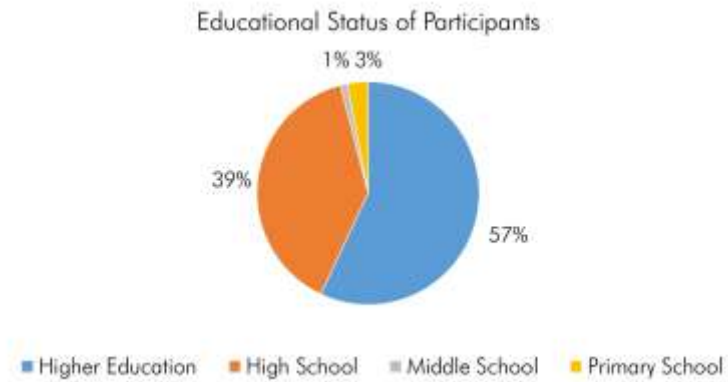
Figure 5.21. Educational status of participants (Edited by the author).

Survey participants belong to different occupational groups such as bankers, pharmacists, business owners, technicians, students and pensioners. Semi-structured interview participants belong to different occupational groups such as dentists, customer representatives, architects, business owners. Accordingly, the occupational distribution of the participants is shown in the chart below.
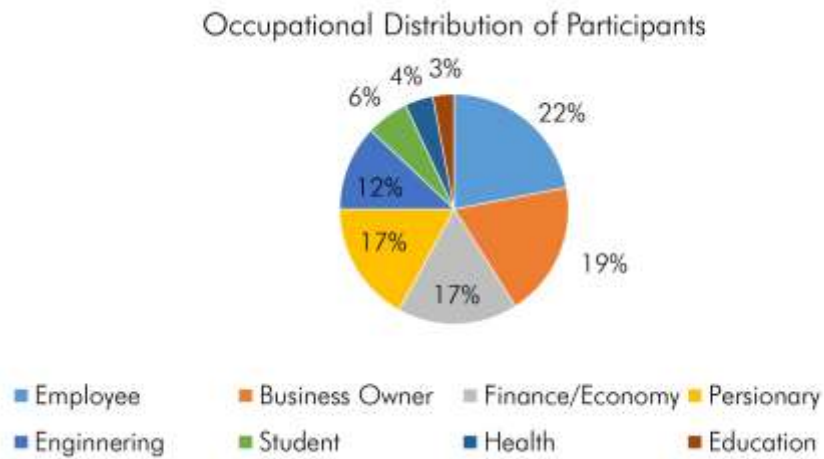
Figure 5.22. Occupational distributions of survey participants (Edited by the author).

The following pie chart show the address information of the survey and semi-structured interview participants.
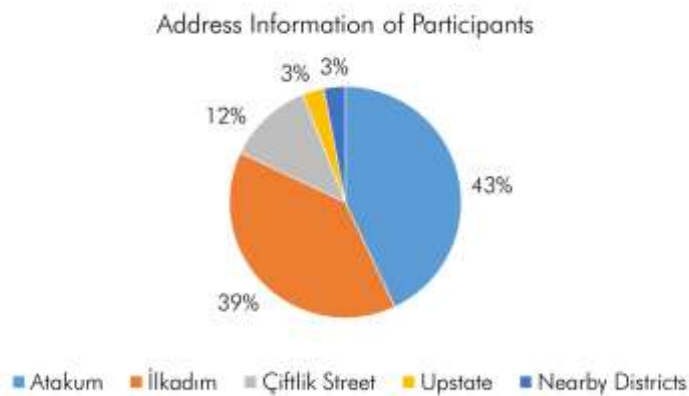
Figure 5.23. Address information of survey participants (Edited by the author).

The main purpose of asking address information to the participants is to determine why they prefer Çiftlik Street. In order to measure whether the users of Çiftlik Street prefer the street mostly for essential needs or for more arbitrary activities, the users were asked where they reside. Also the residential potential of the street was measured by asking why the residents of Çiftlik Street preferred this street for residing.

According to the survey results, 48% of Çiftlik Street users reside in İlkadım and 44% in Atakum. As the results show, participants prefer Çiftlik Street primarily because their workplaces are located of the street and its close vicinity. According to the answers given in the semi-structured interview, 41% of the participants live in Atakum, 22% in İlkadım and 33% in Çiftlik Street. When the people living on Çiftlik Street are asked for how long they have been living here, the answers vary between 2 years and 55 years. Subsequently, the participants were also asked why they preferred Çiftlik Street to reside. The participants, who said that they have lived on this street for between 55 and 25 years, generally gave the following answers:

- "I spent my childhood on Çiftlik street, all my friends are also here so I love the nostalgic feeling the street gives me."

- "I chose to live here mainly because of its central location, it provides me convenience in transportation."

- "Çiftlik Street is one of the well-known areas of Samsun. For many years, it was considered as one of the most elite and deep-rooted areas of the city. That was the main reason I chose to live here."

In addition, there are participants who state that they live on Çiftlik Street as it is close to their workplaces and provides convenience for pedestrian transportation. Another question asked to the participants living here was what they thought about the general appearance of the street and the changes the street has experienced. The participants answered this question mostly by stating that it was a wrong decision to reopen the street to vehicle traffic. Participants mentioned that the street should be closed to the vehicle traffic and redesigned as a pedestrian mall. Some of the participants also stated that the constant changes in the Çiftlik Street were highly disturbing for them.

5.3.2　Transportation and General Use of Çiftlik Street

In the second part of the survey and semi-structured interview, a number of questions were asked to the participants in order to evaluate the transportation potential and current functions of the street. First, the participants were asked how they reach the street. The options offered to the participants are on foot, private vehicle, commercial taxi, bus, minibus and tram. Accordingly, the answers given by the survey and semi-structured interview participants are given in the charts below (Figure 4.27 & Figure 4.28).
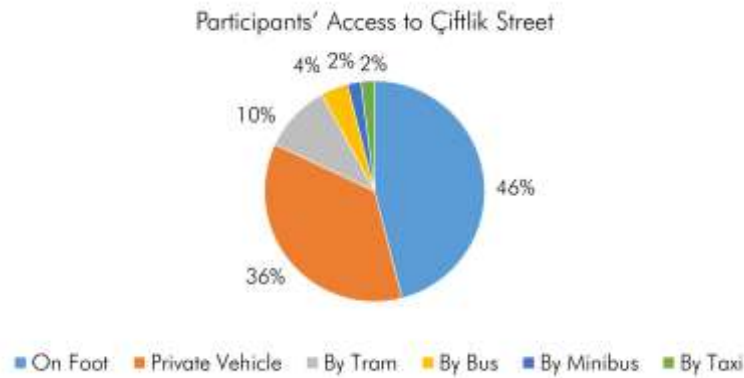
Figure 5.24. Participants' access to Çiftlik Street (Edited by the author).

As the results showed, the most common answer given by the participants was on foot. The second most common response was by private vehicles. In the following stage, questions were asked to the participants in order to examine both pedestrian and private vehicle balance and the sufficiency of the existing parking areas. First, the participants who answered the question of how they reach the street with private vehicle, were asked if they have a parking problem on the street. The percentage distribution of the answers given by the participants is as follows.
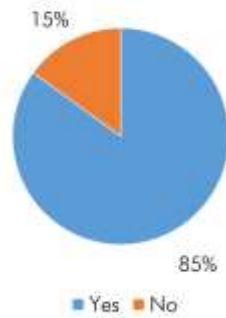
Figure 5.25. Participants' answers to the question of whether they have parking problems (Edited by the author).

Before pedestrianization, Çiftlik Street had one-way vehicle traffic and there were pocket parks on the street at regular intervals. With the pedestrianization, the sidewalks and the vehicle road were aligned at the same level and their surface coverings were renewed. The pocket parks have been removed as they were no longer needed. After Çiftlik Street was reopened to one-way vehicle traffic, it was arranged to allow a single row of parking on the side of pedestrian sidewalk, rather than the previously existing pocket parks. However, during the reversal of the pedestrianization regulations, the street was not rearranged in a way that would allow the pedestrian ways and the vehicle road to be distinguished from each other. Instead, the bordering elements that prevent vehicles from entering the street have been removed. In the flollowing process, the middle section of the street used as a vehicle path, was asphalted. In addition, the pedestrian paths that were during the pedestrianization process narrowed the section used as the vehicle road. The street-based cafés and restaurants' service vehicles, large cars that bring supplies to stores and motorcylcels stoping off or parking on the street are some other reasons causing the street to narrow down and the insufficient parking spaces. Therefore, as expected, the participants declared that they were experiencing parking insufficiency after the reopening of the street to vehicular traffic.

The next question, examined how much of the participants who had access to the street with their vehicles were able to park their vehicles on the street and which alternative parking spaces were used by the participants who had a parking problem.

Parking Preferences of Participants

Figure 5.26. Participants' parking preferences (Edited by the author).

According to these results, the answers given by survey participants for the three options appear to be very close. The most common answers given by the semi-structured interview participants were that they parked their vehicles in alleys leading to Çiftlik Street or in a further alley. However, there is a point to that should be noted here. Participants who parked their cars on Çiftlik Street said they usually prefer to come to the street early in the morning or after the end of the working hours, so that they could easily find an empty parking spot on the street. These users also added that they were having trouble finding a parking spot on the street at other times during the day, so they park their vehicles on an alley leading to the Çiftlik Street or on an alley farther away with lesser traffic density.

