TRANSFORMATION OF PUBLIC SPACE:
A CASE OF KONAK SQUARE, İZMİR

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**by
Işın CAN**

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We approve the thesis of **Işın CAN**

Date of Signature

10 January 2007

…………………………………………
Assist. Prof. Dr. Nicel SAYGIN
Supervisor
Department of City Planning
İzmir Institute of Technology

10 January 2007

…………………………………………
Assist. Prof. Dr. Erkal SERİM
Department of City Planning
İzmir Institute of Technology

10 January 2007

…………………………………………
Assist. Prof. Dr. Şebnem Yücel YOUNG
Department of Architecture
İzmir Institute of Technology

10 January 2007

…………………………………………
Assoc. Prof. Dr. Semahat ÖZDEMİR
Head of Department
İzmir Institute of Technology

…………………………………………….
Assoc. Prof. Dr. Barış ÖZERDEM
Head of the Graduate School

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ABSTRACT

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Recently public spaces world-wide have regained their significance through image-led regeneration projects under the control of private or public authorities in order to recreate the image of the city. In addition to this, cities start to use these projects en route for taking place in the competition of becoming a "World City". This thesis tackles with the problem of transformation of public spaces into quasi-public spaces through the impacts of globalization and regeneration projects along with the issue that these spaces are becoming products of image-led projects in spite of community-based projects.

The aim of this study is to find out how local authorities of Turkish cities are reshaping public spaces of their cities as well as how these regenerated spaces correspond with the community needs. On the other hand, to discuss in what points Konak Square, the historical town centre of İzmir, opposes or matches with the issues in the literature in terms of its degree of publicness whether it is a true-public space or not.

In this regard, recently refurbished Konak Square in the centre of İzmir, which has experienced various transformations under the control of public authorities, has been evaluated from the perspective of the user and local authorities. For this purpose, an interview has been conducted with the İzmir Metropolitan Municipality that oversaw the implementation of the project and Konak Square's role in construction of İzmir's image has been examined. Besides using post-occupancy evaluation method, systematic evaluation of existing or designed outdoor spaces-buildings, observations and questionnaires have been used as research methods of this study. Later findings of the study have been assessed through the successfulness criteria for public spaces (uses and activities, comfort and image, access and linkage, sociability).

Consequently, despite the public space examples from abroad, partnership between public and private as well as public participation do not exist in refurbishment of Konak Square. Konak Square is totally under the control and maintenance of public sector. However, recent project could not entirely accomplish the successfulness criteria for public spaces but it is not a quasi public space either.

ÖZET

KAMUSAL ALANIN DÖNÜŞÜMÜ:
İZMİR KONAK MEYDANI ÖRNEK ÇALIŞMASI

Dünya çapında kamusal mekanlar kentsel imajı yenileme adına gerek özel gerekse kamusal otoriteler tarafından önemlerini günümüzde yeniden kazanmıştır. Bununla birlikte kentler bu kentsel yenileme projelerini dünya şehri olma yarışında bir araç olarak kullanmaya başlamışlardır. Küreselleşmenin etkisi altında bu tür yenileme projeleri sonucunda kamusal mekanların daha az kamusala doğru geçirdikleri dönüşüm ve bu mekanların kullanıcı ihtiyaçları temelli bir tasarımdan çok imaj oluşturmaya yönelik bir tasarımın ürünü olmaları tezin çerçevesini oluşturmaktadır.

Çalışmanın temel amacı bu çerçevede Türkiye'de yerel otoritelerin kamusal mekanları nasıl yeniden şekillendirdiklerini sorgulamak ve bu süreç sonucunda ortaya çıkan tasarım ürününün kullanıcı ihtiyaçlarıyla ne kadar örtüşüp örtüşmediğini bulmaktır. Öte yandan tarihi bir kent meydanı olan İzmir Konak Meydanı örneğinin literatürdeki kamusal mekan tartışmalarıyla, hangi yönlerde uyup hangi yönlerde uymadığını sorgulamak ve kamusallık derecesi açısından gerçek bir kamusal mekan olup olmadığını bulmak da tezin başka bir amacını oluşturmuştur.

Bu anlamda kısa zaman önce yenilenmiş ve tarih boyunca yerel otoritelerin etkisiyle birçok dönüşüm geçirmiş olan Konak Meydanı hem kullanıcı hem de yerel yönetimlerin bakış açılarından değerlendirilmiştir. Bu amaçla projenin gerçekleştirilmesini sağlayan İzmir Büyükşehir Belediyesi ile bir röportaj yapılmış ve Konak Meydanı'nın yaratılmaya çalışılan İzmir kent imajındaki rolü sorgulanmıştır. Ayrıca mevcut veya tasarlanmış dış mekanların, binaların sistematik bir şekilde değerlendirilmesini sağlayan bir metot (post-occupancy evaluation method) kullanılarak meydanda yapılan anket ve gözlem sonuçları başarılı kamusal mekan kriterleri (kullanım ve aktiviteler, komfor ve imaj, erişim ve çevre ile bağlantı, toplumsallık) altında değerlendirilmiştir.

Sonuç olarak yurtdışındaki örneklerinden farklı olarak Konak Meydanı'nın son halini almasında herhangi bir özel sektör ile ortaklık veya halkın katılımı görülmemiştir. Konak Meydanı tamamen kamu kontrolü ve bakımı altındadır. Bu her ne kadar meydanın "mış gibi kamusal" mekanlardan olmadığını gösterse de başarılı kamusal mekan olma kriterleri son tasarım ve düzenleme ile tümüyle yakalanamamıştır.

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CHAPTER 1

INTRODUCTION

1.1. Problem Definition

Cities are experiencing various transformations under a variety of forces since the times of first settlements. The city, in time transformed from rural to industrialised, and has been changing from industrialised to globalized city from the 1980s and onwards. In this period, local authorities' roles have also changed and they have developed image-led or culture-led regeneration projects with the decline in public spaces and centres of cities because of industrialization and rapid urban growth. For instance, many historical town squares turned into traffic junctions instead of being gathering points for people within this fast development. Thus cities in the name of becoming a "World City" have been in a competition to recreate their image and have been forced by public and private sectors to attract multi-national corporations, moreover to draw capital into these abandoned or problematic areas. Consequently public spaces gain their importance as crucial hubs of cities en route for recreating their image. In addition to this, squares become catalysers for   attracting both people back into these public cities and also for marketing strategies of cities.

On this basis, marketing strategies of cities generally result in the privatization of public spaces for the purpose of drawing investors. These marketing strategies of cities usually neglect spatial and social integration of cities because they are market-led projects that take into account stakeholders' benefit as well as these projects are designed due to consumer needs. As a result of these changes; spatial pattern of cities have changed, social exclusion has increased, cities start to disintegrate and every city looks the same as other cities, through eclectic images which are not suited with shared believes of citizens lost their sense of belonging, quasi-public spaces have emerged through privatization such as shopping centres, theme parks, museums and etc. Hence boundaries between public and private blur, over and above hierarchy between public and private disappears and so semi-public places are also becoming more privatized places. Sennett supports this issue thoroughly with his words "the more imbalance between the public and private increases, the less people express themselves" (Sennett

2002, p.60). In summary, the problem of this study is the transformation of contemporary public spaces through the impacts of globalization and market-led regeneration projects.

A number of researchers are dealing with the impacts of globalization on public spaces and the decrease in the degree of publicness of public spaces. Usually debates tangles around the significance of public spaces for the development of cities and for the social and spatial integration of cities. Together with many institutions such as *Urban Land Institute* (ULI), *Project for Public Spaces* (PPS) and books as *People Places* (1998), some guidelines and criteria are put forward for successful public spaces. They efficiently identify characteristics of a successful public space and explain what the principles and benefits of creating those public places are. Although criteria of a successful public space are intensely examined, possibilities for the sustenance of these successful public spaces are still an open ended issue. In addition to this it could be better to name performing public spaces instead of using successful public space, because aspects of successfulness may differentiate from different point of views.

Urban design projects which are based on public realm are crucial for the development of cities and for true public spaces. Public spaces are the places of exchanging ideas, gathering points, where conflict and consensus constituted, where politics take place, where community expression takes place, where strangers can interact, where citizen participation takes place, and etc. Therefore community-based designs have to be developed for better public spaces. Additionally, this study is important to emphasize the need for public spaces because they are also the hubs that improve the image and economic development of cities.

1.2. Aim of the Study

The main purpose of the study is to discover how local authorities are reshaping public spaces of their cities and as an outcome of this process to find if this model is corresponding with the user needs or not. On the road to do this, post-occupancy evaluation method is used together with the tools such as; interview, observation and questionnaires in the case study of Konak Square, (İzmir) for understanding whether the square has a success after its recent design. Over and above, the study also tries to explore in what points Konak Square, a public square in Turkish city of İzmir, opposes

or matches with the issues of literature as is it a pseudo public space or true public space? Is it a product of an image-led regeneration project? Do local authorities and stakeholders play a dominant role in this image reconstruction? Does community partnership exist or not?

However, the issues mentioned above have been recently taking place on the agendas of local authorities in Turkey. Public space based urban designs by national or international competitions under the supervision of local authorities are the visible signs of this awareness. In addition, cities such as İstanbul and İzmir have started to compete for hosting important cultural events and organizations. On the other hand, it has to be mentioned that public space and square concepts are different in Turkey than it is in the western literature. Square in western countries is an enclosed and defined entity by structures while it has usually been an unorganized open space in Turkey which is called *meydan*.

In this thesis, after discussing about the problem and aim of the study in the first chapter, second chapter gives a concise explanation about the terms public space, its characteristics, public realm and public life. Public space due to its multiple meaning is tried to be described through a wide range of authors' definitions from the literature. Controversial and opposite notions such as space-place, public-private are given to understand the term public space deeply. Public space which is not just a physical construct, but it is also comprehended from its social dimension. After these contextual classifications, criteria for a successful public space are explained by the guidance of some institutions' findings. Moreover instead of understanding the difference between the square definitions of western examples and Turkey; historical evolution of squares is discussed concerning agora and forum, medieval, renaissance and baroque squares comparative with *meydan* in Ottoman and Turkish Cities.

Subsequent to stressing the characteristics and definitions of public space, in the third chapter globalization and urban regeneration with an emphasis on their impact and results on public spaces and city centres are discussed. Issues of this chapter may be summed up as follows; privatization of public spaces, homogenizing spaces, transformation of real public spaces turning into quasi public spaces, tendency of creating landmarks and symbolic buildings, changing local authorities' role and stakeholders, global spectacles and events for competitiveness and economic development. Then city marketing and branding issues are emphasized on the road to recreate image and identity by local and private actors for making a global city.

Furthermore briefly the conditions of contemporary cities are argued and classified under three subtitles as; metropolitan cities, larger cities and smaller cities with examples. Consequently, recent transformation of the square is highlighted as a result of privatization of public spaces and some of the recently regenerated town squares are brought into attention.

In chapter four, case study of Konak Square İzmir, post occupancy evaluation (POE) method with the tools of observation, interview and questionnaire have been used for this study on behalf of answering the questions explained above in the aim of the study. Following the brief history and vision search of İzmir, historical development of Konak Square is described. Subsequently, redesign and implementation process of the Konak Square redesign project are given in details. In conclusion findings of the study are evaluated via results of observations, interviews and questionnaires that have been conducted with users, retail merchants and local authorities.

Consequently, in chapter five, final evaluation of the study is given through discussions and recommendations.

CHAPTER 2

PUBLIC SPACE

The term public space is a broad concept which is being studied precisely and largely by many academicians. It is a controversial word that brings into the term space and public. While one can be defined physically and the other can be classified as an adjective plus as a noun that has a plentiful meaning. Many authors tried to define the word from different point of views. It is difficult to make an exact and single-sided definition because of its multiple meanings. So in this chapter, after giving a short description of public space, its meanings are tried to be comprehended through examining the notions within their opposite verbs such as public and private, place and space. As well as the sense of public realm and the role and significance of public life will be examined. Other than what is vitally sorted out here is the public-ness of contemporary public spaces that are influenced by the globalization and as well as privatization and why they are crucial for the development of cities as they are the basic signs of the city culture and identity. Afterwards characteristics of town square as important public spaces and their historical evolution have been considered.

2.1. Definitions and Characteristics of Public Space

Madanipour (1999) in the article "Why are the design and development of public spaces significant for cities?" looked for the nature and role of public spaces and their importance for today and asserts that is "provided by the public authorities, concerns the people as a whole, is open or available to them, and is used or shared by all the members of a community". Plus he mentions that more accurate definition can be made due to the observation of public spaces at any time and place so they are the places apart from the boundaries of individual or small groups control and they are used for a different majority of functional and symbolic purposes.

Consequently he asserts that "public spaces that do not look different can avoid stigmatization" and "the best public spaces are the most flexible ones that can be used for a variety of purposes". On the other "rigid designs for single purpose spaces are often less successful in an environment where needs vary widely" (Madanipour 2004).

Public space is not only a visible means of integrating social diversity. It is also what tourists and visitors see of the city; it is the living room of the young, the old, and the poor, and an advertisement of a city's image. Although it belongs to "everyone", and is historically organized by local government, there is always great competition over its control. Whoever controls public space sets the "program" for representing society (Zukin 1998, p. 1).

Burte (2003) defines public space as the object of conflict due to its control and rights of occupation and classifies these conflicts into three such as *what uses and activities are acceptable in public space*, *who has the greater right of occupation over different public spaces* and lastly *who should control, or make decisions about the fate of public spaces and access to them.* And mentions that public does not have the chance to decide what its space is. Burte also adds that public space is a setting for enactment of conflicts it can be more democratic by becoming a stage for the public representation of conflict or on the other hand a space which can be the enactment of conflict as violence.

Borja (1998) mentions that public space is important for us for two reasons; first, it is the place where the crisis of the city and urban state is shown and secondly, new urban realities raise new challenges for public space such as generalized public mobility and multiplication, specialisation of new centralities.

Bunschoten and Chora (2002) outline public space with the word prototype that is a device in the form of a specific architectural configuration, a model for testing, organization of programs. Hence public spaces have prototypical characters and used as a tool of change for a society. Public spaces that are dynamic mechanisms singular that create an identity at the same time they are the keys that attract various people, events, collective expressions and programs. Together with the desires, forces, changes and adaptations to new trends make public spaces increase in the ways both they are used and in the formation of the society.

Harrison (2003) defines the idea of public space by asserting that it is the essential expression of democratic principles. Then gives a brief definition of democracy that is a model for government comprises the majority rules but at the same time permit individual expression. The distinction between the two is not stable and can be changed with the ideas and expressions of the people.

Capron (2002) deals with the accessibility of the public spaces with the works of Joseph and Lefebvre. As Lefebvre stresses" the right to the city" is a right of use and a right of access to urban resources. Accessibility is sociologically a term reveals the quality that a space is public or not. It points out the possibilities of relationships

between spaces physically and geometrically but at the same time shows its openness and conviviality owing to the various different uses and to the public. Capron explains that from now on accessibility to public spaces is usually limited by norms, representations and symbolic images related to a particular function which is generally a function of consumption. Along with Capron emphasizes that those limitations are done by either self-control or by outside control moreover gives examples from Latin America's public spaces that are controlled strictly by the authorities. In addition to Capron, Madanipour asserts that "the more open and unconditional the access, the more public it becomes". This quality should offer both physical and social access and public space will not be public if its access is not free, restricted which will result in a tension within the rest of the people and increase the conflict between them. Public space is neutral due to its nature but this neutrality needs a shared used of its space and prevent the social exclusion (Madanipour 2004).

Borja (1998) reveals that public space is not a "protective" and "protected" space and it can be sometimes designed for the traffic functions and sometimes for the residual space of buildings and roads but it is not planned to offer security. Plus they are usually occupied by the dangerous classes of society.

Borja (1998) asserts that public space is a legal concept and it is a space which is subject to specific regulation by who has the power of control over the area (Public Administration, owner and etc.) and who ensures the accessibility and identifies the activities going on there. Modern public space derives from the legal separation from public and private property that is the free space between buildings which is reserved for the social activities and uses the basic elements of urban life.

On the other hand, public space has a social dimension as well. It is the space of identification, urban animation, community expression and the place for people to contact with each other. However, what defines the nature of the public space is its use but not the legal status. Public space at the same time means *public domain*, collective social use and multi-functionality. When it is defined physically it is exemplified with its accessibility and centrality on the other its quality is valued with its intensity and quality of social relations, symbolic identification, cultural expression and integration. Hence what makes a public space good is its form, image and materials, its self-organizing capacity, its continuity in urban design and lastly its flexibility to be used differently over time. As a political space public space is a "space for exercising civic rights". It is essential for "developing the process of socialisation for the poor and for

children and for newcomers to the city. In public spaces where diversity is expressed, interchanges occurred and tolerance is learned". Also public spaces that have infrastructure and facilities are important elements for social redistribution and integration (Borja 1998).

There are different points of views turning around the notion of disappearance of public space from various disciplines and it is difficult to make a fixed definition of public space. Hence Gulick (1998) criticizes commentators of one particular definition of public space for ignoring the other definitions and suggests a method for removing the definitions. Plus while doing this he follows Lefebvre's theoretical instruments for looking at public spaces in the contemporary city as the space is not a mental apparatus, it is an empty stage mapping the social relations of production. Gulick defines the concept of public space over three connotations; *public property* (physical places owned by the state such as streets, squares and parks), *semiotic approach to public space* (indicates urban sign systems that display relationships between representations and power and space is reduced to message) and *public sphere* (defined as an environment of citizens coming together and increasing tolerance, here Gulick mentions that dissolving public space is a result of socio-spatial restructuring in the advanced capitalist city).

Public spaces are the places where people come together and assemble their own expressions in fact these varied places characterise the cities. Plus a city can be assed by its public spaces by reflecting the city culture. Their use and provision are very important for the support of social unity and urban revival. They are the essential points where human contact and interaction occur along with their own characteristic they are the vital parts of the urban landscape. Shortly they are the important components of local identity and civic pride (Oktay 2005). In addition to this, Akkar defines public spaces in brief as a four-dimensional entity more than three dimensions. It is the outcome of time and adds that it might be studied under its development and use processes (Akkar 2005a). Moreover, Akkar classifies four definitions of public space; *space concerning the people as a whole*, *accessible to all*, *shared by all members of the community and provided by the public authorities for the use of the people* (Akkar 2005b).

Smith and Bindner define public spaces as the common grounds for gathering, interacting, forming groups, creating community and constituting the social body. They add that public space is a place where people can interact even they don't know the

others and can join in either private or public activities. When concerning about public space though it is a built environment but on the other, its subject is public and which is not a single public (Smith and Bindner 1999).

Dijkstra asserts that public space belong to everyone opposite to home or workplace and adds that in public place power is more diffused than in home or work place. He gives reference to Hannah Arendt by mentioning public space is the physical arena where culture and politics take place. It is the daily activities what makes a space public. Public space offer unique experience and join different groups together and it creates more tolerant society as it is necessary for democracy (Dijkstra 2000).

Carr et al. describe public space in a different way by matching up it with a stage where the drama of communal life displayed. These spaces are the streets, squares, parks and etc. where are the channels of movement, nodes of communication and grounds for play and relaxation. Those spaces are essential for human exchange, dynamic spaces for the citizens of routine work and home life. Moreover they make certain significant human rights and special cultural meanings. They are the places of serving human needs like passive relaxation, active engagement with others and discovery of unknown worlds (Carr et al. 1992). Plus Marie Christine Boyer defines urban space in a similar way with Carr et al. by noting that 'both the theatre and urban space are places of representation, assemblage and exchange between actors and spectators, between the drama and the stage set' (Boyer 1994 in Slessor 2003).

> Beyond visual appeal, public space will be seen to convey meanings, from those that reinforce personal and group life to those that challenge the accepted world view of the culture and open the mind to new insights. Increased understanding of our place in natural ecosystems will be among the most important (Carr et al. 1992, p. 12).

Tunç asserts that recent literatures are dwelling upon public spaces in the point of view that what is taking place on them and how they should be. Definitions are about the public component and the relation with public realm. Though public space definitions change in the terms of meaning, role and form due to the various socio-cultural structures of societies. Tunç emphasize this by giving reference to Crane and Dee, Burgers, Lees as they claim that public space is not homogeneous. It differs due to the social, cultural, economic and symbolic functions also by meanings which are gained by different public. Public spaces' form and meaning are constructed socially and physically. So there is no fixed meaning and form of public space. They are

changeable because of the dynamics of the society. In addition to this, as Tunç mentions that Carr et al. determine some basic activities of societies enabled by public space such as; exchanging information, demanding personal and political rights, carrying out social conduct and finally formation and continuation of social groups (Tunç 2003).

Gehl (2003) declares that traditional public spaces function in three ways as a meeting space, market place and connection-traffic space where people are talking, exchanging, strolling around and merchandising. Afterwards those functions were vital and occurred side by side in a balance which is absent in most of today's cities because of the factors like intense car traffic. So Gehl mentions that public space has an important role in our society to create high quality spaces which invites citizens to come and participate. People oriented design is needed for a good public space.

Burgers (2000) classifies public space research into two; *sociology of culture* (Weber (1922), Simmel (1957), Bahrdt (1961) and Sennett (1978) primarily studied the division between public and private domain) and *human conduct* (streets, squares, train stations and specific urban spatial settings). Whyte (1988) and Goffman (1971) are the pioneers who studied human conduct. Public space "characterised by indeterminacy parallel with the concept of the city". On behalf of defining public space usually it is being taken the advantage of city description. For example, Burgers defines public space which is based on the notion of urban landscapes as the expressions of economic, demographic and technologic developments. Beside he describes the city as the surplus of agrarian and industrial. Moreover Burgers classifies 6 forms of public space due to their use and perception: *exalted space*, *erected space, displayed space, exhibited space, coloured space* and *marginalized space*. He explained *exalted space* as the landscape of excitement and ecstasy such as festivals, recreative places for leisure time, sports stadium, theatres, concert halls and opera houses; *erected space* as landscape of economic and administrative potency such as skyline, tall buildings and commercial services; *displayed space* as the landscape of enticement and temptation like pubs and restaurants, mega walls, art galleries consequently consumer patterns of heterogeneity; *exhibited space* as the landscape of reflection and elevation which he names as museumization of culture; *coloured space* as the landscape of immigrants and minorities and lastly *marginalized space* as the landscape of deviance and deprivation.

Deusen (2002) claims that some authors believe end of the public space has come due to two loses such as *publicness* and *degraded right to the city*. Plus Deusen added that urban designers play a significant role in underlining those transformations

mentioned above and they are the active participants in the transformation of public space. Public space is the commodity exchange. Its production depends on the generation of exchange and use values. Exchange values matches with the real estate value (Low 2000 in Deusen 2002). Deusen with reference to Harvey, Lefebvre and Madanipour describes public space as the public expression whether cultural or political. It has a use value but market forces press use value out due to the exchange value. Thus shopping malls and themed environments are the commodity production of public spaces. Deusen gives four changing aspects of public spaces: struggle, exclusion, representation and justice. In the example of Clincton square that he mentions, three important periods of transformations can be seen firstly in 1920s, 1960s and lastly 1990s. Consequently, mayor transforms the square into a site for real estate speculation and development in 1992 (Deusen 2002).

For the issue of public space Scruton firstly define the terms public-private and space. He describes public as a sphere of unexpected meet and individuals are not independent in this sphere, but have the right to impose his claims, thoughts with others. People can enter in this sphere either opposite with others or not. Public world exist due to the agreement of the people enter there and to build this world civility is essential. Beside private in this sphere opposite to public, man is his own master but limited by law and morality (Scruton 1984 in Glazer and Lilla 1987).

Akkar asserts that public is a meaningfully rich term which is being used in a wide framework. First, as an adjective it means that it is open to all, accessible by whole. Beside as a political entity it represents the whole community which is carried out by the community (Gove 1976, Brown 1993 in Akkar 2005b). Finally, as a noun it implies the people in general (Crowther 1995 in Akkar 2005b). Authors describe public variously for example; Crowther marks out public as it is "provided especially by the government for the use of the people" and Gove identifies public that signifies an organised body like community. As well as Benn and Gaus' three criteria of the concepts of public and private which are the public-ness degrees of a public space are as follows:

1. Access (to space, place, activities, information and resources)

2. Agency (public actors who have the control on behalf of a community)

3. Interest (a place assist for public interest, benefits controlled by all members) (Benn and Gaus 1983 in Akkar 2005b).

Weintraub mentions that public space is a multifaceted and conceptually greasy two terms. It is problematic because variety of subjects it disguises is analytically distinct but delicately tangled. Afterwards defining public with its opposite private Shields asserts that Derida names the symbiotic relationship which the term is dependent on the other for both its definition and distinction as "differance" such as urban-rural, public-private and etc. In these terms, definitions are circular. But there is a absolute binary and by the help of deconstruction it is understood that such oppositions are not simple as they are being subordinated to the other. Two related problems occur:

1. Hierarchy involved in binaries

2. Collapsing of different binaries into one

Thus they opened a criticism about cities in recent debates. Wilson mentions that these binaries are stereotypes. Public and private are also stereotypes that not exist in a pure form in addition to this there exists many suggestions of public and private-ness. Rules govern only one sphere although the same people inhabit the public and private sphere and overflow the boundaries.

Four different meanings Weintraub mentions in the opposition between public and private, these public and private distinction models are as follows: Liberal-Economist Model; distinction between state administration and the market economy, Republican and Classical Approach; public realm distinct from the market and administrative state, Public realm, sphere of fluid and polymorphous sociability, distinction between family and the market economy. Benjamin Berber identifies three terms such as; public, private and civic. Here civic relates the second meaning of public which Weintraub defines above. That means it is the substraction of the political domain from the public then which remains is the civic.

Public – Political Domain = Civic

Weintraub's second and third meanings of public are much closer to an actual public space. As well as working, part-time working parent and children, teenagers are more active users of public spaces than full time workers (Weintraub in Dijkstra 2000).

Two points of political views to explain privacy; liberal view and civic republican view. In liberal view privacy is something privilege, which is necessary for individuality and it is the power over the space surrounding oneself. In civic republican view, privacy is deprivation, which is the absence of power, power exits only in public space that is the site of politics (Killian 1998).

Madanipour (1999) asserts that the distinction between the notions private and public is not something new. It extends to medieval times that the medieval city was a place of trade. He exemplifies that in the majority of English towns which located on the intersection points of track ways at the same time determining the streets, squares and market places. In the current time, the distinction between private and public spheres of life denotes one way of interpreting social and spatial organization of the city. By means of this organization and management of the space, access of individuals in a city that one can or can not go in a city is determined. Besides they identify some patterns of spatial behaviour and social life.

Harrison (2003) claims that concepts of public and private are supported by forms of representation and figure ground plan is one kinds of such a representation. The distinction between public and private is mapped as a line on the page at the same time represents a line on the ground which can be a visible line like walls fences but also an invisible line like the territories that separate countries.

Hajer and Reijndorp (2001) mention that space is associated with the Enlightenment and it indicated emptiness at those times. Nevertheless with the criticism against the thinking of the enlightenment place concept is used. Space is underscored that it is not an empty space and at the same time it does not allow rational infill as stated in the era of enlightenment. In fact real events are related with place where is associated with myths, history and memories (Keith and Pile 1993, Jameson 1991 in Hajer and Reijndorp 2001).

Space and place are related terms and space turns into place as space has psychological and symbolic meaning. When people know the setting better and use, modify, attach symbolic value to settings then space transformed into a meaningful place. Shortly space is the geographical qualities of environments and it becomes place as it gains meaning (Altman and Zube 1989).

Sime claims that place when compared with space, has a deep relationship between a person and the specific location which is temporary and long lasting. Beside, Canter mentions that we can recognize the place just by examining the setting's physical features, behaviours related with it and descriptions of people in that setting. Furthermore, Dovey asserts that with the interaction of physical setting and the people, experience of the place comes into view with a set of meanings (Sime 1986, Canter 1977 and Dovey 1985 in Altman and Zube 1989). Altman and Zube state that,

Open space is the abstract concept that encompasses places and undifferentiated areas that link places together. Thus a public place can be particular portion of public space, a portion that has a specific identity, such as Times Square in New York City or Tuolumne Meadows in Yosemite National Park (Altman and Zube 1989, p. 2).

Harvey defines space with a local identity but on the other place with the changes outside the community, without identity. Plural spaces are the specific places. Liveable places criteria can be summarized as having the features of shelter, fertile, soil, easy to defend, healthy environment, trading post, easily accessible and forth. Place can be connected to a nostalgia for a nonexistent past. Decisions were made by community that impact places and places had identities. Michel De Certeau defines place and space such as; place is the order of elements which distributed connectedly with coexistence. Elements are beside one another and each positioned its own proper and distinct location. On the contrary, space is the practised place. Operations produced the effect that orient it, situated it and temporalize it (Harvey 1996 and Michel De Certeau 1984 in Dijkstra 2000).

Scruton names space as the perceived boundaries by human. Space can be public by the nature of its boundary which is permeable and open to public use. It is where anyone may enter and depart without any permission of strangers without any control. Boundaries of private are easy to define, protected and form in shelters for example inner walls of a house. On the other boundaries of the public are more fluid, flowing and changeable. In public spaces the purpose is to be opened to all life that can protect them legimatedly. Those spaces are narrowed by facades, external walls, railings, plants and etc. Hence lack of boundaries result in the lack of public-ness (Scruton 1984 in Glazer and Lilla 1987).

Lloyd and Auld (2003) endorse a quote from Fitzpatrick and La Gory (2000) that space is a multidimensional, hierarchical phenomenon plus all human action takes place in space which is more than a physical container also a social and cultural phenomenon and they add that space is a necessary requirement of social engagement at any level, must be produced and designed moreover they criticize its present situation that most public leisure spaces' design and production are directed due to the economical benefits.

Madanipour (1999) marks out space as a part of our everyday social reality and an integral part of our social existence. Plus with reference to Knox (1995) mentions that space is one of the most important dimensions of our social world and because

places are socially constructed different groups give different meanings to space then it becomes multilayered place.

Public Spaces have a wide range of characters in a perspective of conviviality, attractive, distinctive, exclusive and inclusive etc. Beside inclusivity of public spaces is one of the most important and basic characteristics of them. Public spaces are defined as inclusive and pluralist by some of the authors. Akkar defines inclusive public spaces as the places where discussions and activities are open to all in its use processes and development. Moreover, it is the place that people can express their feelings, thoughts and emphasize their claims in a public ground which can be used by their purposes. And public authorities are responsible for this provision. It is the place of various stages. But some discussions has to be open to all like the decision making stage of developing a public space and preparation. Finally the public arena helps the public needs, interest and gives the convenient decision in the design process (Akkar 2005a).

Benn and Gaus assert that public spaces are the places where everybody can present physically and they classify public spaces with four qualities of access;

1. Physical access

2. Social access

3. Access to activities, discussions and intercommunications

4. Access to information

Physical access is named as universal accessibility by Tiesdell and Oc. Beside, social access is termed as symbolic access by Carr et al. They mention that traces of people and also design-management elements reveal who welcome to the space or not. Despite it has to be added that the third and forth qualities are related with time dimension. Consequently inclusivity of public spaces depend on two points; firstly it has to be open to all physically and socially, secondly accessibility of activities occurred in the public space and accessibility of information about its development and use process (Benn and Gaus 1983, Tiesdell and Oc 1998, Carr et al. 1992 in Akkar 2005a).

In addition to Benn and Gaus' definitions above Arendt specifies three criteria for public spaces as; they must be *accessible by all*, hey must be *used by all* and they must *outlast one generation*. For the first criteria, Dijkstra asserts that public spaces need public and public need access to get into that space. In this point two questions raises, first what parts of populations has to be there as public and what level of accessibility is needed to make a space public. Lefebvre mentions this as the active discrimination against a certain segment of the non-imprisoned population and claims

that it can signify the lack of public access to a certain space. A public space is used by a wide range of users and lack of social segregation reveals that the public space is a truly public space. Factors that effects accessibility can be listed as follows; *the draw factor* which is a strong attraction pulling people from distances to spend time in the space, *costs of accessibility* consists of time and money that a person has to spend to get into that particular space, *physical proximity* influence the public space as the mix uses of residence, shops and jobs encourage its use during different times of the day and improve its public character. For example residences close to public spaces provide people live there entry easily into it and make the space more accessible. Plus one more important issue is the affordable housing in the city centre because gentrification reduces the supply of affordable housing which put in danger the character of a city. Jobs of certain type of employees located close to a public space result in reduce of public character of that space. Thus different types of jobs will ensure the use of the public space by various types of visitors as well as increase its public-ness. Moreover, stores and restaurants surrounding the public space that offer specific use and price will prevent people from using that store, store and also that space. Subsequently the lack of affordable housing, shops, bars, and restaurants can determine the character of the public spaces in the city so all types of spaces affordable by all groups whether low-income, middle-income or high has to be considered. *Design factor* is also very important for the accessibility of the space. By the means of certain nodes of transport design can change the accessibility of the square. Some elements can prevent the access such as fences, walls ant etc. into the space. Lastly non-physical influences beside legal regulations, income differences as mentioned above have impacts on public spaces. The second criterion of used by all brings out the issue of what kind of activities will be abided or not. In addition to this then who has the power and control as making the rules and enforcing them. For example liberal rule answers those questions as "only limit someone's freedom in order to protect other people's freedom." However this description is still abstract. *Control and power* are important elements in this point of view. Planners believe that if activities happen in the public eye then illegal activities will stop. For example as Whyte gives the street example, street with high visibility encourages a feeling of safety. At the same time, he found disconnected spaces unpopular and spreads them as spaces without complete exposure and complete isolation. Dijkstra asserts that "laws do not always respect freedom of certain groups, and public spaces should offer a location to demonstrate against such disrespect."

Additionally BID (Business Improvement Districts) have been criticized for privatising public space due to the removal of control into private realm by integrating private security forces. Following power and control, *power of the environment* is another issue of the criterion as being used by all. For example the lack of public toilets, food or drink stand and lack of benches or seating are the strategies that discourage people from spending time in a certain place. Finally for the *collective memory* Arendt mentions that public realm to last longer than one generation it can work as common thread binding one generation to the next that forms a common space of action. Public space can reveal where the ancient battles and public arbitrations take place and their position by the different participants. They are crucial to have knowledge of how they were used throughout the history. Hence historical environments and buildings are important in this point of view (Dijkstra 2000 in Hutchison 2000).

Killian (1998) defines public spaces as a site of impersonal contact and as a site of representation and references to Jacobs as she describes public space as a site of contact and public life is destroyed by poorly designed and planned spaces. Jacobs put forward three criteria for a successful city neighbourhood; first demarcation between public and private, secondly natural proprietors of the street and lastly continuous activity. 'If a public space provides only anonymous or intimate contact, it will fail to generate the informal and impersonal contact that encourage public life'. Plus Sennett and Jacobs mention that loss of public contact results in the loss of public life. Good public space assembles than disperse, integrate than separate and invite than repel (Killian 1998).

Iveson (1998) evaluated four different models of good public spaces as ceremonial spaces (state owned civic spaces), community model (homogeneous model where the users have similar needs, rights and meanings), liberal model (ignore social difference, accessible to all and multifunctional use) and multi-public model (contains multiple publics in contrast to the public spaces where there is a homogenous community. Consequently, socially inclusive and public space must support difference in social and economic terms (Iveson 1998 in Lloyd and Auld 2003).

Carr et al. figured out five primary motives for making and remaking public spaces:

1. Public Welfare
2. Visual Enhancement
3. Environmental Enhancement

4.Economic Development

5.Image enhancement

Public welfare is one of the primary motive since the Greeks and Romans maintaining paved streets, plazas for their improvement and providing recreational opportunities like parks as they are seen the lungs of the city. Visual enhancement is the other motive which needs a broad concern of aesthetic appeal. For example Italian architects created straight streets and plazas as an outdoor rooms which are still grand settings. Now recent designers are looking for enhancing their city centres through the schemes of public space couples. Environmental enhancement which is also related with greenery is considered aesthetically and psychologically as well. It is the preservation and enhancement of natural landscape also the creation of open spaces due to the public consciousness of environmental ruin for the urban development. Economic development of public space always form a tension between the public and corporations but with integration of the goals as Whyte mentions, this problem can be handled. Plazas with the interesting activity are the pulling points for the users and they also designed for relaxation and enjoyment escaping from work life hence they encourage new commercial development. Finally, image enhancement is the most important motive among the others because, mostly corporations and governments who undertake the projects of public spaces wish they will reflect themselves and seen as good public citizens. By means of designing successful public spaces; they increase and protect the building investment and also become a pride for the city and citizens, plus improve the image of the city.

Above the five motives Carr et al. set out three primary values for the public spaces:

1.Responsive

2.Democratic

3.Meaningful

Responsive spaces are the spaces which designed and managed for human needs such as; comfort, relaxation, active and passive engagement with others and discovery also as a setting for physical and mental activity like conservation, exercise and gardening as the relation with the nature and plants. *Democratic spaces* are the spaces that protect the human rights and they are open to all and provide freedom of action at the same time temporarily claim and ownership. Public spaces teach people to live

together because they are the places where public action take place but also controlled by the rights of the others. Last of all *Meaningful spaces* provide strong relations between people, their lives, world and the place. Though a public space with its memories ensure the sense of personal continuity in a rapidly changing world as Francis and Hester emphasizes this issue. So public spaces become hallow as the memories and shared experiences of people are built. Consequently, public spaces will be attractive and economically successful if they meet people's needs, protect human rights and be meaningful for them. Values of public space have to be considered out of the frame such as why people go there, how they use the place. Beside these, active involvement of user participation is very important for designers, producers and managers to understand social context of the space and for the sustainability of good and successful public spaces. By this way a balance can be ensured between the two and also an adjustment of the values and social context of the space to the changing public life can be sustained. Thus historical understanding of public space and public life is very necessary in the awareness of the social change in our society as the new types of public spaces are appearing currently. As well as with a clear and strong set of values in this changing background is crucial for the interpretation and adjustment of these values to that changes (Carr et al. 1992).

Gehl (1987) asserts that public spaces can facilitate or inhabit social interactions and defines three kinds of outdoor activities in public spaces; if an outdoor area is poor quality then necessary activities occur despite in the good environments social activities are possible. Those activities are as follows; necessary activities (work, shopping, and school), optional activities (walking, standing, sitting watching) and social activities (play, greetings, conversations) (Gehl 1987 in Lloyd and Auld 2003).