The continuing part of the second chapter is prepared to assess the current functions and inefficiencies of Çiftlik Street by its users. For this, first it was examined for which functions the users come to Çiftlik Street the most and how often they come here.

How Often Do Participants Visit Çiftlik Street ?

2%
25%
14%
17%
20%
22%

■ Every Weekday   ■ Everyday   ▣ Once or twice a month
■ Once or twice a week   ■ Three or four times a week   ■ On Weekends
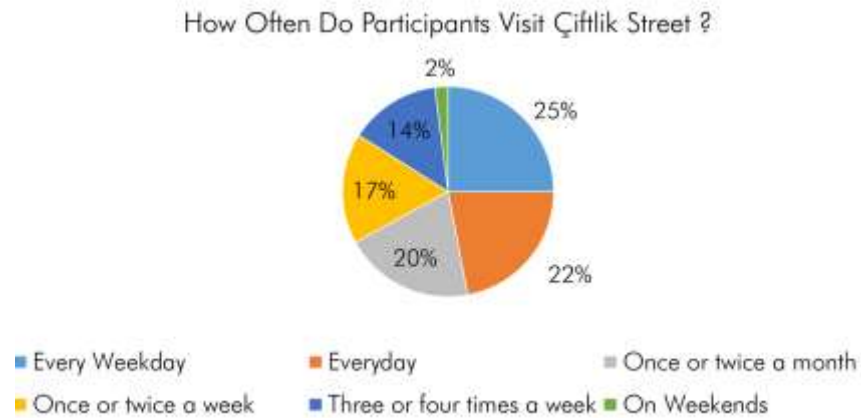
Figure 5.27. Frequency of participants' visit to Çiftlik Street (Edited by the author).

According to the survey results, the majority of the participants visit Çiftlik Street every day. These respondents provide this answer are business owners and their workplaces are located on the street. The two other most common answers are that articipants visit Çiftlik Street every weekdays or 1-2 times a week. Participants who visit Çiftlik Street on every weekday are employees at workplaces on the street or its close vicinity. On the other hand, participants who said they visit the street once or twice a week expressed that they were coming to the street for essential needs, personal needs and daily shopping. The participants with less frequent visits added that they would stop by the offices, medical clinics, bank branches or public institutions when necessary.

The majority of the semi-structured interview participants stated that they visit Çiftlik Street every weekday. These participants also added that their workplaces are on Çiftlik Street its close vicinity. The second most frequent answer given by participants was that they visited Çiftlik Street 1-2 times a month. These participants said that, they stop by for offices, medical clinics, public institutions and bank branches on and around the street when necessary. Other than that, they added that they would not prefer visiting Çiftlik Street unless it was necessary.

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As it can be understood from this, the participants do not prefer Çiftlik Street for optional activities such as walking alone, shopping, meeting with friends, if they are not required to be on the street during office hours as a business owner or an employee. Another conclusion that can be drawn from the surveys and interviews is that the food and beverage venues here are mainly used by employees and business owners to spend their lunch breaks.

Participants were also asked for which functions and requirements they mostly visit the street. The percentage distribution of the answers that survey and semi-structured interview participants give to this question is given below.
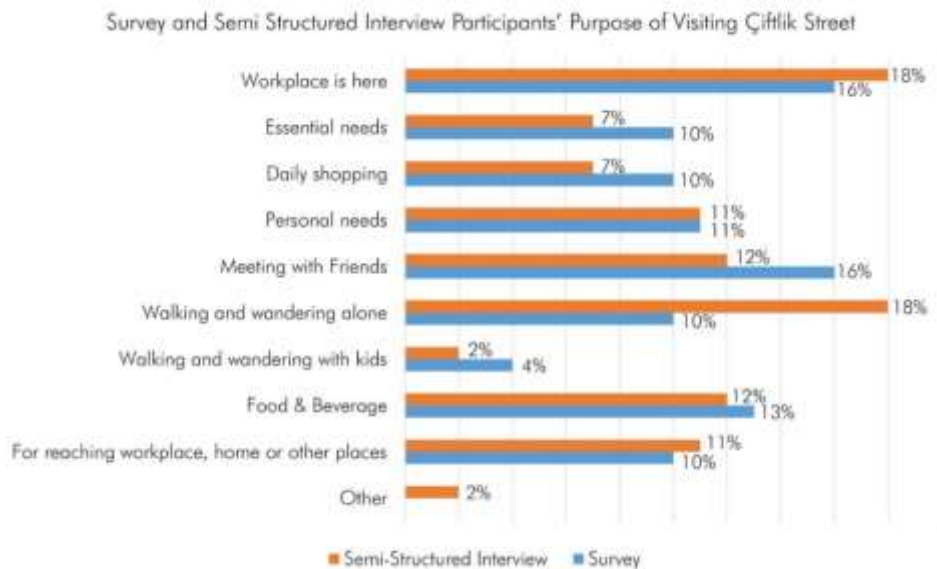
Figure 5.28. Survey and semi-structured interview participants' purpose of visiting Çiftlik Street (Edited by the author).

Based on the results of both studies, the most frequent reasons for the participants to visit Çiftlik Street are (1) because their workplaces are here, (2) for walking alone and strolling and (3) to meet with friends. The number of participants who say they come to Çiftlik Street for food and beverage is also noticeably high. The main reason for this is that participants whose workplace is on or near the street, spend their luch breaks in cafés and restraurants on the street. Business owners and employees, who

are on the street every day or every weekday, added that they prefer dining places here, especially because they are close to their workplaces and would save time.

Participants who prefer Çiftlik Street to meet with their friends also stated that they preferred Çiftlik Street as it is close to their workplace and it would save time at the end of their working hours. The second reason is that Çiftlik Street is on the city's transportation networks and meeting here makes it easier to reach to actual places they want to go. 2% of the respondents marked the option "other", and stated that the reason for coming to Çiftlik Street was to visit offices, banks and public institutions.

Another important point to be evaluated for the vitality of Çiftlik Street is how much time the citizens spend on average on the street. In particular, it will help to understand on which days and times the street is more active, by reviewing on which days of the week and at what times of the day the users spend time on the street and why they prefer these hours.

Figure 5.29. How much time on average do participants spend on Çiftlik Street (Edited by the author).

Both survey and semi-structured interview participants those who said they spend 6 hours and more on the street are known to be employees or business owners. Apart from that, the most common answer is that the participants spent 1 to 2 hours on Çiftlik Street at a rate of 44% for the survey and 56% for the semi-structured interview. The participants who gave this answer also indicated that they are often coming to Çiftlik Street for essential needs, daily shopping and food and beverage.
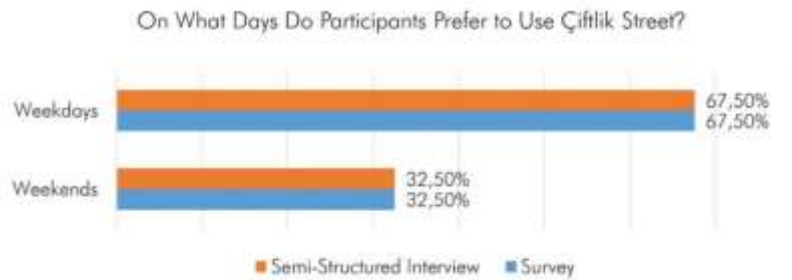
Figure 5.30. On what days do participants prefer to use Çiftlik Street (Edited by the author).

It seems that participants prefer to visit Çiftlik Street on both weekdays and weekends at equal rates. However, the hours they prefer to use the street on weekdays or weekends may differ.
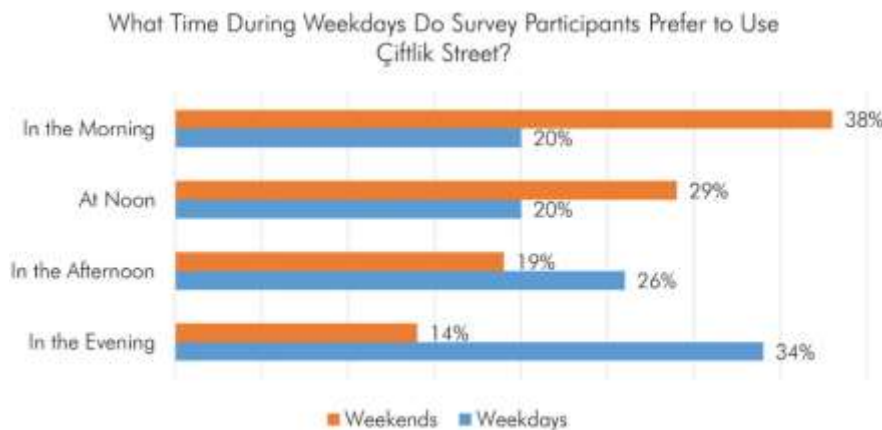
Figure 5.31. What time do survey participants prefer to use Çiftlik Street (Edited by the author).

According to the survey results, participants prefer to visit Çiftlik Street more early in the morning and afternoon at weekends. They explain they prefer visiting Çiftlik

Street during the evening hours because it is more quiet at this time. They also add that it is easier to find a parking space on the street in the evenings. Participants who prefer to use the street between noon and afternoon on weekends state that the street is more quiet and safer at that time. Participants also add that it is more advantageous for eating and drinking and meeting their personal needs at noon because it is more quiet.

Another result obtained from the study is that, participants who prefer to use Çiftlik Street at noon on weekdays, are mostly employees and business owners or those who have businesses to attend on the street at that hour. They prefer café and restaurants on Çiftlik Street at noon on weekdays primarily to spend their lunch breaks.
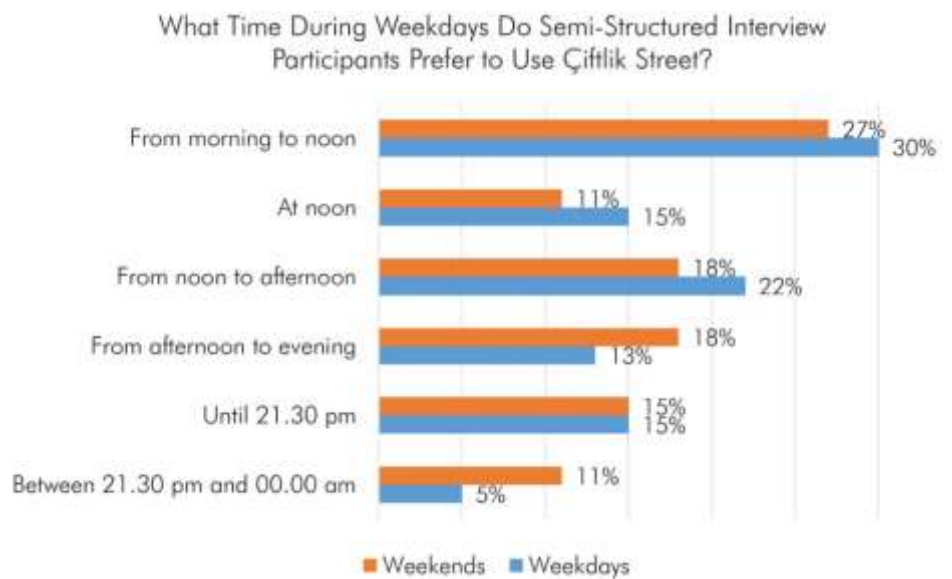
Figure 5.32. What time do semi-structured interview participants prefer to use Çiftlik Street (Edited by the author).

According to the results obtained from the semi-structured interview, the participants prefer visiting Çiftlik Street from morning to noon both on weekdays and on weekends. These participants said that they like to take a walk on the street because it is more quiet in the morning. The second highest answer is that of the participants

who prefer to use the street both on weekdays and weekends between noon and afternoon. At this time, participants stated that they often visit Çiftlik Street for eating and strolling around while visiting stores.

5.3.3 Evaluating Vitality and Diversity

Before stating the current deficiencies of Çiftlik Street, semi-structured interview participants were asked what their favorite things about the street. The answers to this question will be accepted as the key criteria to consider when determining the steps to revitalize Çiftlik Street, to increase vitality and diversity of both users and activities. Accordingly, the answers given by the participants are listed below, from most to least:

- Vitality and liveliness of the Street,

- Cafés, restaurants and stores,

- Easy access to both urgent and personal needs,

- Walking, strolling and watching others passing by,

- The deep-rooted history of the street and the sense of nostalgia it evokes, especially among middle-aged and older participants,

- Providing the opportunity of easily meeting with friends for middle-aged and older participants whose friends live around Çiftlik Street,

- Facilitating urban transportation.

At the next stage, both the survey and the semi-structured interview participants were asked to assess the current deficiencies of Çiftlik Street under four headings: functional efficiency, psychological comfort and safety, physical quality and activity&diversity.

5.3.3.1 Functional Efficiency

Current Deficiencies of Çiftlik Street in terms of Functional Competence
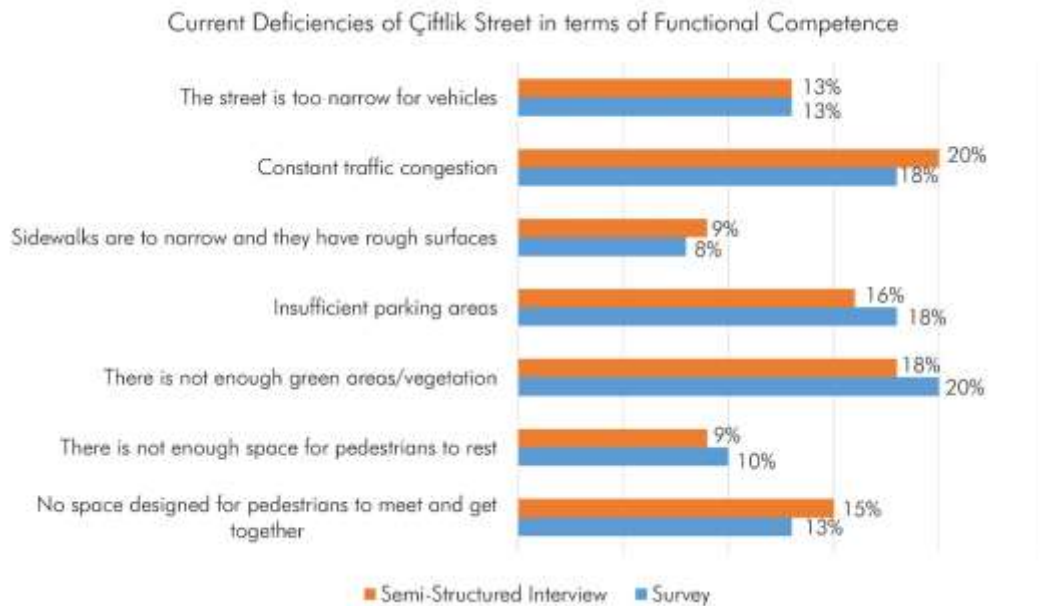
Figure 5.33. Participants' evaluation of the functional competency of Çiftlik Street (Edited by the author).

According to the participants' assessment on the functional sufficiency of the street, the primary deficiencies of Çiftlik Street are constant traffic congestion, lack of adequate vegetation and green areas and lack of parking space. In addition, car owners added that the street is too narrow for both vehicle the traffic and car parking.

The observations also showed that at certain times of the day, the traffic flow was disrupted due to a significant increase in the vehicular traffic and pedestrian density on the street. Vehicle density increases on the street, especially at the end of office hours at evenings and lunch breaks at noon. Due to increased pedestrian density during these hours, both pedestrian flow and vehicle traffic on the street are adversely affected. In addition, package service vehicles, motorcycles are also among the other elements that increase the congestion on the street. The long-term parking of these vehicles on the street further reduces already insufficient parking spaces and further

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narrows the vehicle road. Moreover, participants stated that, the pedestrians did not feel safe and could not circulate freely due to vehicles and motorcycles on the street.

Another noticeable deficiency of the street is the lack of trees, other plants and green areas on the street, as the participants frequently stated. During pedestrianization, large plane trees that had existed on the street for many years were removed and new floor coverings were furnished. Once the floor covering was completed, small plants and undershrieved trees in pots were placed on the street at regular intervals. However, these plants were insufficient to provide the visual aesthetics offered by the plane trees that existed on the street before. In addition to the visuality, the lack of these trees has also eliminated the shade areas that pedestrians need in their resting time. In its current state, there are no shaded areas on the street that can protect pedestrians from the disturbing effects of the sun. This makes it difficult to use the street at certain times during summer.

5.3.3.2 Psychological Comfort and Safety

Figure 5.34. Participants' evaluation of the psychological comfort and safety of Çiftlik Street (Edited by the author).

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When the participants' assessments are reviewed, the prominent problems regarding the psychological comfort and safety of Çiftlik Street are as follows:

-   27% of both survey and semi-structured interview participants expressed that the gathering in large groups disturbs the environment. The participants stated that these groups make pedestrians nervous. In addition, business owners and employees underlined that gathering in large groups has made users repulsed from the street, reducing the quality of the facilities on the street, making users prefer cafes, restaurants and stores less. It can be said that gathering of people in large groups were one of the most obvious reasons for reversing the pedestrianization of Çiftlik Street, reopening the street to traffic, followed by the removal of the seating elements and tables from the street.

-   22% of both survey and semi-structured interview participants stated that Çiftlik Street is not safe for pedestrians at night. Participants, especially female and middle-aged participants, said that after certain hours in the evening, Çiftlik Street became quiet and user density reduced, so they were afraid to walk on the street. Some of these participants added that the lighting on the street was insufficient and that they felt uneasy because the street was darker in the evening.

-   17% of the survey participants and 20% of the semi-structured interview participants expressed that Çiftlik Street is not well-maintained. The participants stated that the vehicles parked on the street and traffic also affect the image of the street and that it causes the street to look neglected.

-   21% of survey participants and 17% of semi-structured interview participants expressed that they did not feel safe and free on the street. In particular, the participants said that package service vehicles and motorcycles parked near the sidewalks have narrowed down the street

and made it difficult to walk. They also added that motorcycles often use pedestrian routes and that they move too closely to pedestrians which make them nervous. The participants also stated that the reason why they don't feel safe and free was the high concentration of Syrian immigrants in and around the street. Participants further added that they were disturbed by the gathering of immigrants on the street, especially in large groups, and communicate loudly among themselves.