2.2. Public Realm and Public Life

Public space indicates the relations structuring the vision, it is socially constructed and its importance is in the provision of contact in a sphere outside the private. Hence exclusions make public spaces less public and what is true of public space is also true of public sphere. Preventing this exclusion lies in the involvement of the marginalized group into the public space by increasing their publicity in the space

through breaking the rules of exclusion and emphasizing those marginalized groups' identities into that spaces (Killian 1998).

Hajer and Reijndorp (2001) highlight the distinction of some notions between public space and public domain, public sphere and public realm in their book called 'In Search of New Public Domain'. They mention that public space is a space that is freely accessible by all but not every public space is a public domain. On the other hand public domain demands additional requirements as the common ground of shared experience by the people of different background and interests. Plus, it is not just referring to the physical place in a city as well as it has political and philosophical meaning. Society is formed in the public sphere where a collective will can be formed by this society for the future in this arena of public sphere. Along with this public sphere social institutions such as televisions, parliament, newspapers and discussion forums function in this arena. Conversely, public realm concerns a unique place in a society and it is the sphere of where encounters can happen with the other, where connections of other behaviours, ideas may occur. Public realm is the sphere of social relations that goes beyond the intimate relations such as friendships, family and professional relations. It is the space of adventure, experiment, discovery and surprise. Consequently they emphasize the importance of public sphere and its relation with the physical space for the development of places into public domains.

Özbek (2004) explains the difficulty of the term "public sphere" as it concerns two different meaning. First, it has a spatial meaning and it defines public spaces where ideas, expressions and experiences created, came to light, shared, debated and spread out. In this process arise the content of meaning (public opinion, culture, experience) plus collective bodies (from national units to global units) that constitute this meaning of production. So this domain is all related with the processes that produce public one as institutions, relationships, practices, rules and interaction forms which occur in the places and historical contexts and their transformations. The term public sphere is useful for associating different fields and phenomenon in our life with their space and time dimensions in the social dynamics. Secondly, the term identifies an ideal and normative principle. It means common, open and critical. Negt & Kluge (1991) defines public sphere as it is not determined by public opinions but by whole structuring that create collective experience. Weintraub (1997) finds out the two basic criteria between public and private. First, "visibility" helps to distinguish the one masked and turned in on itself with the open one which came into existence and the one that can be accessed.

Secondly, distinguish the individual or the one related to the individual with the collective or the one that affects the communal common benefit. Briefly Weintraub (1997) discussed the relation form between a clear social collective item (private) and the entire. Plus he classifies four models in the basic ways of public and private separation due to the social and political analysis. First two models point that the public directly denote politic (Weintraub 1997 in Özbek 2004).

1. Liberal economist: the separation is drawn between government management and market economy.

2. Republican virtue model dates back to antique Greek period and Roman city. Public sphere separated from both market economy and government management.

3. Argument about the wide, "unplanned" social interaction domain. Public in here indicates the public life domain in the sociality. Plus private indicates the domain of intimacy.

4. Feministic Analysis, demarcation between intimacy areas (family) with the market economy – political event. Public sphere is outside the house.

Habermas (1977) declares that by saying public sphere we mean that we can compose something like public opinion in our social life. Whole civics' access is assured in this sphere. Private individuals come together in a public body to gather and talk thus public sphere come into existence. His public sphere term as Özbek mentions does not have the same meaning with the notion public that represents individuals came together because the term itself relates to the association rather than people although it takes its definite form with the participation of people (Habermas 1977 in Özbek 2004).

Lofland (1998) emphasizes the difference between designers and sociologists as they study the public realm because social scientists argue about the usefulness of physical objects and their arrangements in space and while they can not debate the existence, frequency and significance of them. On the other hand, designers who deal with cities attempt to control the public realm by their design strategies and usually they have not got agoraphobic qualms that are fear of open or public spaces and crowds.

Lofland (1998) defines the public realm as it is made up of spaces in a city which inhabited by persons who are strangers to one another or who know one another only in terms of occupational or other non personal identity categories such as bus driver or customer. In a city when one leaves private, one moves to the world of unknown. It is different from private realm, a form of social space, its existence what makes the city dissimilar from others. It is the city's typical social territory. For

example, in agrarian economy public realm is intermittent and the city transforms this into permanent.

After this definition Lofland, classifies three realms of city life as following Albert Hunter;

1.Private Realm: ties of intimacy among groups members (world of householders, personal networks)

2.Parochial Realm: sense of commonality among acquaintances and neighbours located within communities (world of neighbourhood, workplace and acquaintances networks)

3.Public Realm: world of strangers and streets.

In public space, when a group is large private spaces are created for the individuals. Hence bubbles and home territories those small pieces of the private realm appear. For example an empty park can contain a bubble for private realm like a space reserved for a wedding. Consequently, realms as social territories come into being only in actual physical space, in physical territories. Realm type is not defined by physical space by the relational form that dominates within it and cities are home of this three types of realms whose boundaries are fluid and the realms are mobile. Plus those boundaries of these realms are mercurial and protean.

Realm	Dominating Relational Form
Private	Intimate
Parochial	Communal
Public	Stranger or Categorical

Subsequent to these definitions Lofland gives a brief history of the public realm. He mentions that changes started in the relationship of private, parochial and public with the industrial revolution. In 18th century social life occurred in the public realm is the main characteristic of cities. Preindustrial city was characterized by the dominance of public life. Together with the industrial revolution changes had taken place such as: innovations in forms of transport and innovations in construction and communication. Briefly, enlargement and enclosure made possible the separation of workplace from residence place, made possible the development of highly specialized, large workplaces, made possible homogeneous and large areas of residence, made possible the life activity within the place of residence and automobile ownership made possible the connection

of dispersed spaces. Thus late 18th century, 19th century and 20th century city people started to spend their significant portions of lives usually in private or parochial realms.

Madanipour (2004) with reference to Taylor (1995) mentions that the "public sphere is 'metatopical' and goes beyond physical spaces, established through a variety of arenas that may never converge in space and time". In addition to this he emphasizes that public spaces which become the nodes of traffic and parking areas lost its significance. Madanipour emphasizes that for citizens it is essential to participate in a space where they can display themselves in public sphere, communicate with the others and become aware of themselves. In this manner public sphere by going beyond the public space includes political forums and the mass media. He mentions that communication within space can be problematic if the performance and expression are not shared by all community and a social fragmentation may occur as it has to be remembered that diverse groups have diverse range of behaviour. Being used as a performance and expression area, public spaces can allow differences to be displayed and may connect with the residents by forming a "sense of well-being" (Madanipour 2004).

In the private sphere, man is restricted by familial situation. On the other in public sphere he is freer and in private he is tied by his wife, parents, children and etc. Moreover Hegel asserted that both civil society and family are necessary for the development of the individual. In the family the ruling principle is piety while the ruling principle is contract or agreement in the civil society (Scruton 1984 in Glazer and Lilla 1987). "In entering the public sphere the individual exchanges the security, inevitability and obligation of family life for the uncertainty and fluidity of civil society." (Scruton 1984 in Glazer and Lilla 1987, p.14).

Hannah Arendt classifies public as two interrelated identical phenomena; firstly everything happens appears in public can be seen and heard by others that forms reality. Public realm can be seen as the things happen out of the sheltered existence. Secondly, public signifies the world. It is common to all of us and differentiated from our privately owned place. It is also related to the human artefact and Arendt asserts that "to live in a world together means a world of things is between those who have it common." For example, here world which means public realm is matched with the table, a table located between those who sit around it relates and separates people at the same time. Prevents one falls over another by determining each one's private realm from the other. Through removing the table, those who sit around it will become completely irrelevant. Shortly

public realm means the common world that gathers people together and prevents as mentioned above one fall over other and common world end has come if it is seen only under one aspect. Relationship of family members is the communal model as non-political and anti-political. Nevertheless public realm never comes into being between the members of a family. In addition to this, existence of public realm and community life depends on the permanence and transcendence as the world has to transcend the life span of mortal men to contain a public space. In this point, Arendt gives the examples of Greek's *polis* and Roman's *res publica* as a space protected against the variability of individual life and reserved for the permanence. "The reality of the public realm relies on the simultaneous presence of innumerable perspectives and aspects in which the common world presents itself and for which no common measurement or denominator can ever be devised." (Arendt 1958 in Glazer and Lilla 1987, p.11)

Sennett (1977) gives a short brief about how public domain and public life developed by the explanations as what public and private mean in Roman and Greek times. Plus what those notions mean today. He compares modern times and past times to understand the differences between them. Public life was a matter of formal obligation after the death of Augustus in Roman as it is same as today. Duties as public ceremonies, military necessities and etc. were conforming to the rule *res publica*. Participation in the *res publica* today is a matter of going along. Cities are the forums of this public life. Difference between Roman and modern times lies in the meaning of privacy and its alternative. In Roman private based on religious transcendence of the world, it is the reflection of feelings and psyches. Being alone in private meant that being alone with ourselves, intimate friends and family. Despite the meaning of private in ancient times, private life in modern is confused such as follows; spontaneous generation, independent of social conditions, environmental influences and protected-isolated people. Together with this self-absorption, confusion aroused between public and intimate life as people are working out in terms of personal feelings. Though public matters can be handled only by codes of impersonal meaning. Public domain abandoned as intimate vision induced. When a public space becomes a function of motion, it loses independent experiential meaning (Sennett 1977 in Glazer and Lilla 1987).

> Human beings need to have some distance from intimate observation by others in order to feel sociable. Increase intimate contact and you decrease sociability (Sennett 1977 in Glazer and Lilla 1987, p. 32).A person feels he must protect himself from the surveillance of others in the public realm by silent isolation (Sennett 1977 in Glazer and Lilla 1987, p. 33).

Sennett (1977) classifies isolation; firstly inhabitants far from feeling any relation to the milieu that the structure is set, secondly by private automobile for free movement to people but as a result surroundings have no meanings because of the motion and finally social isolation in public space, produced by one's visibility to others (Sennett 1977 in Glazer and Lilla 1987).

English identified public as common good in society in 1470. In 1500s public was meant as manifest and open to general observation. Private in those times used as privileged at a high governmental level. Public and private opposition shaded more likely today in the last 17th century by Renaissance used largely as common good and body politic. The term *le public* which leads to region of sociability enlarged in Paris and London in the early 18th century. It gained its modern meaning beside the social life, public realm of acquaintances and strangers in a diverse of people. Public realm denotes to diverse urban public which also means cosmopolitan. Cosmopolitan usage in French in 1700s was a man who moves comfortably in diversity. After that in this period public started to announced as a life passed outside the life of family and close friends, where complex social groups contact in the diverse public region. Capital city was the focus of public life. As the cities grew, control decreased sociability and places where strangers may encounter increased. It was the era of building massive urban parks. Streets' function changed for pedestrian strolling. Cafes raised and became social centres. In 18th century operas and theatres opened to public. Urban amenities diffused to broader society. In this century urban market competitive for the attention of buyers. By the enlightenment a balance of public and private existed. Fundamental changes in the ideas appeared. Three forces in this change are can be summarised as; a double relation between industrial capitalism and public life in the 19th century (pressures of privatization, confusion of material life), reformulation of secularism in the early 19th century and transformation of public life of ancient regime from strength to weakness. Interaction of capitalism and public geography pulled in two directions. One is the withdrawal from the public into the family. Second is the new confusion about the materials public appearance as secularity. Public experience, sensations and human relations out in public, that no where they can experience. Out in public indicates moral violation occurred and tolerated. Personal strengths do not develop unless expose to strangers. In ancient regime public experience which was the formation of social order today is the formation of personality. In the mid 19th century private was placed over the public due to the protection against being read by others to stop one's behaviour feeling

in public. So silence in public realm became widespread to experience public life and the street life. The notion appears "strangers had no right to speak to each other." Both public behaviour and knowledge in public was a matter of observation. In addition to this visibility and isolation affect modern public life as the issue of silence in public. 19th century crisis with secularism and capitalism can be summed up as follows; involuntary disclosures of character, superimposition of public and private imagery, defence through withdrawal and finally silence. Intimacy solves the problem by denying that the public exist (Sennett 1977 in Glazer and Lilla 1987).

Lofland (1998) asserts that public realm has social value along with it is crucial for socialization of children and also adults. Public realm is furthermore a tool as a learning element for children as it is also a stimulating play environment. Lofland briefly reviewed this as follows:

> Public realm offers a rich environment for learning, provides needed respites and refreshments, operates as center of communication, allows for the "practice" of politics, is the stage for the enactment of social arrangements and social conflict, and assists in the creation of cosmopolitans (Lofland 1998, p. 232).

As Oktay points out in her article that while some authors mention declining significance of the public realm due to mechanised movement, privatisation, personal mobility trough car and internet, some argue that " it has never been as diverse, dense, classless, or democratic as is now imagined". Moreover Carr et al. (1992) talk about the dynamic and reciprocal relation between public space and public life and add that new forms of public life require new spaces. Gehl (1987) classifies the use of public realm into two as supportive and conducive environment. Finally Oktay indicates that retreat from public interaction brings economic structures and to change this situation, cultural rhythms must be searched (Oktay 2005).

Thomson (2004) with reference to Hajer and Reijndorp defines public realm as a place where we come face to face with the proverbial other; a domain of surprise and reflection; a framework for encounter, experiment, adventure and a place belongs to us all. Thomson claims that experience of the contemporary city shows potential for encounter and the city as a meeting place is the exclusion, implicit-explicit of certain groups who called as marginal.

Public spaces are important for the social cohesion and economic competitiveness of cities. "Successful cities have primary public spaces that intertwined

with their general image and function". Having said this, Madanipour (2004) mentions the significance of the public spaces for city image and development. They are the catalysts for change through the participation of residents and public authorities. Thus public celebrations, group activities and events are important to constitute a social integration and a sense of community plus positive image. For example Madanipour gives a specific case of Berlin Potsdamer Platz which is a tool used to reintegrate the divided city. Subsequently participation of the public in the management process of physical environment is another issue. By means of this, public space can bring people together and improve the quality of life.

Public life is something that the public environment must support, rich in large urban centres and distinct from private life. It has some significant functions; a forum for common good, a group of action where people come together and symbolize their power, school for social learning and common ground of stranger meetings. Altman and Zube (1989) classify three elements of public life;

1.Citizens of Affairs

2.Citizen of commerce and pleasure (consumption and spectacle)

3.Familiar citizen

Public life based on civility, activity that projects people from one another and yet allows them to enjoy one another's company and makes it possible for people to act together as citizens in the political and social affairs of the city (Sennett 1978 in Altman and Zube 1989 p. 10).

Altman and Zube (1989) criticize the loss of public life in a way that some of public life has not been lost because we never had it to begin with, some of public life has been lost because we have changed and don't want it, some of public life lost because it was squalid and dangerous and some of public life transformed and not recognized in their new places. Hence public life moved into a virtual space and the space of electronic media. Usually governments are not successful in providing good places for public life. They give a brief history of public life. In 1600s public life began to be transformed by powerful economic phenomena and some of public life started to decrease in squares and streets. In 1670s most of the public activity was forbidden from squares because of the houses built for the bourgeoisie around squares.1700s were the years of migration to cities, most European cities were becoming larger, increase in the strangers of the city, developing networks of sociability and in those periods large urban

parks were built. By the mid 1800s streets begin to loose their attraction and become a place of public life for the poor. "Physical form is in strong contrast to the older European cities where public open spaces were defined first and the city fabric built around them" (Altman and Zube 1989, p. 16).

Public space and public life are found unnecessary in our modern time for some point of views due to the increase in telecommunication society, electronic global village, e-mail, and internet etc. If good public spaces are provided public life will increase because of the fact that public spaces as meeting places are still attractive and essential in the electronic society. Gehl (2003) claims that in some cities especially in North America walking and public life is disappearing as a result of increase in privatized and controlled spaces like shopping malls. On the other in some cities, public life is supported by attractive public activities, good pedestrian environments. As meeting places public spaces are very valuable for the present society. Hence designing of these spaces is also important because of the optional public life in the public domain.

Demos which names itself as the think tank for everyday democracy, asserts that "people not planners make public spaces" and due to their various researches across Britain's cities they declare that mall walkers (older woman, young mums and unemployed people), home birds, displayers (night-time revellers, street entertainers), public spirits (students, homeless people) and hobbyhorses (young executives, skateboarders, gardeners) shape public spaces. They propose a number of measures to strengthen the public life of towns and cities such as; street tramps (exchanges between different neighbourhoods within a city, city carnivals and urban safaris that help to build people's confidence, knowledge and mobility.

2.3. Criteria for the Successful Public Spaces

Various institutions are dealing with the issues squares or urban spaces as well as they set out some criteria for the successful public spaces, this shows the importance of public places and their significance for the cities. Some of these institutions are PPS (Project for Public Spaces), Urban Land Institute (Creating a Vibrant City Centre), European Prize for Public Space (biennial organized by six European institutions) and

etc. In addition to this People Places which is a published book differentiate among the other public space books by establishing criteria for better public spaces.

Some authors complained about the fact that the "contemporary of privatization of life has made obsolete the function of a central public place" and then unconnected, scattered urban plazas left and these are the places mostly used by only one part of the population like office workers using the plaza weekdays only in lunch hour. Marcus and Francis mention that most people don't go to open air markets to buy food or to a town centre to hear about the news they usually remained at their homes all the time and even worked in their homes through computer. Hence they become eager for public life. New kinds of semi-public spaces emerged with boutiques and cafes and different age groups started to go there even just for window shopping. Recently plazas moved into indoor places, private indoor atriums came out. Thus the notion of public, accessibility and who is excluded from those places are the basic debates. They emphasize that Euro-Urbanists identify public life that only can be found in the streets, squares and parks and according to them European models should be emulated.

"People places" believes that;

1. Public life is prospering in the contemporary industrialized city

2. Use of the public open space reveals its success

3. Design details and location of the public space identify the popularity and its use

4. Communicating what is known about the linkages between design, location and use

People places' set of criteria for successful places;

- Be located where it is easily accessible to and can be seen by potential users.
- Clearly convey the message that the place is available for use and is meant to be used.
- Be beautiful and engaging on both the outside and the inside.
- Be furnished to support the most likely and desirable activities.
- Provide a feeling of security and safety to would be users.
- Where appropriate, offer relief from urban stress and enhance the health and emotional well-being of its users.
- Be geared to the needs of the user group most likely to use the space.
- Encourage use by different subgroups of the likely user population, without any one group's activities disturbing the other's enjoyments.
- Offer an environment that is physiologically comfortable at peak use times, in regard to sun and shade, windiness, and the like.
- Be accessible to children and disabled people.
- Support the philosophical program espoused by the managers of the space, for example, the educational program of a child care centre or the therapeutic program of the hospital.

• Incorporate components that the users can manipulate or change (e.g., sand play in child care, raised garden beds in housing for the elderly, interactive sculpture and fountains in urban plazas).
• Allow users the option, either as individuals or as members of a group, of becoming attached to the place and caring for it through involvement in its design, construction, or maintenance; by using it for special events; or by temporarily claiming personal spaces within the setting.
• Be easily and economically maintained within the limits of what is normally expected in a particular type of space (e.g., a concrete park might be easy to maintain but is not what a park is expected to be).
• Be designed with equal attention paid to place as an expression of visual art and place as social setting. Too much attention focused on one approach at the expense of the other may result in an unbalanced or unhealthy place (Marcus and Francis 1998, pp.9-10).

Additionally PPS (WEB_1 2005) defines public space briefly as a place where is accessible by all, open to all, concerning the people as a whole, reflects the city culture and the city image & identity, human contact and interaction points, forming groups, creating community and constituting the social body, points of exchanging ideas, convey meanings and open the mind to new insights, promote the people understanding their places. They put forward four criteria for successful public space;

• Access & Linkages (connections to its surroundings both visual and physical)
• Comfort & Image (safety, cleanliness, avaibility of places to sit and the use of wowen)
• Uses and Activities
• Sociability

PPS explains why many public spaces fail as follows;

• Lack of places to sit
• Lack of gathering points
• Poor entrances and visually inaccessible spaces
• Dysfunctional features
• Paths that don't go where people want to go
• Domination of a space by vehicles
• Blank walls or dead zones around the edges of a place
• Inconveniently located transit stops
• Nothing going on

PPS defines characteristics of a Successful Public Space as follows;

• High proportion of people in groups
• Higher than average proportion of women
• Different Ages

- Varied Activities
- Affection

PPS introduces 11 principles for creating great community places;

- Partnership with the community
- Creating a place, not only a design
- Look for partners
- Observing
- Having a Vision
- Starting with space experiments, crosswalks
- Triangulate, arrangement of different elements in relation
- Encountering obstacles
- Form supports function
- Money is not the issue
- You are never finished, needs change

And then they list in order the benefits of creating great community places as follows;

- Supporting local economies
- Attracting business investments
- Attract tourism
- Provide cultural opportunities
- Encourage volunteerism
- Reduce crime
- Improve pedestrian safety
- Increase use of public transportation
- Improve public health
- Improve the environment

PPS has announced world best squares; *Rynek Glowny*, Krakow, Poland, *Plaza Hidalgo*, Mexico City, Mexico, *Piazza Navona*, Rome, Italy, *Piazza del Campo*, Sienna, Italy, *Piccadilly Circus, Trafalgar Square, Covent Gardens, and Leicester Square*, London, United Kingdom, *Hotel de Ville (City Hall)*, Paris, France, *Old Town Square*, Prague, Czech Republic, *Plaza de la Constitucion (Zocalo)*, Oaxaca City, Mexico, *Plaza Santa Ana*, Madrid, Spain, *Plaza de Armas*, Cuzco, Peru, *Trg Bana Jelacica*, Zagreb, Croatia, *Östermalmstorg*, Stockholm, Sweden, *Plaza de Entrevero*, Montevideo, Uruguay, *Federation Square*, Melbourne, Australia, *Imam Square*, Isfahan, Iran*, Campo Santa Margherita*, Venice, Italy.

Together with the institutions above, "Creating a Vibrant City Centre" puts forward some criteria and elements of successful public spaces as follows;

Creating a Successful Public Space:

1. Soften and humanize the hard surfaces of the urban environment.
2. Create settings for casual social interaction, civic gatherings, informal recreation, and special events.
3. Establish elements that articulate the city center's physical structure.
4. Establish identity, building elements or place makers.

Elements of a Successful Central Public Place

1. Location (intersection points)
2. Optimal size
3. Programming for friendly atmosphere
4. Design for maximum use (Relation to the street, comfortable seating, flexible use, comfort, amenities and delight, high quality and simplicity)

Interaction between city centre and public space is very important. Creating a Vibrant City Centre mentions two characteristics key to the success of a city centre;

- A diverse market

- A high-quality place

Creating a Vibrant City Centre, points out the principles and guidelines for successful place-making which can be applied to cities of any scale. They outline the issue with the titles as changes in the city center's market composition by 20th century, changes in the city center's physical character, changing values and attitudes. Plus they ask which qualities or characteristics shape city centers and emphasize as follows; *accessibility, concentration and intensity of use, organizing structure and diversity of use.*

Regeneration Principles of Creating a Vibrant City Centre;

1. Promote diversity of use (Mix of uses).
2. Encourage compactness to promote pedestrian activity.
3. Foster intensity of development, increase the mix and efficiency of land use.
4. Ensure a balance of activities.
5. Provide for accessibility.
6. Create functional linkages.
7. Build a positive identity.

They mention the importance of place and emphasize the relation between market and place plus the relation between market and city centre. Hence they distinguish place as catalyst, place as a market facilitator and place as a sustaining force. "The way we build cities, the way we make places, can have a profound effect on what kind of lives are lived within those spaces"(Whyte in Paumier 2004, p. 36). Moreover they stress a successful place can be achieved by a coordinated approach that is cooperation and partnership.

Seven principles for making a city center a successful place;
1. Create an organizing structure (Streets and block pattern, hierarchy of streets, open spaces, land use and density, spatial definition)
2. Foster a distinctive identity [Historic buildings, geography (topography, views and natural assets), landmarks, streetscape treatments, public art, and public spaces that is a significant identity builder (maximum visibility and accessibility)]
3. Encourage variety and interest
4. Ensure visual and functional continuity (Architecture, Streetscape, Signs, and Linkages)
5. Maximize convenience (Pedestrian movement, Parking, transit)
6. Provide for comfort (Climate, traffic, amenities, and physical safety)
7. Emphasize high quality

Consequently, individual property owners and the public sector must work together to create a successful city center (Paumier 2004 p. 41).Both the public and private sectors need a clear vision of what the city center's physical environment can be_ a vision that must stem from a clear understanding of existing assets, definition of and consensus on priorities, and familiarity with what other cities have done in similar situations (Paumier 2004, p.41).

2.4. Definitions and Characteristics of Town Square

There are various square definitions as public space definitions which are mentioned above. These connotations take different shapes from different authors' pens and these can be set in order; *area formed by buildings and a place which exhibits its buildings* (Moughtin 1992). Oc, Carmona and Heath (2003) declare that some squares were designed to exhibit a building while some were designed as people places. So they stress that a distinction should be made between them though some were functioned as both. Plus many authors examining squares, streets or public spaces are inspired by the works and interests of Zucker, Sitte and Krier in terms of their aesthetical point of view in square, public space design. This can be clearly seen in the words of Zucker as he defines historical town squares from St. Peter's Square to St. Mark's Square as art like

paintings, sculptures and architecture. Because *"the unique relationship between the open area of the square, the surrounding buildings, and the sky above creates a genuine emotional experience comparable to the impact of any other work of art'* (Zucker 1959, p. 1).

> If one visualizes the streets as rivers, channelling the stream of human communication which means much more than mere technical *traffic* -then the square represents a natural or artificial lake. The square dictates the flux of life not only within its own confines but also through the adjacent streets for which it forms a quasi estuary. This accent in space may make itself felt some blocks in advance-an experience shared by everyone who has ever driven a car into an unfamiliar town (Zucker 1959, p. 2).

> Squares have been created or restored to give identity to a city or neighbourhood, often through a distinctive design or art work; to preserve a link with the past; to bring greenery to the heart of the urban jungle; to set off important buildings; and to persuade the pedestrian that he is not an endangered species (Webb 1990, p. 176).

> The square is the most distinct element of the urban structure, and is determined by the same formal factors as the street, with the difference being that the buildings should form a continuous boundary around the space (Oktay 2005, UIA).

Tönük and Barkul (1999) sum up all these definitions briefly and define squares as the individuals of a family and they examined the profiles of the square by means of keywords in the classification of the notion with the help of various authors as squares are the arenas of daily life, identities of cities, public hall, green tissue that constitutes the heart of a town, meeting points and drawing points, arenas for cultural and historical events, spaces that resist much more than buildings to time, space of activities, public spaces of architectural and artistic meaning and quality, social intensity point, celebrity spaces, traffic junctions, pride and joy sources, urban spaces of public life, commercial-religious-political and cultural centres, arenas of collective protest, reference points of cities, social cohesion points of public, symbols of government power, places that open to all, spaces that reflect era's aesthetic values and architectural styles.

Zucker classifies squares into five groups; *the closed square* (space self contained*), the dominated square* (space directed), *the nuclear square* (space formed around a centre), *grouped squares* (space units combined) and *the amorphous square* (space unlimited). Rockefeller Centre in New York and St. Mark's Square in Venice are closed squares. St. Peter's in Rome and Notre Dame Cathedral in Paris are examples of dominated squares.

Figure 2.1. Piazza San Marco View

(Source: A. Kasalı Archive)

Figure 2.2. Piazza San Marco Bird-Eye View

(Source: Google Earth Software)

Piazza del Santo in Padua and Piazza di SS. Giovanni e Paolo are nuclear square examples (Zucker 1959). Moreover with reference to Zucker; Oc, Carmona and Heath (2003) define those groups as follows, *Closed square* is a complete enclosure, only interrupted by the streets opened to it, regular geometric forms (Place Vendome Paris, Place des Voges Paris, Piazza della Annunziata).

Figure 2.3. Piazza della Annunziata

(Source: Bonechi 2000)
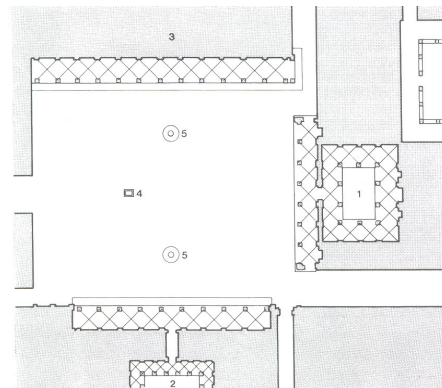
Figure 2.4. Plan of Piazza della Annunziata

(Source: Moughtin 1992)

Dominated Square is a square that is directed by a building, groups of buildings or elements like fountains and the structures are related with those dominant elements. Provide strong sense of place (Piazza di Trevi Rome, Santa Croce Florence, Piazza del Compidoglio Rome).
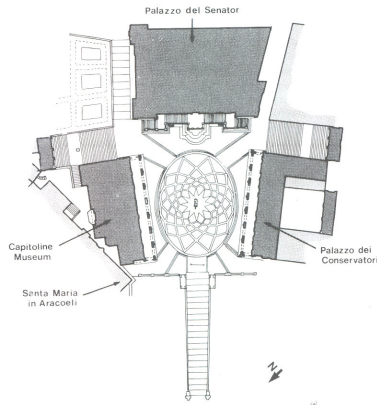
Figure 2.5. Plan of Piazza del Campidoglio   Figure 2.6. Piazza del Campidoglio General View

(Source: Moughtin 1992)   (Source: Progetti 2000)

Nuclear Square is a space formed around a centre, this centre or nucleus holds the sense of place by keeping the whole together, *Grouped Squares* space units combined, Zucker matches those kinds of squares with the rooms of a Baroque Place that one opened to another and prepares for the second by a meaningful link (The Palace Royale, Place de la Carriere, Piazza San Marco Venice), *Amorphous Square* space unlimited, appeared unorganized or formless (Trafalgar Square).
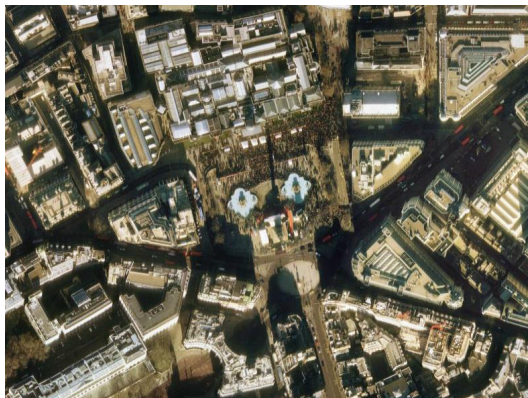
Figure 2.7. Trafalgar Square Bird-Eye View   Figure 2.8. Trafalgar Square from National Gallery

(Source: Google Earth Software)

After these classifications he mentioned that one square might be classified in more than one type such as Piazza San Marco in Venice. It can be a closed square and also be represented in the grouped squares. In addition to this he underlies that a square does not have one specific function that identifies its spatial form. It may have several

functions that determine different forms (Zucker 1959 in Oc, Carmona and Heath 2003). Consequently, Moughtin (1992) characterizes Piazza Novana as the square defines all the rules Zucker defines above.
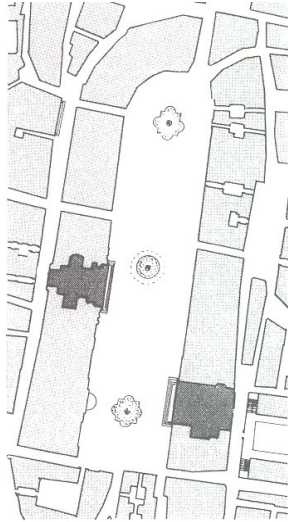
Figure 2.9. Plan of Piazza Novana   Figure 2.10. Piazza Novana General View
(Source: Moughtin 1992)   (Source: A. Kasalı Archive)

Medieval squares are the meeting points where people know what will happen whom they will see and meet as they knew from the day before. Although metropolitan square opposite to mediaeval squares are the places of unknown. Squares can be bordered not only by buildings but at the same time by architectural and symbolic elements, trees etc. Monuments and fountains can be used to identify their type of usage. Plus their connection with the city is determined by arcades or streets that are opened to the squares (Tönük and Barkul 1999).

Vardar (1990) puts two criteria for a space to be considered as a square:

1. A defined space, volume unity and integrity (openness surfaces are not enough to constitute a space and it can be created with the integrity of structures and other elements surrounding the square).

2. Multi-purpose use (squares should be used by its citizens for multi purposes though a square can become a focal point instead of a transit place).

Sitte examined visual and aesthetic character of the squares and set out some principles as follows; *Enclosure*: primary feeling of urbanity and squares should be enclosed, and they have to be defined, *Freestanding sculptural mass*: Sitte mentioned

that buildings are not freestanding sculptures, their façades define the space and they should be joined to one another, *Shape*: mentioned that squares should be in proportion with the buildings surround them. Sitte adds that depth of the square is related with the building's need and function, *Monuments*: Public Statues and monuments should be placed off-centre or along the edge because the centre of the square should be kept free that will increase the aesthetic pleasure and will mention the functional logic (Sitte in Vardar 1990).

Moughtin (1992) determines the categories of square due to their function and form. While he classifies the form of the square that he draws upon by Zucker's arrangement of squares and differently adds linked squares into the classification gives Piazza Signoria as an example of linked squares. In addition to form, he defines function as the activity important for the vitality of the square hence examples of a square may function as; *setting for a civic building, meeting place, place of ceremonial occasions, space for entertainment which hold theatres, cinemas, cafes etc. , space for shopping, space where offices are grouped, Urban traffic junctions etc.*
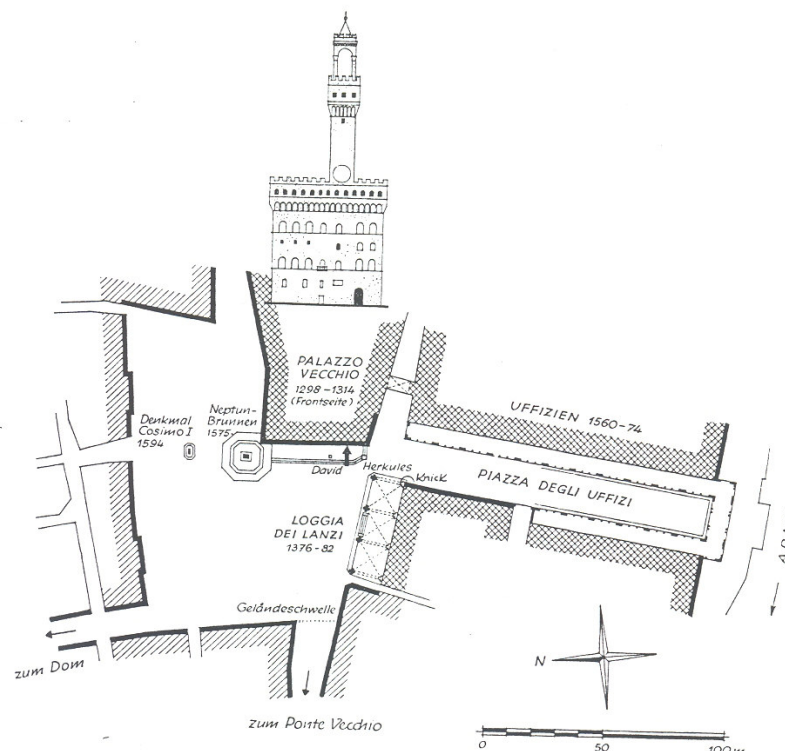
Figure 2.11. Plan of Piazza Signoria

(Source: Unknown)

Figure 2.12. Piazza Signoria General View

(Source: www.molon.de)

Besides most important function is the symbolic meaning attached to the square. Centre opposite to the outside is a friendly and known world. Centre as a node gives the city imageability and strong image. "*The centre dominates the town in size and grandeur; it gives meaning to its existence as a place distinct from other places*". The portal door is one of the most important elements a place of entrance or departure, inviting or gaping, for example, Piazza del Popolo (Moughtin 1992).
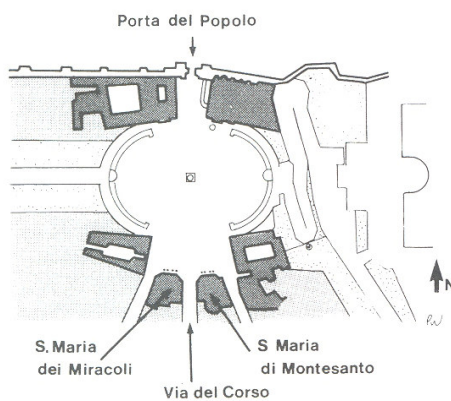
Figure 2.13. Plan of Piazza del Popolo

(Source: Moughtin 1992)

Figure 2.14. View of Piazza del Popolo

(Source: Progetti 2000)

Also with reference to Whyte (1989) Oktay mentions that "a well defined town can give coherence to a whole countryside" and Oktay believes that "Old and historic cities of strong character prove this idea: in such cities, one square serves as the heart of

the town, region, or nation, and helps identify the city" (Oktay 2005). "The image of a great city stems largely from the quality of its public realm its streets, boulevards, parks, squares, plazas, and water fronts" (Paumier 2004, p. 2).

Tavakolian (1990) states that squares are important because;

• They supply the opportunity of being together and learning, places of communication and social participation, discovery places of different social statues and perspectives.
• Cultural participation, provide space to conserve culture, increase in the shared knowledge.
• Social gatherings strengthen identification and the feeling of possession.
• They are the place of urban theatres where roles are shared in a play.
• They are the social atmospheres of various activities.
• They are effective base for political demonstrations.
• Provide spontaneous social experience.
• Provide the convenient environment for the interaction between people (Tavakolian 1990 in Dağıstanlı 1997).

Plus Yeşilkya describes ideal public space with the words of J.B. Jackson (1984) that it must have a "strong architectural quality in the political landscape", "prestigious location in the town" plus it must have surrounded by politically significant buildings, adorned with monuments and statues of local heroes or events, must be the places of ceremonies, political actions and must be well defined by markers in addition to this must have its own laws and officers (Yeşilkaya 2003).

2.5. Historical Evolution of Town Squares

2.5.1. Agora and Forum

Square is related with the word "Pletea" which means Wide Street in the Latin Language. Tönük and Barkul give definitions of agora and forum as an ancient type of public space; agora was the place where civic comes together, it was the centre of a Greek town. Agora previously was a wide alley space then with the buildings and building clusters it reached its rectangular form. Commercial governmental and religious buildings were placed in the Agora and the square was adorned with the sculptures and the space became a stage for the multi-purpose use. Roman Forum differently from Greek Agora transformed into a less functional, prestigious and politic

square. Its rectangular form constituted from the buildings of municipality, meeting hall, market place and temples (Tönük and Barkul 1999). Madanipour mentions that Greek agora is the best known public space, the meeting place of the town and mostly a marketplace. Plus he adds that it was more than a marketplace, heart of the city, a stage of ceremonies and spectacles, a place of integrated economic, political and cultural activities. And by these activities various public buildings grew around it. Agora was seen as the necessary condition of the city life and citizens assembled and exercised no political rights (Glotz 1929 and Ward-Perkins 1974 in Madanipour 1999).