5.3.3.3   Physical Quality
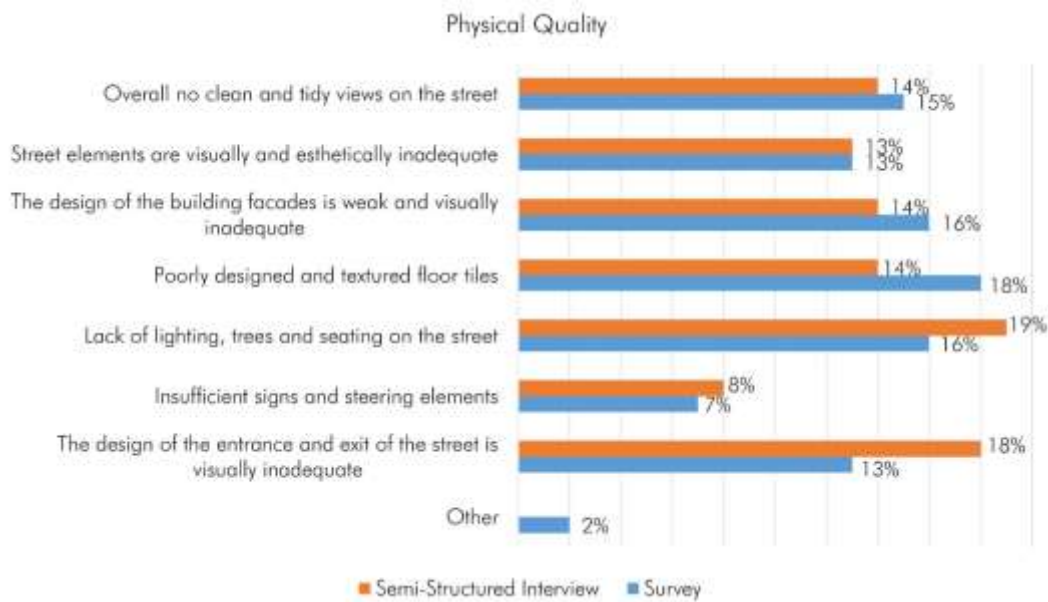
Figure 5.35. Participants' evaluation of the physical quality of Çiftlik Street (Edited by the author).

One of the factors that most adversely affect the physical quality of the street, according to the evaluation of semi-structured interview participants, is the insufficient lighting elements, tree and seating elements on the street (19%). Survey participants' assessments also support this (16%). Participants also added that it is one of the most important reasons why they do not feel safe on the street at night.

While 18% of the semi-structured interview participants think that the design of the entrance and exit of the street is visually inadequate, 18% of the survey participants think that the floor coverings were textured and designed poorly. Another point where both survey and semi-structured interview participants agree is that the design of the building facades is weak and visually inadequate.

In addition, both survey and semi-structured interview participants are of the opinion that street elements are visually and aesthetically unsatisfactory. Participants have stated that overall there is no clean and neat image on the street due to all of these counted factors. 2% of survey participants added that another factor affecting the physical quality of the street is that immigrants - mostly people displaced because of the conflict in Syria - meet in groups around the street and that the interviewees feel uneasy because they could not understand their language. These participants also noted that signs of the immigrants' workplaces are in a foreign language, which impair visual integrity.

5.3.3.4 Activity and Diversity
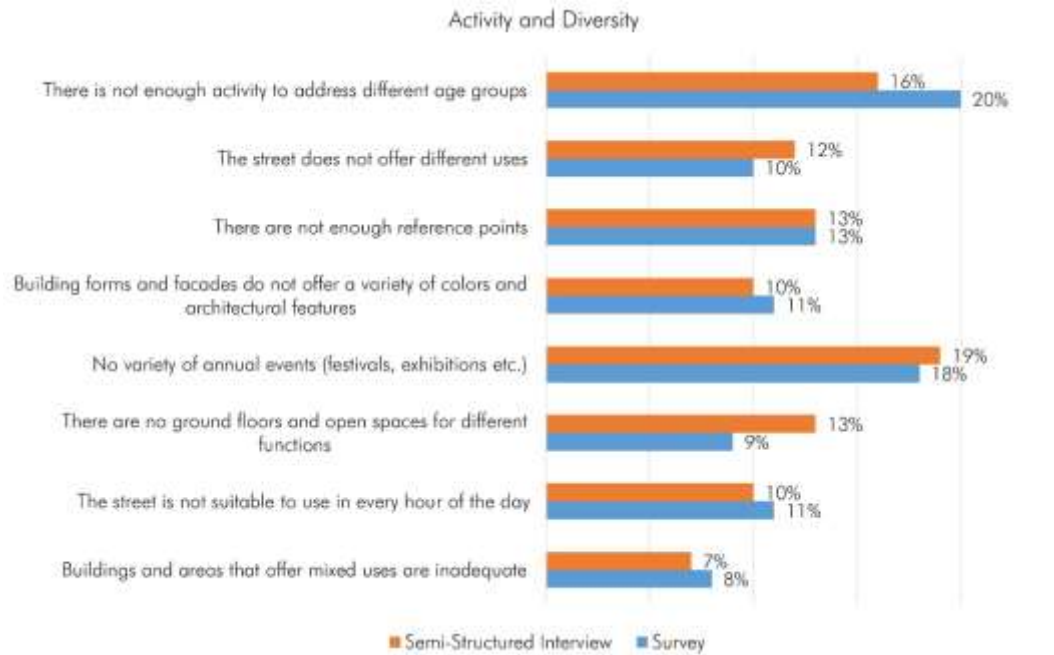
Figure 5.36. Participants' evaluation of the activity and diversity of Çiftlik Street (Edited by the author).

Participants noted that, there is not enough activity on the street to address different age groups, there are no annual activities such as festivals, musical shows and exhibitions. They also stated that there are not enough reference points and there is no ground floor and open space for different functions.

Also both survey and semi-structured interview participants agree that Çiftlik Street does not offer differents uses in general. According to participants' assessments, building forms and facades do not offer a variety of colors and architectural features since they have been standardized with the previous pedestrianization efforts. An important issue with standardizing building facades is that it eliminates reference points and weakens the sense of space for users. Local governments tend to standardize building facades within the scope of revitalization efforts in recent decades. Although it is aimed to achieve a visual unity with this application, the

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architectural and physical features that give the space its identity are lost. Each building could act as a reference point, with its unique architectural, visual and physical features. But with implementations such as facade standardization, these reference points in Çiftlik Street are lost. Before the facade renovation, many buildings on the street had distinctive features that users used to identify and describe their location. However, within the extent of pedestrianization, the buildings on the street were standardized using the same materials and colors, regardless of their physical characteristics. As many features of the buildings such as floor heights, balconies, window openings were different, interruptions occurred in the general view during this process. While the coating materials used proceeded on a single line, they were interrupted at some points due to dimension differences. Although the facade application seems to provide a neat appearance throughout the street, it actually causes discomfort due to the inconsistencies in its details. In addition, the loss of the characteristic features of the buildings has led to a decrease in the visual diversity that the street offers.

Next, survey participants were asked about their thoughts about the situation when Çiftlik Street was closed to vehicle traffic. 69% of the participants said that closing Çiftlik Street to vehicle traffic was a very good decision, that made it easier to navigate on the street and participants also added that they started visiting the street more often. These participants stated that, with no vehicle density, the street offered ease of use for pedestrians and became safety, especially for children, seniors and the disabled. On the other hand, 31% of the participants said they did not want Çiftlik Street to be closed to vehicle traffic from the beginning. These participants cited the fact that the street lost its old atmosphere and vitality after vehicle entry was prohibited. These participants claimed that the street was more lively even when there was a high vehicle density and traffic congestion.

Among the survey participants, a small group said they wanted the street to be pedestrianized at first, but later they felt unhappy with it. These participants said that closing the street to vehicle traffic initially provided convenience for them and offered a safer environment for pedestrians. However, they later added that the pedestrianization went beyond its purpose and small groups began to gather on the street that disturbed the inhibitants. They stated that these gatherings caused noise and image pollution in the street, reduced the quality of shops, cafes and restaurants, and caused insufficiency of the sitting and resting areas on the street.

The same question has been addressed to semi-structured interview participants. 75% of the participants said that they were satisfied with the closure of the street to vehicle traffic. These participants, like the survey participants, stated that it facilitated pedestrian flow. In addition, they underlined that the street became safer for children, seniors and the disabled. They also added that the pedestrianized street appeared more lively. On the other side, 25% of the semi-structured interview participants expressed dissatisfaction with the pedestrianization of the street. These participants said since they couldn't reach the street by car, they couldn't meet their business or essential needs on the street. In addition, especially business owners stated that their business were adversely affected by pedestrianization and their customers gradually decreased. There were also participants who stated that the street lost its vitality due to pedestrianization and that the pedestrianization arrangements did not provide any ease of use for pedestrians.

Another question asked to semi-structured interview participants is whether they feel safe on the street. The participants were asked, in particular, for reasons, whether they felt safe at night or not. 65% of the participants said they didn't feel safe, while 35% said they felt safe. 55% of these participants stated that, in some cases, immigrants, gathered in groups, made them nervous. In addition, 18% of the participants stated that the street is very dark in the evenings and does not make them

feel safe because the shops close early and the lighting is insufficient. Another 18% said the vehicle density restricted the pedestrian flow. The remaining 9% also noted that adequate security measures such as security guards, police patrols and surveillance cameras, are not taken on the street, especially in the evenings.