> The functions of the agora or forum on the one hand and the marketplace on the other were maintained as was the desire to unite outstanding buildings at these major points in the city and to embellish these proud centres of the community with fountains, monuments, statues, other works of art, and tokens of historic fame (Sitte 1987, p. 48).

Mumford (1961) mentions that some form of public marketplace goes back to the Mesopotamian cities in 2000 B.C. (Mumford 1961 in Carr et al. 1992). Along with Carr et al. adds that pioneers of public spaces occurred in Ancient Greece and Rome. Acropolis was the nucleus of early Greek towns as a fortified area which included temples. Along with the developing civilization agora gained a significant role as a market and meeting place, a place of formal and informal assembly and a place of communication.

Figure 2.15. Forum Model of Rome
(Source: Progetti 2000)

Plus the public life in the agora was very rich. New public institutions like open air gymnasia, theatres are emerged by the sixth century B.C. in Greek cities. In Roman cities was centred around the forum that bring together the functions of acropolis and agora. Creating a whole precinct forum integrates semi- enclosed, enclosed and open spaces for commerce, political assembly, religious and informal meetings and athletics. Different from the agora, forum has a rigorous spatial order and reflects grandeur (Mumford 1961 in Carr et al. 1992).

2.5.2. Medieval Squares, Renaissance Squares and Baroque Squares

Tönük and Barkul pointed out the differences of medieval squares, Renaissance squares and Baroque Squares when compared with the squares of today. Italian squares due to their topography have different forms rather than rectangular, circle and square. Plus medieval squares have two main properties as they can not be imitated in any modern town and they are enclosed with elegant buildings. Squares of Renaissance used pure geometrical forms and both for the buildings and the square, geometric order and rigid form principles were used. Baroque squares gained some vivacity by leaving one side of the square open, without enclosing with a building when compared with the squares of Renaissance. Main purpose here is to add a depth into the space and the most important building that enclosing the square constituted the main axis of the square. Front spaces of empire buildings are examples of those kinds of squares. In addition to this they are symmetrical and they have various designs (Tönük and Barkul 1999).

> The medieval town of square or Italian piazza can not provide models of function to emulate, although they may offer important lessons in form, such as height-to-width ratio, sense of enclosure, and furnishing to enhance use. San Francisco is not Sienna, and it is foolish to evoke historic forms in the hope that they will generate in the contemporary decentralized urban agglomeration the rich diversity of public life generated in the dense, highly centralized medieval city (Marcus and Francis 1998, p. 1).

Figure 2.16. Piazza del Campo, Siena
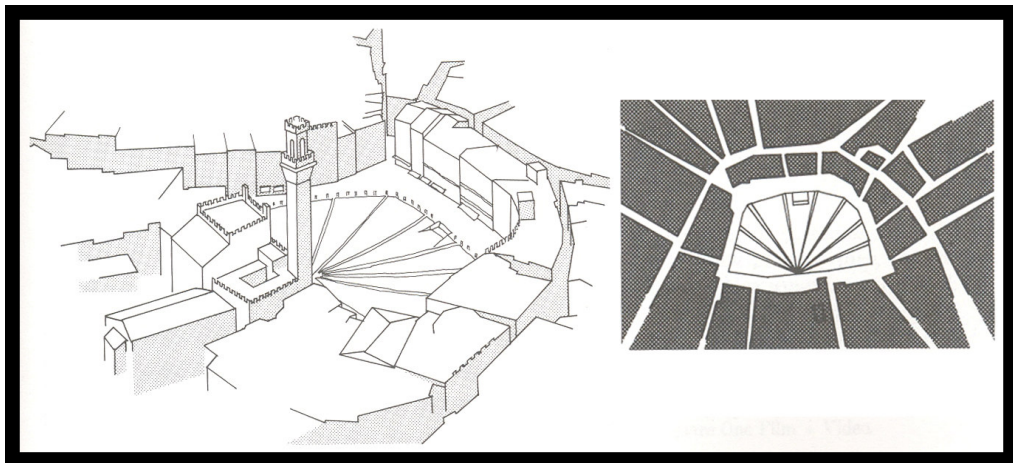
Figure 2.17. Piazza del Campo
(Source: Hedman and Jaszewski 1984)

Medieval market squares gained their importance again with the walled town which provided the security. Moreover this re-emergence of the market place supported the growth of the towns. Market squares appeared in the centres of the towns adjacent to the cathedrals but as the medieval cities expanded market activities became decentralized. By the mid-fifteenth century in addition to market squares, civic squares or piazzas occurred in the medieval European cities. For example, Piazza San Marco

which was a medieval square changed into a Renaissance plaza (Mumford 1961, Girouard 1985 in Carr et al. 1992).

Figure 2.18. St. Peter's Square
(Source: A. Kasalı Archive)
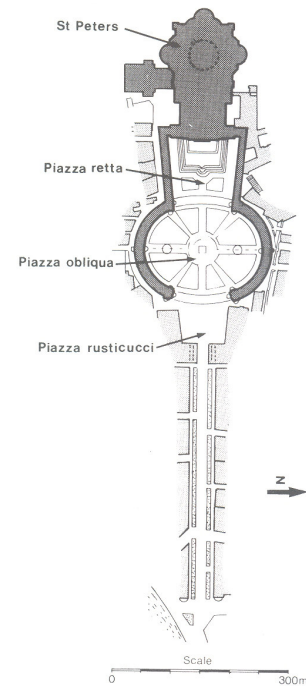
Figure 2.19. Plan of St. Peter's Square
(Source: Moughtin 1992)

Despite the more organic and natural evolved medieval squares Renaissance Squares were carefully planned and formally designed. Plus they have a unity which was based on a symmetrical design. St. Peter's Square is the example of those squares which has a civic and religious pride. In the beginning of 1600s residential squares started to develop in Paris and this tradition spread out to the central London and much more than two dozens of those spaces were built up between 1630 and 1827. Despite Europe in the new world early settlements were established by Spanish and they were centred around a main plaza or a market place also being used for various activities. These main plazas were surrounded by arcaded streets and contained a major building like church, town shops and halls. In addition to these Spanish towns in the new world English towns of the Northeast were also built up around a green, common centre which is large in size as the example in Boston. Public Residential Squares like Rittenhouse, Washington, Franklin and Logan are the squares influenced by the squares of London (Mumford 1961, Girouard 1985, Reps 1965 in Carr et al. 1992).

2.5.3. "Meydan" in Ottoman and Turkish Cities

Turkish cities don't have concept of a regular square hence have courtyards of mosques for gathering places (Kuban 1970 in Vardar 1990). Forums of Constantinople filled with monuments or other elements in the era of Ottoman so extroverted life of forum transformed into introverted life of mosques' courtyards in Islamic city (Kuban 1975 in Vardar 1990). Through the Islamic religion, mosque construction started in Turkish cities and market place [Pazar yeri] entered into the city from outside of the city wall [sur] and what is pointed out here is the proximity of mosques with market places. Turkish city characteristics become clear especially in 15th – 16th centuries. Important structures (mosques, Turkish baths, khans, fountains, bazaars, madrasah, courtyards and cul-de-sacs of Ottoman and Seljuk appeared in this period. There was an introverted life because of the social structure of the community and that is also due to the limited gathering places. Bazaars and mosques were much more extroverted than the other buildings of Ottoman cities (Arıksoy 1991). Işın (1985) implies that "there is not a square in Ottoman neighbourhood as it is in western examples, some open areas are constituted by the street pattern that are not considered as the spaces where people gathered and made decisions as they are identified in western societies". Small squares, bulges had passed through a transformation in the classical period of Ottoman and "Camiönü Meydanı" developed in this period (Işın 1985 in Tuncer 1998).

Other important extroverted spaces of Ottoman are the Coffee Houses. "Coffee Houses" were one of the most important public spaces in the areas where the reform diffused". As Habermas (1997) asserts "public spaces are the places where communication and talk vitalize in the modern case during and after the French Reform. Coffee Houses [Kahvehaneler] appeared after 1550s, were the places where people gathered and talked especially after the theatres, exhibitions moreover shared their ideas and comments left from the day before and Ünüvar emphasizes words of Sennett (1996) and Jusdanis (1998) about cafes that they are the important places giving form to public sphere by mentioning their different functionality. Cafes started to be established in Ottoman from 18th century. Despite mosques, bazaar, neighbourhood and house, cafes have a different role in terms of its relation with the spaces mentioned above. Plus it has a significant place in constituting a community. They are used for a decision- comment

centre during janissary rebellion. Ottoman had different cultures, religious, languages so it is rare to see separated parts of different identities in Ottoman's cafes (Ünüvar 2004).

Cerasi (1999) gives details about the Ottoman city centre and bazaar plus urban open space approach in Ottoman. Ottoman Levantine city hasn't gotten a representative and one-centred square and market areas are the places of life, where people from different cultures and ethnic structures meet, and it was exactly a public space instead of the places where religious activities existed. Market area is special for the citizens. Many subjects from commerce to politics were debated in those places. In Anatolia and Balkans *Çarşı, Carsija or Pazar* connotes public, open to all. Polenakovic (1952) mentions that "andare in piazza" in Italian and "going downtown" in American denotes to "çarşıya çıkmak" in Turkish (Cerasi 1999).

Dilich's drawings of Constantinople reveal two great free spaces; "Antique Hippodrome" and "Sipahi Meydanı". Plus Tournefort (1717) examines courtyards of khans and big bazaar squares of Tokat, defines these structures as open spaces. In İstanbul description, Tournefort compares the difference between *meydan* and west European Piazza then matches the piazza with the great mosque courtyards as it has a formal representative role. Despite the church façade's front sanctified area in Europe, mosques have their own antonymous space without specific construction. Great open spaces in Ottoman are usually accidental and they lack specific functionality. Most important cities in Ottoman have "At Meydanı" for jockey competitions (Cerasi 1999).

They do not have either a typological order or a relation with the other parts of the city. Ottoman does not have *meydan* that is put into a form. Researchers' findings are contradictory in order to quote the public life of Ottoman. For example, D'ohsson (1787) declares that streets are empty at nights and only men went to bazaar, people did not go to gardens and promenade places much (Cerasi 1999).

Figure 2.20. "At Meydanı"
(Source: Cerasi 1999)

On the other hand Evliya Çelebi's 17th century descriptions reveal that Ottoman has a vivid public life in an open air. Plus last periods of 18th century engravings show lots of women strolling, salesmen frequently. Many authors in their books describe or concern the pictures of plays staging in front of palaces or ruins. Hobhouse (1813) mentions the bards called "meddahlar" in Ottoman, people who played in front of small crowds in coffee houses [kahvehane]. Ubicini (1855) does not except the exclusion of women in Ottoman public life. In İstanbul there were many important *meydan* and strolling places. Contradictories of the travelers may show the real transformation in the public life of Ottoman. There was a social and physiological tendency of spending time together in the open spaces of Ottoman city and public life although sometimes punishment can be implemented in those spaces. Activities can come together separating the *meydan* into sections hence public life will be diffused in the space. Image of the Ottoman City and communal representative power were revealed in markets, palace and great courtyards of mosque. Business, gossips and politics were under the control of market. On the other hand *külliyeler,* complex of buildings adjacent to mosque, have the duty of religious representative and temporary missions (Cerasi 1999).
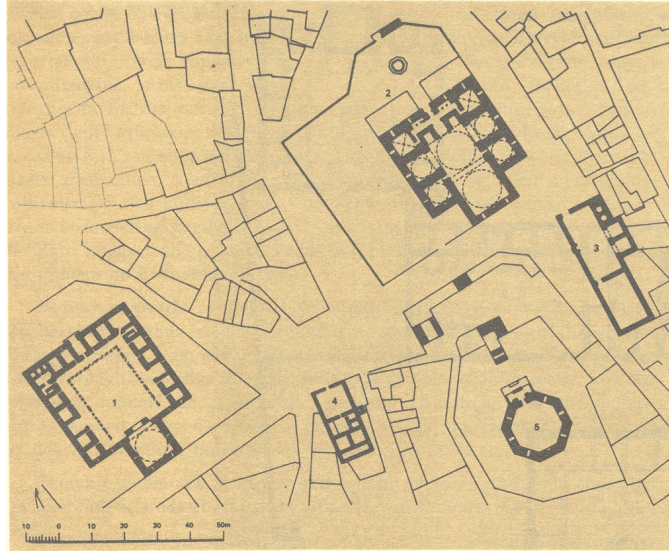
Figure 2.21. "Bursa Külliyesi"
(Source: Cezar 1985)

Meydanlar were used in a wide range of scope rather than piazza. Cabins and tents were used to set up in a circle of *meydan* and clusters of people could be seen while some were eating their meal, some were playing games or jockeying. In this context, Ottoman square usage is different from European's because Ottoman's usage is more static and provides an atmosphere to be in the clouds plus it is more multi-dimensional. *Külliyeler* as institutions gather urban open spaces for the use of people. Ottoman architects have aesthetic dominance on public spaces design especially in the big monumental complex's open spaces. But they are not fond of symmetry and single-formalism. In addition to *Külliye, Namazğah* which is the platform for open-air worship is an example of an open space that has a definite architectural form (Cerasi 1999).

Another reason of being lack of squares is that the self-administration of Turkish cities developed after the republic on the contrary in Europe squares are the exterior spaces of municipality buildings. Plus another reason for the situation below is Turkish cities' individual performance instead of whole urban planning of a city and those individual efforts can not be organised due to a collective target. Spaces with the monuments of republic were developed but they were much more ceremonial areas than an urban public space. In addition to this they are usually can not contribute to the whole urban texture and can not go beyond places of ceremonies and become alien to the daily life. Small organic urban squares of Turkish towns, neighbourhoods that

composed of fountains, mosques and coffee houses disappeared through development plans. Open air markets locations are not considered sensitively (Vardar 1990).
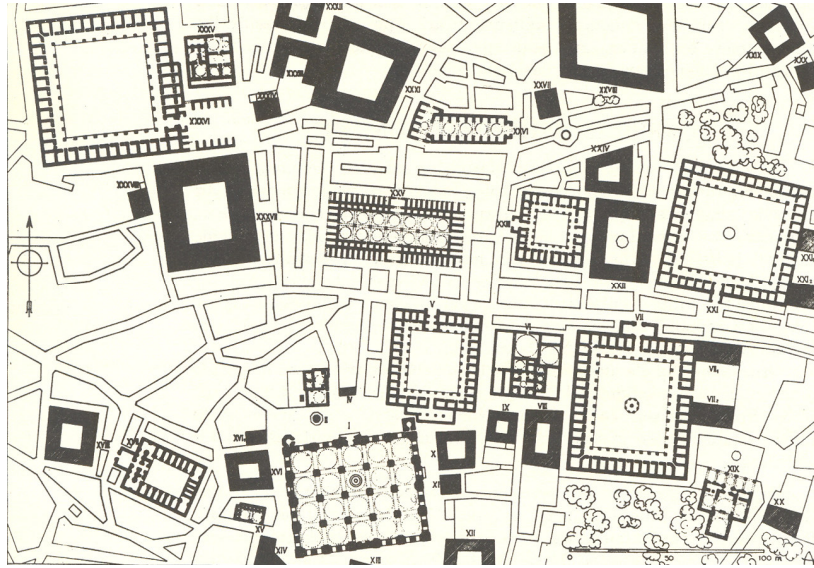
Figure 2.22. Historical Bazaar Area of Bursa
(Source: Cezar 1985)

Yeşilkaya mentions that in western terminology "square, platz, piazza, plaza, place, parvis" have different connotations from each other. Public space definitions starts with the ancient agora and forum and then continues with Italian squares as Sitte emphasizes these places as market place and Cathedral Square. While in the French tradition squares are filled with statues of the empire, triumphal arches emerged and square and axis became the two major elements of "Places Royales". On the other, English squares differs from French tradition places with their residential squares (Zucker 1966, Girourard 1985 and Mumford 1966 in Yeşilkaya 2003). Furthermore in Ottoman opposite from western examples open space is not the part of the city as private buildings surrounding the square of the city. However open space in Ottoman is the part of the complex and it is not determined by the row of houses. This difference is due to the meaning of public and private terms which are unlike the meanings in western literature. In Ottoman private and public characters are very distinctive from each other and privacy is something one has to pay respect (Yeşilkaya 2003).

In addition to Yeşilkaya, Mahçupyan explains the meaning of public and private by comparing west and east and declares that under the effect of modernist definition public sphere is the place where the "modern" is existing and where it expresses itself.

It is an approach that tries to neutralize the public one from the whole individual and group choices, life styles. Nevertheless in Turkey public is not a neutralized plane, it is the arena of political conflicts plus conflicts of the community. In Turkey public sphere is an authority of filter which eliminates the one who is citizen or not due to their choices and demands in the context of community base. He declares that real public sphere in fact existing in east instead of west. For the reason that western modernity excludes public sphere with the definition of individual who can suffice on one's own and exclude public sphere. However, in our past it can be seen that our culture did not take the individual in front of the community. Plus public sphere unites by the communal relations, faithfulness, and generosity, opens the way for a real public sphere. In Ottoman life, public sphere is the place of congregation. Two approaches; Modernist approach reject the assembly and creates its own community, traditional approach tries to solve the problem by carrying assembly to the social plane. Public and private intersection area exist the common cultural area (Mahçupyan 2004).

As it is quoted in Pars' words in Turkish *meydan* in spite of its spatial meaning has several connotations differs from "occasion", "opportunity", "to make public", "to achieve", and "to create". Plus it means "publicity", each *meydan* is not a public space as *meydan* is also described as area and ground. For example, "Ok Meydanı" (Archery Ground) was a "controlled exercise ground" and also it was a place where some people's access was prevented (Pars 1982, İşli and İşli 1994 in Yeşilkaya 2003). Yeşilkaya mentions that *meydan* which is called as open space, public square or open square opposite to the term square as in Western, is not always organized as a planned urban space. Yerasimos (1997) compares *meydan* with piazza and campo. Plus he matches up the word *meydan* much more with campo than piazza. For the reason that campo is an "open area" or an "empty space". Instead piazza is a well defined closed area and surrounded by buildings of detailed façade as an expression of power and wealth, buildings of significant groups. Despite campo is surrounded by obscure buildings as a wall. Lastly he gives the example of "At Meydanı" when compared to the campo. Yeşilkaya points out that when some views relate Western Square with civic plazas similar in Europe, some claims that these "rectangular open areas" can not compete with European Squares because of their lack of spatial configuration (Webb 1990, Zucker 1996 in Yeşilkaya 2003). She adds that open spaces of İstanbul in the era of Ottomans were "supplied free area" opposite to the designed and organized plans of Europe. Kuban's description of *meydan* for the "pre-industrial" İstanbul is as follows;

"Meydan always remained any open area broader than a street, but except for the outer courtyard of Fatih, not an organized urban space" (Kuban 1996 in Yeşilkaya 2003). Sultan Ahmet Meydanı or At Meydanı was a hippodrome of the ancient city which was used for ceremonies in the Ottoman Empire. Plus it was being used for rebellions janissaries and others (Kuban 1996, Koçu 1960, Yerasimos 2000 and Ergin 1995 in Yeşilkaya 2003). Tanyeli (1987) defines small scaled squares in Turkey as "open spaces constituted by extended street or junction of some roads plus it is not targeted moreover an urban element which is identified spontaneously (Tanyeli 1987 in Tuncer 1998).

Arseven (1937) mentions that İstanbul had have lots of forums from the era of Byzantine. Ayasofya Meydanı (Augusteon) and Beyazıt Meydanı (Forum Tauri) are two of the examples of these forums. Arseven also gives a description of *meydan* in Ottoman as large open spaces even courtyards of palaces and mosques are specified as *meydan* for example courtyards that separate various sections of Topkapı. Along with the construction of government mansions, their urban spaces in front of the buildings transformed into extroverted places.
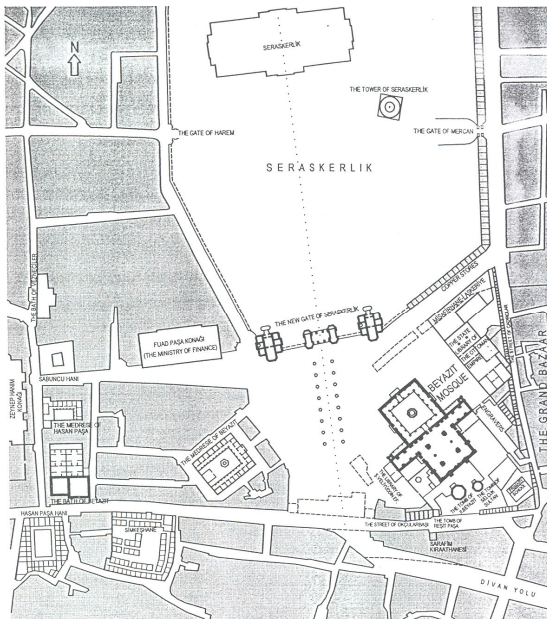
Figure 2.23. Plan of Beyazıt Square 1865-1880s
(Source: Yeşilkaya 2003)

Figure 2.24. Beyazıt Square 2000s
(Source: A.Kasalı Archive)

Arslan (1992) emphasizes that square and monumentality comprehension came to İstanbul in the 20th century. Vardar (1989) points out efforts were revealed in the last periods of Ottoman for creating urban squares movements. He gives the examples of

"Sirkeci Gar" 1890 by Jachmund and "Kastamonu Hükümet Konağı" 1901-1902 by Vedat Tek but in this period *meydan* was still not surrounded by the buildings. In the first period of 1930 transformation of the urban management and development plans by the laws aim to reach a healthy environment and defined open spaces. Nevertheless these development plans demolished the small squares of old Turkish neighbourhoods. In 1932-33 İstanbul Municipality invited four planners from Europe (Alfred Agache, Jach H. Lambert, Henri Prost and Herman Elgötz) for a competition to design some parts of İstanbul. Lütfi Kırdar, the mayor of İstanbul in 1939, encouraged square arrangements of Eminönü and Taksim squares which were successful at the time they were arranged but now turn out to be traffic junctions (Hızlan 1994).

Kuban (2003) emphasizes the need for urban spaces, squares in Turkish cities. He adds that in Ottoman, there was no square as in Europe and still today in Turkey we are not capable of designing or planning squares. Solutions or models are not in the past for a society who does not know what square is, so we have to create it. He came to this solution as he looked back to the Ottoman urban texture and urban space context of Ottoman. Plus he compared Ottoman Architecture with European Architecture to base his idea that we search the reasons why we could not design a square and why we don't have a square as in Europe. Hence he based his decisions on the set of items below:

• In Ottoman and Turkish cities there is no monumentality, symmetry and axial concept which are deeply related with the notion of square and urban space. Monumentality concept is seen only in some mosques and in some palaces especially after 18th-19th century and in places of Abdülmecit – Abdüllaziz. (For example in Konak Square İzmir, 25m high Clock Tower as an element taken from west was built for the celebrations of 25 year ceremony of Abdülhamit II hegemony in 1901, also it was designed as the symbol of reforms and civilization with an orientalist approach).

• There isn't any design principle of symmetric compositions that constituted the elements arranged in order.

• There are no other urban spaces than courtyards of complexes like *külliye*.

• Narrowed street pattern.

• No need to perceive the monumentality of buildings or houses so imperfection of open spaces in front of the structures.

• Modesty architecture of Ottoman which means that there are no huge sizes of complexes in this principle and the palace of sultan and houses in the villages are two-storey that indicates the Turkish housing symbolical quality.

• Both the social structure and physical structure of the towns were introverted, mosques, palaces, houses and markets do not unite with their urban space plus do not open their façades to urban space cause a door is enough to enter the building instead of an urban space as a foyer. Palaces separated from its urban space with walls and courtyards.

Kuban consequently identifies that cultural difference of Europe and Ottoman is very distinct and adds that "Monumentality runs parallel with the urban space, they constitute each other, no square no monumentality" (Kuban 2003). Plus Vardar (1990) states that administrative and cultural buildings were examined alone so that may be one of the main problems that we are lack of squares. Ankara can be a good example as it has lots of cultural and administrative buildings but a city where did not reveal the required importance (Vardar 1990 in Dağıstanlı 1997).

Özer and Ayten (2005) mention that agora, forum, piazza, plaza and campo are the gathering spaces which take form due to the political conditions of the day. After the speed up in the urbanization especially in the 1950s of Turkey, urban spaces changed their characters under the pressure of economic development. Urban images of ancient Anatolian cities and urban culture are replaced with places without identity, quality and character. Hürriyet chose 10 most beautiful squares of Turkey in September 2005, which are as follows; Konak Meydanı İzmir, Sultanahmet Meydanı İstanbul, Saburhane Meydanı Muğla, Hükümet Konağı Meydanı Kastamonu, Orhangazi Meydanı Bursa, Prominand Alanı, Amasya, Mevlana Meydanı Konya, Balıklıgöl ve Dergah Platformu Meydanı Urfa, Alaçatı Meydanı İzmir, Birgi Meydanı İzmir, Cumhuriyet Meydanı Kars. They indicate that these squares were planned in the first period of the Republic. However urban spaces of today lack identity and quality because of the ignorance of their importance by local administrations. In recent years local units take into account the projects of improving urban spaces beyond the infrastructure projects as they used to do (Özer and Ayten 2005). For example, Konak Square İzmir has always been case of competitions from 1950s to 1980s by the municipality. Afterwards today various national and international public space focused competitions are being managed by local authorities. Especially within last four years these urban design competitions increased. Some of them can be summed up as follows; Beylikdüzü Cumhuriyet

Caddesi ve Yakın Çevresi Kentsel Tasarım Yarışması 2006, Bursa Kızyakup Kent Parkı Kentsel Tasarım Proje Yarışması 2006, Bursa Santral Garaj Kent Meydanı Mimari ve Kentsel Planlama Proje Yarışması 2006, Konyaaltı Belediyesi Fikir Projesi 2005, Gebze Tarihi Kentsel Tasarım Fikir Proje Yarışması 2005, Gaziosmanpaşa Mimari Kentsel Tasarım Yarışması 2004.

Figure 2.25. Bursa Station and Town Square Project Competition of Architecture and Urban Planning
(Source: www.arkitera.com)

In addition to these in March 2006 İstanbul Metropolitan Planning invited 6 architects to develop projects for İstanbul, IMP chose two new urban nodes, Küçükçekmece and Kartal, that will affect 2 million people and provide employment for 100 thousand people. At the end of the competition Zaha Hadid won Kartal Sub-Center and Kartal- Pendik Waterfront Urban Regeneration Project. In addition to this Ken Yeang won Küçükçekmece-Avcılar Inner Outer Waterfront Urban Design Project (Arkitera 06.04.2006).

Figure 2.26. Hadid's Model for Kartal Sub-Center   Figure 2.27. Yeang's Model for
                                                                    Küçükçekmece

Again in İstanbul, İstanbul Metropolitan Municipality prepared a project for "Üsküdar Meydanı" and submitted to the Committee of Monuments [Anıtlar Kurulu]. In the project traffic was completely taken under ground and under the constituted square there will be a huge market about 21 thousand meter squares. Recent Square will be emptied by demolishing car parking building and bazaar area. There will be a car parking area under the ground about a capacity of 1449 vehicles. Plus a wooden market place will be built up on the square. Approximately the square will be cost 50 million YTL and finished within one and a half year (WEB_2 2006).

CHAPTER 3

EFFECTS OF GLOBALIZATION AND
URBAN REGENERATION ON CITIES

By the late 20th century, cities are participating in a new process called globalization and because of the necessity in the economic development urban regeneration has been taken in hand in recent decades by academicians, state and local authorities of cities. Firstly, determination of globalization, to understand its effects on public spaces of cities, its relation with urban regeneration have been examined, and then the notions which appeared within this process such as competitiveness to attract stakeholders, identity-vision creation, privatization, city marketing, place branding have been mentioned. Also image-led, culture-led regeneration strategies in order to strengthen the urban economy and city image identified as tools of city marketing. After being familiar with the notions pointed out above, how town squares are transforming within this period is emphasized through giving some contemporary square examples from abroad.

3.1. Globalization and Urban Regeneration

Globalization is briefly defined as the competition for international capital and it includes ideological changes and also changes in relations. It is the harvest of capitalism and global capital look for reshaping the space (Smith and Bindner 1999). Tomlinson defines globalization as the rapidly developing process of complex interconnections between societies, cultures, institutions and individuals' world-wide, internet is an ideal tool for globalization beyond country's borders (Tomlinson 1991 in Maynard and Tian 2004).

Due to some science researchers new communication technologies are assisting to dominate Western culture and also reducing the diversity of cultures and identities of people around the world and Hall defines this global mass culture that is taken from Western societies in terms of technology, capital, techniques and advanced labour and adds that his fear is that minority cultures or developing country cultures are following

Western culture in the process of globalization (Hall 1991, Barker 1999, Hedley 1998, Hedley 1999 and Main 2001 in Maynard and Tian 2004).

Meir describes the globalization process as economic and technological in nature and its sub-systems like commercial, communications and etc. are organized and controlled by multinational corporations. Giddens explain this process as it creates strengthening of world wide social relations that brings together the remote places and individuals into a system in which local events are shaped by distant ones within their own control. Afterwards this reality causes an answer from some people in local places and regions. Thus these responses are called localization process, derived from nation-states. In this process the aim is to resist on the effects of globalization by improving various kinds of identities like regional, national, racial, religious, ethnic and cultural, which are wear away by the global ones (Giddens 1990, Waters 1995, Crook et al. 1992, Castells 1997 in Meir 2005). It is the glocalization process which merges both processes into one as producing powers that are capable of reshaping society and space and the results of both effects are current and varying to the degrees of balance. In Massey's approach, generally not only the local exits with the global also the global exists with the local (Massey 1991 in Meir 2005).

Maynard and Tian define globalization as a complicated process, creating tendencies simultaneously toward some degree of cultural homogenization and at the same time encouraging people to identify more strongly with their ethnic or national grouping and add that homogenization is the basic view of globalization (Maynard and Tian 2004). There is a linear dichotomy between homogenization and heterogenization and this dichotomy as well as universalism and particularism can not fully explain the cultural changes transpiring today and globalization and localization can not be separated into two distinct aspects (Maynard 2004). Consequently, globalization can be considered as the dialectics of global and local, convergence and divergence, homogenization and heterogenization, universalism and particularism where they are not only coexist but at the same time integrate and produced in a flowing, dynamic way (Maynard and Tian 2004). The glocalization is the concept of these reflected dialectics explained above and it emphasizes the coexistence and interpenetration of local and global (Robertson 1995 in Maynard and Tian 2004). Those notions were discussed in the "International Asian Reality Symposium: Toward Paradigm Shift in Architecture and Urbanism" and Tanyeli asserts that the term of sustainability which was considered in the symposium was not based on the sustainability of ecology. It was about the

sustainability of local values and the anxiety that globalization effects and impacts of western values on the non-western countries. World is homogenizing and each society has the risk of integration to the whole which is not differentiated and called western. This determination is controversial, because the world is localising (Bauman defines as glocalization) as much as globalizing (Tanyeli 2006).

Castells by giving reference to the book of Castells and Borja "Locally Global" emphasizes that "the global does not do away with the local but, on the contrary, creates the possibility for much a more active, much more decisive role for what is local" and adds that "the local and places are increasingly becoming the last ditches of identity" and briefly mentions that "the space of places is taking shape as an expression of identity" (Castells 1998).

Beside the definitions above, according to Smith and Bindner (1999) changes with the globalization can be concisely regarded as follows:

• Change in the spatial pattern of the city, blurring boundaries, public and private

• Reduced state activity, falling international barriers and increase in international transactions

• Changes in pattern of consumption, multi-national capitalism

• Changes of Culture, improved communications technology

In the globalization period, social segregation and spatial fragmentation occur as a result of disintegration of cities and public spaces. As an era of globalization, passing from defensive national states to new world order change in the spatial pattern is seen in the exclusionary CBD, sub-urban areas arise as the changing housing system with gated communities, urban villages, mobile homes (Bilsel 2004). In the decision-making process of privatization; reliance to planning, development and funding on corporations increased by means of reduce in locale. As a result of this, long-term sustainability of public spaces becomes more unsteady. Hence through preservation and creation of public space as a priority for people and the city whole, they can be more secure and safe. On the other hand with no obligation of corporations that take in hand the issue, they will become publicity spaces by their creators of corporations (Smith and Bindner 1999). Globalization is only one of the factors that shaping the pattern of cities. Its

effects can be seen in the example of Berlin where is a competing city for international capital in the means of a globalizing city. Effects of the globalization can be easily seen on the public spaces of the city such as Postdamer Platz. The problem occurred after the wall fall on how to build Berlin because the relation between public and private space and the border between them. While the street and plaza are under the control of public priority, semi-private interior spaces are under the economical priority.

Figure 3.1. Sony Center, Potsdamer Platz Berlin
(Source:http://www.lilano.de/catalog/images/sonycenter-berlin_200507DSC3050.JPG)

Growing dependence on the multinational capital for the creation and maintenance of public space is the major effect of the global capital's involvement in the public space then the trade going on within it. In this process local governments' and states' role have changed; they invest in the success of private real estate development projects by globalization and its character of compromising state and local authorities. Therefore, participation widely in developing, maintaining, controlling and becoming democratic process of public spaces secured accidentally for the public (Smith and Bindner 1999).

In this globalization process investors are only interested in urban development than the city's health to increase their capital. Nevertheless they are the responsible companies of the past actually since the decrease in state activity. International connections are the hallmarks of globalization. Boyer argues that spaces under globalization are dependent on the investment of specific corporations and related with multinational capitalism that transfers capital from country to country and from region

to region. Plus contemporary city builders are super mobile corporations which are not dependent on a specific nation or to any one locality.

Symbolic buildings and spaces as landmarks are the facades of globalism. In recent decades there is a tendency of creating landmarks, new buildings by global architects in major urban centres in a globalized world. There are a wide range of examples as Frank O. Gehry in Bilbao, Daniel Libeskind in New York, Norman Foster in London and etc. By this way the location is differentiated by building itself and civic patronage with engaging a famous architect. As in Bourdieu's notion, cultural capital is the location's character to employ a certain architect so the buildings as an objectivated capital, symbolise that character, sensibility and attitude (Leach 2002 in Julier 2005). Including new uses of urban design with the production of prestigious and symbolic urban landscape for example buildings and open spaces through morphology and design come off as images, landmarks and symbols which strengthen the spatial identity of the city. Thus this is attracting the greatest activities of the service sector. Harvey explains this as "rapidly adapting design trends that seem to reflect market needs; or introducing design innovations to mastermind market tastes and needs" (Harvey 1989 in Gospodini 2002, p. 62).

Figure 3.2. Swiss Re Headquarters, London Figure 3.3. Millennium Bridge London 2004 Foster &
2004 Foster & Partners Partners

Then with the changing role of local states and governments comes the political view of becoming global. Local politics and elites searched for new development strategies for going global and competitive as becoming a world city. Political elites give advice for their leaderships about the cosmopolitan vision as a global strategy.

Terms "global city", "world city", "international city" are becoming diffused in the academic study of global economy recently. E. Paul assets that becoming or being a world city dominates urban politics today and determines two aspects of the development projects; economic aspect of a project and political-cultural aspect of a project. Economic aspect is the capital accumulation of a project and cultural-political aspect is the cosmopolitan ethos and identity in the city. Here cosmopolitanism briefly means as Paul mentions with reference to Robertson (1992) "the consciousness of the world as a single place" and to Foster (2000) "it is the identity and ideological project of a transnational elite". Consequently it is the project of capitalism (Robertson 1992, Foster 2000 in Paul 2004).

"Global City" term gains importance in the economic process of cities, so E. Paul reveals that by attracting global capital investment such as corporate headquarters, production facilities, downtown skyscrapers and circulating capital such as transportation, tourism, cultural events through an international identity has become nearly a universal development strategy. Urban leaders and image-shapers have an important role here identifying the label of the city as the terms stated above. The consensus of world cities literature is that world cities are staging points for global capital formations and flows and nodes of global governance as ignoring uncertain formation of cities. Capital is forced into political coalitions shaping its actions. Culture and economics create those coalitions (Paul 2004). "Going global" is the status of conventional wisdom in urban development strategy, Porter (1995) insists on that local elites create a global competitive advantage. Professionals of public relations and political elites recommend their cities and also leaderships on going global strategies and cosmopolitan vision. Urban élite interest in building world cities as the capital becomes transnational. The growth machine project as the account of urban politics is dependent on rising land values and regional economic vitality for its income. Key members of local growth project such as newspapers, land developers, construction firms and state actors are the community leaders behind urban growth, civic boosterism and land development. But growth machine project is ill-suited because of two reasons:

1. Constitutive members of local growth machines are becoming transnational

2. Locally transnational corporations are largely ignored in the growth machine approach but they are central to the world city project

E. Paul asserts that urban scale has become significant in the regulation of the global political economy. Social foundations of transnational liberalism must exist at the local scale but also at the national or global. Many local governments exercise primary authority over land use and built environment through laws on zoning and property ownership. Therefore urban space, cities and local states have become important sites of political struggle over urban growth and transnational liberalism. Global politics handle local issues and constituencies also political agents are joining diverse scales together in the activity of their goals. As Zukin (1997) declares cityscapes of economic purposes (office towers, highways, airports, houses and etc) and spectacles that celebrate urban life (cultural festivals, museums, sporting events and etc) improve the definition of the city and impose their vision to the space. Global spectacles and globalized transport infrastructures are world city project's basic expressions. For example global production and consumption depends upon its ability to move goods, capital, labour, consumers and information quickly at the same time efficiently (Zukin 1997, Porter 1995 in Paul 2005). Another interpretation that Dovey and Stevens (2004) comment is that the exploratory and liberatory possibilities of the city have been reduced to spectacle which stimulates senses but results in the passiveness of the body. Though urban design of spaces that are an instrument of spectacles feed the escapist desires and channels them into consumption (Dovey and Stevens 2004). In addition to this Madanipour mentions the creation of the new public spaces is the larger process of creating spectacles by giving the example of waterfront developments. He adds that these new public spaces are the vehicles of the competitive global market for changing the image of cities as well as a vehicle of legitimacy for the local authorities (Madanipour 1999).

Transportation infrastructures are the important projects linking a city to a global economy as in airports carry this responsibility today in order to docks and water ports. In spite of these, global spectacles like sporting events and cultural festivals consumed by the whole world in a globalized local space (Paul 2005). Harvey (1989) defines this as a door that a city enters the world stage and creating, confirming its global status and prestige. Thus global spectacle has the ability of shaping its local self-identification into a dynamic and worldly community which has the desire of extending its connections with the globe as a result of economic and cultural reasons (Harvey 1989 in Paul 2005).

Consequently, Smith argues that there is no solid object known as the global city appropriate for grounding urban research, only an endless interplay of differently articulated transnational networks and practises best interpreted by studying the agency of the local, regional, national and transnational actors (Smith 1998 in Paul 2004). E. Paul claims that selling local residents on the sacrifices of going global includes transformation of a local identity from familiar, particular to unfamiliar, universal and cosmopolitan. Globalising elites attract to remake place-based identity and the value of projecting that identity globally. (Paul 2005). It is important to understand the role of world city in the regulation of the contemporary global political economy. Cities become critical locations for the construction of the social groupings in the process of urbanization, globalization and localization of economic production. As glocally built new alliances have emerged to provide the political support necessary for the construction and maintenance of global neoliberalism, fordist social blocs that composed of national capital wear away. Hence world city politics is a key process in the production of new geographies of global regulation in the 21st century (Paul 2004).

In Turkey, regeneration, revival, renewal, and similar terms usually named as urban transformation. Görgülü emphasizes that examining the effects of globalization is equivalent with understanding urban transformation and dimensions of it. It needs a deep study starts from what the city is and its history, identity and role of the communities, plus reasons of urbanization process in cities (Görgülü 2005a).

For the last 25 years, ways of production differentiate and information and technology based production types occur. In this period, states give up the idea of societal welfare. Globalization period demolishes the role of the state which searches and arranges source as well as international information flow arise. At this point, private sectors and local authorities have taken place in the maintenance of capital. Main purpose of the urban transformation is to revive the urban economy and increase in the employment. In Turkey the transformation has been focused on the real estate and it is open to effects of globalization because of not considering the consequences (Görgülü 2005b). Görgülü (2005b) defines three transformation axes as; Tourism, Culture and Trade.

Two great transformations that cities experienced:
1. Transformation from rural to urban (industrial city)
2. Transformation from industrial city to global city (Görgülü 2005b).

Changing technological, economical, political, social and cultural conditions also preferences of economic-social system are the factors impact directly on the continuous transformation of urban space. Following 1980 primarily in İstanbul increases the aim of becoming a united whole within the global urban system. Space is turned out to be used unrestrainedly as new shopping and business centres, transportation networks, illegal dense blocks over again on slum areas, hotels on historical plots and patterns are faces of the transformation in the name of urbanization process though they are the decisions determined by the income purposed actors (Görgülü 2005a).

Population and capital gather on a specific space and city in terms of globalization. In this globalization period there has to be competitiveness, identity and brand because transformation is necessity. Role of planning is important on this issue but in Turkey, planning is transformed into a two dimensioned drawing plans which are just looking ownerships and scattering public improvements (Görgülü 2005b).

Görgülü gives three examples of the real estate and income focused projects that local and state authorities come together. Thus to sustain their economies in the name of urban transformation; mass housing in pasture areas, proposal of dense construction in the specific area of Haydarpaşa Port and Station, demolishing of Ankara Dikmen slums in order to construct monotonous high-rise blocs are proposed. Those are the problems for the countries which are globally restructuring (Görgülü 2005a).

On the other hand, *"Sustainability", "Being human focused", "Partnership of the actors against urban problems", "Participation", "Strategic approach, program and planning",* are the notions emerged in cities' agenda in the midst of urban transformation. Görgülü argues that urban transformation process is needed for sustaining the debate of actors, determining the sub-urban elements by looking into a whole city and establishing this process which based on national and urban politics. Hence an urban transformation approach can be obtained by not only due to planning which dealing with the equity in public improvements and dense construction but at the same time, it should interest in integrating the participation of private sector with local public, central management, local management and non-governmental organizations (Görgülü 2005a).

3.2. Recreating Cities through City Marketing

As Smith declares "Creating a world city" lies in manipulating symbols, crafting images and shaping identities (Smith 1998 in Paul 2004). Besides these, Pagano and Bowman define city building as the urban development agenda (Pagano and Bowman 1995 in Paul 2004). As well as Short and Kim assert that land use and capital investment in addition to image creation and preservation integrated through performance of symbolic and concrete imaginations in the cityscape as Archer and Rutheiser also agree with the idea that they are the core elements in building physical manifestations of the city's global qualities and infusing festivals, sporting events, buildings, parks, squares, roads, even whole neighbourhoods, with symbolic meaning and this constitutes the imagineering (Short and Kim 1999, Archer 1997, Rutheiser 1996 in Paul 2004).

3.2.1. Identity and Image of Cities

Before defining the terms city marketing and place branding and their strategies for the economic development of cities; it is important to identify image and identity that are not the same but two related notions nourished by each other. Branding and marketing strategies of cities are usually en route for cities' image to be strengthened, recreated or for the implementation of a new identity. Therefore what is the main point for the image and identity of cities to be so crucial for cities? On the road to understand this relation, their meanings have examined below.

A sense of belonging is important for individuals in a collective entity or place and communal identity can be attained with physical separation, distinctiveness and a sense of entering into a specific area. As Norberg-Schulz claims that the primary purpose behind the concept of place is to be inside. In addition to this, Relph argues that the experience of inside which is distinct from outside is the essence of the place (Schulz 1971, Relph 1976 in Oktay 2005). As well as Lindon explains this as;

> The notion of peacefulness, apart from differentiating the idea of a city (therefore placing them outside the city) is generated as a contrast between life inside or outside the household. Therefore, the idea of peacefulness is not only an expression of the preferences marked but also a revitalization of the importance granted to the place where they live. It is likely that we find the household in the centre of the experience of the place, and therefore the surroundings drop to a

second plane (Lindon 1999 in Aguilar 2002, p. 118). This is why for the inhabitant there is a sort of imaginary plane inside of which it is peaceful and outside unsafe.

Moreover, Palladio states that arches give a very great ornament to squares at the same time define inside and outside by providing a sense of place. Giorgio Vasari's design of Galleria del Uffizzi can be a good example of this. Norberg-Schulz defines that *genius-loci* is the spirit of a place which means that it is the character of the site. This character is geographical, historical, social and aesthetic. It is experienced through buildings, network of spaces, landmarks, alleys and courts as well as pattern of uses and activities (Palladio 1965 in Oktay 2005). Aguilar explains the experience of the place as follows:

> The experience of the place and its relationship to language is an important point. It highlights the need to design strategies that not only provide descriptions of the places people travel through and the landmarks therein but also recover personal memories and meanings that arise as they go through these places or when they remain in them (Aguilar 2002, p. 117). For example in the field of sociology it points to the existence of "phantasmagoric places" to determine that places have ceased to be the parameter of experience (Giddens 1990 in Aguilar 2002, p. 112). Anthropological perspective is required to study the existence of "non-places" and "the loss of historic sense and meaning of the everyday space (Auge 1993 in Aguilar 2002, p. 112).

Lynch (1961) defines place identity as the extent to which a person can recognize or recall a place as being distinct from other places. Streets and Squares with identical qualities have an important position in the image of the city. Many cities gained their identity through their characteristic streets or squares. Aldo Rossi declares that making some physical links with the past in public space is essential to increase a sense of identity and collective memory (Aldo Rossi 1989, Lynch 1961 in Oktay 2005). People easily find their way in representative places, as Lynch points out in the image of the city landmarks are significant elements in urban morphology which helps us to find our attitudes in space. So when discovering places we start to find symbolic composition of inhabited spaces, questions such as what is recognizable, where the personal experience strengthened and what is named appeared in our minds (Lynch 1968 in Aguilar 2002).

> Finding out how these representative and visited places relate to the environmental preferences of the inhabitants of the neighbourhood is important, for it provides elements that allow us to define the relationship between physical space and how it is valued on an everyday basis (Aguilar 2002, p. 117). The legibility of a space understood as the capacity that space has to evoke a clear image of the elements that confirm it is relevant (Lynch 1968 in Aguilar 2002, p. 112). There can be places with clear design and form but at the same time they do not have features which are recognized as relevant in the confirmation of a social identity with environmental elements (Carr et al. 1992 in Aguilar, 2002, p. 112).

Place identity is in charge of urban identity which is bound up with urban sustainability is an important factor to improve the quality of urban life in cities (Oktay 2005). Urban identity is positioned at the heart of urban history and it has to be distinguished from other kinds of history. It is about urban identity that means about city society and city culture. Each notion can be best understood with its oppositional other and classical contrast of urban identity is rural identity. Cities often suppose that urban culture goes in and weakens rural culture then the city economy pulls out what it needs from the countryside. Here town-country relationship is important as Paul Wheatley mentions this by saying that the city was pivotal in shaping the manner and quality of life in the surrounding countryside. Plus, Estabrook asserts that the city walls reflected and preserved the existence of two distinct social worlds within and without. He adds that place is central to understanding society and at the same time expects explanations to transfer unproblematically from one place to another (Estabrook Withers and Sweet 2002).

> Social identity is developed not only through the integration of categories that refer to other social groups and their particular traits but also by considering that certain traits confirm that urban social identity can be derived from the physical and social environment (Aguilar 2002, p. 111).

The local space plays a different role according to people needs and priorities so the dissimilarity between public and private experiences should be emphasized. The local space role is important as a source of steady social identities generation. Two important dimensions in the explanation of identity categories:

1. Traits or categories of the environment which can be integrated as parts of an urban social identity and can be very different.

2. The existence of a group or a reference environment that the elements of a community can define themselves (Aguilar 2002).

"In the theory of social categorization, this has to lead to the formulation of a principle whereby when there is intergroup contact, the similarities between group members are maximized, as are the differences with other groups" (Turner 1987 in Aguilar 2002, p. 112).

Separately, Castells defines the space of local that becomes the space of neighbourhood's identity which is dominated and becomes the identity of a specific space on the other space of global as a cosmopolitan culture. However, he mentions that

local space loses its connection with the instrumental space also loses communication between each of the identities. Specific identities result in a world of global instruments, an ahistorical cosmopolitan culture and fragmented local tribes. This problem exposes the importance of notions as monumentality and centrality. Monumentality is the symbolic bridge of meaning between different localities and instruments of power plus centrality is the diffusion of monumentality into different centres as the centrality can be multinuclear. Other than today the problem is the separation between the local and the global through constructing global instruments which are disconnected from local societies (Castells 1998).

Transformations of regions at the social level and impressionable traits, qualities which combined as part of urban social identity have to be considered when studying urban social identity. Both changes in the patterns of urban growth and the transformation of the role of space in social life effect this situation (Aguilar 2002).

Two important issues:

1. The existence of a collective point of view on the surroundings that considers public spaces

2. Personal preferences

The absence of the clear relationship between these two issues probably linked with the public- private dimension. The identity of the place established on similarity is important for both settlements and arguments indicate that services, facilities to compare with the others and urban spaces with itself through the years is the difference of the settlements (Aguilar 2002). "The establishment of various social relationships between the inhabitants of the settlement is the result of sharing a common time and space" (Aguilar 2002, p. 119)

The lack of the importance of the local space in the formation of characteristics can be integrated into urban social identity. Symbolic or specific places in the settlements are not enough when forming an urban social identity. While creating identity characteristics, traits dissimilarities of the settlement and evaluation of social life of settlement has to be crucially examined (Aguilar 2002).

It is hypothesised that local space is valued on the generic notion of the urban as a point of reference. Because the traits that define the urban social identity of the settlement are not clearly within it but actually lie in comparison with the characteristics attributed to other settlements, there is a blurring of local space. When we analyzed that which is valued within the local space, the dimension of the public-private turned out to be more important. The dissimilarity between

the places mentioned as significant aspects related to settlements showed the existence of a hierarchy in regard to how places are valued, centred on the preference of personal goals (private) or else the collective use of space (public) (Aguilar 2002, p. 120).

Image as defined by Morgan and Pritchard is the currency of cultures and reflect shared meanings and beliefs at the same time particular value systems (Morgan and Pritchard 1998 in Richard and Wilson 2004). In addition to this Lynch defines environmental images as a result of two way process between observer and his environment (observed). While environment suggests distinctions and relations, observer selects, organizes with meaning what he sees and what he sees is based on exterior form on the other how he organizes, interprets this and directs his attention affects what he sees. Beside these the image of a given reality may vary between different observers. Coherence of image arise in several ways; in the real object which is ordered or remarkable gaining identity and organization with long familiarity, different environments resist or facilitate the process of image-making. Lynch analyzed environmental image into three components as they always appear together:

1. Identity: Its recognition as a separable entity, distinction from other things, the meaning of individuality and oneness.

2. Structure: image must include the spatial or pattern relation of the object to the observer and to other objects.

3. Meaning: image must have meaning for the observer, whether practical or emotional meaning is a relation that is different from pattern and spatial relation. But it is not influenced easily by physical management like the above two components and for the physical clarity of the image meaning has to be developed without a direct guidance (Lynch 1960).

Over and above these some researchers define image components as follows:

1. Designative (Informational aspect), categorization of cognitive elements of the environment.

2. Appraisive, concerned with feelings, values and meanings, shortly what is felt about a place.

i) Evaluative (concerned with the expression of an opinion)

ii) Affective (concerned with the specification of a preference) (Nasar 1998, Walmsley and Young 1998. Gartner 1993, Dann 1996, Pocock and Hudson 1978, Wilson 2002, Golledge and Stimson 1997 in Richard and Wilson 2004).

Following these definitions, Lynch determines the qualities of image to have value for orientation in the living space such as; *sufficient* (allow individuals operate within his environment), *readable* (safe), *open-ended* (adaptable to change), *communicable* (to other individuals) (Lynch 1960). Image is a crucial thing to attract visitors and "place image" is also related with the field of tourism. So culture as mentioned in the beginning above is concerned with image. Zukin determines culture as the city's comparative advantages that enable the city compete for investment and jobs (Zukin 1995 in Richard and Wilson 2004). Even so Bocock declares that culture is the cultivation of the land, of the mind to social development, to the meanings, values and ways of life. Moreover, Yudice describes the role of the culture in the global era as a tool resolving political and socio-economical problems of the city (Bocock 1992, Yudice 2003 in Miles and Paddison 2005). With the growth of symbolic and experience economy culture has become important as means of consuming the city (Lash and Urry 1994, Zukin 1995, Ritzer 1999, Pine and Gilmore 1999 in Richards and Wilson 2004).
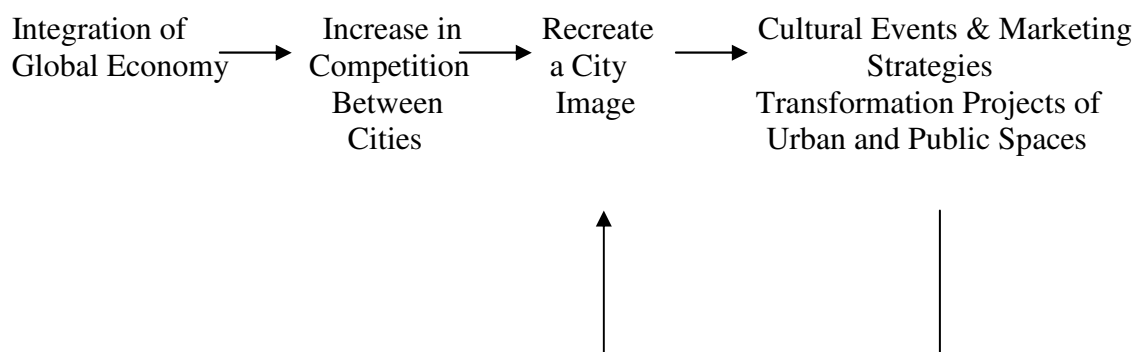
Figure 3.4. Integration of Global Economy

It is obviously seen from the above diagram that with the integration of global economy, competition between cities increase by the help of cultural events to enhance or build-rebuild the city image. Cultural events have an important impact on city image and Getz claims that cities are using mega events like World Fairs, Expos and sporting events with the aim of revitalising their economies as well as creating infrastructure and improving their image (Getz 1991 in Richards and Wilson 2004). Events are generally used for creating a landmark hence they encourage people to visit a place more than once. Despite the events, signature buildings also have a deep impact on developing an

image or brand for the city such as Bilbao Guggenheim Museum, Tate Modern in London and etc. Harvey asserts that cities and their hinterlands become stage for continual events such as festival market places and mentions that blockbuster events is a feature of the increasingly rapid turnover of consumption. But there is a contradiction here, owing to use these events as a tool of distinguishing cities attend to end up struggling for similar urban and cultural landscapes which Harvey defines such as serial reproduction, serial monotony and etc (Harvey 1989, 1991 in Richard and Wilson 2004).

Many researchers define events as an image-enhancement tool for example, Rotterdam by using cultural events attended to change its image from working city into a cultural city, Hall defines image makers of modernism as the hallmark events (Hall 1992 in Richard and Wilson 2004) and those strong city images of created events start to dominate the natural or physical features in identifying cities (Burns et al. 1986, Hiller 1989, 1998 in Richard and Wilson 2004) but these strategies have major problems:

1. Their impacts are very hard to measure.

2. Complexity of images which is multifaceted, highly subjective and often aimed of different publics (Paddison 1993 in Richard and Wilson 2004).

Some authors reveal that such images and subjective meanings are shared as a common image. Also some studies considered the processes of changing imaginary received by visitors. On the other, some considered the cognitive distance from a place. Though Baloglu asserts familiarity with a place may also be important plus some of the researchers agree with the idea of the measurement of previous visitation and direct destination experience.

Julier asserts that identity formation of urban centre and the use of aesthetic markers are measured by;

1. Urban planning and architectural processes, design of buildings, streets and public spaces and how they are used to differentiate and communicate.

2. Marketing strategies of place branding such as:

i. Culture-led regeneration

ii. Image-led regeneration

iii. Design-led regeneration

Those strategies mentioned above have different names but same purpose of building an image by cultural events, prestigious designs attracting investment and

enhancing the traits of the city. As Miles and Paddison claim adaptation of culture driven strategies results in transforming urban landscape and building economic performance. Their diffusion is globalized and they are advocated by governments and local development agencies as a means of strengthening the urban economy. Promoting culture-led agenda surpass working in partnership with government and other stakeholders. Miles and Paddison emphasize that cities are key drivers of economic change and culture should play a key role in this process. Likewise Smith sees regeneration as an effective route for personal growth and as well Florida asserts that human capital is a successful key to regeneration (Smith 2000, Florida 2002 in Miles and Paddison 2005). Beside these, DCMS (Department of Media, Culture and Sport in Britain) argues cultural element can become the driving force for regeneration. And the impact of culture-led regeneration is clearly closely tied up to a localised sense of place. On the other Akkar claims that image-led regeneration strategies are dominating needs of everyday society, civic functions of real public spaces but at the same time infringing the publicness of the public realms in post-industrial cities (Akkar 2005b). Participation in society can only be achieved through participation in the economy and local economic strategies identified cultural and creative industries (Wilks-Heeg and North 2004 in Miles and Paddison 2005).

As Jayne exposes cultural investment can attract post-industrial jobs and encourage people back to living in city centres while improving the urban quality of life. It works due to the degree of responding social diverse groups. Stevenson declares that participation in society can be achieved along with the participation in the economy (Jayne 2004, Stevenson 2004 in Miles and Paddison 2005). Long-term sustainability of culture-led regeneration is able to guarantee the economic growth of the city (Miles and Paddison 2005). Urban life, built environment and improvements in design were crucial for an urban renaissance to overturn the abandonment of inner cities and to protect the countryside from sprawling development. This is called as an Urban Task Force which is mentioned and managed by Lord Rogers.

3.2.2. City Marketing and Branding

City marketing is a strategy of targeting specific types of activity that reflects and strengthens the image. It reveals the new urban entrepreneurialism, despite the

place promotion it is being used to rebuild and redefine the image of cities. Restructuring in 1970s and 1980s has resulted in some fundamental changes especially in the refuse in producing of old industrial regions and cities and new types of economic activity emerges. Local and regional agencies started to regenerate the economic base of those cities that lost their traditional industries to attract the inward investment. Hence inward investment has become very important to strengthen the local economic development and as being supported by national governments, competition has increased (Paddison 1993). "Reflecting the current processes of economic restructuring and accompanying rise of the new urban entrepreneurialism, the concept of the marketing of cities has gained increasing attention as a means of their competitiveness" (Harvey 1989 in Paddison 1993, p.340).

Barke and Harrop argue that entrepreneurial governance of western cities gives importance to the notions such as transformation, enhancement and promotion of urban image. The number of cities engaged both in place promotion and media used has grown in recent years (Barke and Harrop 1994 in Bradley et al. 2002).

Much of the supposed transformation of former industrial cities has involved a process of investment marketing, the development of new facilities and city centre landscapes and the promotion of rejuvenated urban images. (Bradley et al. 2002, p. 61 with reference to Bianchini and Schewengel 1991, Crilley 1993, Fretter 1993, Ward and Gold 1994, Hubbard 1996) The economic rationale behind these efforts is to attract jobs, tourists and residents to replace declining former manufacturing economies (Harvey 1989, Dickens and Tickell 1992, Haughton and Lawless 1992, Decker and Crompton 1993 in Bradley et al. 2002, p. 61).

There are two approaches which previous research reveals:

1. A body of literature which connects urban marketing to a deeper political economy (Logan and Molotch 1987, Harvey 1989, Kearns and Philo 1993 in Bradley et al. 2002).

2. Practical aspects of urban marketing by examining the types of approaches that urban marketers adopt and their relative success (Ashworth and Voogd 1990, Kotler et al. 1993 in Bradley et al. 2002).

According to Van den Berg, city marketing first became widespread in Europe in 1980s and in US, it is primarily related to local economic development, the promotion of place and the encouragement of public-private partnerships to achieve regeneration. Van den Berg and his colleagues argue that city marketing includes the promotion of all aspects of societal welfare within the urban area for a more holistic interpretation (Van den Berg 1990 in Paddison 1993). City marketing searches the

question how it is defined and how it differs from the earlier urban policies that required similar objectives as it has been a new technique to encourage the local economic regeneration. The way promotion of place is expressed and the implementation of objectives of marketing to reinforce the process of image reconstruction distinguish city marketing from previous practise. Instead of advertising, to rebuild and reconstruct the image of the city, place promotion as a strategy reflects and strengthens the image. Neglecting the societal implications, it is argued that the term city marketing is being outlined in economic terms. Though, the relation of marketing ideas and urban regeneration has to be considered (Paddison 1993).

Gaedeke argues that as much as marketing and practises have been developed within the private sphere, their direct translation into the public-sector organization is problematic. (Gaedeke 1977 in Paddison 1993) Public organizations do not have defined profit making objects and they provide a single public service. Kotler & Levy claim that for non-profit organizations there was considerable potential in extending the ideas of marketing into the public sector in which societal objectives had priority (Kotler and Levy 1969 in Paddison 1993). "Kotler defined marketing as the analysis, planning, implementation and control of carefully formulated programmes designed to bring about voluntary exchanges of values with target markets for the purposes of achieving organizational objectives" (Kotler 1983 in Paddison 1993 p.341).

In cities, marketing is thought as an option of social marketing. Raising the competitive position of the city, attracting inward investment, improving image and wellbeing of population are the main objectives of city marketing. City marketing focuses on services than goods. We can measure the employment which is gained through an object of marketing strategy on the other, effects of city image is less easily specified. At the same time city, marketing provides a range of publics, clients and fund providers such as governments. Despite private-sector marketing city marketing is open some degree of public inspection (Paddison 1993).

Paddison mentions that marketing of cities is problematic because of numerous reasons:

1. Cities are inflexible; rigid that requires long periods for reconstruction. They stand for large scale investments of social capital and infrastructure that is out of style due to the historical growth. The private capital can handle directing the city marketing effort to support infrastructural developments.

2. The product of place marketing effort is not undetermined. As marketing is carried out at city level with the problem whether the marketing effort should be organized at some regional, its impacts extend beyond the city boundary.

3. Questions such as political accountability and equity are improved by city marketing. Kotler claims that such kind of marketing needs to be democratic rather than elitist-developing products for which there is a market need, rather than imposing them on the market.

City marketing establishes more questions such as how it is to be represented through marketing campaigns, types of investment which are to be targeted, issues which involve choices and which have distributional implications and political. Finally, those arguments show that new urban entrepreneurialism in the form of city marketing is having an impact on the restructuring of the urban economy. Marketing project emphasize the positive to neglect disadvantages because of consumption of a particular product. As Burgess mentions city selling needs to underline the positive elements of a city's image. Because the cities are not new, they are looking for promoting within the commercial market-place unlike the products which advertising and marketing. For example in the case of Glasgow, recasting a post-industrial image for a city needs to come to terms with its previous existence as an industrial city (Paddison 1993).

Public Spaces has always been the economic significance for cities where commercial activities take place. Since 1980s it gains another economic powerful role as marketing and regenerating localities. Recently, they are transforming from market places of cities to place marketing tools of cities. Thus new public spaces become an instrument of city selling and a regeneration catalyst of 19th century city centre. Consequently, changes occur in inclusivity of public spaces (Akkar 2005a).

Julier claims that built environment in terms of urban forms differentiates locations plus marketing, tourism and business management are the recent corpus that distinguishes locations which are preoccupied with the development of branding programmes to identify, articulate and mediate the unique selling propositions of locations (Julier 2005).

Branding has become a central image of contemporary design practise in recent years and its application with tourism marketing, recommend an alternative enquiry beyond architectural criticism towards the definition and communication of the characteristic of locations (Julier 2005). Place branding is about marketing and it invents new ways for a local society to identify itself. Both consultants and the literature

highlight the importance of using real characteristics of places, such as infrastructure and geographical features and traditional media of texts and logos in their brand communication (Pedersen 2004). Olins defines place branding as the process of applying the branding process as applied to commercial products to geographical locations and is a burgeoning activity within advertising and marketing (Olins 1999 in Julier 2005). In 1980s brand management practices and theories were turned into the present style of place branding and in 1990s culture of brand management entered upon government. For example in Britain local government come up with the idea of 'Cool Britain' as a new brand for Britain. In second or third tier cities such as Copenhagen, Hamburg and Stockholm, they want to grove to be a 'World Class' cities. In spite of these in ex-Eastern Bloc countries leaders look for consultants to create new images for their countries. In global economy, branding is becoming a tool for innovators for the regional identity; it is a new way of representing reality. Moreover branding is the relation between imagined space and representational space for a specific theory of how participation and engagement of different sectors of society can take place and influence urban and regional development. Place branding can never create a permanent change of identity without including the actual inhabitants. That means that actors from fields such as politics, administration, commerce and culture are involved in the branding process. Nevertheless Lefebvre says that the dominant character of planning rests in the way it minimizes participation. And he also adds that ideology only achieves consistency by intervening in social space and in its production, and by thus taking on body therein. That means vision or ideology of places can be apparent with changes in social space, brand as social space both conceptual and physical (Pedersen 2004). Branding of a location can be seen as creating and developing the sequence of events which give meaning to a place. Besides, Leach claims that place branding provides linguistic signs to outsiders and citizens through the material attributes of a place which are perceived (Julier 2005). As van Ham asserts location branding is not only placing territory on customer's mental map but at the same time it has an important role in the formation of identity (van Ham 2002 in Paul 2004).

| Branding Program | beyond → | Design Activities | take place in → | Place Identity Formation (Between Landmark Buildings) |
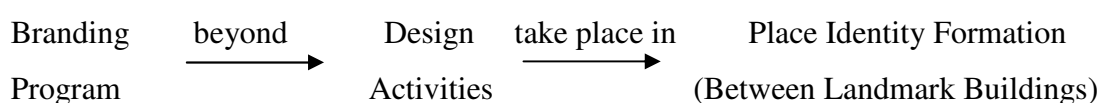
Figure 3.5. Branding Program

Branding consultants are trying to change the ideas and perception of the people about the concept of place which they have already had. Place branding target is to make deep changes in the formation of a place. Consequently, branding of a region is about constructing a new meaning of regional representations thus implementing a new identity of the region. The last phase of the process was to ensure the stable management of the brand by developing the brand identity with name, vision and logo. The questioning of the validity of traditional dichotomies in the thinking of urban development, government, organization and marketing is important for understanding branding of places. Because as branding is offering very few opportunities for participation, it is being too 'managerial'. Branding intends to make interior processes, perfection of life within a particular community and effective in communications directed at the outside. If the goal of region building were to have determined effect with the intention of the groups and consultants, it would require more than an exercise in image building (Pedersen 2004).

Julier mentions that some authors recognize problems applying the notion branding to places:

1. Place is not a singular product but at the same time it is the agglomeration of identities and activities. They often combined with brand values in the name of place marketing while identifying and articulating. But these values may not reflect their reality for the location.

2. The process is not just a process of rebranding but more of brand management (Anholt 2002 in Julier 2005).

There are two strategies in branding; hard and soft branding. Both allow understanding the cultural role of design in urban regeneration. Hard branding as a term used by Evans (2003) is the impact of the creation of large cultural schemes, grand projects such as new museums, art complexes, theatres, opera houses on a strategy of place identification. In contrast, soft branding is used to indicate a looser system that a wide range of options are available to brand identity carriers. For example a place which is related to a parent brand keeps its individual identity beyond this. The Disney-created community is an example of hard branding as inventing a new place. It may also used for distinguishing a location at its access point like Gaudi's Sagrada Familia tells what the city is about in identifying Barcelona (Julier 2005).

3.3. Urban Design as a Tool for Economic Development of Cities

Cities are transforming due to the pressures of changing global economy. Therefore new employment centres come out in underused areas and in addition to this new, large-scale, campus style office developments emerged in distinct opposite to the small, historical fabric of the city centre. Here as Bosselmann claims the discovery of urban design principles guiding to a better integration can help define the city in an age of global change (Bosselmann 2002). As a result of economic growth of cities and countries urban design schemes and avant-garde design of space appear competing in the era of globalization for the economic development (Gospodini 2002).

> In the era of globalization, the relationship between urban economy and urban design, as established throughout the history of urban forms, seems to be being reversed. While for centuries the quality of the urban environment has been an outcome of economic growth of cities, nowadays the quality of urban space has become a prerequisite for the economic development of cities; and urban design has undertaken an enhanced new role as a means of economic development (Gospodini 2002, p. 60).Cities in the post-industrial era have become captives of a highly competitive economic environment in which traditional factors (e.g. geography and physical infrastructure) that once affected the location of new business in a specific place matter less than ever (Kantor 1987 in Gospodini 2002, p. 61).

Among the cultural and leisure economies new urban economies become extensive and express the economic innovation in cities. Urban regeneration as a variety of options turn into a growth industry and opened to urban leaders who are looking for rebuilding their cities. Thus abandoned industrial sites transformed into heritage parks, old canals, and waterfronts turned into restaurant or housing areas, urban living emerged into something attractive by those warehouse conversions (McNeil and While 2001 in Gospodini 2002).

Economic Development   tool   Planning   tool   Restructuring
      Of Cities   ———▸   Urban Design   ———▸   Regeneration
                                                                  Reconservation
                                                                  Revival
                                                                  Renewal
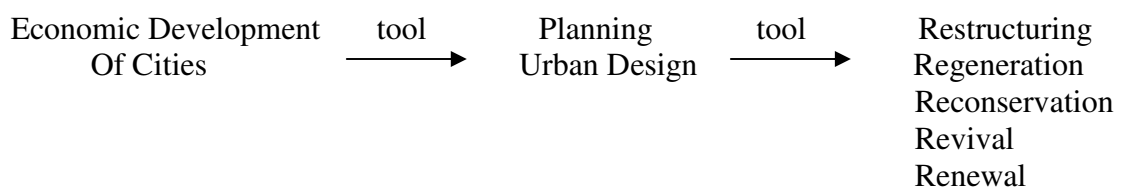
Figure 3.6. Urban Design as a tool of Economic Development of Cities

Madanipour (1999) emphasizes that cities are facing with the problems of social polarization and segregation. Privatization of urban public space has deep impacts on shaping cities and transforms sociospatial organization of cities. This state poses serious

problems for the future of the city. Hence urban design handles this problem with the help of "promoting urban public spaces as nodes for social integration". Plus urban designers have significant roles in this problem solving. He summarizes this as they have to "elaborate a public realm which mediates and promotes a civilized relationship between private interests and their spatial expressions, private domains". Consequently he adds that,

> Urban designers promote spatial enclosures which are positively defined and which accommodate a mixture of people and activities. Creating these inclusive nodes may be a positive step towards reducing the potential conflicts arising from different interpretations and expectations of urban space, and in promoting an urbanism of tolerance and social cohesion (Madanipour 1999, p. 890).

Harvey (1989a) argues that, there is no planning; only designing in the post-modern condition. To play right with unpredictability of capital by means of design, Harvey suggests that there are two options:

1. Being highly adaptable and fast-moving in response to market shifts

2. Masterminding market shifts, to make short-term gains by responding in every phase to market needs. (Harvey 1989 in Gospodini 2002, p. 61)

Urban design has a new role in the development process of Cities.There are five key factors in the development vision to succeed:

1. A diverse economic base and qualified human capital

2. Services with high technology and strong local linkages to knowledge-based institutions

3. Developed and modernized infrastructures

4. A high quality of urban environment-built environment, public open space and urban life

5. The institutional capacity to develop and implement future-oriented development strategies (CEC 1992, Jensen-Butler 1997, Simioforidis 1998, Petrakos and Economou 1999 in Gospodini 2002, p. 60).

Dovey and Stevens (2004) assert that urban designers and planners of today are having some troubles because of the economic and cultural forces of globalization. One of the most important problems of these troubles is the proliferation of formulized place making which means that when you have seen a place you have seen them all. Plus they emphasize that usually the attempts to improve those places by the help of art works, authentic local heritage and street life result in the reproduction of the local authenticity

for a global market. Hence those spaces gain new uses and meanings as their existence become more global as everything develops for the response of the global spectacle. Moreover they quote from Fainstein as she assesses poststructuralist critiques of inner-urban leisure precincts with their lack of diversity, authenticity and democracy and examines the whether those public spaces serve the needs of a diversity of social groups (Fainstein 2000 in Dovey and Stevens 2004).

Sander (2006) mentions the importance of urban design and public spaces especially come into light frequently in the last decades and he gives the example of Leipzig municipality (in Germany) which has been a pioneer due to its innovative concepts in order to bring landscape back into the city. Plus he uses the terms urban design, public space with the term urban regeneration as they are strongly related with each other. Inner cities are using various regeneration strategies to attract investments and for the development of the old centre. Moreover what he mostly dwells upon is the term "perforated city" and its possibilities for new public spaces that it can offer for the redesign of existing structures. For the demand of residents, improvements of public spaces have to be done to enhance the quality and ensure the usability of those spaces. Along with the term perforated city also "playability of public space" is being used as an opportunity to create an identity. Then he finishes his words by highlighting the problem called privatization of public spaces.

3.4. The Condition of Contemporary Cities

Healey mentions that the common debate in the contemporary period about cities is the multidimensional conceptions of the city and how to shape these. The city as a rich diversity and complexity of contemporary urban life create a public realm that citizens can participate and argue about their city and its future. Hall defines the city as a physical artefact structured by the relations between centre and edge, activity spaces, green spaces and built areas (Hall 1988, Chapin 1965 in Healey 2002). While geographers focus on the definition of the physical city structure, politicians deal with the administrative entity of the city. Economic development policy makers have an interest in producing and identifying the city for the aim of competing. Though conceptions of the city are not only about physical form at the same time, they are about culture, social relations and economic dynamics. In addition to this, even people from

the same ethnic group develop different and sometimes changing conceptions of city and city life. City as a social space have complex layers of time-space rhythms. As some researchers declare this density and mixity of the relational layers and multiple identities create the city type and ambience of citiness (Amin and Graham 1997, Massey 1999 in Healey 2002). While some argue that richness mixity is beneficial for human prospering, other say that it become so complex as a result of this gated communities occurred which also caused the social segregation (Healey 2002).

Taipale (2005) reveals the contemporary cities condition as:
• Car priority over pedestrian
• Public transport infrastructure lacks architectural dignity
• Instead of public art, facades covered by advertisements
• In the name of security gated communities appeared
• Neighbourhood with private houses with no public transport
• Shopping malls in order to open squares and markets

Taipale (2005) calls those as liberalized market. But instead of safety, inequity and crime occurred. Instead of leisure and recreation, travelling in private cars take place. And the more important instead of face to face communication on streets and squares, commercial clampdown in shopping malls appeared. Beside these, privatization of public service delivery caused by removing decision making process from city councils and local stakeholder to global boardrooms of multinational companies. All these resulted in the disintegration of the public space.

Madanipour, Healey and Hull claim four myths about cities:
1. All cities are becoming instants in a global space of flows
2. Cities are becoming homogenised
3. Cities or parts of cities are inauthentic
4. One city tells all

First, one of key elements in the globalising world is space of flows which is the space of information. Main contemporary tellers of this first myth are Harvey and Virilio. Space of flows is changing our apprehension of space, time and subjectivity.

Places move closer together in time. Castells asserts that "cities become interruptions in the space of flows, transient moments in the circulation of capital. Their future is to act as waystations for dominant organizational forces making their wishes known through the powerful medium of information technologies". In addition to this, Janelle called time-space convergence as places were converging on one another. Consequently, city has become a key storytelling node for the world as a whole as a result of its spatially fixed centre importance. Second, cities are represented as increasingly isolated and interchangeable places. Shopping malls are the visible signs of this phenomenon as the landscape become a commercial package which packages the past of places to sell them in the present. Relph defines shopping malls such as places infected by the condition of placelessness. Moreover Savage and Warde argue that if the shopping mall appears new and placeless today this is because of its separation from its urban fabric surroundings. It is also argued that cities are becoming richer place experiences which can be used as imaginative resources. Also with the use of artificial light, the night-time city becomes an active landscape and additionally has become actively peopled. Third, in modern industrial societies different kinds of thinking emerge in order to survive in a changed environment because of the reproduction of commodities and symbols are dissolving the tradition. Recently, new kind of thinking is replaced that still authentic experience can be found in the sphere called "everyday life" which is pressed by alienating capitalism. As Lefebvre defines the notion that is related with all activities and despite their differences and conflicts, everyday life is their meeting point, their bond and their common ground. Briefly, privatism and individualism with less authenticity does not embrace. Fourth, in each era there is a model "celebrity" city that sums up the era and the place where it all comes together. For example, Paris is seen as a birthplace of signs of modernity with its department stores, mass leisure, and urban crowds on the other hand Los Angeles is seen as the capital of the late 20th century (Castells 1989, Janelle 1969, Relph 1981, Savage and Warde 1995, Lefebvre 1995, Scott and Soja 1986 in Madanipour et al. 2001).