Semi-structured interview participants were also asked what they thought about the removal of seating elements. 36% of the participants said that they were satisfied with this situation and that unnecessary gatherings were prevented. They also added that the removal of these seating elements further broadens the street and and offers comfortable pedestrian and vehicle circulation. On the other hand, 64% of the participants said they were not satisfied with the removal of the seating elements, and 10% of the respondents said that it weakened the visual aesthetics of the street. More importantly, 57% of the participants stated that with the removal of the sitting elements, there are no areas left that allow them to rest. Additionally, 33% of the participants added that there are no special areas left for users to gather or meet their friends.

Survey and semi-structured interview participants were asked what activities and facilities they would like to have on Çiftlik Street. According to the answers given, a list was created by compiling the desired activities and facilities from mostly preferred to the least:

- Cultural and artistic facilities (theater hall, movie theater, art galleries, exhibitons etc.),

- Cafés and restaurants that are visually more attractive, provide higher quality service and with outdoor spaces,

- Leisure facilities or outdoor recreation areas for children,

- Activities, festivals, concerts and street fairs on the street on special days and weeks as held before,

- Green areas, denser vegetation and water elements,

- Music shows and street performers,

- Corporate restaurants, cafés and chain store branches,

- Specially designed seating and gathering areas that offer visual diversity,

- Stalls selling local products, exhibition areas, miniatures, sculptures and advertising signboards that promote local features, natural and historical assets of the city,

- More security points, security patrols and surveillance cameras,

- Stores selling products with different functions other than technology and clothing,

- Markets and kiosks,

- More reference points

Finally, participants were asked for the current most important problem the street and their suggestions for solving this issue. Based on the answers given by the participants, the most important problems of the street are listed below from the most stated to the least:

- Dense vehicle traffic and constant traffic congestion,

- The street being narrowed and impractical due to vehicle traffic, vehicles parked on the sidewalk and service vehicles,

- Lack of adequate security measures on the Street,

- The facilities on the street do not offer variety of activities and especially the facades of the buildings and street elements do not offer visual diversity,

- Noise, image and air pollution caused by vehicles,

- Lack of more corporate and branded stores and venues,

- Migrants gathering in large groups

The suggestions that participants offer to the issues mentioned above are also listed below:

- Closing the street to vehicle traffic again or switching to traffic in a controlled manner at specific times of the day and closing it to traffic outside of these hours,

- Providing more parking facilities such as multi-storey car parks, underground car parks, etc at the both entrance, exit and on the street,

- Widening of the vehicle road,

- Increasing security and surveillance,

- Making the sidewalks safer by replacing the slippery material on which the surface is covered,

- Limiting the acquisition of property in and around the street by the foreigners, as the old elite image of the street is receding,

- Revising the building facades to provide architectural and visual diversity that reflects the previous nostalgic image of the street,

- Increasing green areas and facilities serving in open spaces,

- Supporting local businesses for them to provide more qualified servives, thus ensuring the continuity of local businesses

5.4   Steps to be Taken for Enhancing the Vitality of Çifltlik Street

With the qualitative data obtained form the survey and semi-tructured interview results and with personal observations, the current problems and deficiencies of Çiftlik Street have been identified. At this stage of the study, alternative steps will be compiled to address these problems and deficiencies.

5.4.1   Promoting a More Active Public Realm

This section will focus on the design steps that could help address the problems and deficiencies by assessing the physical and spatial characteristics that reduce vitality and diversity of Çiftlik Street.

5.4.1.1   Generating Vitality via Activity Generators

The survey and semi-structured interviews showed that users want both diverse activities and visual diversity on Çiftlik Street. Participants stated that they would especially like to have more cultural facilities on the street. Therefore, to create a more active and vibrant street life, Çiftlik Street should offer its users diverse cultural and artistic activities. To generate this diversity, activities such as live music, street performances, theater, cinema, and facilities such as art galleries, libraries and bookstores could be presented. These activities will also allow to use the street every hour of the day, keeping the street alive and moving at all times of the day. In addition, facilities with authentic concepts like themed café and restaurents, animal firendly stores and cafés, vintage stores etc. which have become more popular in recent years, can also be considered for users. And with these kinds of themed venues, a variety of users from different age groups, occupations or educational status can also be addressed.

Another alternative to improve the vitality of Çiftlik Street is to promote unique and particularly worth seeing or visiting places and landmarks. Thanks to its central location, Çiftlik Street offers easy access to many cultural and artistic facilities. With this advantage, Çiftlik Street can also be transformed into a culture and art center for the city as one of the most established streets in Samsun. The street can turned into an attraction center by transforming it into a culture and art street that connects historical buildings, Gazi Library, Gazi Theatre and Metropolitan Municipality Conservatoire with diverse functions such as music stores and music studios, second-hand booksellers, art galleries, antique shops etc.

It is important that the cafés and restaurants on Çiftlik Street are allowed to use sidewalks, as in other areas of the city. Using sidewalks and terrace-like outdoor spaces of cafés and restaurants will give the street a more active and dynamic look.

One of the most important reasons Çiftlik Street was an important place for the citizens was that, it hosted events held on important days and weeks in the city or was a meeting and walking route for these events. Reintroducing this function to Çiftlik Street would have a significant effect. Festivals, parades and fairs to be held on the street on important days and holidays will increase the interest to the street. In fact, the fact that Çiftlik Street is hosting certain annual events and transforming these events into a tradition will increase the interest and sympathy of the urban community.

5.4.1.2 Traffic Management and Preventing Traffic Congestion

The problem that needs to be solved first is to prevent constant traffic jams on the street. An important aspects to consider while doing this is to ensure that both pedestrians and drivers can have safe and easy access to the street. For this, public transport can be encouraged by facilitating access to all modes of transportation with

a well-planned transportation system. In order to facilitate the access of users, methods such as increasing the existing transportation nodes and expedition numbers will be beneficial. In addition, alternative transportation methods such as the nostalgic tram serving along the street can be considered. It is important to promote more sustainable modes of transportation, such as cycling and electric bikes. Applications based on collecting points and earning rewards can be developed to promote the usage of these transportation alternatives. Users could get special gifts at cafés, restaurants or shops on the street in proportion to the time they cycle, or they can benefit from special discounts the next time they rent an electric bike. This could prevent traffic congestion by reducing the vehicle density on the street.

One way to avoid traffic congestion on the street is to prohibit or restrict parking on the street. For this, more outdoor parking areas could be provided for private vehicles at the entrance and exit of the street. In addition, users could be prevented from parking on the street by providing multi-storey parking, underground parking and outdoor parking facilities. This would allow the vehicle path to be expanded, increasing the number of lanes to two, and relieving vehicle density-related blockages. This second lane as a parking space, can be converted into an additional bus lane, in order to restrict the parking of vehicles near the curb, making it more practical to reach the street by public transportation.

5.4.1.3   Psychological Comfort and Pedestrian Safety

Apart from vehicle traffic, one of the most important reasons why pedestrians do not feel safe on Çiftlik Street is that motorcycle couriers mostly use sidewalks instead of the vehicle road. Motorcycles move very close to pedestrians, making users feel uneasy while walking. A solution that can be applied for this is to separate pedestrians from all kinds off vehicles with design elements by creating a safety strip. Pedestrian and vehicle flow can be separated from each other, and the access of

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vehicles such as motorcycles and electric bicycles to sidewalks can be limited by creating a seperative lane between the design elements and the pedestrian paths and the vehicle road. In addition, creating a separate lane for vehicles such as motorcycles, electric bikes and scooters can thus provide a safer use by separating the traffic flow of both pedestrians, vehicle drivers and cyclists.

To ensure the safety of pedestrians and disabled users, vehicle density and speed factor on the street must be controlled with well-designed traffic relief elements such as traffic lights, bumps, pedestrian crossings and parking pockets for short-term pauses. To facilitate the access of the disabled to the street and their movement, sidewalks must be kept wide so that two wheelchairs can move freely at the same time. Facilities and arrangements such as a battery-powered wheelchair charging station, rest areas, disabled toilets, should not be ignored, which may be essential for disabled groups to feel comfortable. In addition, it is of great importance to design sidewalk ramps at intersections and pedestrian crossings in accordance with the standards.

One way to provide psychological comfort and safety is to increase the number of eyes on the street. One of the biggest advantages of Çiftlik Street is that most of the buildings on the street are used as commercial uses on the ground floors and residential uses on the upper floors. This increases the natural surveillance at different hours of the day. Stores and their well-lit shop windows also increase natural surveillance. Designing of the ground floor facades facing the street into as large glass windows will contribute to both lighting on the street and natural surveillance. In addition to natural surveillance, one of the primary steps to ensure security and a sense of safety is to ensure essential security measures on and around Çiftlik Street.

The relocation of the Çiftlik Street police station, which was on the street before the pedestrianization, was a major factor in reducing the sense of safety. For this, the establishment of security points at the entrance and exit of the street will also contribute greatly to ensuring security. The presence of both stable law enforcement personnel at these safety points and the presence of on foot or motorized law enforcement personnel at certain times will also strengthen security.