Gospodini (2002) generally classifies contemporary cities into three in the economic development process: metropolitan cities, larger cities and smaller cities.

3.4.1. Metropolitan Cities

Late 1980s and 1990s is the period of decentralization and growing of smaller cities. It is the era of economic and demographic renaissance of metropolitan cities that attracting certain economic sectors and activities concerning reurbanization (CEC 1992, Hall 1996, Petrakos and Economou 1999 in Gospodini 2002).

Three Examples:

1. London: Docklands redevelopment is an example of prestigious and symbolic urban landscape to enhance the status of the metropolitan city. It is a market-led process which invites private investment but on the other limits the participation of local authorities and it is a form-based framework with marginalized urban planning by integrating architecture and urban design (Hinsley and Malone 1996 in Gospodini 2002).

2. Paris: In the period of Mitterrand's large public projects that based on avant-garde design of space such as public buildings and open spaces were embraced as the results of international architectural and urban design competitions.

3. Berlin: Innovative architecture and urban design with large scale interventions were used for the redevelopment of Berlin's declining areas by competitions. Declining areas of Berlin was transformed to entrepreneurial centres by the driving force of design innovations (Gospodini 2002).

In addition to the cities above, İstanbul is also a good example of a metropolitan city as an attractive centre for the multinational corporations within the global economic era. Recently, Galata Port project and Dubai towers, Haydarpaşa Port and Station project are the cases revealing that İstanbul also wants to become a world city by handling the design strategies as a prestigious city. Within these designs through cultural events like congress (e.g. World Congress of Architecture was carried out in İstanbul on July 2005, moreover İstanbul has competed to be a Capital of Culture in 2010.), festivals and exhibitions as Harvey defines these events as global spectacles take place more often then ever. Those characteristics are one of the simple signs of metropolitan cities. İnceoğlu states that İstanbul Metropolitan Planning and Urban Design Centre are preparing urban design projects for some parts of the city. Such as; abandoned industrial areas between Kartal and Pendik, urban transformation projects of the area between Küçükçekmece Lake and Marmara Sea, Beylikdüzü Urban Design

Project, Zeytinburnu housing areas under the risk of earthquake and main similarities of these areas is the abandonment of industry in those areas or the probability of transforming into slum areas unless they accomplish a planned transformation (İnceoğlu 2006).

Figure 3.7. Efforts of İstanbul to be a Capital of Culture in 2010
(Source: Cumhuriyet 12 April 2006)

3.4.2. Larger Cities

1950s and 1960s is an era of urbanization, 1970s and 1980s is the period of deterioration of urban environment and life in larger cities like loss of identity and sense of community, social conflicts etc. and spatial disadvantages like lack of space expensive land and those kind of things made these cities less attractive as a residential location. To make these cities more attractive as an entrepreneurial and residential location the quality of their built environment has to be upgraded.

So those cities focused on the topics of urban design like redevelopment, renewal, reconstruction and revitalization to regenerate their local economy during their development process. For example port cities and old industrial cities use these tools to restructure their local economy (Gospodini 2002).

> Redesigning of urban space was focused on adding to the architectural heritage and producing at the same time new spaces for flourishing economic activities and lively uses (leisure, culture, commerce, offices and housing), so as to help the restructuring of the local economy (van der Knaap and Pinder 1992, Craig-Smith 1995 in Gospodini 2002, p. 64).

Larger cities are recently making great efforts to attract major international events like international exhibitions, conventions and Olympic Games etc. These events play a crucial role as a catalyst to make improvements in the architecture and physical landscape of the city. After these events lasting changes occur in the city and city life through development prospects.

For example in Barcelona, the Olympic Games preparation period during 1986-92, enhances the physical, economic and social aspects of the city by avant-garde architectural and urban design schemes. With these design strategies the aim was to transform Barcelona into an international and entrepreneurial city, had a major effect on the image of the city (CEC 1992, Trullen 1996, Busquets 1998 in Gospodini 2002).

On the other hand, Seville is an example of strategic exploitation of a prestige redevelopment project for World's Fair Expo 1992 and developed for regenerating the neglected urban area, modernizing the city's physical and telecommunication structure (CEC 1992 in Gospodini 2002).

In Thessaloniki the aim was to improve both the physical and cultural structure and public open space with the help of the Organization of Cultural Capital of Europe. As a result of this purpose wide range of urban design and architectural competitions were managed (Gospodini 2002).

Beside these, İzmir where "Universiade 2005" University Olympic Games was held is an example to larger cities. It also wants to become an attractive city as İstanbul by using its potentials to be a focus for this kind of international events in the competitive era. Owing to the games, a wide range of sporting buildings were constructed and a lot of citizens participate in the organization period. İzmir has gained qualified sport facility areas and constructions as well as a good fame that reveals it can undertake those kinds of activities later on.

Recently İzmir is competing for EXPO 2015 World Fair and private and public sectors of the city forcing İzmir to be a World City. In addition to this new constructed Air Terminal is the sign of this endeavour to integrate within the global.

Figure 3.8. Promotion of İzmir for EXPO 2015   Figure 3.9. Air Terminal of İzmir September 2006
(Source: Milliyet Ege, 12 November 2006)

3.4.3. Smaller Cities

1970s and 1980s, as mentioned as urbanization era smaller cities had the profit of this period and revealed rapid growth. The diseconomies of larger cities encourage the decentralization of certain economic sectors from larger cities to smaller cities. Location choices   extend with the improvements in telecommunication, computer and transport technology, easy access, high-order services and cultural facilities. Also the high quality of life and urban space of smaller cities compared with larger cities and with the role of high qualified urban spaces of smaller cities by means of urban design fitting into development prospect and protection against deterioration and rapid development ensured hence new investments can be attracted. Thus smaller cities become successful as they are integrating into European urban system. Smaller cities with the characteristics such as university cities, resort cities, tourist cities, administrative cities and etc. with their specific features like natural environments or cultural heritage also succeed in integrating European global system. For example, built fabric and public open spaces of these cities are the selling products as an architectural heritage and morphology of public open space to enhance the city status and maintenance of their existence in the global urban system (CEC 1992 in Gospodini 2002).

3.5. Recent Transformation of the Town Square

Madanipour declares that the functional role of the public space has changed with the speed of movement which played a role in the despatialization of activities by the help of telecommunication and transportation technologies. Along with this despatialization of the public sphere, economic, political and cultural significance of public spaces of cities have diminished. Because the activities dispersed to different locations like restaurants, museums, shopping malls which have a particular functional significance. Hence face to face communication reduced or lost and public spaces of cities that once could hold all these activities in the centre of the city misplaced its functional role and became residual spaces, car parking areas, and spaces of limited functions. "The open public spaces of the city, which are most accessible and have the most functional overlap and ambiguity, have come under pressure from the specialization and functional disintegration of the modern city". Nowadays cities are tackling with the increased threats of social polarization and segregation. Once cities were transformed through industrialization are now transforming through deindustrialization and service economy. Consequently promotion of public spaces gained significance in order to struggle with those problems by ensuring the togetherness (Madanipour 1999).

Akkar (2005b) mentions four main trends that are noted as hallmarks of contemporary public spaces;

1. Increasing involvement of private sector in the management of public spaces.
2. Increasing restrictions on the social accessibility of public spaces.
3. Reinforcing gentrification, social exclusion and stratification
4. Attracting private interest due to their new urban form

Bendikat (2002) mentions the impact of changes in public space especially started from 1920s to 1970s in order to struggle with the modern city issue by the help of the industrial approaches and classifies those changes into three; firstly by the help of the technology new spatial levels were constructed and as a result of these new opportunities emerged for the city dwellers, plus trade and industry moved into interior or semi-public places from urban public spaces, secondly lots of traffic regulatory connected with public spaces and lastly rationalization of urban space plus regulation of

behaviour. Hence pedestrians are having problems with the public spaces that become places of technology, intersection of roads. Then they are experiencing those spaces just as a transit and acceleration space which handicaps their perception and freedom of actions.

Changes in public spaces especially take place in form, usage and control. By means of the privatization of the public space through injecting semi-public facilities in private spaces as shopping centres, malls and etc., control of the space is ensured. Consequently, restricted amount and openness of public space wear away the public activities. Hence the globalization impacts spaces by creating homogeneous district as real- public space (publicly owned) becomes less important than quasi-public space (privately owned). Moreover boundaries of new public spaces blur owing to the effects of globalization in public-private, actor & consumer, corporation and government (Smith and Bindner 1999). Madanipour states that "reintegration of a sociospatially fragmented city may not sit happily with the reimagining of the city as a political focal point or an economic asset. A major form of such tension is now known as the privatization of space" (Madanipour 1999, p. 888).

> Markets appear to transcend the borders and interests of nation states while the ability of individual countries to direct their internal economies and shape the manner in which they interact with external structures has declined accordingly. These changes reshape urban networks and rearrange the distribution of opportunities and income in cities, regardless of the cities' degree of the participation in the global economy (Gospodini 2002, p. 59).

Homogenising spaces with limited uses in shopping malls result in the lack of sense of place though globalization changes shopping centres into boring spaces. In addition to this, aesthetic problems appear and developers use historicism of post-modern architecture to reduce the monotony that is why globalization is associated with post-modernism. Then the facades become popular necessarily because the developers try to give the real-public space look for more commercially and lively spaces. Afterwards the question comes, what happens behind facades with the limited use and control of space (Smith and Bindner 1999). "The public space of globalization is designed to stimulate more thoroughly public space, in keeping with David Harvey's notion of the role of deceptive facades in the post-modern urban space. Such a change infringes severely on the value of quasi-public space" (Smith and Bindner 1999, p. 12).

With the reference of Sitte, Madanipour states that squares of medieval Italian cities were decorated with sculptures, fountains, architectural elements, monuments,

statues and they were used for public celebrations, exchange of goods and services state proceedings but with the modern period public squares are transformed and they usually started to use as parking lots and they lost the relationship with the buildings around them (Sitte 1986 in Madanipour, 1999). Square is the place where one can sense the feeling of sharing. Bilgin defines public, community movements as it is mentioned in Italian cities "momenti di piazza". Civil usage of squares belongs to the period when people used to behave collectively, but not even they are side by side with the traffic usage of square it is the era of people who are not together (Bilgin in Tuncer 1998).

Squares are the places where people find as a first way to use the urban space. And they appeared by the plans of atrium houses since the rooms are arranged around the atrium like the buildings bordered the square. They emphasized that after the multi-functioned agora functions in the squares decreased more and more hence less functioned or single functioned squares become wider today. In addition to this different properties and social structures of societies reflect the design of squares though various interpretations of square and thematic designs come into agendas. Lastly Barkul and Tönük evaluated that squares are defined as open urban spaces today and to be defined as a square, it must have a certain quality and a determined character. But they highlighted that both the quality and the character that describe a square either socially or physically includes sum of meanings and descriptions that can not be generally distinct. For this reason, definitions outlined before and now are not enough to determine the profile of squares so studies which will complete the whole in this field will be added to this entirety. But one of the most important characteristics of squares that is named since the Greek agora is its property of gathering place where is open to all (Tönük and Barkul 1999).

3.6. Contemporary Town Square Examples from Abroad

There are various squares that have been regenerated in order to compete with the other world cities and to have a strong character plus a sense of place. Some are much more under the control of private sectors on the other hand some are managed by public institutions or some by partnerships of the both. Hence all the purposes of these designs can be seen on the spatial configuration of the space and as well as on the social structure. For example, public spaces like Rockefeller Centre and Potsdamer Platz designed due to the needs of the era and marketing strategies. Entertainment and

shopping are the key factors to attract people and tourists. Many prestigious firms acquired a land from these areas and constructed their towers, in fact this is ensured and as well as forced by the owners of the land or by local authorities to revitalize the place and to regain those places' character back so as to get profit. On the contrary, Younge-Dundas square is a good example of non-profit regeneration of a square project that initiated by the partnership of Residents, City Council and Younge Street Business. Federation Square in Melbourne was designed for creating a new publicity and a vivid place with its various events and activities. Trafalgar Square although it has an accessible quality was prevented from active pedestrian use because of the dense traffic. In addition to this Foster's Space Syntax Group conducted various surveys in the area and developed a proposal which became successful. Covent Garden which was a food market transformed into a shopping centre and the place is famous with its street entertainments. Oval Basin in UK which was an important port abandoned within the decline in the coal industry then the place is filled with earth and developed by Cardiff Bay Development Corporation. Plus the new public space was constituted very sensitively by conserving the old traces and linking to the examples of oval squares. Somerset House which was a private building in 16th century transformed into a public space by the efforts of government because the space was started to be used for parking needs. After the regeneration project, the courtyard transformed into a place suitable for different events opened to everyone. Piccadilly Gardens had many transformations from 18th century, and the City Council announced a project which concerns various firms from Arup to Edaw in UK. Same as in the problem of Trafalgar Square, Piccadilly Gardens was cut off by a dense traffic and the project aimed to increase the public use. At the same time Tadoo Ando designed a building that will be used as a café and information centre. Lastly in the case of Grey Monument's Area, main purpose under the refurbishment of the space is the city selling campaigns and the GMA became a catalyst for image-led urban regeneration. After the new arrangement, accessibility of the place was increased to some degree but social exclusion is occurred due to the design strategies and constitution of international companies. Hence all the public spaces listed above in fact have the same purpose of reinventing the space for public use but while some give priority to the place to be used by various groups, some give importance to private use and investors to gain profit and social issues plus society's needs were excluded. Below these squares are explained in detail.

Potsdamer Platz, Berlin: Potsdamer Platz and Leipziger are the adjacent plazas of Berlin, where were the transportation, commercial, economical, governmental hubs of the city before the World War II. Potsdamer Platz was the busiest traffic junction in 1920s. After the World War II buildings on the site were awfully damaged and the site lost its historical 19th century view. Therefore the reconstruction of this historical urban centre was a difficult work. By the 1960s with the wall construction in the middle of the city that separated the city into West Berlin and East Berlin, attracted tourists. Though Potsdamer Platz was empty and vanished. Consequently war and politics really damaged the area. In 1989 the wall fell down and the Senate owned the 3 million square feet area hence the site is attracted by the investors. Four large plots were sold in order to develop as a global city and compete with London and Paris. 480,000 square meter site opened into a competition. In 1991 sixteen architects submit their designs as mix-used projects. Heinz Hilmer and Christoph Sattler won the competition and later their design used as guidelines. Again 75,000 square meter of the site opened into a competition by the company "Daimler Chrysler". Piano and Kohlbecker won the first prize. They created the master plan. Plus the other parts of the site developed by other competitions by various architects. Office Buildings, trade centres and hotels constructed in the site. Famous firms like Sony, Asea Brown Boveri, Ritz Carlton Hotel and etc. appeared as a result of these projects (WEB_3 2006; WEB_4 2006 and WEB_5 2006).
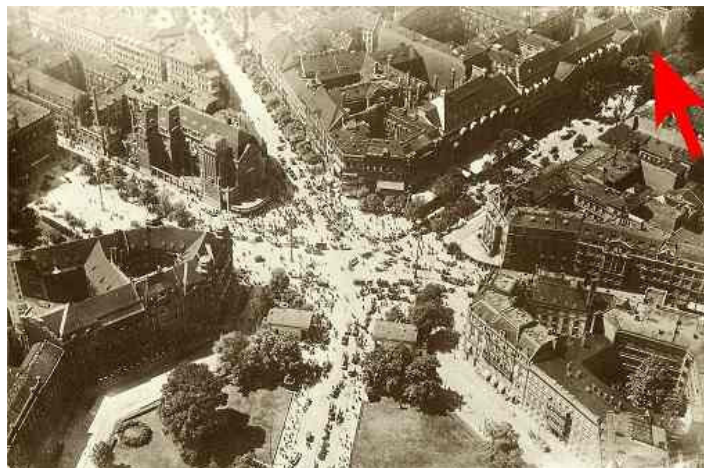
Figure 3.10. Potsdamer Platz Berlin 1919
(Source: http://www.fkoester.de/kreiten/img/potsdamer_platz_1919.jpg)

Figure 3.11. Potsdamer Platz Bird-Eye View
(Source: Google Earth Software)

Public spaces are dissolving as the boundary between public and private is blurring. Thus public space is losing its meaning and its spatial boundaries. In addition to the activities start to happen in semi-public spaces; Postdamer Platz is formed and built by three investors: Sony, Debis and ABB as mentioned above. They are chosen by the public because they will tend to create the desired new image for the space and Berlin. Quasi public spaces like Debis Shopping mall and Sony event atrium attract all the attention due to the morphology of the site. Investors, corporate employees and consumers are the targeted public here. As mentioned above, investors here are only interested in urban development of the city to increase their capital and the design of space change the control such as water forces people to walk towards the shopping mall which is controlled privately and Sony event atrium is a high-tech designed structure (Smith and Binder 1999).

Figure 3.12. Potsdamer Platz Sony Center Berlin

(Source : www.aac-berlin.de)

Figure 3.13. Potsdamer Platz Berlin General View

(Source :http://www.berlin-info.de/deutsch/sights/big/potsdamer_platz.jpg)

Roost (1998), declares that Potsdamer Platz was comparable to Times Square in New York in 1920s and 1930s. After selling of large plots a wide range of critics were made because of the possibility of constructing mega-structures that were away from the traditional pre-war Berlin. That's why Hilmer and Sattler won the competition as a result of not using skyscrapers oppositely they used traditional blocks for European City. Berlin is a globally applied American model of city and turned into a city of tourist consumption. Potsdamer Platz have privately owned and controlled public plazas as in Sony which has a glass-roofed plaza. In addition to this the district is now completely different from the other districts of Berlin in terms of its social, economic

and spatial structure. Moreover it is reconstructed on the way to serve as an entertainment centre contrasting with the pre-war Berlin (Roost 1998, WEB_3 2006, WEB_4 2006, WEB_5 2006).

Rockefeller Centre, New York: Rockefeller Centre is located in the centre of Manhattan and it concerns a complex of nineteen commercial buildings. It is the largest privately held complex as well as the "international symbol of commerce and capitalism". Development of the site started in 1931 with the construction of Art Deco style buildings. Plus Raymond Hood was the major architect in the complex. Rockefeller Centre involves Radio City Music Hall (indoor theatre), The GE (General Electric) Building _ RCA Building (Headquarters of NBC). It is an important place for the architectural sculpture for example; Sculptor Lee Lawrie has individual pieces in the place. What is more, the place is famous with an integrated public art and possesses various number of artists' works.

Figure 3.14. Birds-Eye View of Rockefeller Plaza
(Source:http://en.wikipedia.org/wiki/Rockefeller_center)

Figure 3.15. Entrance of Rockefeller Center
(Source: B. Durmaz Archive)

Webb (1990) states that Rockefeller Centre is famous with its Prometheus fountain, Christmas tree, swinging flags (street level plaza has two hundred flagpoles) and outdoor concerts. The sunken plaza is being used as an ice-skating rink during the winter. Firstly it is meant to be designed to serve for an opera house but then profit issues offended and instead of assisting for an opera house its function directed towards economical anxieties and serves for shopping. Due to its new role its shape changed from round to oval and then rectangular. It is an entrance to shopping, low buildings and channel gardens were designed to attract shoppers. Difference, the ratio between the

street level and the plaza can be seen overpowering by users but the architects exactly knew what they were doing by using setbacks and level changes to attract people (Webb 1990).

Figure 3.16. Rockefeller Plaza
(Source: B. Durmaz Archive)

Figure 3.17. Public Art of Rockefeller Center
(Source: B. Durmaz Archive)

PPS mentions that Rockefeller Centre is one of the top squares of USA and they declare that "Rockefeller Centre is a study in transformation". Thirty-five years ago the place was almost privatized plus its services were used just for its tenants. Rockefeller Centre asked for some advice to PPS about how they can keep people off from plants like yews instead of using spikes and PPS recommended them to use benches rather then spikes. As a result much more people came to the plaza and the centre became more inviting then before. Through this kind of experimentation the plaza became the most visited destination in New York (Webb 1990, WEB_1 2005, WEB_6 2006).

Younge- Dundas Square, Toronto: Dundas Square is a very important place for the city centre of Toronto, to restore the vitality of Yonge and Dundas, redefine the urban space and reinvest in the City's downtown core, City of Toronto's Official Plan set out some criteria for the redevopment of the place. City of Toronto's Official Plan defined their vision as a competitive, safe and liveable town. Plus their goal was to be a strong and a dynamic area. Regeneration of the area was initiated by the partnership of Younge Street Business, City of Toronto and Residents Association in 1996.

Figure 3.18. Younge Dundas Square Toronto
(Source: www.arkitera.com)

City council approved the regeneration project in 1998. Regeneration project determined the objectives first to attract retail, secondly entertainment development to improve its appearance and safety. "The center-piece of the Regeneration Project was the creation of a new public space at the southeast corner of Yonge and Dundas Streets". Hence Dundas Square was developed by local authorities due to the competition opened in 1998. Brown and Storey Architects won the competition and the square was finished in 2002. The project is successful because of the partnerships of public and private (individual) finance. As well as it is apart from the other strategies of developing city centres using copy-paste models. It is a designed place of various events, activities, celebrations and concerts. For these activity usages Dundas' key design elements are as follows; twenty fountains, a spectacle of water and light, set the stage at the Square. By this improvement, surrounding buildings forced themselves to renew their façades plus new residents were constructed. Consequently existing buildings recognized their potentials. After the regeneration of the square, board of management constituted for handling the square.

Figure 3.19. Events at Younge Dundas Square
(Source: http://www.ydsquare.ca)

Figure 3.20. Exhibitions at Younge Dundas Square
(Source: http://www.ydsquare.ca)

At the moment Dundas Square has a web-site as http://www.ydsquare.ca. Events and organizations in the square can be seen even the square can be booked from the web-site. Over and above information of the square, its location can be achieved from that web-site (WEB_7 2006, WEB_8 2006).

Federation Square, Melbourne: Federation square is located on the busiest intersection in Melbourne, connects with the historical central district, Southbank district that was redeveloped since the late 20th century. PPS finds Federation Square as one of the best squares of the world. It is a result of a two phased competition won by Don Bates and Peter Davidson (Lab Architecture Studio). It suggests a creation of a new urban order on a designed area. It was supposed to be the focal and cultural point of Melbourne and the project succeeded this. The place was improved by the notions of being unique and togetherness. It ensures the permeability of the attraction between the space and the users. It is the integration of social, cultural and commercial activities of the daily life. Federation Square was designed for the purpose of creating a new publicity. The square has an ochre coloured plane surrounded by rough U shape buildings. Different floorings were used in order to mention the street level and square area. Its multi-scoped topography and raised flower beds, stairs and so on makes the place alluring. Moreover it has a fragmented façade approach which makes the square unique (Lab Architecture 2003).

Figure 3.21. Australia Day at Federation Square Melbourne
(Source: http://en.wikipedia.org/wiki/Federation_Square)

It was opened in October 2002 and had some critics due to its unusual architecture and its budget plus construction delays. It involves many buildings; Ian Potter Centre (place of Australian art collection), Australian Centre for Moving Images (ACMI, world first moving image museum and allow computer-based public education), BMW Edge Auditorium, Local SBS (Special Broadcasting Service) TV Headquarters, Melbourne Tourist Information Centre, cafes, shops and restaurants. "Labyrinth" passive cooling system was used below the middle of the square. Security and cleaning services work for 24 hours. It holds various art and architecture events and that is why it is very attractive by tourists. In spite of its attractiveness its accessibility is very good. It is accessible on foot, by car, bike, tram and tram network which increases its use by public. It is very close to a riverside park (Lab Architecture 2003, WEB_1 2005, WEB_9 2006).

Figure 3.22. Federation Square Melbourne
(Source: www.pps.org)

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Trafalgar Square, London:

Figure 3.23. Trafalgar Square, London 1908 Panorama
(Source: http://en.wikipedia.org/wiki/Image:Trafalgar_square_england_1908.jpg)

Trafalgar Square is in central London and it takes its name from the Battle of Trafalgar in 1805. The square is surrounded by three roads and National Gallery which holds a wide range of ancient classical paintings and art works from all over the world located in the north part of the square. It is a very accessible place as the square is near to the metro- station. In the centre of the square, Nelson's column stands with sculptures and fountains. At the corners there are four plinths. It is a very attractive tourist point and the square is very famous with its pigeons. It is the place of Christmas ceremony, political demonstrations, various events like sport events and so on (WEB_10 2006).
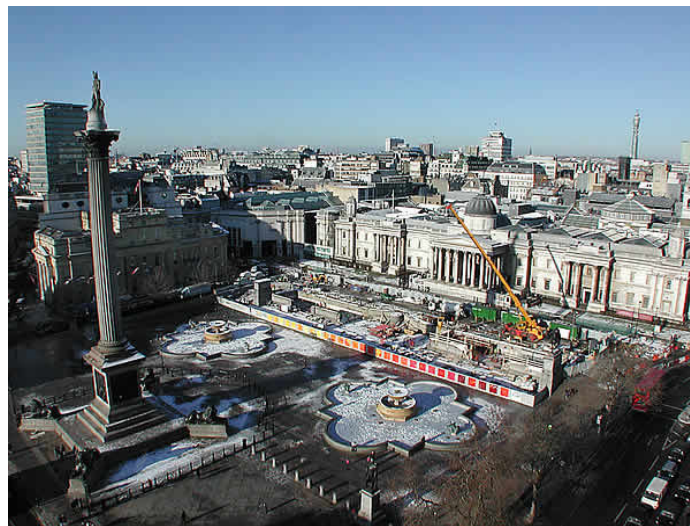
Figure 3.24. Trafalgar Square Works
(Source: http://www.london.gov.uk/images/mayor/trafalgar-square-works-large.jpg)
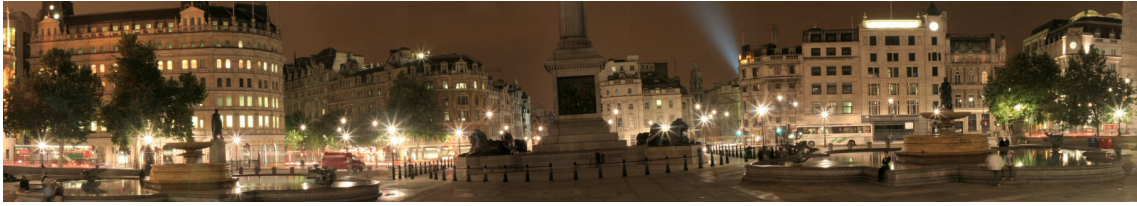
Figure 3.25. Trafalgar Square, London Night Panorama
(Source: http://en.wikipedia.org/wiki/Image:Trafalgar_night.jpg)

Trafalgar Square's development completed in 2003 by Sir Norman Foster's team called Space Syntax Laboratory. Team analysed and modelled the existing pattern of space use and movement in and around Trafalgar Square and evolved some proposals. Main problem is that the square was cut off from its surroundings by dense traffic. Hence removing the traffic was supposed to increase pedestrian use. Team's main targets briefly are as follows; to make sure the space is accessible by all pedestrians, all the space in the square is used to some degree, to ensure the everyday use of the square and its safety and lastly, there is enough space to be benefit from in the future. So they undertook a very detailed survey of pedestrian movement and use of the square in the area (WEB_11 2005).
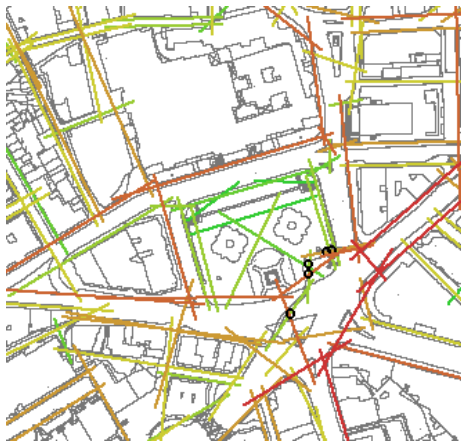
Figure 3.26. Square Surveys of Space Syntax
(Source:
http://www.spacesyntax.org/publications/traf.htm)

Figure 3.27. Trafalgar Square 2004

By doing these surveys and the analysis of the current square use, they set out the problems of the pedestrians and as well as the space. Then the team developed a design by emphasizing the issues and problems. Hence in a few words they increased the pedestrian use by simple routes for pedestrian movement which pass through the

middle of the space and not just around its edges. They mentioned the need to create positions within the space for people to see out in several directions, ensuring the facilities for eating, drinking and resting located close but not in the main pedestrian movement routes. Consequently after their proposed model pedestrian activity in the square increased as it existed in the past so the team has been very successful as they evaluated every data and used evidence based techniques (WEB_14 2005, WEB_10 2006, WEB_11 2005).

Covent Garden, London:

Figure 3.28. Old Covent Garden
(Source: http://www.arch.mcgill.ca/prof/schoenauer/arch528/lect07/c06.jpg)

PPS defines Covent Garden as the best of festival market places in the world. It is very accessible plus known as its proximity to theatres, Trafalgar Square, Piccadilly Circus, Leicester Square and other focal points in London. That is why this area is interesting and dynamic as a centre. Its importance increased with the development of Trafalgar and Leicester Square. Other drawing factors that pull people to the square are eclectic entertainment, crafts, upscale retail, restaurants and museum. Historically it was serving as a true food market. It was the site of flower, fruit and vegetable market from the 1500s until 1974 then it is relocated to New Covent Garden Market. Covent Garden existed from Roman times and now modern day Covent Garden has its roots in the early 17th century (WEB_12 2006).
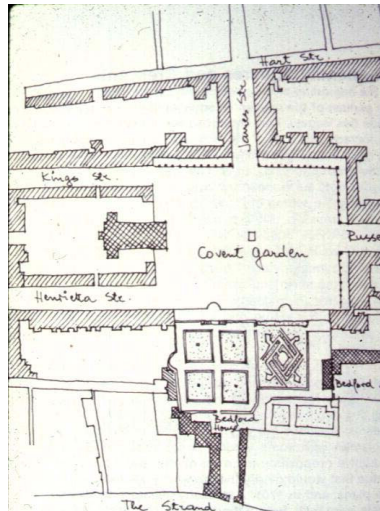
Figure 3.29. Map of Covent Garden last periods of 1600s
(Source: http://www.arch.mcgill.ca/prof/schoenauer/arch528/lect07/a06.jpg)

Figure 3.30. Covent Garden Market Place
(Source: www.pps.org)

Figure 3.31. Covent Garden
(Source: www.pps.org)

The land redeveloped by Francis Russell and designed by Indigo Jones who is a famous Renaissance English Architect. After the design it became a base for market traders. Following the Great Fire of London in 1666, Covent Garden became more important. For example the place had its first street show in 1662 and today it has a licence for street entertainment. By 1960s with the traffic congestion it became difficult for large Lorries and deliveries to distribute their products so it moved to New Covent Garden. In 1980 its central building reopened as a shopping centre and started to attract tourists. Now it is very famous with its museums like Transport Museum of London, Royal Opera House entrance and the place was used and also being used for several street performs (WEB_1 2005, WEB_12 2006).

Oval Basin, Cardiff:

Figure 3.32. Oval Basin, Cardiff 1800s
(Source: www.urban.cccb.org)

Figure 3.33. Oval Basin Cardiff 2000s
(Source: www.urban.cccb.org)

In 1830, it was the entrance to the old industrial part of Cardiff from the sea. Other than after the World War I it was closed because of the decline in coal export. In 1960 it was filled in with earth. Between 1970 and 1991 area was rented out to the Wales Industrial and Maritime Museum. Plus it has a very strategic location in the bay and provides a large public space for the development. The developer is the Cardiff Bay Development Corporation and the authors are Nicholas Hare Architects, Nicholas Hare plus the the project has a wide range of participants from Ove Arup/barKonsult, to John Mowlem Pic. The work started in 1999 and finished in 2001. Plus the site was 15.000 m² and it was cost 8.700.000 €. European Archive of Public Space defines the aim of the intervention as to create a dynamic area for culture, tourism and trade that can hold a various events. In order to do this they connect the bay to the city by a large oval space and an avenue that followed the direction of old quay (WEB_14 2006).
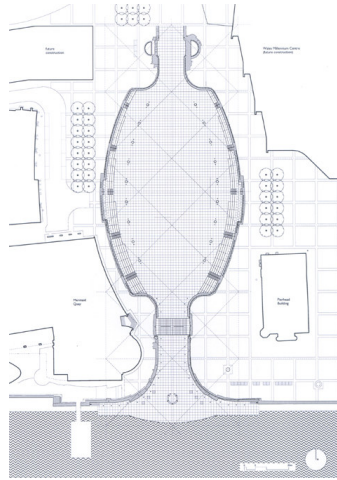
Figure 3.34. Plan of Oval Basin
(Source: www.urban.cccb.org)

Figure 3.35. Oval Basin General View
(Source: www.urban.cccb.org)

Figure 3.36. Concert at Oval Basin Cardiff
(Source: www.urban.cccb.org)

Hence the bay became the focal point of the project as a catalyst that attracts visitors to the sea. One of the most important points of the intervention is that they conserve the old shape of the basin very sensitively and old traces were remained efficiently and the shape of the square was linked to the examples of oval squares in the architecture tradition. Designers used reinforced concrete ramp towards the quay and sea and level changes between the avenue and square. Low steps as occasional stands or long benches for people to sit and meet were used. At the foot of those steps lighting towers with a nine meters high and one meter in diameter were located on the concrete base. At the south part of the square a steel bridge was considered for the mouth of the old basin. On the other at the north part, a water sculpture tower was located to identify the entrance to the space (WEB_14 2006).

Somerset House, London: It is located on the north bank of the Thames as a strong-mark on the urban structure. In 16th century it was a private mansion house. In 17th century it was used as a house for royal family members and in the 18th century it was converted into an administrative complex by the architecture W. Chambers. In 19th century it lost its pseudo public use and entered into a decline (WEB_14 2006).
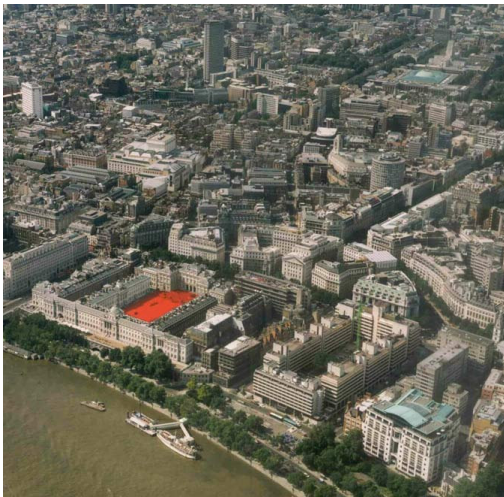
Figure 3.37. Somerset House London
(Source: www.urban.cccb.org)
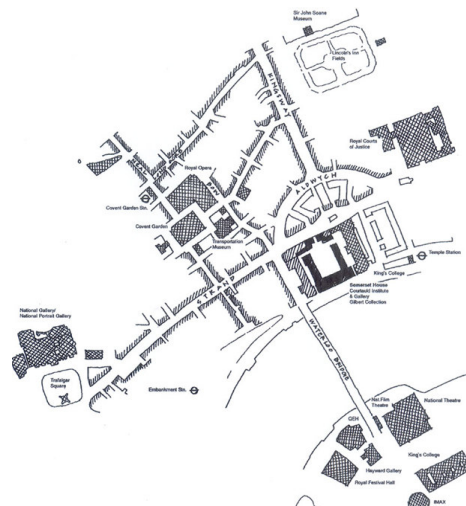
Figure 3.38. Plan of Somerset House
(Source: www.urban.cccb.org)

By 20th century it was started to use for parking requirements. In 1997 government created a council for the specific purpose to open it to the public. "It was necessary to recover the space of the central courtyard and encourage the use of the terrace overlooking the river". For the refurbishment of the space in order to increase pedestrian use and create new routes to connect with the city, it has to be followed the guidelines of the Greater London Town Planning Authority to encourage mobility. Developer of the project is Somerset House Trust and the author is Donald Insall Associates plus the participant is Light Matters Ltd. The project was started in 1998 and ended in 2001. It is an area of 5.500 m² and it was cost 24.300.000 € (WEB_14 2006).

Figure 3.39. Cafes at Somerset House
(Source: www.urban.cccb.org)

Figure 3.40. New Year Celebration at Somerset House
(Source: www.urban.cccb.org)

Hence by means of starting the project, they started to transform the courtyard into a space open to everyone and became suitable for different kinds of outdoor social events, reconstructed the old building. Moreover to connect the riverside terrace and courtyard one hall of the complex was opened to people with a cafeteria service alongside the river. Recently the space has a potential of capacity for 3500 people, has interesting design elements such as 55 computer-controlled waterspouts and lightings. Consequently after the intervention Somerset House provides new facilities and services. Plus it is guaranteeing the flow of people and the vitality of the spaces (WEB_14 2006).

Figure 3.41. Night View of Somerset House
(Source: www.urban.cccb.org)

Piccadilly Gardens, Manchester: Piccadilly Gardens where is the focal point of Manchester as it is very accessible by public transport has seen many changes from

18th century till today. In the 18th century it was a clay pit and transformed to a land for public use. After wartime, bombs cleared some of the buildings in the area and Piccadilly became bigger. Nevertheless in 1970s and 1980s area became worse even after the arrival of metro link in 1992 so the place turned out to be an unsafe place. Then in 1999 Manchester City announced a new plan and architects and firms like EDAW and ARUP designed and built up the site (Prior 2003, WEB_14 2006, WEB_13 2006).

Figure 3.42. Piccadilly Gardens Manchester 1900s
(Source: www.urban.cccb.org)

Figure 3.43. Piccadilly Gardens Manchester 2000s
(Source: www.urban.cccb.org)

Piccadilly Gardens has a surface area of 55.000 m². Developer of the site is Manchester City Council and the authors are EDAW and plc. Participants can be ordered as follows; ARUP GmbH, Tadao Ando Architects, Chapman Robinson, Art2Architecture, Peter Fink. The project begun in 1998 but the work started in 2000 and ended in 2002. Plus all the project was cost 18.318.000 €. In 2003 Piccadilly Gardens short listed for Better Public Building Award. One of the main purposes of the project is to increase the pedestrian use and connect the disjointed parts of the area because of the motorways. Hence North and West part of the motorways were closed for the pedestrian use and to tie the pedestrian flow with the shopping area. Two main pedestrian routes were designed; North and South route ties the north part with the gardens in the south part, East and West route constitutes a curved axis opposite to Tadoo Ando's Building where it raised on the east part as a café and information centre. In addition to Tadoo Ando's building, Piccadilly Gardens involves various buildings from modern age Manchester from Victorian warehouses to shops from the time of Industrial Revolution (Prior 2003, WEB_14 2006, WEB_13 2006).