5.4.1.4 Physical Quality, Architectural and Urban Design Enhancements

Increasing Vegetation and Creating Green Areas

To strengthen the current landscape on the street, it is important to increase the presence of plants and green areas and to ensure their maintenance. Instead of placing potted plants on the street at regular intervals, green stripes can be created on the street and modern landscaping can be done. Combining these greet stripes with water elements may also help creating a more natural and attractive image. Not only green areas, but also the presence of water elements will have a visible effect on users. By using the soothing and relaxing effects of water, users' experience on the street can be optimized. Existing potted plants can be integrated into street furniture designed, rather than leaving them plain. At the same time, the shaded areas that users need while resting can be met with natural methods.

Well-Designed Street Furniture

To encourage a more vibrant street experience, street fixtures can be designed for users to gather, meet, sit comfortably and relax. These fixtures should be designed not only as seating elements but also to provide functions such as lighting, orientation signs, garbage bins and plant pots. Thus, clustering of unnecessary elements on the street can be prevented. At the same time, pedestrians can be provided with an unobstructed walking experience, while drivers can also be presented with an unobstructed view of the street.

These street furniture should be designed uniquely to Çiftlik Street. This will help increase the unique features and visual and functional diversity of the Çiftlik Street, distinguishing it from other well-known areas of the city. A key consideration when designing these street luminaires is that the designed elements adapt to the street's visual and architectural features in scale, style and color. These designed fixtures should then be placed in accordance with the pedestrian and traffic flow on the street. Thus, an easy and fluent street use should be provided without limiting pedestrian movements, drivers' view and the use of pavements by facilities such as cafés, markets, restaurants, shops.

5.4.1.5   Strenghtening the Existing Streetscape

Before shopping malls gained popularity in the city, Çiftlik Street was a center that appealed to the upper and middle class residents of the city. However, in the current situation of the street, upper and middle income classes do not prefer Çiftlik Street very much, unless they have a very important reason or it is not on their transportation routes. Therefore, the arrangements and plannings must first be to attract the upper and middle classes back to the street. Thus, the current image of the street and the improvement of the streetscape gains importance. First of all, durable and attractive materials should be used in the renovations to show the quality of the space.

One of the key issues that need to be addressed on Çiftlik Street is that there is no visually adequate entrance and exit design of the street. Emphasizing the entrance and the exit of the Street would also increase the attractiveness of the street. Another necessity of the street is to have more landmarks. It is also possible to create visual diversity with these landmarks. Unique landmarks can be created by locating well-

designed fountains, sculptures, signboards, exhibition walls, modern artworks, installations and street art.

One of the steps to improve streetscape and to give the street a well-maintained image is to renovate the floor coverings. During the pedestrianization, the surface of the street was covered with different materials according to the variety of uses. When the street was reopened to vehicle traffic, the middle section was used as a vehicle road. However when this section was covered with asphalt, the sidewalks and the vehicle road have reached the same height. This caused the border between the pedestrian sidewalks and vehicle road to disappear. Therefore, the first thing to do is to rearrange the heights of the vehicle road and sidewalks in accordance with the standards. Afterwards, the slippery material that covers the surface of the pedestrian roads must be replaced so that users can move safely. If the vehicle road is rearranged with two lanes, the second lane also must be covered with surface material to in accordance with its new function.

The orientation signs should be designed clearly, in easily recognizable colors and in easily readable fonts, so that users can navigate the street comfortably. These signs should be located on the street in a way that makes them easily noticed.

Building Facades, Visual Diversity and Sense of Place

Survey and semi-structured interview participants stated that standardization of buildings facades is one of the aspects disturbing the current view of the street. The renovation of the façades in a common color palette and style made it hard to distinguish the buildings from each other. This led to certain buildings that users use as a reference point, disappearing between other buildings on the street. Therefore, building facades should be rearranged in accordance with the identity and character of the street. Although contemporary

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architectural styles are used during this arrangement, the architectural features of the buildings should be preserved. A design approach that maintains the importance and history of Çiftlik Street for the city and its inhabitants from past to present, should be adopted. If building facades are to be standardized, it must be done without losing original architectural characteristics of buildings. Thus, while ensuring integrity throughout the street, the visual elements that add characteristic features to the street will also be preserved.

In addition, instead of the cold and dull colors used in the design of the facades, it will help the street look more lively and active with warmer and natural colors and warm materials. For this, it would be appropriate to create a warmer and more diverse color palette. However, it is important not to expose the street to a busy and exhausting image by going beyond the main purpose with creating too many options. It should be ensured that the facades are diversified with a more natural toned color palette that does not look too busy. The paint and coating materials used in the facade design should be easy to apply and maintain. These materials should also be affordable, easy to find and can be replaced easily when necessary. This would reduce maintenance costs and can also be removed from being an economic burden for the residents of the buildings.

5.4.1.6   Economic Efficiency and Continuity

It can be said that a fine graine economy is mostly achieved on Çiftlik Street. The majority of commercial facilities on the street are local businesses. The most important issue here is the continuity of the stores and businesses on the street. Some of the businesses and stores are not always permanent on the street. Although store

functions do not change much, store names can change rapidly. To ensure the continuity of local businesses economic incentives such as rent reduction, tax deduction or tax exemption, billing support, occupational rights could be provided.

The main element that determines the socio-economic characteristics of the users on the street is to attract distinguished and qualified businesses to the street. Therefore, there may be attempts to promote cafes, restaurants and stores, such as discounts, yard sales etc. Infrastructure, architecture, visual and functional improvements in these establishments will also attract more users to the street.

In recent years, social media has a great impact on society. Promoting Çiftlik Street on social media platforms will attract more users to the street, hence increase its vitality. Sharing the event calendars and programs or special offers and privileges stores present to the customers will help promoting Çifltik Street to a wider audience. In fact, a mobile app and website could be considered for people to have easier access to social privileges and cultural activities on Çiftlik Street.

CHAPTER 6

CONCLUSION

Public spaces are where individual differences, beliefs, ideas, preferences and behaviors are shared with others. In a human-made environment, people congregate to pursue diverse social, cultural, political and economic exchanges. Other than helping to identify the built environment, the public space conceives the feeling of being part of a whole with differences. It helps individuals and communities to gain meaning, belonging and identity within their environment. Streets are the forms of public spaces where public life is predominately experienced.

It is clear that streets are one of the most necessary urban elements that connects society in certain aspects. In this context, since the end of the 1950s, there has been an increasing interest in the role of public space that shape society's socio-cultural life. In Turkey, as in other places, the street has been a concept that refers to active and lively public life. Therefore, significant design, planning and implementation attempts have been made to transform public space, especially streets as public spaces into more active, diverse, comfortable and safe places. However, the changes and developments experienced by societies over time have also led to a shift in the roles of public space.

In particular, major events experienced throughout the world until the 1950s triggered great economic, social, cultural, ecological, political and technological changes across countries and societies. In this process, cities and especially public

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spaces have also had major changes. In Turkey, these changes have effected the cities intensely after late 1980s and early 1990s.

The advancements in real estate and race for capital growth and investments have led to the expansion of cities towards their peripheries. This rapid geographical expansion of cities has weakened the connection between the city center and its peripheries. The emerging new and modern facilities on peripheries has shifted the preference of urban residents, especially from the upper and middle income groups, to new living spaces in these areas. With the population shifting to the peripheries, the real estate sector also moved its investments to the peripheries, and facilities providing commercial, education, health and entertainment functions moved from the centers to newly developing areas. For this reason, the city centers have regressed considerably, and the well-known commercial streets of the city centers have lost their vitality. This is why it is necessary to recreate the streets and street activities in order to achieve even more developing public environments. It is important that the streets become public places that appeal to every part of society again, and that the diversity of activities that will attract urban people to the street are increased to provide a lively street life.

Located at the intersection of several academic discourses, including architecture and urban design, the street has been at the center of many debates about modern and, more recently, post-modern urbanism. The main focus of this study is to increase the diversity of both activities and users, ensuring the revitalization of the streets and maintaining their importance for public life. To achieve this, it is necessary to approach the streets within the framework of various disciplines including architecture and urban design. As a result, a more complex and renewed design approach should be introduced to ensure diversity and vitality.

First of all, streets should be considered as living public spaces and all the necessary actors for the revitalization of the street should be combined in a way that will

improve the environment, strengthen the urban identity, stimulate the retail economy and provide adequate pedestrian-vehicle circulation. It is important that these actors work together in a complementary and integral way.

A well-planned street can simultaneously allow social interaction and generate various activities without any additional incentive. With a solid planning, a natural flow can be achieved without any conflict and both activity and user diversity can be achieved. For this, it is important to conduct a meticulous design and planning process. On the other hand, many economic, social and political variables should be included in this design and planning process. In this way, a successful street that evolves over time can be designed.

In order to create successful public spaces, the strees must first respond to the tastes and preferences of its users. It should offer a variety of activities that appeal to the user from all ages, gender, education level or occupational class. Thus, users should be given a reason to use the street for promenading other than essential cases. The improvement and revitalizatin of the streets should also be defined in this direction.

Preventing pedestrian-traffic conflict, providing psychological comfort for users, improving the physical quality of the street and strengthening streetscape are important to create a dynamic street life and ensure the functional efficiency of the street. The activity generators will contribute to increasing both user density and user diversity, which will be determined in line with users' wishes and needs. Another point to consider is to create and maintain a fine-grain economy on the street. Supporting especially small and medium sized local businesses on the street is important for the street's economic continuity.