Figure 3.45. Fountains in Piccadilly Gardens
(Source: www.urban.cccb.org)

Figure 3.44. Tram Line in Piccadilly Gardens
(Source: www.urban.cccb.org)

Figure 3.46. Night View of Piccadilly Gardens
(Source: www.urban.cccb.org)

Previously an irregular green rectangle was criss-crossed by walkways so newly created grass space appeared where Piccadilly Gardens used to be. On the East side there stands the curved concrete walled pavilion ends close to metro link tracks and trees have been placed between the metro link tracks. Plus the oval shaped grey area was furnished by walk through fountains. Consequently, Piccadilly Gardens as an important interchange point of transport through its new design became more public and

vivid for the users both with its design elements and landscape design also with the pedestrian links (Prior 2003, WEB_14 2006, WEB_13 2006).

Grey's Monument Area, Newcastle: GMA (Grey's Monument Area) where is a public space refurbished in the late 1990s in the centre of Newcastle upon Tyne as a part of the Grainger Town Project (GTP) for the purpose of economic and urban revitalisation of the 19th century city centre. As a consequence new public space was turned into an instrument of city-selling campaigns and a catalyst of urban regeneration. Grey Street which was developed as a part of the new commercial centre of Newcastle is now called as Grainger Town (GT). This street especially had a serious decline especially in the 1960s and 1970s and in 1980s various regeneration projects were opened and in the mid 1990s GTP (Grainger Town Project) started with the corporation of GT Partnership and the Newcastle City Council. Plus new public realm was opened to public in 2000 (Akkar 2005b).

Figure 3.47. GMA before Refurbishment
(Source: Akkar 2005b)

Figure 3.48. GMA after Refurbishment 2001
(Source: Akkar 2005b)

After the recent refurbishment scheme the area is still physically open to all and it improved the accessibility of the GMA to some extent. Especially for the elderly and disabled people a better access is ensured but except blind people. The city improved its cleaning service and aesthetic qualities. Control over the public space became stricter

with the surveillance cameras and increase in the level of street lighting. The new design maintained a cleaner, safer and ordered public space but at the same time naturally reduced the social accessibility of the public space and disturbed its publicness. For example, a few comfortable benches were located which did not allow people to sit for a long time or sleep. Together with the prestigious office, residential and retail developments which resulted in the rise of property values social accessibility is also reduced in the GMA. Transformation of the users from local business to international companies occurred such as HSBC, Boots, Starbucks and etc. Plus, with the principle of exclusivity which some authors (Hajer and Loukaitou-Sideris) claim that it promotes the feeling of affluence, deprived the social accessibility of the space (Akkar 2005b).

The GMA was not only publicly used but at the same time it was publicly managed. After the refurbishment it is still used publicly but because of the gentrification, social exclusion and stratification it has reduced its variety of user groups. In addition to this, the project protected the publicness of the GMA with the control of the agencies and it is still managed and controlled publicly. However, there are some private and semi-private actors in the area as well. For example, the semi-private City Centre Management is interested in organizing events in the public space. Moreover, private foundations have security guards involve in the public space when their security is endangered (Akkar 2005b).
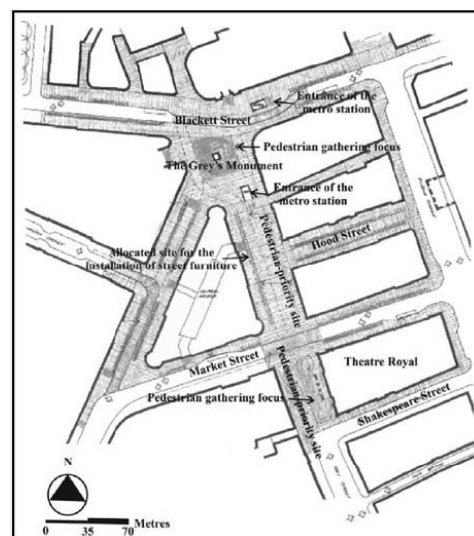
Figure 3.49. Plan of GMA Newcastle
(Source: Akkar 2005b)

The GMA was one of the elements that shaped the identity of Newcastle and performed rich symbolic roles especially as a great political figure in the history of Newcastle. By means of the project it has turned into a good-looking, safer, healthier environment and it has become a pride for the citizens. Despite the public benefit it is used as a catalyst for image-led regeneration policies and that is why the new design and management have undermined public interest to some degree. By creating a strong visual identity, the GMA improved its visual and aesthetic qualities which emphasize the public space's symbolic role. (For example by using expensive construction materials, artworks, lighting systems and landmarks) Plus a new image which is called café culture was imported from continental European cities. Furthermore, Lort Burn which was functioned as an industrial port has revitalized as a decorative water feature and due to some authors such as Philo and Kearns, this is called de-contextualisation of the historical and cultural legacy of a place resulted in the confusion over the symbolic meanings of the people from different gender and ethnic backgrounds. As well as these eclectic images are not harmonious with each other in fact they have to serve as social binders (Akkar 2005b).

Consequently, behind all these image-led strategies lies the economic role of the city and to increase its competitiveness so the city selling strategies become dominant in the GMA's new design rather than its civic functions and needs. The new design undermined the physical roles of the site because the site is still has problems with pedestrian-vehicular intersection on the upper part of the area and buses are still driving fast despite the special surface treatment. Pedestrians do not feel comfortable in the area of pedestrian priority site and the traffic is unsafe for blind people. Although in many public spaces privatisation is a common phenomenon and management ownership and provision maintained by private sectors in the GMA control is still in the hands of public agencies. In addition to this, the GMA is even now serving a high number of people despite the homogeneous public or rarely used public of many post-industrial cities' public spaces (Akkar 2005b).

CHAPTER 4

CASE STUDY
KONAK SQUARE, İZMİR

4.1. Research Methodology

Konak Square, İzmir has been chosen as a case study for the evaluation of its publicness in terms of its recent design, management and its users' thoughts. It is on an important location point that surrounded by various governmental, cultural and commercial buildings, traditional bazaar, residential areas and sea. On the east side of the district historical shopping area Kemeraltı is located, cultural buildings (Theatre, Paintings and Sculpture Museum, AKM, Sabancı Cultural Centre), parking lots, bus terminal, schools and residential areas are placed on the south part. Old Customs House (Konak Pier), banks, service buildings and commercial areas are on the north side and the area is restricted by the sea on the west. Connection of the sea shore with the city is supplied through waterfront development. As well as Konak Square is a transportation node with buses, metro, dolmuş, taxi, ferry, and bicycle plus a place that can be easily reached from near residential areas on foot.
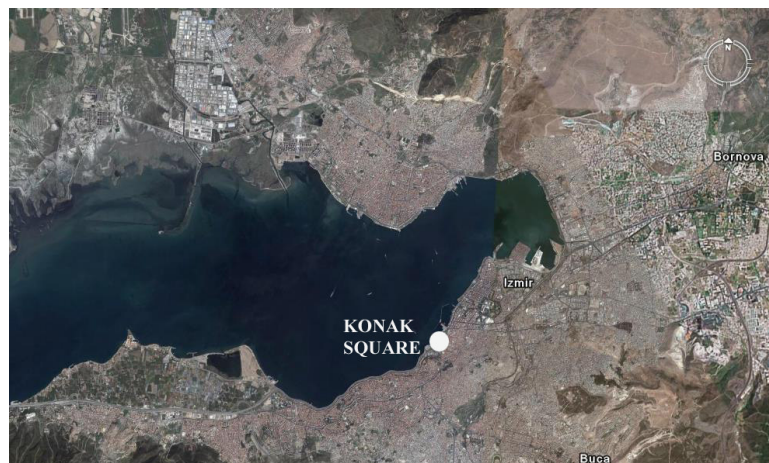
Figure 4.1. Konak Square in İzmir
(Source: Google Earth Software)

Figure 4.2. Konak Square and Its Close Neighbourhoods
(Source: Google Earth Software)

For the assessment of the site, an interview with İzmir Metropolitan Municipality (IMM) was conducted. The main purpose of having an interview with the IMM is to see their point of view about the square and its role in the recreation of image for İzmir. Moreover post-occupancy evaluation (POE) method has been used. Marcus and Francis (1998) state that POE is the systematic evaluation of the existing outdoor spaces or designed and occupied setting from the perspective of the users. By saying systematic it is suggested that the research will be recorded, analysed and written down. Shortly, it is the process of evaluating buildings (or outdoor spaces) in a systematic way after they are built and occupied for some time. Here users and their needs are the focal points for POE. POE gives signs about the past design decisions and building open space performance results. This knowledge is a guide for creating better places, buildings, open areas in the future (Preiser, Rabinowitz and White, 1988 in Marcus and Francis, 1998). This kind of research can be useful and informative in extensive situations that mainly help us learn the methods of the research through understanding how people and places interact especially when redesigning an existing outdoor space which is not matching with today's needs and conditions or designing a new urban plaza, park, etc. POE develops familiarity with the use as well as competence in the use. It is helpful for creating a multi-dimensional picture of patterns of use, misuse and non-use within the site, space, setting, etc (Marcus and Francis 1998).

By means of this evaluation, some tools are used for collecting data on the site. As Marcus and Francis mention in their book, these tools can be summarised as follows:

Participant observation: Experiencing the chosen site, feeling and sensing the place and writing down the data without pausing.

Sketch plan and Initial site observation: Including the features of the site or plaza in the sketched plan.

Context map of the site within the surroundings: Location of the site in the urban pattern with the nearby settings.

Activity or Behaviour Mapping: This method has to be used at least 4 separate half-hour periods on different days at different times of the day; for example, a weekday and weekend morning, also afternoons. It is the recording of what is happening in the space by age, gender, type of activity and location. Fieldwork site plans and data sheets should be labelled with the day, date and time of the observation, temperature, and weather conditions of the day.

Interviews and questionnaires: These are the set of questions to understand the user needs and thoughts about the place as; why they come to this place, how often they come, how long they stay, what they like and what they dislike about the place, etc. These questions have to be carefully grouped and arranged for a clear assessment (Marcus and Francis 1998).

Post-occupancy evaluation (POE) method's tools which have been used in this case study can be summarised as follows; questionnaires with the users and retail merchants, behaviour mapping and observation as a participant. Questionnaires have been useful to understand user needs and thoughts about the place, such as the reason for the people to come to Konak Square, what they like and dislike about the square, what is their first impression about the square and etc. In addition to this, Behaviour mapping or Activity Mapping has been used. This method is developed by Project for Public Spaces (PPS) as the "study of people's activities in a specific area for a predetermined amount of time" and helps to assess how the square is being used by the people, what parts of the space are used or not, at what times of day, age range using the square and types of activities. Behaviour Mapping**,** from different points of Clock Tower's surroundings, was conducted in October 2005, November 2005, April 2006, May 2006 and August 2006. Moreover 12 hours from weekdays and 12 hours from weekends constituted the observation periods. Different times of the day; one hour of midday, afternoon and evening were chosen in each day of the observation.

Temperature and dates are labelled as follows; 23.10.05 Sunday 20/13˚C warm, 28.10.05 Friday 20/13˚C warm, 03.11.05 Thursday 15/7˚C rainy cold and windy, 27.11.05 Sunday 17/7˚C, 20.04.06 Thursday 22/11˚C cloudy and windy, 30.04.06 Sunday 21/13˚C partly cloudy cool and closed weather, 09.05.06 Tuesday 20/11˚C warm, 06.08.06 Sunday 33/22˚C very hot. Observations were limited with the borders of the old square space.

75 questionnaires were conducted with the people from various ages and professions. Afterwards questionnaires are dated in 22.06.06 Thursday between 10:30 and 12:00, 16:00 and 17:00 as well as in 26.09.06 Tuesday between 15:30 and 17:30. Plus 25 questionnaires were conducted with the retail merchants adjacent to the square in 03.08.06 between 16:00 and 18:00. Moreover recent design of Konak Square has been examined as an observer due to the schemes of EPA Architecture and existing conditions of the square after the implementation.

Besides the "place diagram" of Project for Public Spaces (PPS) that highlight four key qualities such as sociability, uses and activities, access and linkages, finally comfort and image, have been used as guidelines for the successfulness of public spaces. Together with these guidelines questionnaires and interview have been constituted through asking questions on these four qualities. Consequently, results of behaviour mapping, interview, questionnaires and observations have been evaluated within the purpose of Konak Square's successfulness as a public space.

Previous to findings of the case study, subjects such as; İzmir's brief history and its efforts for a city vision, Konak Square's as well as local actors' role in this search and historical development of Konak Square are examined.

4.2. Brief History of İzmir and the Search for City Vision

İzmir, or with its ancient name Symrna, is a 5000 year old city. Both with its geographical, cultural and historical values, it has been the pearl of Aegean Coast. Ancient İzmir was settled on the hill of Bayraklı and the city lived nearly 3000 years on this peninsula. After the increase in the population, the city was relocated to the skirts of Kadifekale or "Pagos Hill". B.C. 650-545 was seen as the most successful era of ancient İzmir. In this era, the city entered into Mediterranean trade with agriculture. As well as the earliest type of multi-room house of Hellenistic era was found in İzmir and the city

had a grid plan of streets and avenues from the second half of 7th century. The other half of İzmir was passed over mainly in Pagos, Castle and Harbour. In this period a few part of İzmir was in Pagos and the majority was settled on a plain territory surrounding the harbour. Important buildings of this age are State Agora, Stadium and Theatre. Various civilizations located in İzmir, were seen in the city from the Empire of Rome to Byzantine Empire after 10th century Turkish hegemony, in 1097 again Byzantine hegemony, in 1317 Aydınoğulları, in 1426 Ottoman hegemony (in this era harbour was under the prominence of Genoese, castle was under the prominence of Ottoman, two separate hegemony) (Pınar and Karaçorlu, 2006, WEB_15 2006). Serçe defines this character of İzmir as it has a "multi-national free urban image" which differentiated İzmir from other Ottoman Cities (Serçe 1998 in Zengel and Sayer). Altay mentions that İzmir is an important inner port among Aegean costs as it had hosted many civilizations. In addition it had a duty of being an export harbour of Ottoman since 17th century and worked as a trade centre (Altay 1978 in Zengel and Sayer). In 15th century İzmir was a small harbour town selling the products of agriculture but by the 17th century, it was developed by means of western merchants. Houses, shops, product and storage buildings of merchants increased along the sea shore. As well as number of khans improved and increased with the buildings like factory, *yağhane*, *kahvehane* and *meyhane*. Hence the harbour district changed. After the earthquake and fire in 1688, demographical structure of İzmir had been transformed by the migration of Greek, Armenian, Jew and Levantine people. İzmir both with its different demographic structure and buildings like theatres, hospitals and clubs differentiated from the other Ottoman cities (Pınar and Karaçorlu 2006, WEB_15 2006). On the other hand Zengel and Sayer assert that despite this socio cultural advantage, this diversity could not be entirely strengthened by spatial configuration of symbolic architectural elements of a city like squares, clock towers and market places. İzmir comparatively was weaker than other Ottoman cities because of İzmir's small share in the cultural production of the Ottoman Empire (Zengel and Sayer).

İzmir always has been a modern city since the reform movements were started by Atatürk since 1920s. Sipahi mentions the notes of the speech Andrew Mango did in ITO (İzmir Chamber of Commerce) as he emphasized when Mustafa Kemal first saw İzmir in 1905 on his way to Suriye, İzmir was still a rich and civilized harbour city but it was alienated even under the hegemony of Ottoman Government. After the Salvation War, Mustafa Kemal found a ruined city due to the fires and war. This was the factor

that triggered reforms for the construction of a contemporary city. In addition first modern movements were started in İzmir. Before the "Lozan Treaty", Atatürk gathered the Congress of Economics on 17 February 1923 for development. Moreover he took the decision of removal of the caliphate in İzmir for secularism. Also he launched first İzmir International Fair in 1936 for the integration of world market, İzmir has always been the first place of reforms and modern movements (Mango 1999 and Sipahi 2006). Again first Turkish publication had been publicized in İzmir in the time of Abdülhamit II, the Sultan of Ottoman (Oğuz Arı in Ruşen Keleş İzmir Economics Congress 2006). In 1923 by the construction of the New Republic of Turkiye, architecture gained a national acceleration and reflects this ideology through the spaces exposing Turkish Republic identity. In 1924, Ren and Raymond Danger Brothers created geometrical designed development plans of İzmir, which constituted of various symmetrical boulevards and squares on the intersections of these boulevards. Large boulevards in the plan revealing modernism were consciously designed and this plan was accepted in 1925. Cumhuriyet Square was arranged as a result of this effort. For the modern image of İzmir Parisian boulevards and Culture Park of Moscow were taken as models. In addition to these with the spirit of modern citizen manner, buildings like opera, theatre, cinema and library were constructed. In 1932 Konak Atatürk Square transferred its role of ceremony area to Cumhuriyet Square with the sculpture of "Gazi Heykeli" (CD, Architectural Map of İzmir City Centre).

Figure 4.3. Cumhuriyet Square
(Source: Google Earth Software)

Topal, General Secretary of İzmir Municipality, compares Cumhuriyet Square with Konak Square and asserts that Cumhuriyet Square is exactly a square as a town square both with its scale, surrounding buildings, its form and shape. Official ceremonies are being organized in Cumhuriyet Square owing to the sculpture of Atatürk and the square was designed for this quality. On the other hand Konak Square is not such kind of a square. Especially after the demolishment of Yellow Barracks, it lost the enclosure although it was a rectangular square defined by the historical buildings and the sea till 1950s. He adds that in the new arrangement they want to continue those traces without construction, just by using urban and architectural elements, street furniture (Interview with Hasan Topal 23.11.2005).

In 1950s the so-called national discourse of architecture in İzmir changed into international style. In 1960s through the inner migration into the city, İzmir faced with an urban problem *gecekondulaşma*. Besides, İzmir started to play the role of "Metropolitan City Quality". Central Business Districts and sub-centres such as Gümrük, Basmane and the surrounding of Cumhuriyet Square appeared in this period. In 1970s industrial areas developed in the city, in 1980s implementations of public housing started, in 1990s shopping malls developed and gated communities appeared, lastly in 2000s search of quality and vision in urban investments increased especially in terms of local authorities (CD, Architectural Map of İzmir City Centre).

Recently both IMM (İzmir Metropolitan Municipality) and ITO are preparing projects for the future and vision of İzmir with the partnership of public sectors like chambers of architecture and city planning plus other institutions. For example, after 70 years passed from the first congress of "İzmir Economics Congress", on 17 February 2006 İzmir University of Economics organized a panel called "Social and Economic Development of İzmir from the past till today". Various professionals and authorities involved in this panel. Kocaoğlu, Mayor of İzmir, mentioned that İzmir has important duties like being a bay and harbour city plus undertaking İzmir International Fair and along with the historical period İzmir has been the city of trade and industry. Within the frame of İzmir's vision, İzmir has to be a city of fairs and congress as it is a city of tourism, culture and art. In terms of this projects have been carrying out such as Adnan Saygun Culture Centre, Fair and Congress Centre in Aegean Free Zone, Technopark in İzmir Institute of Technology. As well as İzmir will be known as a tourism city with its all values. Consequently Kocaoğlu emphasized that "İzmir is a reference city in order to enter into the European Process". In addition to the mayor of İzmir, president of ITO

Ekrem Demirtaş also emphasized that İzmir is a dynamic city and he mentioned that cities must be a brand with a vision of strength and a notion of world city. Cities are in competition and every region has been doing its own marketing. İzmir is in the point of presenting itself in this point of view. Together with this it has a 75 year fair culture but could not become an exact fair city when compared to İstanbul. Hence İzmir needs a brand and the city is in the preparation of 30 year strategic plans. It has to have a vision that directed by a plan, because İzmir can not be a single identified city. İzmir has to be improved by developing its multi-identity and needs a huge project such as Expo 2015, which changes the destiny of the city where it is organized. On her way to realize this organization İzmir has been began to talk in the public opinion and media of the World. This was the target of ITO's 13-year studies to make İzmir a World City as in Iskender's dream (Demirtaş, İzmir Economics Congress 2006). For example, ITO and IMM with a partnership took the first step for Universiade 2005 and succeeded in this organization because Piriştina, Mayor of İzmir before Kocaoğlu, gave a big importance to University games and the promotion of İzmir. İzmir's vision search took its root from Piriştina's time. Besides, Demirtaş constituted İzair to make İzmir a World City. For the reason that after the 94 economical crises, flying journey to abroad decreased which made the city like a cul-de-sac (WEB_16 2006). ITO also prepared a project in June 2006 on behalf of gaining İzmir Historical City Centre to Unesco World Heritage.

In addition to the projects above, İzmir is undertaking various regeneration projects in order to reconstruct a new city image and expose its identity. On the road to do this, IMM since the end of 20th century has been developing regeneration projects for the historical and cultural values of İzmir. Plus tourism and culture are important elements for urban development and transformation of cities. İzmir with its rich built heritage and historical background started to use these elements to compete with other cities. Due to the changes in the social and spatial pattern of the city by diverse aspects, traces of the past can hardly be seen by visitors or by the people who live in İzmir. Hence IMM developed regeneration projects of these historical sites to intervene with the citizens plus for the integration with the existing physical pattern. Those projects are as follows; Konak Square Special Project Area, Altın Yol Ancient Road Special Project Area, Ancient Stadium Special Project Area, Ancient Theatre Special Project Area, Kadifekale Special Project Area, Ali Paşa Square Special Project Area, Hisarönü Mosque Special Project Area and Agora Special Project Area. In spite of these projects, several restoration projects of khans, streets, buildings, old houses are also being carried

out by the municipalities. "Agora defined as the beginning point for the regeneration of the traditional centre of İzmir by IMM" with the project "Agora and its surroundings conservation development and revitalization project". All these historical nodes define the spine of the ancient city pattern (IMM in Taşkın et al. 2006).
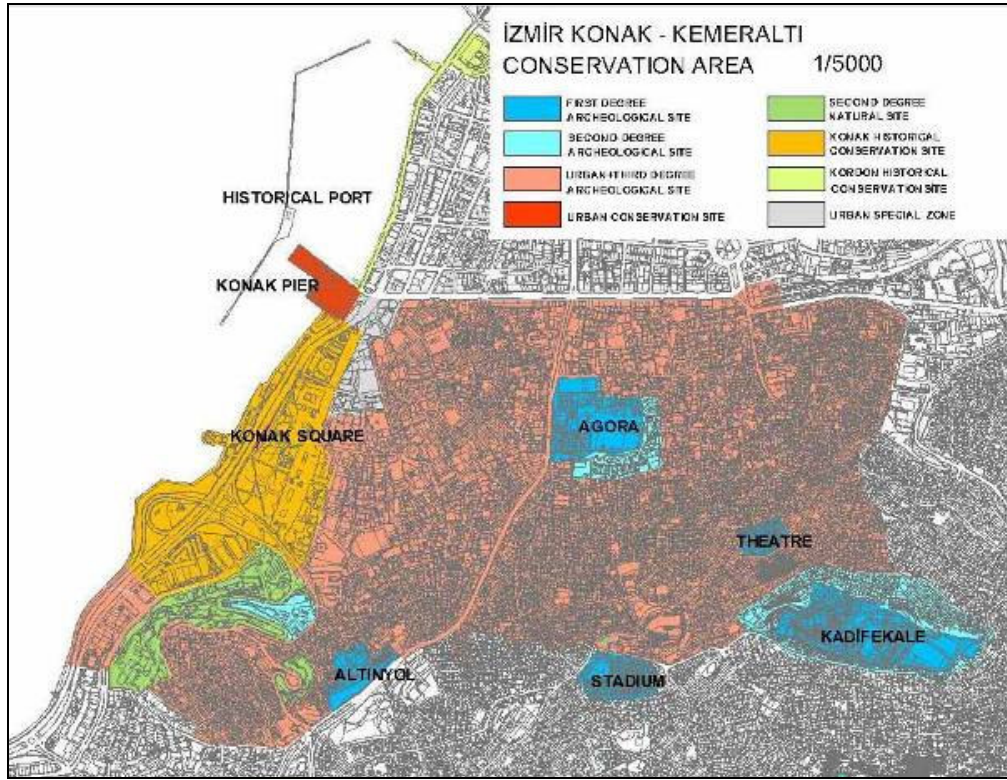
Figure 4.4. İzmir Konak-Kemeraltı Conservation Area
(Source: İzmir Metropolitan Municipality Archive)

Hasan Topal defines vision as a conceptual expansion where whole people can define themselves. He mentions that "possibilities define and differ İzmir in the world scale constitute its vision". For example, its historical accumulation that can not be found in another city than İzmir, defines this vision. Values constituting İzmir have to comprise its vision, here IMM takes into account both the geographic location and recent traces of its historical, cultural sustainability of the past. "Important thing is to prepare the city in this target" because target of a city never ends. Briefly this can be sum up as providing its constitution by bringing those values despite spontaneity. As well as Konak Square did not come into the agenda of IMM as itself but as a part of a corridor (historical conservation area), Konak, Gümrük, Cumhuriyet Square, Alsancak as a continuous chain. Among all these, Konak Square has the property of being the

main centre. What's more is that it is the entrance point of an urban conservation area such as Kemeraltı. So it has an important value in this point of view. Owing to its location in the city and its existing identity forced IMM to seek for an arrangement. Konak has always been the intersection node of public transportation and transit point of circulation 300-350 thousand people per day. Hence IMM has been in the search of an arrangement that can constitute the notion of square rather than a transit place (Interview with Hasan Topal, 23.11.2005).

4.3. Historical Development of Konak Square

Konak Square on the inner harbour of İzmir has been defined by "Luigi Storari" in the city plan before it was filled during the Reformist period. As well as Anafartalar a bow shaped street was the main axis of the district behind the harbour meeting the sea. Five squares with mosques located on this axis. So Konak Square has been also characterized by a mosque and this location is not accidental as it is not in the other five squares (Zengel and Sayar).
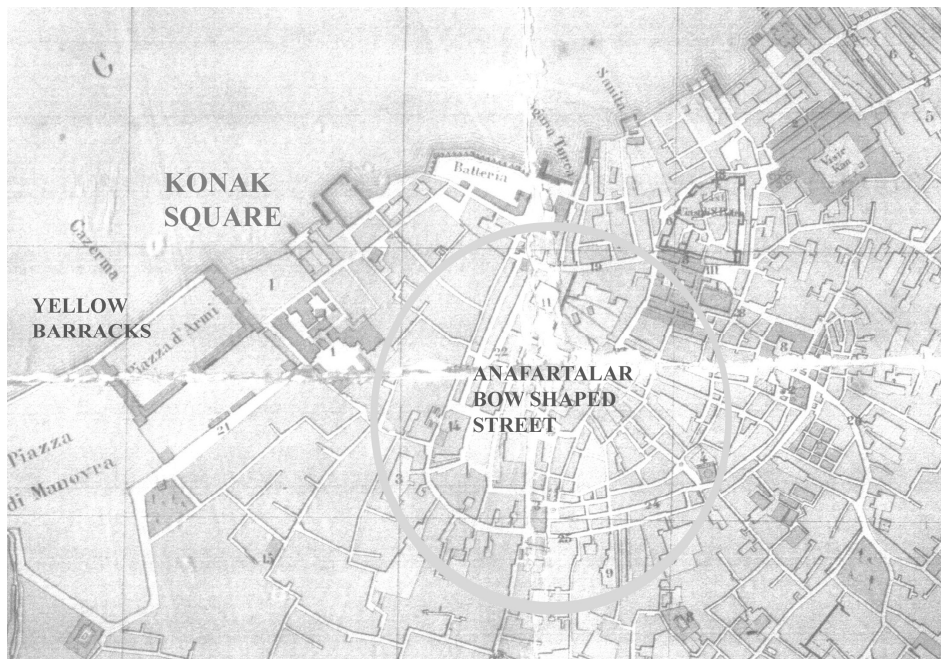
Figure 4.5. 1856 Storari Plans of İzmir

(Source: Ahmet Piriştina City Archive and Museum)

Figure 4.6. 1922 Plans of İzmir

(Source: Ahmet Piriştina City Archive and Museum)

Two important structures that define the square's historical parameters and image are; Clock Tower that was built due to the celebrations of 25 year ceremony of Abdülhamit II's hegemony in 1901, 25 m high tower has been the symbol of modernization and civilization (Kazmaoğlu 2004). Clock Tower which was a design taken from the west through the efforts of creating Islamic style was designed by S. Reynold with an orientalist approach (Orhon 2004). In addition to this, it is an important element supporting public space that exists in various Anatolian settlements. These are the indicators of first bridges between private and public spaces because of their property as a meeting place (Cengizkan 1999 in Zengel and Sayar). Moreover, Sargın asserts that "Clock Tower, which is a symbol and tool of modernization, entered in Ottoman and organized urban-rural space en route for the wish of arranging daily life" (Sargın 20002, p.217). Secondly, Yalı Mosque (1756/1920) was transformed into a mosque from a "Madrasah". On the other hand, Kemeraltı shopping area which is the most definable functional area, is the first and the most comprehensive pedestrian shopping district of Turkey (Kazmaoğlu 2004).

As Abdülhamit II's term finished, Meşrutiyet launched in 23 July 1908. Targets of this era were to ensure improvement, civilized works, creation of Ottoman nation in the spirit of Meşrutiyet. In this context, İzmir municipality organized a meeting in October 1908 with the representatives of all other nations living in İzmir. They found

out that İzmir lacks of buildings that reflect the view of prospering city. In this regard, committee has the same opinion of building "Umumi Millet Bahçesi". Theatres, library, opera and cultural buildings were supposed to be built in this park. Due to the lack of space for these buildings, they decided to do the buildings in the place of Yellow Barracks. Altough Yellow Barracks was demolished by the second enterprise in 1955 (Yetkin 2004).

Figure 4.7. Clock Tower and Yalı Mosque 1939
(Source: Ahmet Piriştina City Archive and Museum)
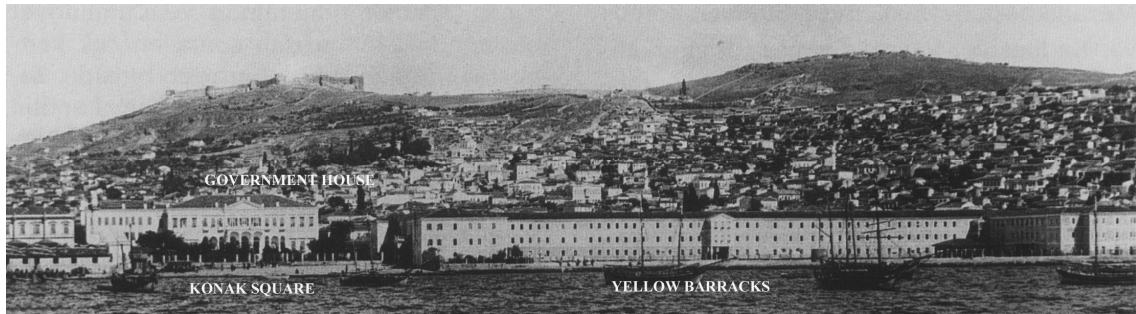
Figure 4.8. Konak Square view from the sea last period of 19th
(Source: Ahmet Piriştina City Archive and Museum)

Yılmaz defined Konak square as a two hundred year physical and managerial centre of İzmir and mentions that the square had passed trough three major periods.

1) First period: Formation of the public centre of İzmir (1818-1933)

2) Second period: Transformation and disintegration of the public centre (1933-1955)

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3) Third period: Renovation experiences (1955-2002)

Figure 4.9. 1905 Plans of Konak Square
(Source: Ahmet Piriştina City Archive and Museum)

In the first period, (the beginning of 19. century) symbolic buildings started to appear under the influence of the reforms of Ottoman. In addition to the Ayşe Hatun Mosque, which is the oldest element in the square, Governmental buildings had been constructed as the symbol of power. Those can be put together as Governor Building (Government House) 1804-1872, Yellow Barracks 1826, İzmir High School 1886 (later the building had been used as İzmir Administration of Justice 1970, recently being used as governmental buildings such as Konak Kaymakamlığı and İl Milli Eğitim Müdürlüğü) plus Clock Tower 1901. Clock Tower which was a modern time measurement at the same time became the image of the power in the era of Abdülhamit II. Some buildings were articulated to the centre in this period such as the Hospital, Prison, National Library and Elhamra Cinema. In addition tram line had been formed on two axis one to Karataş and Güzelyalı and the other is to Kordon (Yılmaz 2003). Public areas of Konak started to emerge by the construction of Yellow Barracks in 1827-1829 in case of modernization of Ottoman army. Transformation of public areas into square started by the demolishment of Katipzade Mansion and instead of it, Government Mansion constructed in 1867 and continued by the construction of a school later functioned as law courts in 1970 (Kırmızı 2005).

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Figure 4.10. Tram Line System and Wooden Ferry Quay in Konak Square 1930s
(Source: Ahmet Piriştina City Archive and Museum)

In the second period, after the construction of tram line Fevzi Paşa Boulevard had been opened and this brought together the square with the other parts of the city. Konak Square which was also known as Kışla Önü Square had been named by the town council as Atatürk Square and by means of this name; the square had been the place of ceremonies (Yılmaz 2004). In 1925 by Danger-Proust plan Konak Square's central character was strengthened by the radial roads that connected into the city centre. However in 1937 ESHOT intervened and Konak Square was transformed into a traffic junction (Kırmızı 2005).

Figure 4.11. Konak Square (Atatürk Square) in 1950s
(Source: Ahmet Piriştina City Archive and Museum)

In 1950 Konak Square had gone through a new period with the elections. Plus an international project competition had been announced in 1951 for the implementation project of İzmir. Afterwards 1955 was the focal point that started the disintegration of the square by the demolishment of the Yellow Barracks due to the anxiety of modernization and the political period of the country. Then the demolishment of the Prison followed the Yellow Barracks in 1959 (Yılmaz 2004).

Figure 4.12. Konak Square in the first periods of 1970s
(Source: Ahmet Piriştina City Archive and Museum)

Consequently *in the last period* after the ruins Konak Square had become a huge undefined blank. In 1970s filling works started in Konak and new roads such as Varyant had been constructed. Moreover new buildings with high storeys had been articulated to the square such as Municipality Building, AKM, İzmir Security Building. In addition to the bus stops, new road arrangements prevented the connection between the square and the sea such as Second Kordon (which passed between Yalı Mosque and The Clock Tower) plus Mustafa Kemal Sahil Boulevard (Yılmaz 2004).

Öncül (2006) mentions the era between 1980 and 1983 as a strict administration period and its interventions of establishing order, especially symbolized on the public spaces. Operation of cleaning public spaces started in this period. Mayor of İzmir Cahit Günay targeted a "gleaming city with citizens of smiling face". His aim is to provide peace in the city so on the road to constitute a new İzmir, old conditions of the city has to be erased from memories. This is called 3Y Interventions; [yıkma] demolishment, [yıkama] washing and [yasaklama] restriction.

Figure 4.13. Clock Tower and Municipality Building last periods of 1970s
(Source: Ahmet Piriştina City Archive and Museum)

The administration started with the destruction of the illegal buildings built before 1980, washed some of the monuments and buildings, avoided rubbishes left on streets or public spaces, forbidden slogans pasted on walls or transformers, punished peddlers and the occupation of vehicles on pedestrian ways. First duty of local authorities was the rearrangement of Konak Square that had become traffic junction. Administration of Military's aim was the organization of the city centre symbolizing the power of government by governmental buildings. Buildings below are some of them that had been built under this purpose; Province Mansion (Vilayet Konağı) (1982), Municipality Building (1981), Modification of Elhamra Cinema (1981), AKM Atatürk Culture Centre (1983) and İzmir Archaeology Museum. By 1984 half of the constructions were finished. Tramway was extracted out to facilitate bus stops around the Clock Tower in 1941. Afterwards along with 1980s Mayor of İzmir Günay took in the agenda of changing bus stop location and establishing bus terminal (Öncül 2006).

Consequently, interventions of the strict administration period bring into light two properties of Konak Square;

1- Public space loses its characteristics by being symbolized within its buildings for revealing the power of government. Hence in this period public space become the space of the government.

2- Within the arrangement and increased capacity of bus terminals, feature of being a traffic junction became evident in Konak Square as a result of modernization project (Öncül 2006).

Figure 4.14. Pedestrian Bridge in Konak Square 1980s
(Source: Ahmet Piriştina City Archive and Museum)

In 1980s the "pedestrian bridge" was the symbol of breaking off Konak Square and sea with Kemeraltı. Together with the fillings of waterfront disconnection of the city centre and the sea increased. Orhon (2004) emphasized that if people are coming to the square more than to see the landmarks, shopping, more than to use as a transit place, access to managerial and cultural units then the square can form its social relationship with the city in addition to the connections. İzmir gained its coastal city identity after 1970s through fillings of earth on sea shores. Moreover he mentions that taking the motorway under the sea level was a necessary implementation but upper level of the passage is 1m higher than the square level so it could not realize the accurate meeting of the sea and the square (Orhon 2004).

Various authors made comments after the new arrangement of the square as some of them are mentioned above. For instance Kırmızı (2005) puts forward his study on memories and their importance for cities and citizens. He mentions that "Alterations made in the vicinity of Konak Square since the 1950s have constantly set out to undermine memories". Those can be summed up as follows; demolish of old ferry

terminal in 1950s, demolish of Yellow Barracks in 1955 and demolish of Prison in 1960 which are also demolish of memories. In addition to these, law court and government house disappeared by the fire. In 1960s because of the inadequate sources of the government, empty spaces were sold to SSK (Social Insurance Institution) and in 1970s SSK buildings were built. Moreover Municipality Building, *İl Milli Eğitim*, *Konak Kaymakamlığı* and *Emniyet Müdürlüğü* added to these buildings. In this period, Second Kordon motorway passed through Konak Square and avoided the connection of sea and the square. Konak Square was located near dense traffic stream. "Life in a square is life in a city" and he mentions if squares transformed into open spaces that deprived of urban memories, cities lack of squares. He adds that Konak Square is being appeared as a transit place in front of citizens who tried to seek or find their memories but could not catch them plus could not form their new lives in this square (Kırmızı 2005).

Figure 4.15. Konak Square View from Varyant 1980s
(Source: Ahmet Piriştina City Archive and Museum)

Table 4.1. Historical Development of Konak Square

HISTORICAL PERIOD	IMPORTANT EVENTS AND STRUCTURES OF KONAK SQUARE
in 1755-56	It was supposed that Ayşe Hatun Mosque was constructed as a part of a Medrese.
in 1804	Katipzade Mansion was contructed and functioned as an administrative centre.
in 1827-1829	Construction of Yellow Barracks with the modernization of Ottoman army.
in 1849-1851	Hospital for the Muslums of izmir because of Ottoman's Nation System.
in 1863-67	Katipzade Mansion was demolished.
in 1869-1872	Government House was built which has a symbolic meaning for Ottoman.
in 1876	Konak Pier was built reportedly by Gustav Eiffel. The building was used as a customs house in the beginning of the 20th century. In 1930s the building was used as a fish market and in 1990s transformed into a shopping complex.
in 1883	Izmir's first Prison Building emerged at the same time with Europe.
in 1886	Modification in the Education System and Construction of a school later functioned as a law court in 1970.
in 1901	Construction of the Clock Tower as an element of modernization with an orientalist approach in the era of Abdülhamit II.
in 1908	Together with Meşrutiyet İzmir municipality organzied a meeting and decided to design public garden "Umumi Millet Bahçesi" in the place of Yellow Barracks.
in 1913	Walls of Barracks removed and the area unified with the garden of Government House.
in 1922	Big fire in Izmir, not much damage occured in the square.
in 1925	Danger-Proust plan strengthened the central character of the square by radial roads connected into the city centre.
in 1929	Tramcar system operated by electricity between the square and Güzelyalı.
in 1930	Wooden ferry quay was constructed.
in 1932	Formation of Cumhuriyet Square with the monument of Atatürk.
in 1933	National Library and Elhamra Cinema was opened by the celebrations of Republic 10th year.
in 1937	Replacement of tramcar by bus plus expeditions to the axis of first Kordon.
in 1937-1940	By the decision of Municipality Council Konak Square took the name of Atatürk, 9 Eylül jubilee started to be celebrated in the Square. With the intervention of ESHOT Konak Square had begun to transform into a traffic junction.
in 1941	Openning of Fevzi Paşa Boulevard and integration with other parts of the city.
in 1950	By the selection of 1950, entering into a different process, Jansen-Le Corbusier and Dudok proposals on the development plan of İzmir.

Table 4.1. (cont.)

in 1951	International preliminary project competition announced and Prof. Ahmet Aru won the award. 14. and 15. items of the conditions mentioned the removal of Barracks and relocation of prison.
in 1955	Demolishment of Yellow Barracks and the disintegration of the centre, complement of the Varyant road.
in 1956	A new competition announced with an area of 60.000 square meters.
in 1957	Early general selections so proposals could not be implemented.
in 1959	Demolishment of the Prison.
Last period of 1950s	By the provocation of municipality, multi storey buildings emerged, sale of empty lands because of inadequate sources of the government.
in 1970	Some parts of Law Court and Government Mansion were disappeared due to the fire.
Last period of 1970s and first period of 1980s	Filling works started. Buildings were constructed such as; SSK Blocks, AKM, Municipality (33m), Karamürsel Building (20m), Administrative Buildings, Multi Storey Carpark instead of Prison, Police Office, Bus Stops. II. Kordon expanded from Customs House through Yalı Mosque and the Square. The most dense traffic stream. And two pedestrian brideges were built; one in front of Clock Tower and Kemeraltı and the other infront of Sumerbank Building. High rise buildings emerged surrounding the ancient structures of the square.
1980-1983	Strict Adminitarion Period.
in 1980s	Modifications in the road arrangements, the road between the mosque and square was removed, traffic from Mithatpaşa and Varyant U-turned close from the square, traffic in the square decreased hafly.
Last period of 1980s	Mustafa Kemal Boulevard disconnected the relation between the sea and the square and underpass was made under the boulevard. Casino and petrol station removed near from AKM. Arrangement of the square especially in front of Clock Tower, Yalı Mosque and Government Mansion. Prpoposal of Galleria Shopping Centre. Metro works started.
in 1986	Again the square openned for a new competition.
in 1990s	Construction of new ferry boat quay.
in 2002	Municipality had come to an agreement with EPA Architecture, Ersen Gürsel for the new arrangement of Konak Square.

İlhan Tekeli emphasized one of the most important events, 9 Eylül Celebrations İzmir's Independence Day, and its significance for urban life. When Basmane and Cumhuriyet squares were demonstration areas, Konak Square was the ceremony area and the symbol of "Salvation War". After 1950s to 2000s it became an undefined space. This example has to be understood deeply for the reason that how an empty space transformed a city and how dynamic it makes the city. In addition he mentions that Konak Square is an interesting example how modernism create a square in the society which lack squares. Each of the buildings surrounding the square was turning point in the Turkish modernization. "If you constitute an empty space that you can not dominate, you create a huge dynamic. In İzmir we could hardly manage that empty space after

fifty years" (Tekeli 2006, p.46). Consequently within all these changes at the end of 20th century Konak Square became a great problem and in 2002 the municipality commissioned EPA Mimarlık for the new arrangement of Konak Square.

4.4. Redesign and Implementation Process of Konak Square

Agreement of the project for the redesign of Konak Square with an area of 20 ha was made with a municipality-owned firm of IMM (İzmir Metropolitan Municipality) under the control of Department of Public Works [Fen İşleri Daire Başkanlığı] between EPA Architecture and the Municipality. It was a two staged work. First was process of six months from April to August 2002 and the second was the implementation process from September 2002 to October 2003. Plus every month open meetings were held with the managers of related units of IMM hence this increased the output of the study. General Secretary Assistant undertook the coordination during the implementation process about the problems of quality control, sustainability, productivity and control of cost (Karabey 2004, Ulueren 2005).

Topal, General Secretary of IMM mentions that Piriştina, the preceding Mayor of İzmir and his team played crucial role in the design of Konak Square and its project as an agenda. Piriştina adopted an urban policy which brings into light urban properties and getting together those qualities again with İzmir. Konak Square Design was considered due to this idea explained above. Along with its necessity of constructing this project, "Great Canal Project" started for the renovation of urban infrastructure. The administration chose EPA Architecture and Ersen Gürsel to work with due to their experience of implementing similar projects as significant nodes of spaces. Administration's principle was to redefine Konak Square without building structural elements and IMM told about their politics with the designer at the beginning. They did not have determined specification but have a report in the development plan with basic guiding items. Those items were identified by the Mayor, Architects, City Planners, and other experts such as historisians, Municipality Council and Conservation Committee. Three units of Municipality; chairman's office, planning management and survey project management took responsibility in this project. Project was debated by the representatives of trade associations, universities and some designers of İzmir, after the municipality introduced its first program about the project. The project was exhibited on signboards in the square and trade corporations such as İzmir

Chamber of Commerce, Chamber of Industry, were informed about the project. Private sectors supported the project verbally but not financially. During the project process municipality did not come up any problems and Topal says "Maybe the first time in the world designer had the administration done everything he wanted". In addition to this he adds that working as an architect for Piriştina is a privilege as he has great vision and respects to participant thoughts and specialization (Interview with Hasan Topal, 23.11.2005). As well as Ersen Gürsel defines their aim briefly as "to redesign the square under the scope of public space definition" and "to connect Konak Square to the sea visually and physically". Plus he states that "this effort is the continuation of the project of allowing the shore to be enjoyed by the people of the city by İzmir Municipality, which had started by Piriştina". Also he mentions that "the period elapsing from anonymity to subjectivity is really very important" (Ulueren 2005).

Gürsel mentions that public space took the first place in planning waterfront spaces. Demands of investors are usually controversial with the public space so planners should foresee this situation and they have to direct investors with the aim of putting limits in front of them in the rights of public space. Gürsel usually considers how he can take place in this natural and urban environment during the design process. For example, old quay trace is expressed by using a water element. Under the ground level, in the metro station 47m x 17m dimensioned space is left for the exhibition of "Time Tunnel" en route for remembering Yellow Barracks and to connect with the past. Important restriction for him was to make a contribution to the urban identity without constructing any building on the historical conservation area. Instead of providing the permanency by the physical organization of buildings, possibility of responding social activities that can change through time has been looked for in the project. Various abundances have been obtained during the use process by different design elements in the creation of spaces that can answer changeable demand (Karabey 2004).

Main land use decisions can be summed below as it is reported in the Technical Report which was prepared by EPA and IMM.

Project area was considered as three parts;

1- *Old Konak Square Area* was defined as the hub of the project to renew the old memory of the urban history. Yellow Barracks alignment was identified by a symbolized wall. Old pier was defined by a pool, trees were aligned in front of IMM and public service buildings on the east, Clock Tower level decreased to its previous

level, surrounding of Yalı Mosque expanded its scale to be perceived, a special exhibition platform was formed for revealing ancient Konak Square model and moving "İlk Kurşun Anıtı" to a more calm place, closer to the sea.

2- *Cumhuriyet Boulevard and its surroundings*, the street is 650m x 30m and streets of Kemeraltı opened into the boulevard, axis connects old and new shopping tradition, canopies in front of the buildings, conversation of palm trees, possibility of sitting areas in the entrance of cafes, pubs and restaurants (dönerciler), open spaces in front of the public buildings plus Government house were redefined and a small square was organized at the entrance of Kemeraltı.

3- *Green areas, Yellow Barracks Park, coastal use and parks*, en route for being remembered by the citizens. İzmir urban history park, booksellers street, meeting park of Aegean artists, a symbolized gate entering into the park at the south part from the bus terminal, 17m x 110m open exhibition area surrounded by colonnades, embankment and plants so as to cut off vehicle noise. In the metro station 47m x 17m dimensioned space was left for the "Time Tunnel Museum" and 100m wide overpass on the upper level of the motor way connects the ferry terminal with the square and Kemeraltı. Also waterfront was developed in order to join Kordon with Güzelyalı. A small hill and amphitheatre of greenery set created for watching the view as well as holding concert activities. Additionally an embedded café in the hill was proposed for eating facilities. Plus a protected ship shelter was suggested on the coast. Green areas of 80.000 m² (EPA and IMM 2002).

Figure 4.16. Urban History Park, 2005
(Source: Seramik, May-June 2005)

Figure 4.17. General View of the Square, 2005
(Source: Seramik, May-June 2005)

In the Technical Report it was mentioned that bus station was proposed close to the ferry station. Also parking lots were formed due to the users, who will choose sea transportation. And in the south entrance of the park bus stations located, u-turn was removed in front of the old customs house, parking lots for commercial vehicles reorganized, bicycle road and its parking area arranged on the coastal part of the project. Two axis were constituted; between the quay and Kemeraltı plus another axis was added. This intersects with the first axis and ties the metro and bus station to this axis. As architectural elements; entrances of metro station, kiosks, canopies, shadow elements, colonnades, and lighting elements were designed. Pavements from rough wood, artificial stone floor tiles, granite parquet natural stone floor tiles were used. Consequently, a dynamic open space system of 11 ha was organized and Konak Square formed the centre of this dynamic space (EPA and IMM 2002).
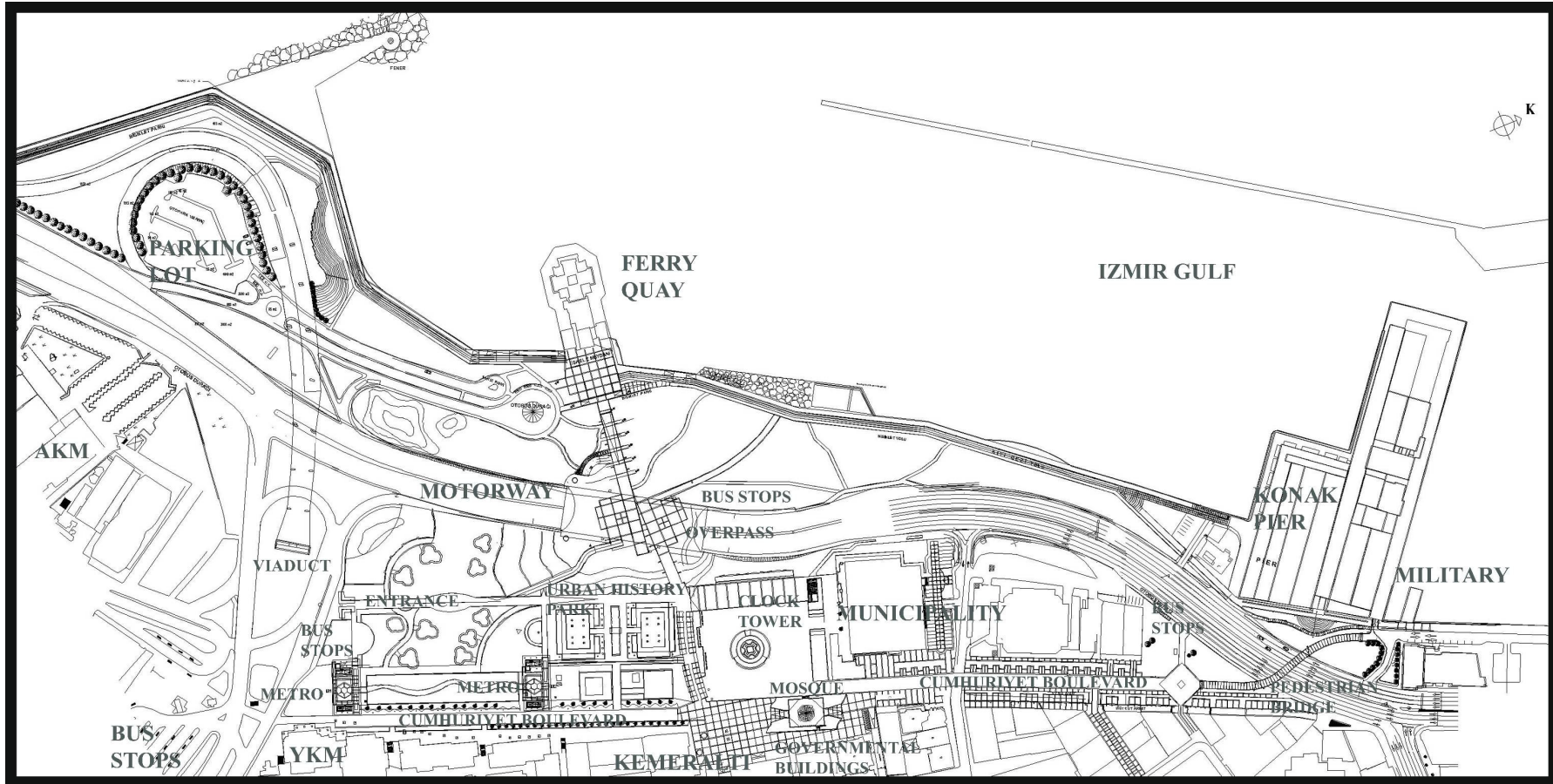
Figure 4.18. Recent Design of Konak Square
(Source: İzmir Metropolitan Municipality)

Planning principles of the project are as follows;

- Revival of the historical memory, the emphasis put on traces on Konak Square of the past,
- The intention to attain a dynamic site plan where future needs of the growing metropolitan city can be encountered,
- Design of contemporary uses and interpretations suitable for an open space of about 20 hectares, not including construction of any buildings at all,
- Creation of sustainable and flexible succession of spaces that can meet the demands of new programmes likely to emerge in due course,
- Contribution to integration of the sea with the city, and provision of peace in between,
- Identification of public areas,
- Physical as well as functional perception of those points where the newly-designed spaces and the old trace centre intersect,
- Accessibility to be provided within a pedestrian way network connecting the business centre, old trade centre, vehicular transfer points and the Konak Pier (Ege Mimarlık, 2004/2).

Kırmızı (2005) criticizes the report by saying that "Reports about Konak Square make no mention of the content that makes up the text of the city space, but speaks of walls, surfacing and cactus gardens that apparently symbolise something about İzmir that is never explained, and other objects, merely in terms of their physical qualities and quantities". Plus traces of old İzmir buildings in Kemeraltı "having messages conveying the memories of past times to future" so those traces must be considered deeply to understand the character of the space and he adds that "No one can renew an urban space whose memories they are ignorant of, or project it into the future without showing respect for those memories and keeping them alive. Memories of a city are retained by those brought up in its culture and who have contributed to that culture" (Kırmızı 2005, p.46).

Topal mentions that Municipality's sources were used for the implementation of the project and its cost was high because of the infrastructure works. The project costs 6.809 trillion TL due to prices of 2002 (IMM). After implementation, the project had positive impacts on its environment. Restaurants between Pier and the square became more organized also in the corridor of SSK Blocks (transforming from its formal institution identity to commercial identity within the relocation of law court), kiosks removed to a prearranged place. Buildings restored their facades so after the arrangement an improvement and transformation occurred in the spaces. Municipality has the responsibility of the maintenance and control of the square. There are two cameras for the surveillance and security of the square. Plus Governor's Office and Police Department that taking part in the space are the important units for the security. Municipal polices, Security Guards are strolling around the square (Interview with Hasan Topal, 23.11.2005).

Topal mentions that the project has been completed and nothing will be added. All the complaints and problems are met by the Municipality of İzmir and Konak.

Complaints are usually about the marginal use and street peddlers which is more a social problem. Consequently, he defines square and public sphere definitions for Konak Square. Especially the term square because he thinks that Konak Square was transformed into a square from an undefined area. Plus its public space identity was not removed by constructing new buildings or installing other functions hence its public function sustains effectively. Following the new arrangement, Konak Square took place in newspapers, small generics and advertising films (Universiade, Fortis, EXPO 2015, Berk Optik and Web site of IMM). For the organizations and events, authorization is taken from the IMM and mostly events like concerts, exhibitions and meetings are arranged in the context of cultural activities by IMM or Municipality of Konak (Interview with Hasan Topal, 23.11.2005).

Figure 4.19. Konak Square in the web site of İzmir Metropolitan Municipality
(Source: www.İzmir.bel.tr)

Figure 4.20. Konak Square's View in an Advertisement
(Source: Sabah Ege, 01.01.2006)

Figure 4.21. Universiade, Konak Square

(unkown source)

Figure 4.22. Universiade, Konak Square

(Source: www.wowturkey.com)

Konak Square has taken the 2005 "Urban Texture" award organized by Aydın Doğan and the foundation was shared by Ersen Gürsel with "İzmir Konak Square Project" and Enis Yeter with "Kastamonu Historical Urban Texture Improvement Project" (Ulueren 2005, p.88).

4.5. Findings of the Study

As it has been cited in the method of research that Project for Public Spaces' (PPS) place diagram has been used as guidelines for constituting the questions of the questionnaires-interview and also results of findings have been evaluated under the four criteria of this diagram. PPS defines these four criteria to comprehend how places work and to assess these places by identifying visible signs of problems. Due to these problems PPS suggests some proposals to improve the place. Additionally, these tools are important for understanding how public spaces are performing. Hence Konak Squares' success in terms of its publicness has been considered under these four criteria.

Those criteria are identified as follows; *Access and Linkage*, a successful public space has to be accessible and visible plus well connected to its surroundings physically. *Comfort and Image*, safety, cleanliness, availability of places to sit and the use of women, *Uses and Activities*, activities are the attraction points that people want to come to the place or not. If there is something to see, this will encourage people to visit that place otherwise it will not be used and become an empty place. Though it is the indicator that if a place is empty or used by undesirables. This means something is wrong both with the design and management. As PPS emphasizes, activities can make a

place "unique" and "special". "Activities are the basic building blocks of a place" by saying this phrase PPS mentions the importance of activity for a place. *Sociability*, place is a social entity in addition to its physical presence. Though PPS asserts that as people see their friends, neighbours and meet or interact with strangers comfortably, they will gain a strong sense of place and belonging to their community. So a place has to encourage these kinds of social activities. They emphasize that sociability has to be ensured but this is a difficult subject at the same time *sine qua non*, "unmistakable quality for a place to achieve" (PPS 2000).
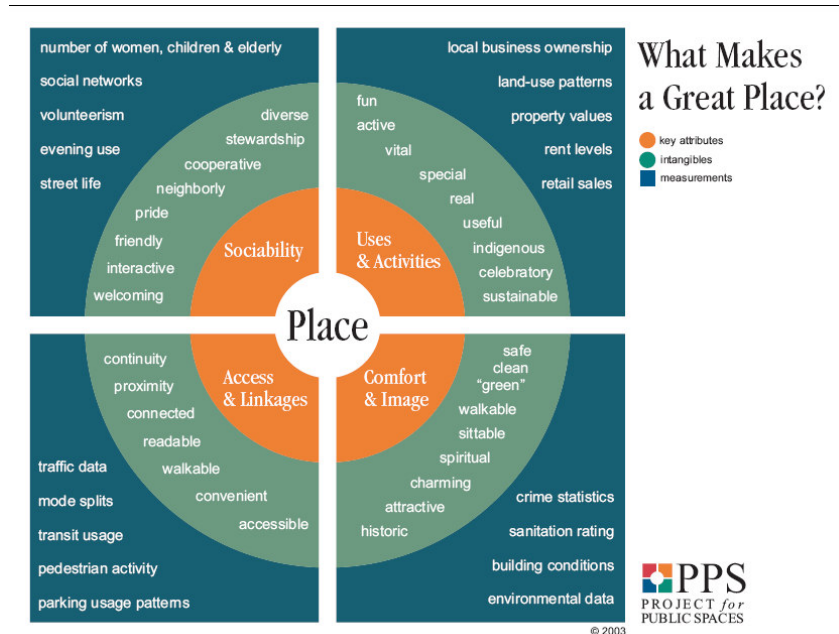
Figure 4.23. Place Diagram
(Source: www.pps.org)

User Characteristics: 75 questionnaires were conducted from different ages, professions and different state of education. While males constitute 57% of the questionnaires, females constitute 43%. According to figure 4.24 types of professions are mostly students with a percentage of 20%, retired people with a percentage of 16% and housewives with a percentage of 13%. Figure 4.25 reveals that mostly Primary School Graduate (21%), High school Graduate (20%), University Student, University Graduate, Middle School Graduate (12%) form user's state of education.
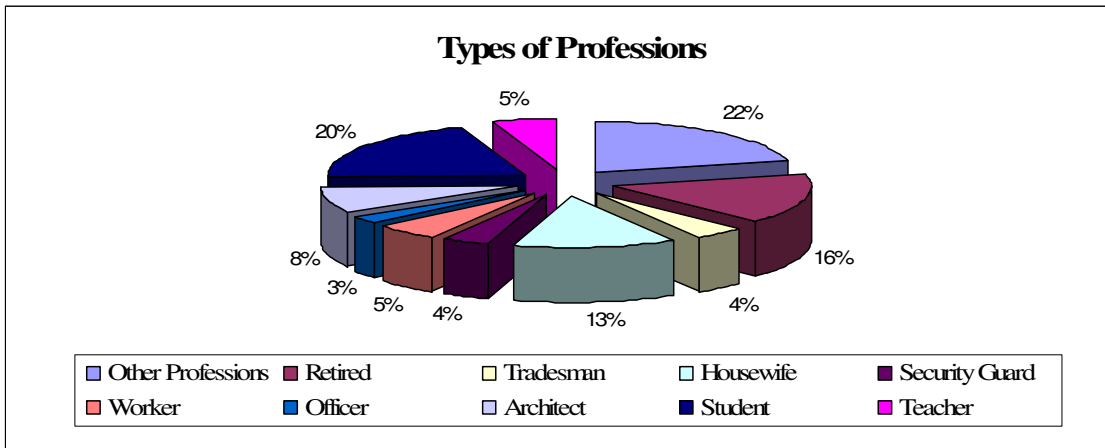
Figure 4.24. Types of Professions
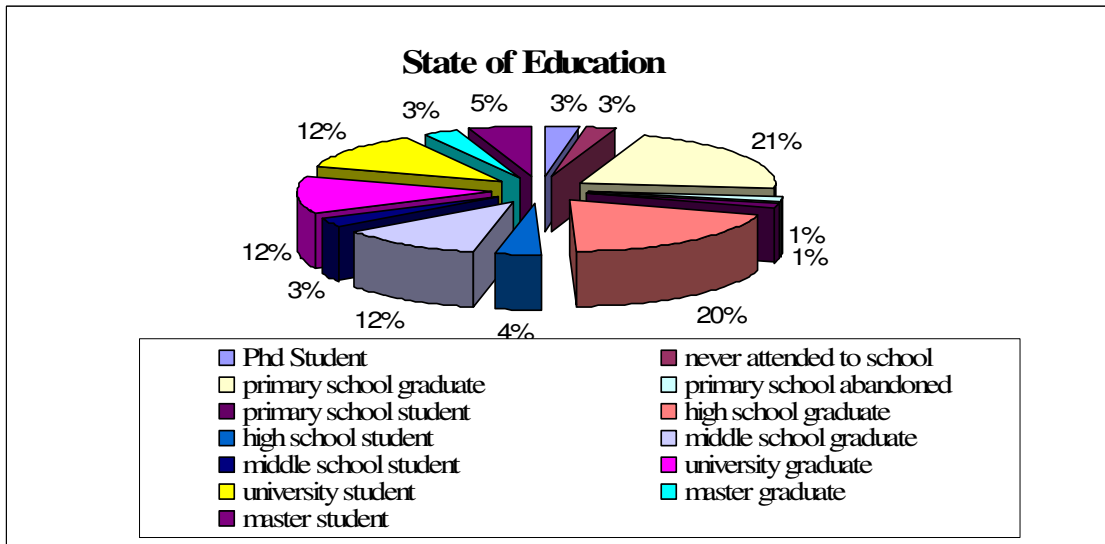
Figure 4.25. State of Education

In figure 4.26, 28 people did not answer how long they have been living in İzmir, 12 people state that they were living in İzmir since between 7 and 12 years. As well as in figure 4.27, 28 of 75 people declare that they are from İzmir and the others are from various cities.
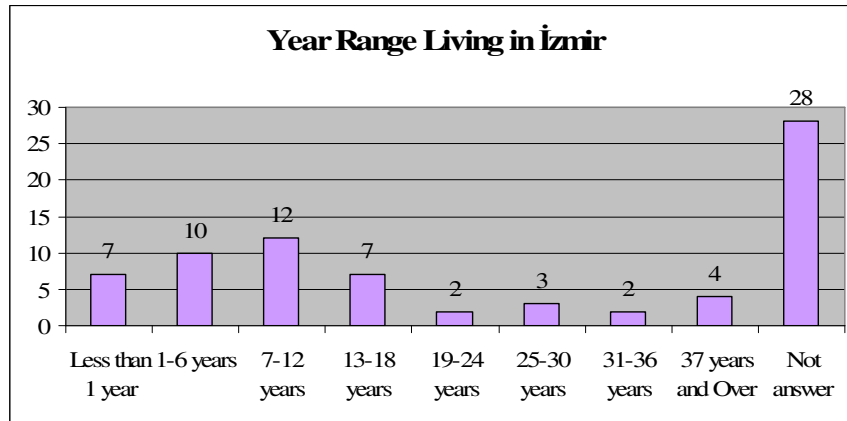
Figure 4.26. Year Range Living in İzmir
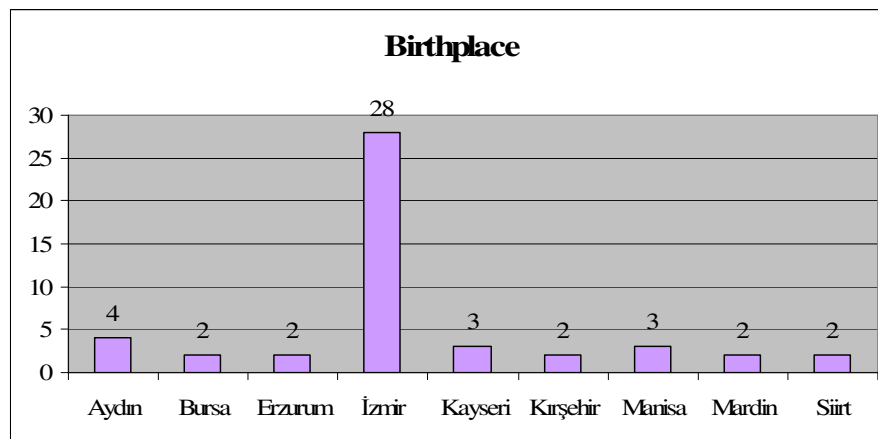
Figure 4.27. Birthplace

4.5.1. Uses and Activities

PPS emphasizes that for evaluating uses and activities it is important if people are using the space or it is empty for all or part of the day, it has to be used by a range of ages, people have to cluster in groups, there has to be various types of activities. It is also important to find out whether some parts of the space are used or not used, if events are being organized or not and if there are enough places to sit or not. People should go from one part of the space to other easily and the design should answer people's need. All the elements such as benches, waste receptacles, kiosks and paths should be convenient for people use. Also the place should be managed for its maintenance.

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Periods of Use:

Total of Users According to Periods
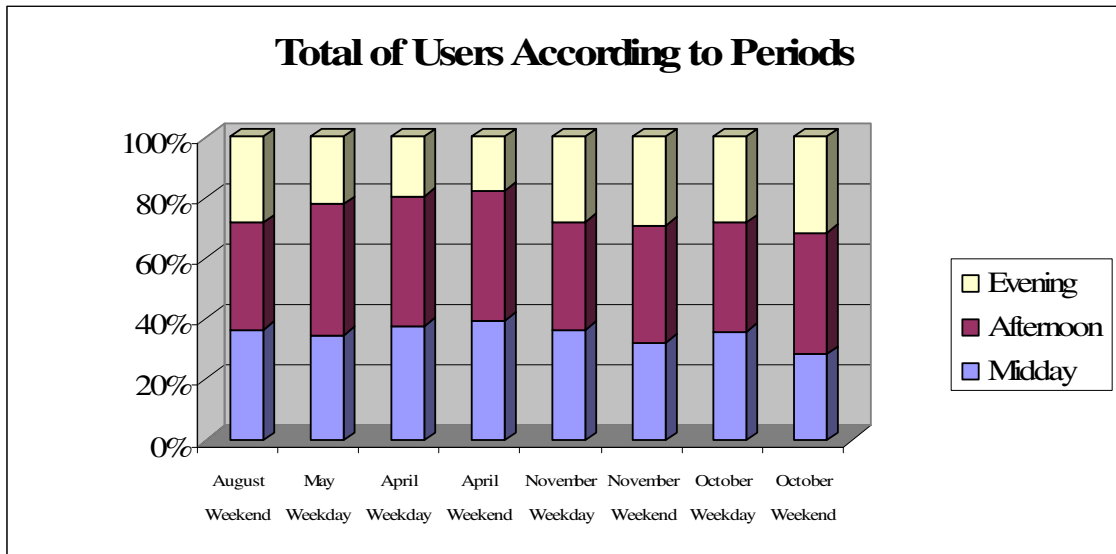
Figure 4.28. Total of Users According to Periods

Figure 4.28 above shows the people count who use the square for different times of the day and different months from August, May, April to November and October. The space is being used more in midday and afternoons than evenings. In Total, 2210 people were marked on the map during observations.

Figure 4.29. Konak Square 30.04.06
Sunday Evening 20:00

Figure 4.30. Konak Square14.05.06
Sunday Afternoon

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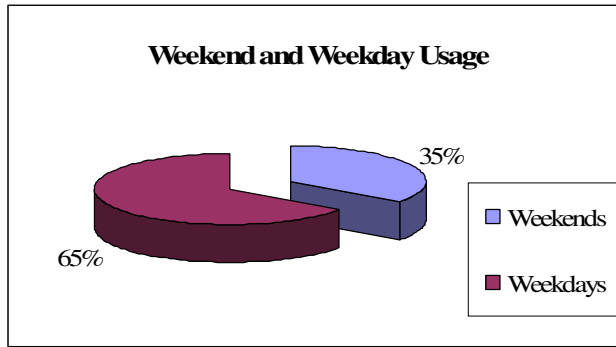
Figure 4.31. Weekend and Weekday Usage
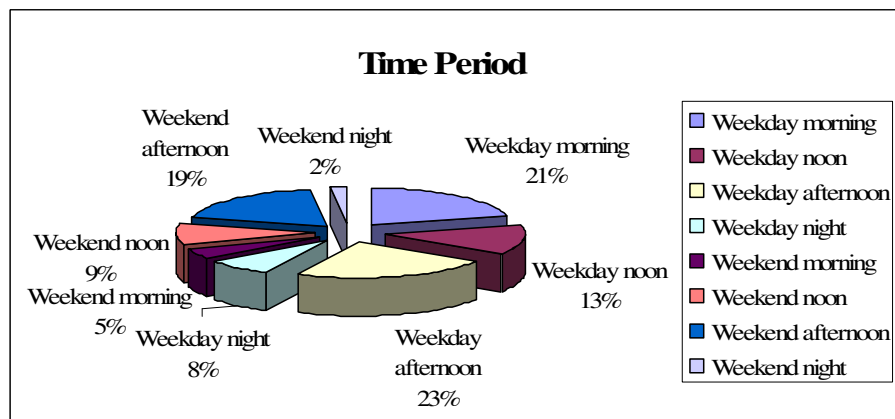
Figure 4.32. Time Period

As indicated in figure 4.31 and 4.32, questionnaires conducted with the people reveal that the square is being used mostly in the afternoons of Weekdays. Than with a percentage of 21% Weekday mornings come. By order of Weekend night 2%, Weekend morning 5% and Weekday night 8% are the least use time periods of the square.
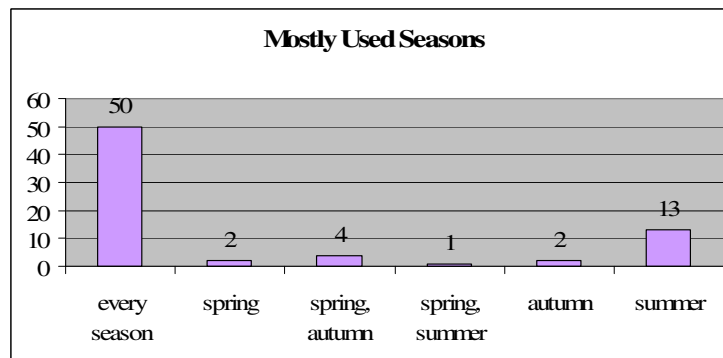
Figure 4.33. Mostly Used Seasons
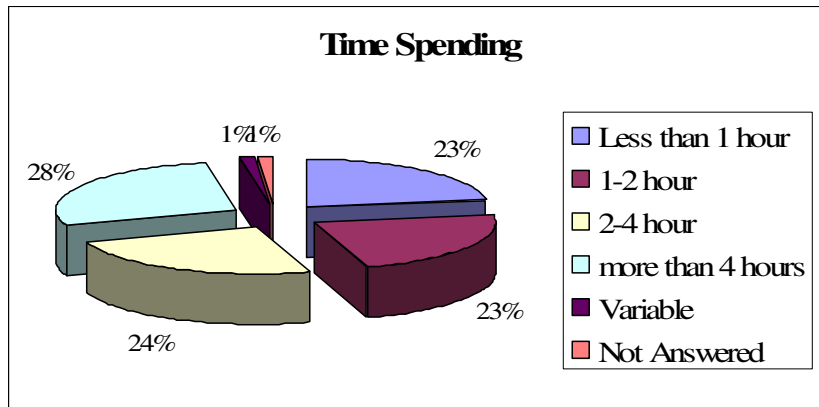
Figure 4.34. Time Spending

In the figure 4.33 above, 3 of 75 people did not answer the question. Results of the 72 answers expose that the square is being used mostly in every seasons and summer. But no one gave winter as an answer. In figure 4.34, the chart shows that people usually spend more than four hours in the square with a percentage of 28%, then with a percentage of 24% 2-4 hour and with a percentage of 23% both 1-2 hour and less than 1 hour take place.

Evaluation: The space is being used by people mostly midday and afternoons, especially in every season and they spend usually more than four hours. During weekdays square is used more than weekends.

Age Corridor:
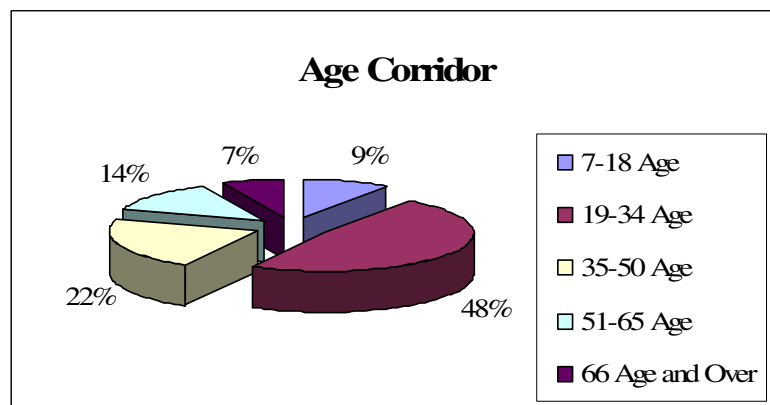
Figure 4.35. Age Corridor of Questionnaires
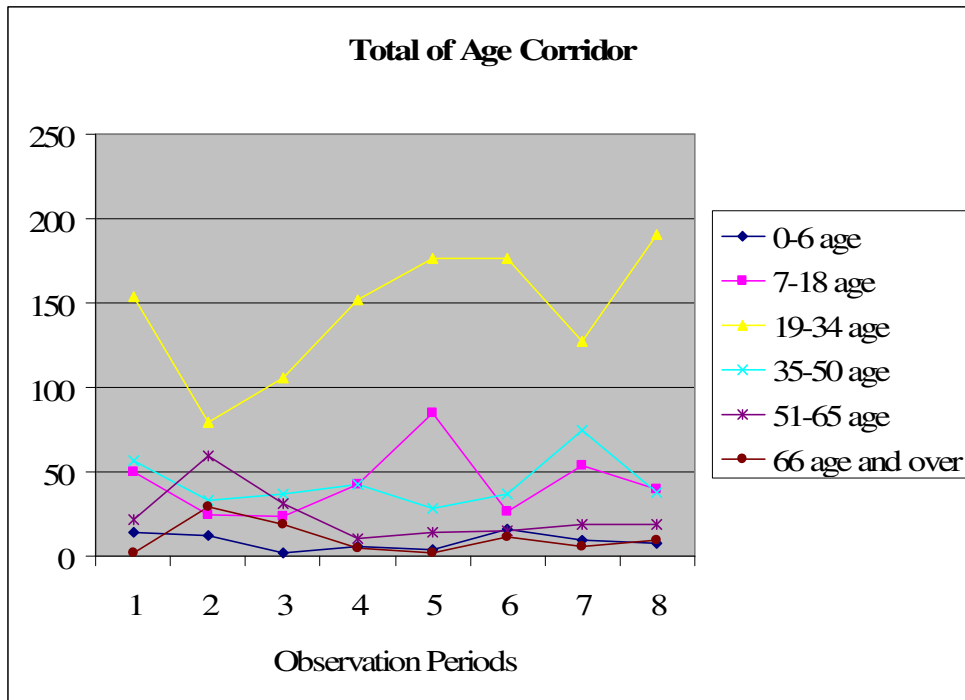
Figure 4.36. Total of Age Corridor of Observations

Figure 4.36 shows observation periods as follows; 1 (August Weekend), 2 (May Weekday), 3 (April Weekday), 4 (April Weekend), 5 (November Weekday), 6 (November Weekend), 7 (October Weekday), 8 (October Weekend). According to the questionnaires, the square is mostly used by the age range between 19 and 34. In addition to this, when age corridors of both observations and questionnaires compared, it can be seen that the majority of usage by the age corridor 19 between 34 are the same. In the observations generally 35-50 age takes the second line as in the questionnaires. Plus 7-18 age range usually takes the third place in the observation results. Below the chart, only in the second and third periods 66 age and over increased. Hence during spring times the square is being used more than other periods by elderly people.