Once these requirements have been established, a key point is to define how design and planning will support and even encourage these requirements. Because a street

needs more than just quality shops and cafes to provide and sustain an active public life. For vibrancy, the street needs incentives to integrate communities together, encourage the interaction of individuals from different cultures and social classes, and to meet the need to see and hear or be seen and heard, while providing personal privacy when needed. This explains the importance of design and planning insights that architecture and urban design disciplines will foresee. Because streets as public spaces will be a physical link that connects individuals and communities.

Having experienced similar situations, Çiftlik Street is one of the places with socio-cultural and economic importance for the city of Samsun. Çiftlik Street has been a significant place for Samsun that has been developing and evolving together with the city and its residents. Çiftlik Street, one of the well-known commercial streets in the city, remained an important node of activity to keep the socio-cultural and economic life of the city alive with its stylish cafes, restaurants, cinemas and brand chain stores until the early 2000s. The street has also been a symbolic place of the city as a meeting point or walking route for social events that have occurred in the city. However, in the 2000s, the popularity of shopping malls increased in Samsun, with the spread towards the city's periphery and the opening of new residential areas. Of course, it would not be right to link the decline of Çiftlik Street solely to the increasing popularity of shopping centers. The policies followed by the local governments in the urban development process, were also effective in the expansion of the city towards the Atakum district after the 2000s. The political differences between the district administrations and certain management decisions that the local administrations have taken, caused the entertainment venues in the city, especially the places with alcohol and music, to withdraw from Çiftlik Street. While the Atakum district continue developing and creating new living and entertainment areas, Çiftlik Street, like many interaction areas in the city center, was insufficient to maintain its socio-cultural and spatial quality.

With residential facilities shifting to the peripheries and the role of public spaces began to change, Çiftlik Street has failed to maintain its long-standing importance. The impact of changing socio-economic and cultural dynamics of the city may also be felt on Çiftlik Street. At first, the street as a center that brought individuals from all parts of society together, has experienced a significant change in the user profile over the last two decades. With urban residents from the upper and middle income groups preferring new residential areas, Çiftlik Street has lost a great number of its upper and middle group users.

The rapidly changing geographic and socio-cultural dynamics of the city have also affected retailing dynamics. Corporate brands, store chains, cafés and restaurants on Çiftlik Street have also turned their direction into new settlement areas and modern facilities. Çiftlik Street, thus, has become a place where local businesses are mainly concentrated. However, the decreasing user diversity and density negatively affected the continuity and sufficiency of local businesses. The street has therefore experienced a significant decline in the last two decades.

In the 2010's, efforts have been made to revitalize the public life of Çiftlik Street. The facades were standardized, refurbished with a specific color palette and materials to capture a sense of unity. In order to increase the attractiveness of the street, it was pedestrianized and was rearranged with the concept of a shopping mall. The decision to pedestrianize Çiftlik street was left to the residents. As a result of the survey that was conducted throughout the city in 2014, the majority of the residents wanted the street to be closed to vehicle traffic. Those who did not want the pedestrianization of the street were mainly business owners on the street and those working and living near the street. Business owners stated that if there is no vehicle traffic, the number of people who come to shop will decrease and their business will deteriorate accordingly. People who are working and living near the street mentioned that the parking areas would be insufficient if the street was pedestrianized. They

also added their concerns on the possibility that the route they used to go to their homes would change and their roads would be longer.

However, these efforts could not achieve the desired effect and were not sufficient to revitalize Çiftlik Street. First of all, the opinions of all residents were taken into consideration while the street was pedestrianized. While the street was closed to traffic, in 2020, the street was re-opened to vehicular traffic. But this time, only the opinions of a certain part of the residents, mainly business owners, were taken into account. Those who wanted the street to be closed to traffic were in the majority from the very beginning and re-opening the street to vehicular traffic led to the dissatisfaction of the majority. The fact that many changes were made on the street in short periods of time and the indecision about the fate of the street was one of the important factors that intimidate both the users and businesses on the street. The fact that there is a continuous construction process on the street and that a final decision about the street dnd its use has not been reached, has directed the users and businesses to more stable areas.

Nevertheless, a street that holds the city's public life, socio-economic dynamics and still has its potential should not be renounced. Although the preferences and opinions of the users in this process provide an important outline for the revitalization of the street, it would be misleading to direct the implementations solely by focusing only on the preferences of the users. While the individual preferences of each user may be different, it is inevitable that a contradiction arise between the users who meet at a common point. In this process, the competency of urban design and architectural disciplines should not be underestimated. Urban revitalization processes, which are conducted in contact with various disciplines and practices, become prominent for increasing the vitality of public spaces in city centers and reinforcing the public life.

It will not be sufficient just to improve the existing streetscape to revitalize Çiftlik Street. When considering the future of Çittlik Street, the main focus should be on creating and maintaining a more active, vibrant and mixed street life. Steps such as improving the current image and the streetscape and regulating the pedestrian-traffic balance are part of the interventions that can be made to achieve this active life. To stimulate a public space, to promote a more vibrant, sustained and diverse street life, a more complex design approach with a series of interdisciplinary criteria, should be adopted.

As a result, a street where everyone would like to spend time, experience a part of everyday public life that provides easy access should be developed. While preserving its own characteristic features, a place that can adapt to modern requirements and adding to the identity and meaning it possesses should be created. This street should be unifiying, without any segregation between the different members of society, with a use that includes everyone. So that urban centers and their peripheries should be able to evolve as a whole system through central public spaces and streets, rather than being parsed as separate spaces.

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APPENDICES

A. Blank Survey Form

BOŞ ANKET FORMU

ÇİFTLİK CADDESİ KULLANICI KULLANICILARI İÇİN ANKET FORMU

Bu anket çalışmasının yapılabilmesi için Orta Doğu Teknik Üniversitesi Sosyal Bilimler Enstitüsü Uygulamalı Etik Araştırma Merkezi Etik Kurulundan onay alınmıştır.

Bu çalışma Orta Doğu Teknik Üniversitesi'nde İrem Çetinkaya tarafından yürütülmekte olan "Kent Merkezindeki Bir Caddenin Canlandırılması: Samsun Çiftlik Caddesi" başlıklı yüksek lisans tez çalışması kapsamında yapılmaktadır. Anket kapsamında vermiş olduğunuz cevaplar sadece akademik çalışmalar kapsamında kullanılacak olup, kesinlikle üçüncü şahıs ve kurumlarla paylaşılmayacaktır. Çalışmaya göstermiş olduğunuz destek, ayırdığınız zaman ve ilgi için teşekkür ederiz"

Anket Yapılma Tarihi: ...... / ...... / ......

A. GENEL BİLGİLER

Cinsiyet	Kadın ☐	Erkek ☐		
Yaş				
Eğitim Durumu	Okula Gitmedim ☐ İlkokul ☐ Ortaokul ☐ Lise ☐ Yüksek Öğrenim ☐			
Meslek				
Nerede Yaşıyorsunuz?				

B. ÇİFTLİK CADDESİNE ULAŞIM VE CADDENİN GENEL KULLANIMI

1. Çiftlik caddesine nasıl geliyorsunuz?

Yaya olarak	
Özel araç ile	
Ticari taksi ile	
Otobüs ile	
Minibüs ile	
Tramvay ile	
Diğer	

2. Eğer özel aracınızla geliyorsanız otopark problemi yaşıyor musunuz?

Evet		Hayır	

3. Özel araçla geldiğinizde aracınızı nereye park ediyorsunuz?

Cadde Üzerine	
Caddeye açılan ara sokaklara	
Daha uzak bir ara sokağa	

4. Çiftlik caddesine ne sıklıkla geliyorsunuz?

Ayda 1-2 kere	Haftada 1-2 kere	Haftada 3-4 kere	Hafta içi her gün	Hafta sonu	Hergün

5. Çiftlik caddesine en çok hangi amaçla geliyorsunuz?

İşyerim burada	
Zorunlu ihtiyaçlar için	
Günlük alışveriş için	
Kişisel alışveriş için	
Arkadaşlarla buluşmak için	
Tek başına gezmek, dolaşmak için	
Çocuklarla birlikte gezmek, eğlenmek için	
Yeme-içme için	
Eve, işe veya başka bir yere gitmek için	
Diğer (Lütfen belirtiniz)	

6. Burada ortalama ne kadar zaman harcıyorsunuz?

7. Caddeyi daha çok hangi gün ve saatlerde kullanmayı tercih ediyorsunuz? Neden?

C. CANLILIK VE ÇEŞİTLİLİK DEĞERLENDİRME

8. Size göre Çiftlik caddenin şu anki eksikleri aşağıdakilerden hangisi/hangileridir?

İşlevsel Yeterlilik	Cadde motorlu araçlar için çok dar	
	Sürekli trafik sıkışıyor	
	Yaya yolları ve kaldırımlar çok dar, yüzeyleri bozuk	
	Araç parkı için yeterli alan yok	
	Yeterli yeşil alan/bitki yok	
	Yayaların dinlenmesi için yeterli alan yok	
	Yayaların buluşması ve bir araya gelmesi için tasarlanmış alan yok	
Psikolojik Konfor ve Güvenlik	Cadde yeterince bakımlı değil	
	Cadde gündüzleri yayalar için güvenli değil	
	Cadde geceleri yayalar için güvenli değil	
	Kullanıcılar caddede kendini rahat ve özgür hissetmiyor	
	Kalabalık gruplar halinde toplanmalar çevreye rahatsızlık veriyor	
Fiziksel Kalite	Caddede genel olarak temiz ve düzenli bir görüntü yok	
	Cadde elemanları görsel ve estetik açıdan yetersiz	
	Bina cephelerinin tasarımı zayıf ve görsel olarak yetersiz	
	Zemin döşemelerinin dokusu ve tasarımı zayıf	
	Caddedeki ışıklandırma elemanları, ağaçlar ve oturma elemanları yetersiz	
	İşaret ve yönlendirme elemanları (trafik levhası, tabela vb.) yetersiz	
	Caddenin giriş ve çıkışının tasarımı görsel açıdan yetersiz	
	Diğer (Lütfen belirtiniz)	
Aktivite ve Çeşitlilik	Farklı yaş gruplarına hitap eden yeterli aktivite yok	
	Cadde farklı kentsel kullanımlar (kafe, market, bar, büfe vb.) sunmuyor	
	Yeterli referans noktası (heykel, çeşme, bina vb.) yok	
	Bina formları ve cepheleri renk ve mimari özellik çeşitliliği sunmuyor	
	Yıllık düzenlenen etkinlik (festival, müzikli gösteri, sergi vb.) çeşitliliği yok	
	Farklı işlevlerde zemin kat ve açık alan kullanımı yok	
	Cadde günün her saati kullanım için uygun değil	
	Karma kullanımlar sunan binalar ve alanlar yetersiz	

9. Çiftlik caddesi trafiğe kapatıldığında ne düşündünüz?

10. Çiftlik caddesinde olmasını istediğiniz aktivite/tesisler var mı?

11. Sizce Çiftlik caddesinin şu an en önemli ve ciddi sorunu nedir? Bu sorunun çözülmesi için ne önerirsiniz?

B. Blank Semi-Structured Interview Form

BOŞ YARI YAPILANDIRILMIŞ SÖYLEŞİ FORMU

ÇİFTLİK CADDESİ KULLANICI KULLANICILARI İÇİN YARI YAPILANDIRILMIŞ SÖYLEŞİ FORMU

Bu anket çalışmasının yapılabilmesi için Orta Doğu Teknik Üniversitesi Sosyal Bilimler Enstitüsü
Uygulamalı Etik Araştırma Merkezi Etik Kurulundan onay alınmıştır.

Bu çalışma Orta Doğu Teknik Üniversitesi'nde İrem Çetinkaya tarafından yürütülmekte olan **"Kent Merkezindeki Bir
Caddenin Canlandırılması: Samsun Çiftlik Caddesi"** *başlıklı yüksek lisans tez çalışması kapsamında yapılmaktadır. Anket
kapsamında vermiş olduğunuz cevaplar sadece akademik çalışmalar kapsamında kullanılacak olup, kesinlikle üçüncü şahıs
ve kurumlarla paylaşılmayacaktır. Çalışmaya göstermiş olduğunuz destek, ayırdığınız zaman ve ilgi için teşekkür ederiz"*

Anket Yapılma Tarihi: ...... / ...... / ......

A. GENEL BİLGİLER

Cinsiyet	Kadın ☐		Erkek ☐			
Yaş						
Eğitim Durumu	Okula Gitmedim ☐	İlkokul ☐	Ortaokul ☐		Lise ☐	Yüksek Öğrenim ☐
Meslek						
Nerede Yaşıyorsunuz?						

1. Eğer Çiftlik Caddesi ve yakın çevresinde yaşıyorsanız:
   - Ne kadar zamandır burada yaşıyorsunuz?
   - Yaşamak için neden Çiftlik Caddesi ve çevresini tercih ettiniz?

   - Burada yaşadığınız sürede, Çiftlik Caddesi'nin genel durumu ve yapılan değişimler hakkında ne düşünüyorsunuz?

2. Nerede çalışıyorsunuz? İş yeriniz nerede?

B. ÇİFTLİK CADDESİNE ULAŞIM VE CADDENİN GENEL KULLANIMI

3. Çiftlik caddesine nasıl geliyorsunuz?

Yaya olarak	
Özel araç ile	
Ticari taksi ile	
Otobüs ile	
Minibüs ile	
Tramvay ile	
Diğer	

4. Eğer özel aracınızla geliyorsanız otopark problemi yaşıyor musunuz?

Evet		Hayır	

5. Özel araçla geldiğinizde aracınızı nereye park ediyorsunuz?

Cadde Üzerine	
Caddeye açılan ara sokaklara	
Daha uzak bir ara sokağa	

6. Çiftlik caddesine ne sıklıkla geliyorsunuz?

Ayda 1-2 kere	Haftada 1-2 kere	Haftada 3-4 kere	Hafta içi her gün	Hafta sonu	Hergün

7. Çiftlik caddesine en çok hangi amaçla geliyorsunuz?

İşyerim burada	
Zorunlu ihtiyaçlar için	
Günlük alışveriş için	
Kişisel alışveriş için	
Arkadaşlarla buluşmak için	
Tek başına gezmek, dolaşmak için	
Çocuklarla birlikte gezmek, eğlenmek için	
Yeme-içme için	
Eve, işe veya başka bir yere gitmek için	
Diğer (Lütfen belirtiniz)	

8. Burada ortalama ne kadar zaman harcıyorsunuz?

9. Caddeyi daha çok hangi gün ve saatlerde kullanmayı tercih ediyorsunuz? Neden?

	Hafta içi	Hafta sonu
Sabah		
Sabah - öğle arası		
Öğle vakti		
Öğle - ikindi arası		
İkindi- akşam arası		
Akşam - 21.30'a kadar		
21.30 - 00.00 arası		
00.00'dan sonra		

10. Çiftlik caddesinde özellikle nereye geliyorsunuz?

C. CANLILIK VE ÇEŞİTLİLİK DEĞERLENDİRME

11. Çiftlik caddesiyle ilgili en çok sevdiğiniz şey/şeyler nedir?

12. Size göre Çiftlik caddenin şu anki eksikleri aşağıdakilerden hangisi/hangileridir?

İşlevsel Yeterlilik	Cadde motorlu araçlar için çok dar	
	Sürekli trafik sıkışıyor	
	Yaya yolları ve kaldırımlar çok dar, yüzeyleri bozuk	
	Araç parkı için yeterli alan yok	
	Yeterli yeşil alan/bitki yok	
	Yayaların dinlenmesi için yeterli alan yok	
	Yayaların buluşması ve bir araya gelmesi için tasarlanmış alan yok	
Psikolojik Konfor ve Güvenlik	Cadde yeterince bakımlı değil	
	Cadde gündüzleri yayalar için güvenli değil	
	Cadde geceleri yayalar için güvenli değil	
	Kullanıcılar caddede kendini rahat ve özgür hissetmiyor	
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	Caddedeki ışıklandırma elemanları, ağaçlar ve oturma elemanları yetersiz	
	İşaret ve yönlendirme elemanları (trafik levhası, tabela vb.) yetersiz	
	Caddenin giriş ve çıkışının tasarımı görsel açıdan yetersiz	
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	Cadde farklı kentsel kullanımlar (kafe, market, bar, büfe vb.) sunmuyor	
	Yeterli referans noktası (heykel, çeşme, bina vb.) yok	
	Bina formları ve cepheleri renk ve mimari özellik çeşitliliği sunmuyor	
	Yıllık düzenlenen etkinlik (festival, müzikli gösteri, sergi vb.) çeşitliliği yok	
	Farklı işlevlerde zemin kat ve açık alan kullanımı yok	
	Cadde günün her saati kullanım için uygun değil	
	Karma kullanımlar sunan binalar ve alanlar yetersiz	

13. Çiftlik caddesinde kendinizi güvende hissediyor musunuz? Özellikle akşam saatlerinde kendinizi güvende hissediyor musunuz? Eğer güvende hissetmiyorsanız, neden?

14. Çiftlik caddesi trafiğe kapatıldığında ne düşündünüz?

15. Çiftlik caddesindeki oturma elemanları ve masaların kaldırılması hakkında ne düşündünüz? Neden?

16. Çiftlik caddesinde olmasını istediğiniz aktivite/tesisler var mı?

17. Sizce Çiftlik caddesinin şu an en önemli ve ciddi sorunu nedir?

18. Bu sorunun çözülmesi için ne önerirsiniz?

C. Human Research Ethics Committee Application Approval

UYGULAMALI ETİK ARAŞTIRMA MERKEZİ
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ORTA DOĞU TEKNİK ÜNİVERSİTESİ
MIDDLE EAST TECHNICAL UNIVERSITY

20 HAZİRAN 2022

Konu: Değerlendirme Sonucu

Gönderen: ODTÜ İnsan Araştırmaları Etik Kurulu (İAEK)

İlgi: İnsan Araştırmaları Etik Kurulu Başvurusu

Sayın Prof. Dr. F. Cânâ BİLSEL

Danışmanlığını yürüttüğünüz İrem Çetinkaya'nın "Kent Merkezindeki Bir Caddenin Canlandırılması: Samsun Çiftlik Caddesi" başlıklı araştırmanız İnsan Araştırmaları Etik Kurulu tarafından uygun görülerek gerekli onay **0352-ODTUİAEK-2022** protokol numarası ile onaylanmıştır.

Bilgilerinize saygılarımla sunarım.

Prof. Dr. Mine MISIRLISOY
Başkan

Doç. Dr. İ.Semih AKÇOMAK
Üye

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Üye

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