Evaluation: Both with the results of observations and questionnaires it can be said that the square is being used by a range of ages. But the dominant age range is between 19 and 34.

Groups and Individuals:
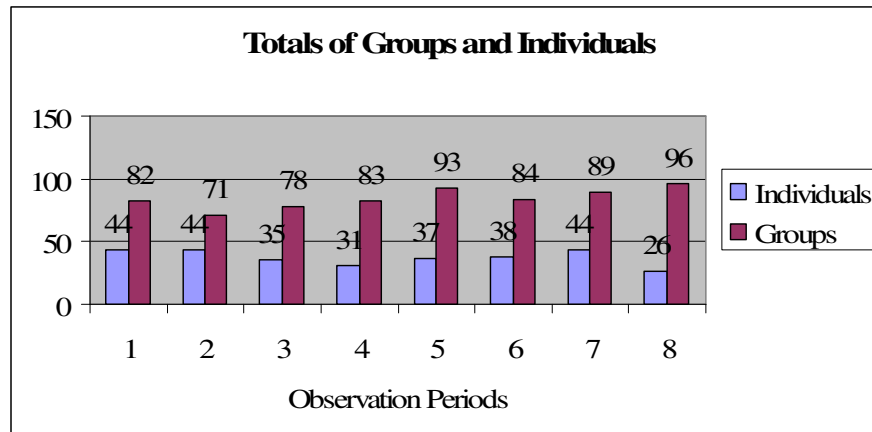
Figure 4.37. Totals of Groups and Individuals According to Observations
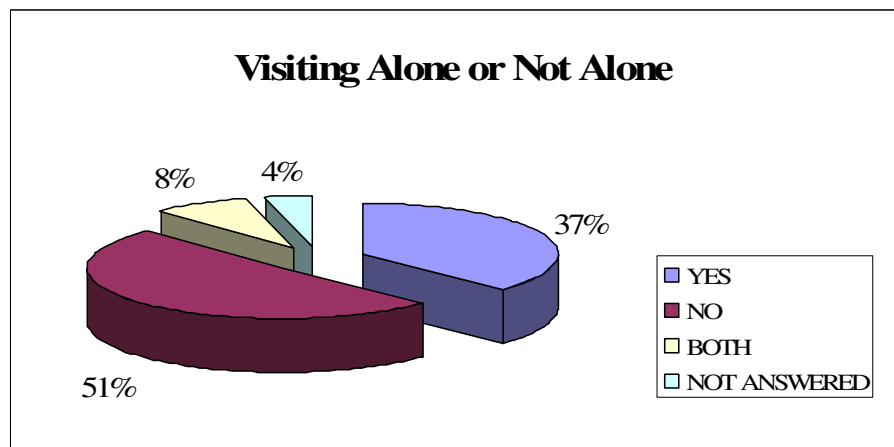
Figure 4.38. Visiting Konak Square Alone or Not Alone According to Questionnaires

In figure 4.37, in every period groups are much more than individuals. As it was asked people if they prefer visiting the square alone or with their friends, neighbours or families, most of them with a percentage of 51% answered that they did not visit the square alone which also means that they would like to be in groups. As well as figure 4.39 below reveals how individuals and groups are scattered according to time periods of the day in observations.
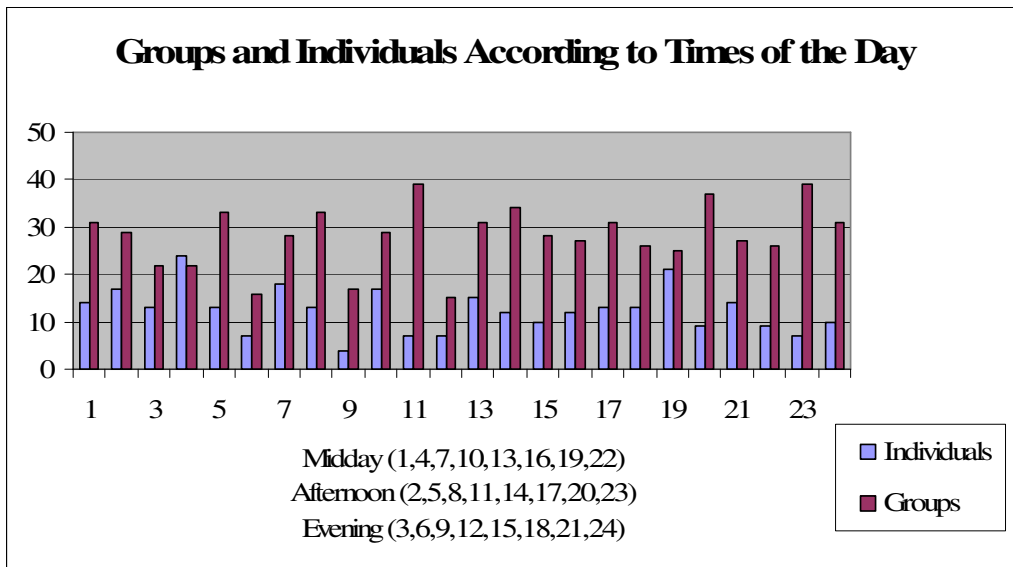
Figure 4.39. Groups and Individuals According to Times of the Day

Figure 4.40. Groups of Males at the Entrance Point of Konak Square 09.05.2006

As Whyte states "Low percentage of people in groups is an indicator that something is wrong" and adds "number of groups is an *index of selectivity*, people in groups are likely to have agreed on the destination ahead of time, an indication that the space's attractive qualities draw people from far and wide" (Whyte in Cook 2000). In

the picture above elderly people grouped at the entrance of the square. Plus they usually choose the same place as a gathering point.

Evaluation: As a result of observations and questionnaires it can be said that people usually cluster in groups.

Activities:
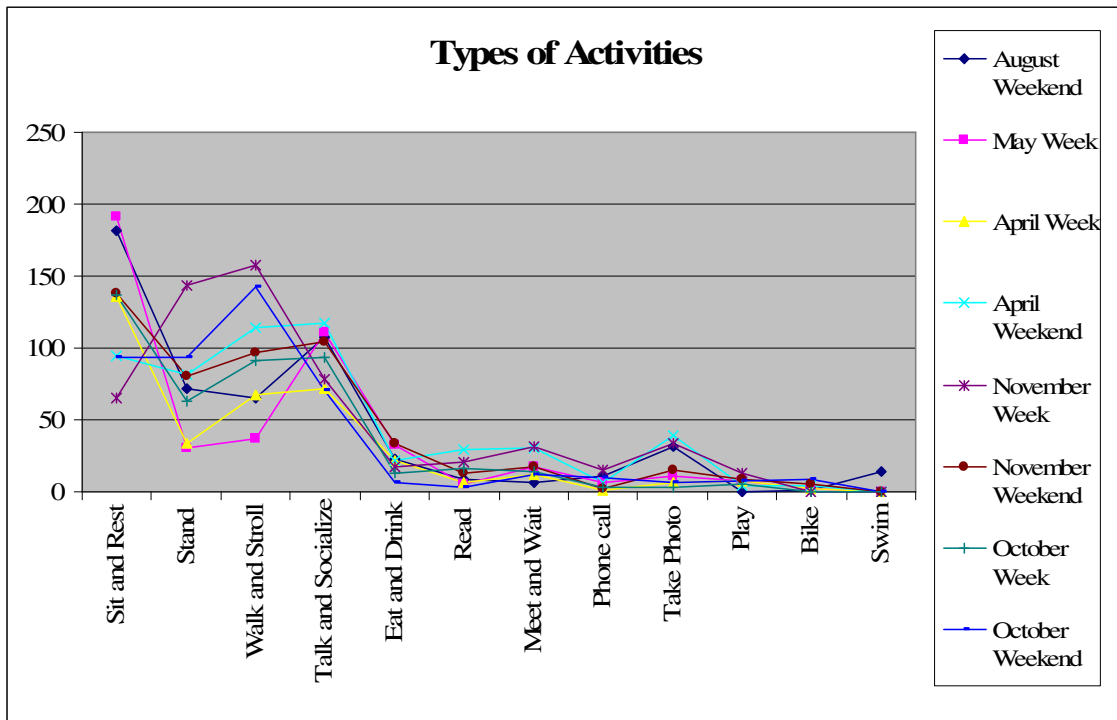
Figure 4.41. Types of Activities According to Time Periods

This figure shows activity types in the square and change according to the time periods and the rate between activities. Activity types are as follows; Sit and Rest, Stand, Walk and Stroll, Talk and Socialize, Eat and Drink, Read, Meet and Wait, Phone Call, Take Photo, Play, Bike and lastly Swim.
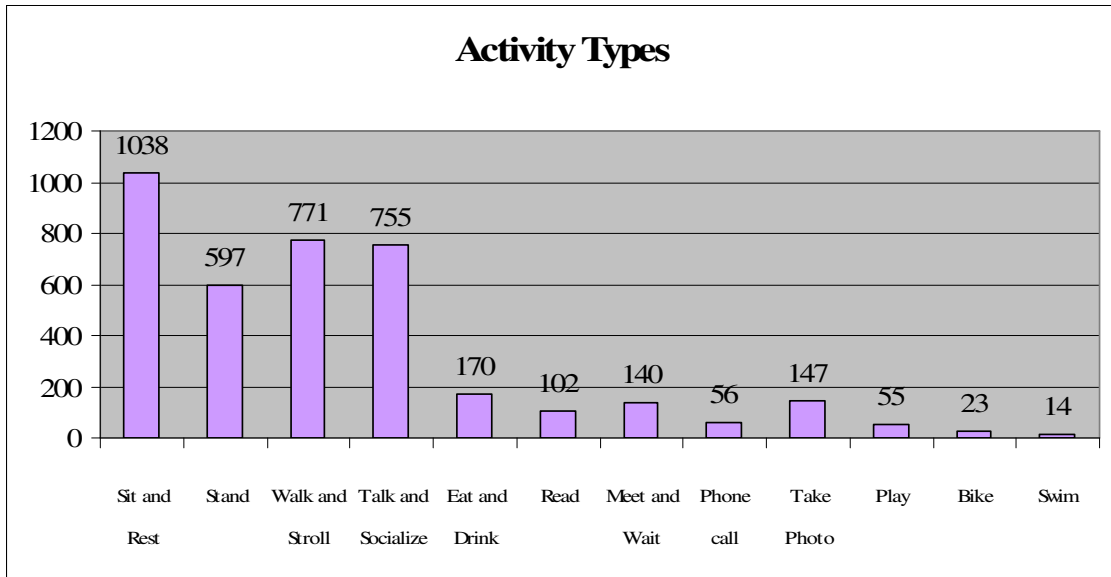
Figure 4.42. Total of Activity Types According to Observations

People usually sit and rest in the square. Then Walk and Stroll, Talk and Socialize activities come most. Below the charts indicates the activities according to months.
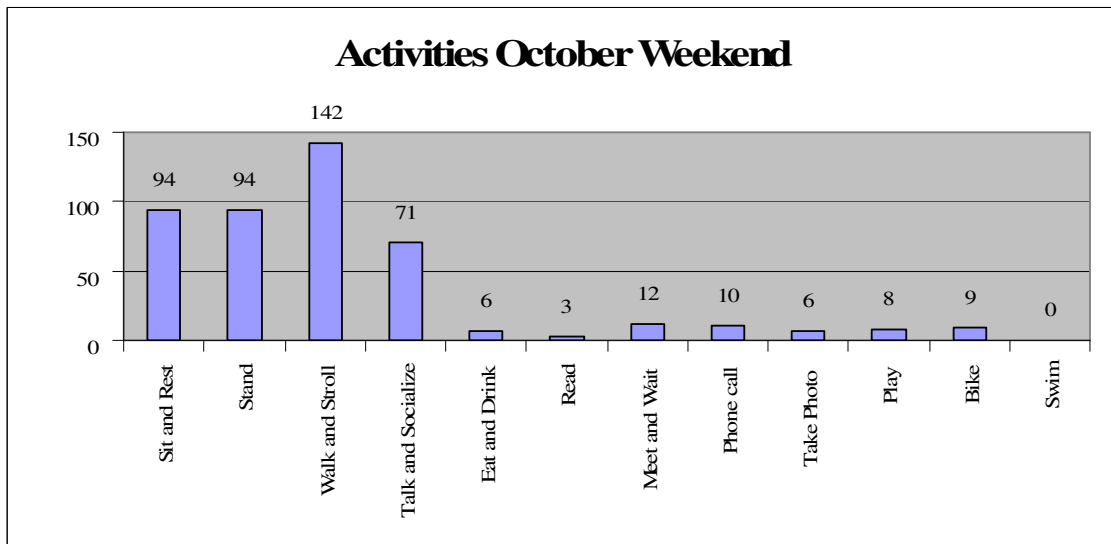
Figure 4.43. Activities of October Weekend
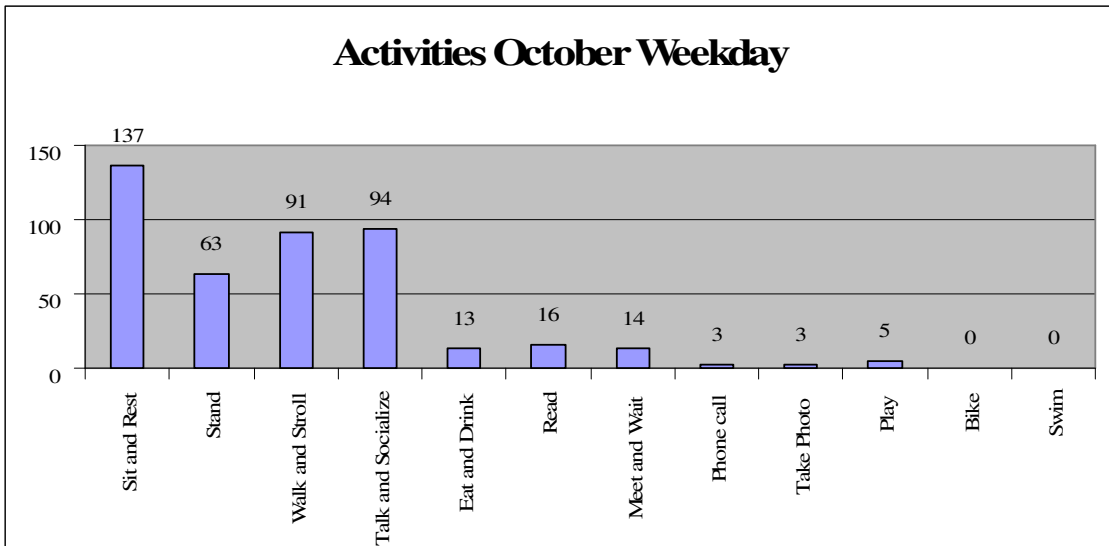
Figure 4.44. Activities of October Weekday

In 23.10.2005 October Weekend people mostly walk and stroll. In 28.10.05 October Weekday people mostly sit and rest.
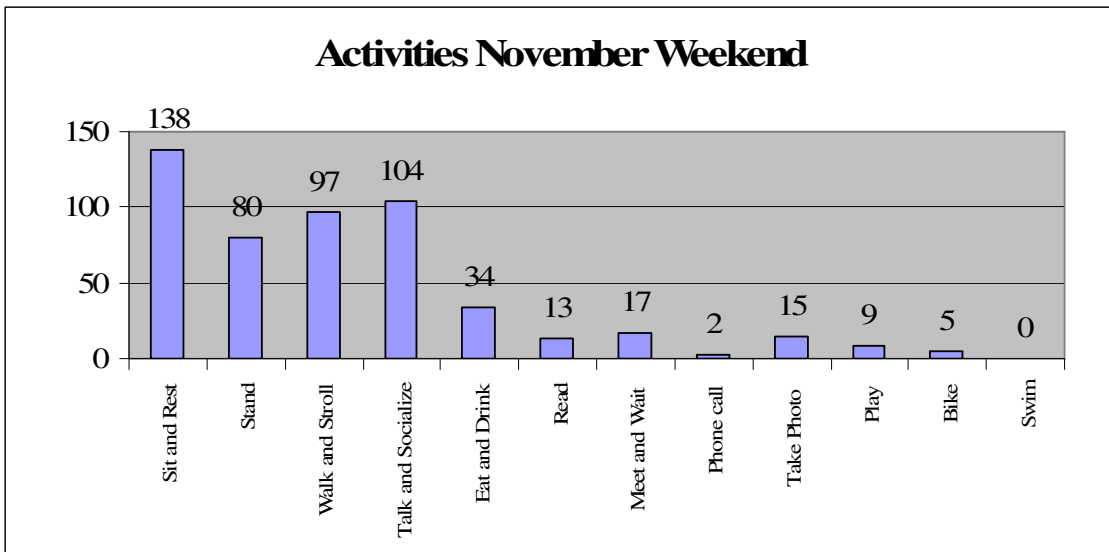
Figure 4.45. Activities of November Weekend
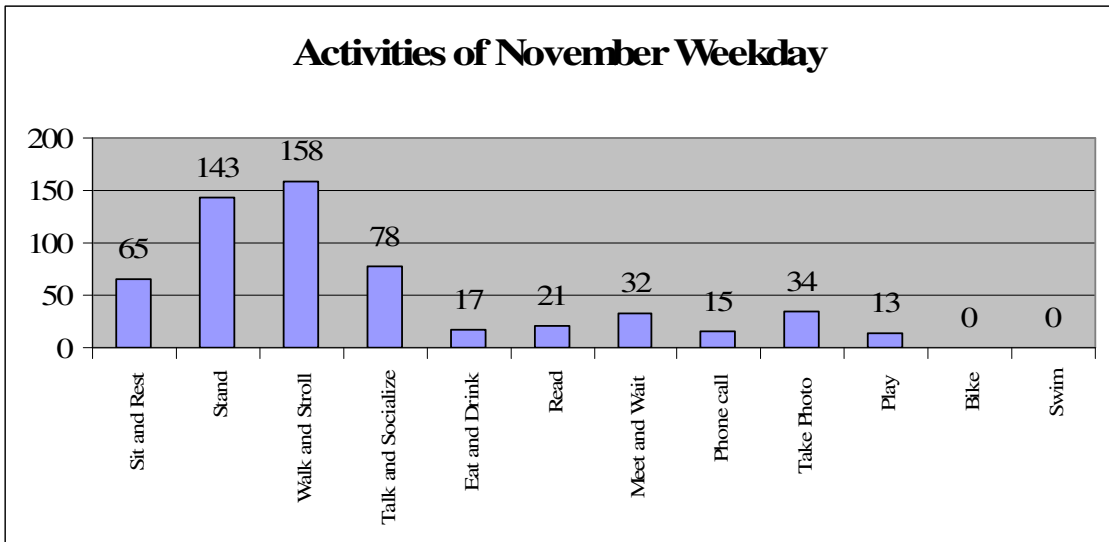
Figure 4.46. Activities of November Weekday

In 27.11.05 November Weekend people mostly sit and rest. In 03.11.05 November Weekday people mostly walk and stroll.
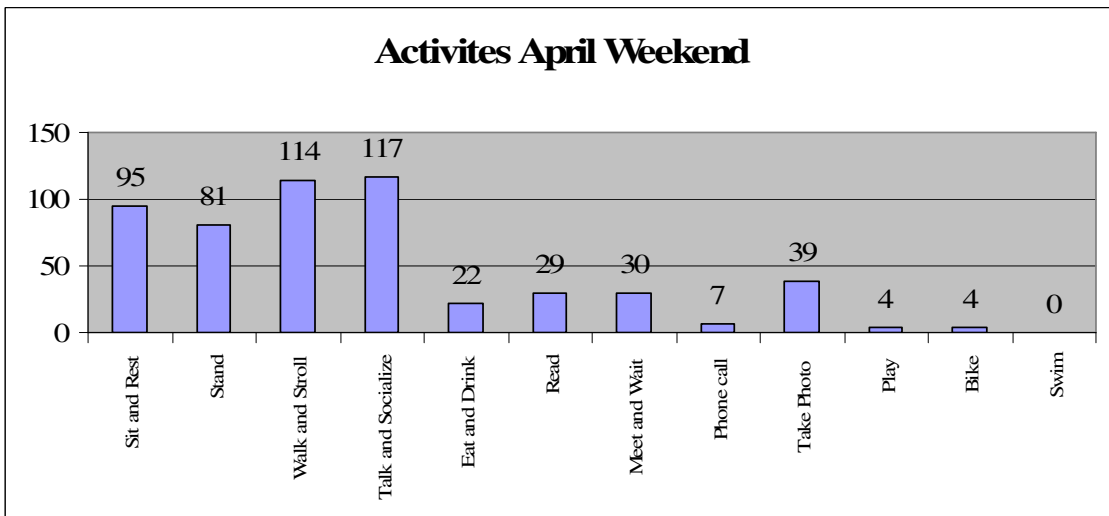
Figure 4.47. Activities of April Weekend
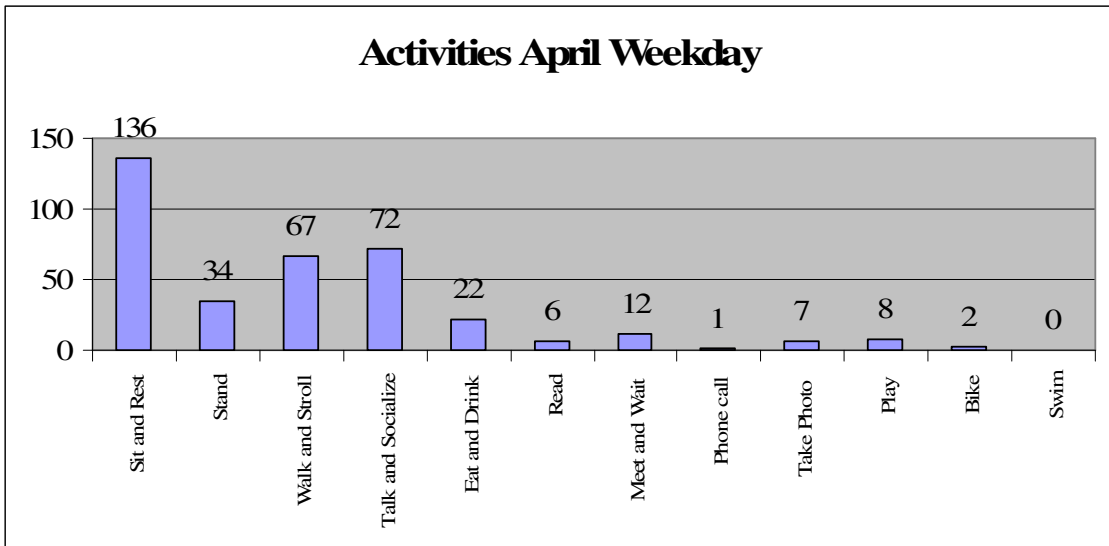
Figure 4.48. Activities of April Weekday

In 30.04.06 April Weekend people mostly talk and socialize. In 20.04.06 April Weekday people mostly sit and rest.
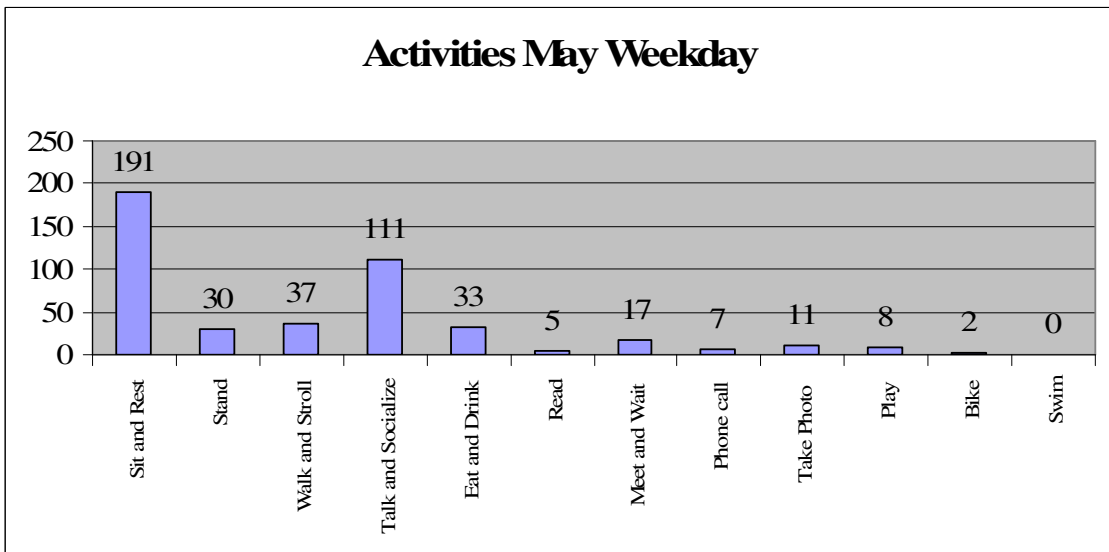
Figure 4.49. Activities of May Weekday
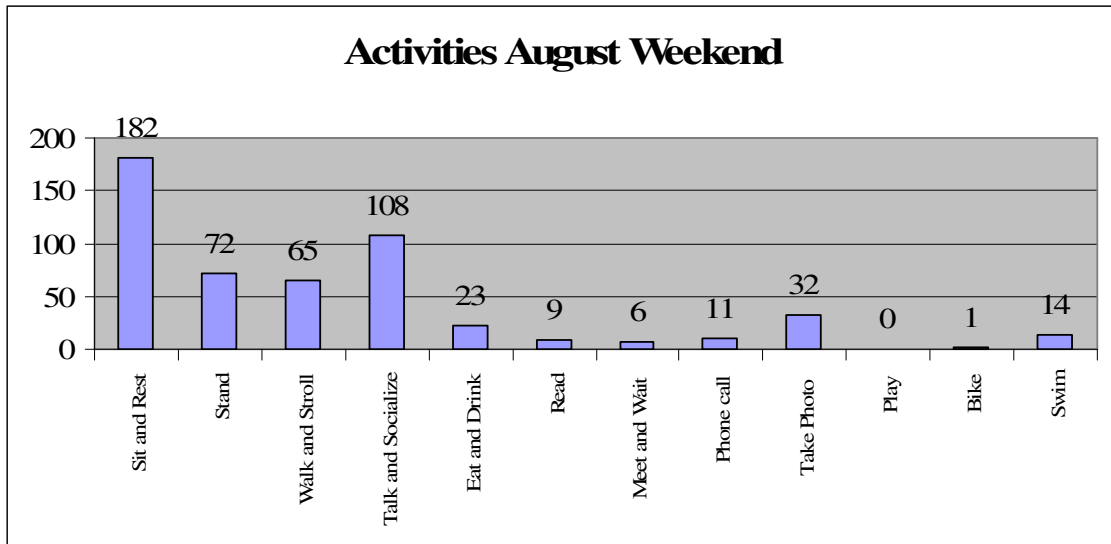
Figure 4.50. Activities of August Weekend

In 09.05.06 May Weekday people usually sit and rest. In 06.08.06 August Weekend people usually sit and rest plus differently from the other months, children swim in the pool.

Figure 4.51. Konak Square 09.05.06 Tuesday

Figure 4.52. Konak Square 23.10.05 Sunday

In figure 4.51 people are sitting, relaxing, talking and reading newspapers. In figure 4.52 which was taken from the southwest part of the square, people are strolling and children are biking around the square.

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Figure 4.53. Konak Square 03.11.05   Figure 4.54. Konak Square 28.10.05

People are taking photos from different views of the square.

Figure 4.55. Around Clock Tower 23.10.05, 12:00   Figure 4.56. Konak Square 23.10.05, 12:00

People are relaxing, sitting around Clock Tower and strolling around the square.

Figure 4.57. Fountains 06.08.06   Figure 4.58. Konak Square and People Picnicking 06.08.06

In the figures above children are swimming in the pool and people are resting and picnicking on the grass.
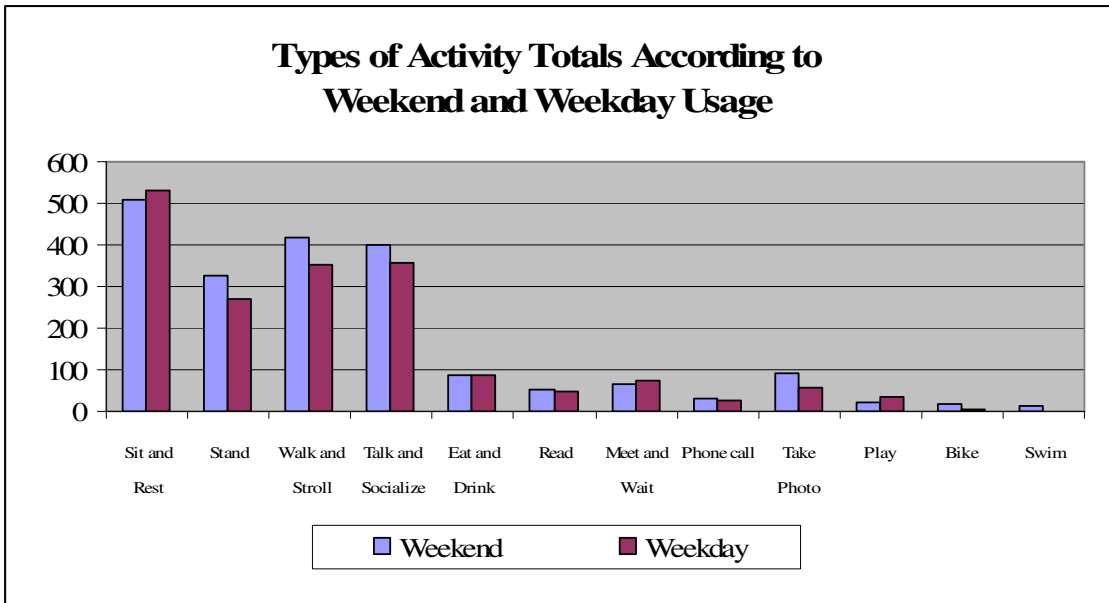
Figure 4.59. Types of Activity Totals According to Weekend and Weekday Usage of Observations

According to observations people usually sit and rest in weeakdays more than in weekends. On the other hand, they usually stand, walk and stroll, talk and socialize and take photo in weekends more than in weekdays.
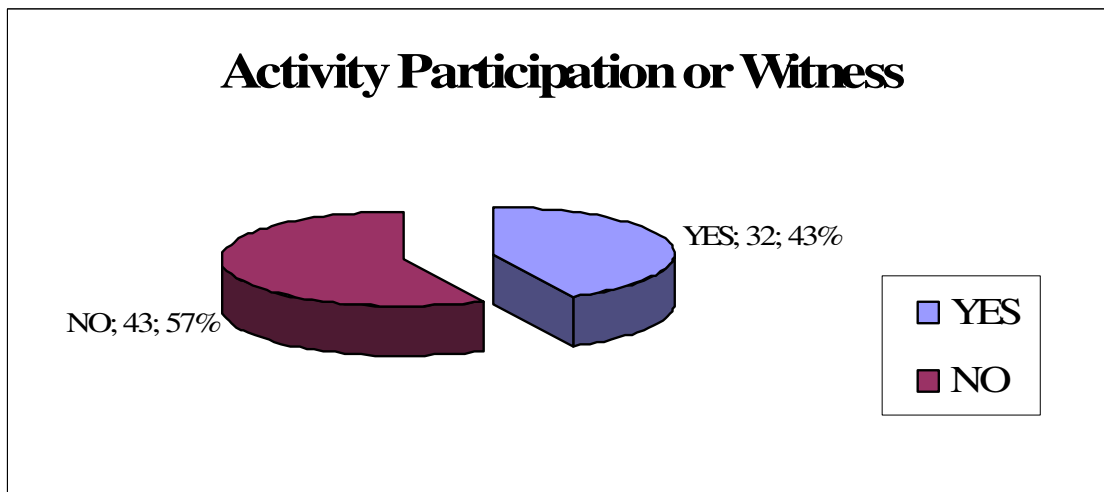
Figure 4.60. Activity Participation or Witness of the Questionnaires
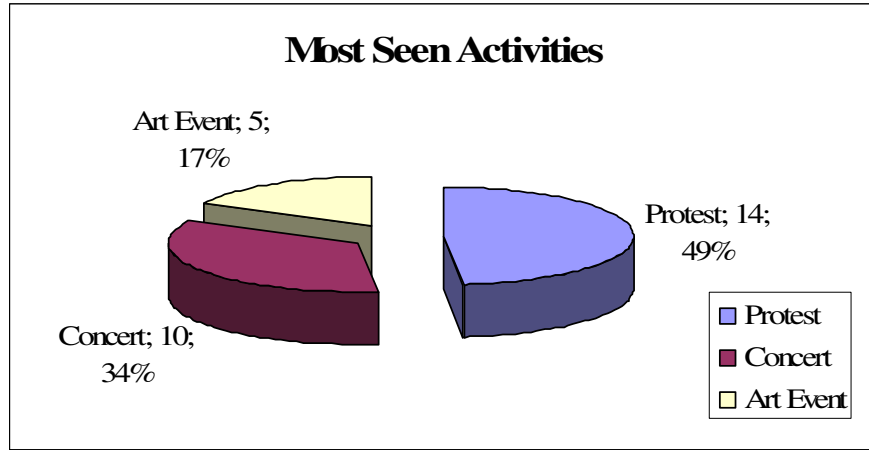
Figure 4.61. Most Seen Activities of the Questionnaires

In figure 4.60, %43 of the people participated in an activity or witness to an activity. Three activities that are mostly seen in the square are as follows; protests, concerts and lastly art events. For example during the observations on 27.11.05, Sunday in front of the municipality Building on Cumhuriyet Boulevard Eğitimsen Protest was noticed. Plus same day, interview with the people in the square had done by the Channel TRT for the subject of consumer rights. Again every Fridays at 12:35 military band plays Independence [İstiklal] march. Events are being organized by the unit of IMM, Management of Protocol. However there are not any pre-scheduled events or organizations only national ceremonies are being celebrated by a schedule. Permission is taken from this unit for any organization. For example, some exhibitions like Atilla İlhan and Nazım Hikmet were organized nearby. Anıtkabir Exhibition is held in City History Park of Konak Square in November for the honour of Atatürk.

Figure 4.62. Anıtkabir Exhibition 21.11.06

Figure 4.63. Atilla İlhan Exhibition 27.11.05

Figure 4.64. Exhibition of the Band 28.10.05

Figure 4.65. Protest in the Square 27.11.05

In figure 4.64 band playing Independence March in front of Government House and the next picture was taken from Eğitimsen Protest in front of the Municipality Building.
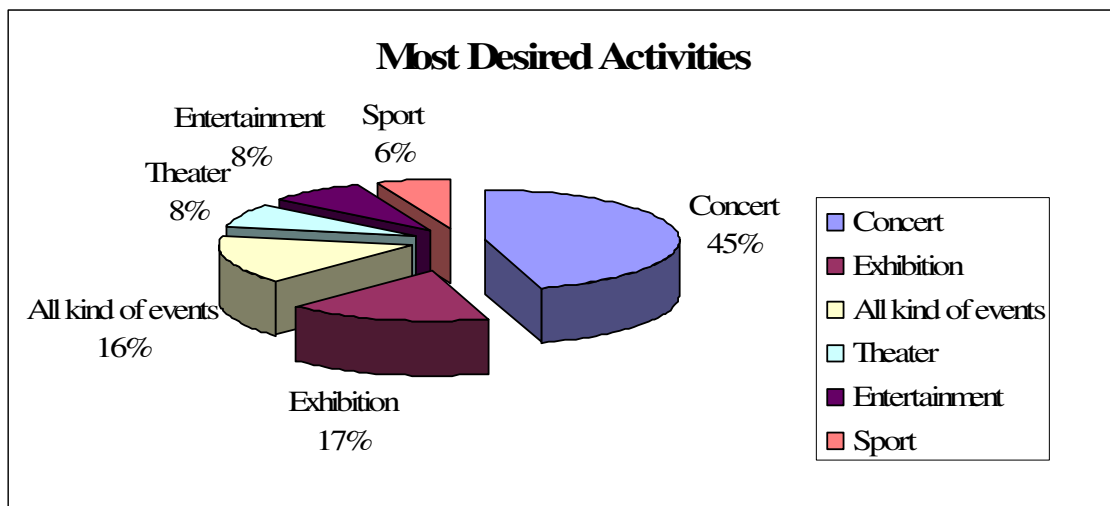
Figure 4.66. Most Desired Activities in the Square

These activities ordered above in figure 4.66 are the most desired first six activities. Concert with a percentage of 45% takes the first place. Then exhibition comes with a percentage of 17%, thirdly all kinds of events with a percentage of 16% wanted by people as activities.

Figure 4.67. Concert in the Square 07.03.04

(Source: www.wowturkey.com)

Figure 4.68. Speech in the Square 04.02.05

(Source: www.wowturkey.com)

In the picture on the left is a view from a public concert in front of the Municipality Building in 07.03.04 and on the right a view from the speech of Prime Minister Erdoğan in front of the Government House in 04.02.05.

Figure 4.69. Hasan Tahsin Monument

(Source: www.wowturkey.com)

Protocol Management mentions that on September 9th İzmir's Independence Day and on May 15th Hasan Tahsin Ceremony are being celebrated every year. Hasan Tahsin Monument in front of the Municipality Building has an important meaning for the citizens of İzmir as he was a pioneer in the independence of İzmir. Also New Year concerts are being arranged in the square. For example, in 8 March 2004 a concert was organized for World Woman Day.
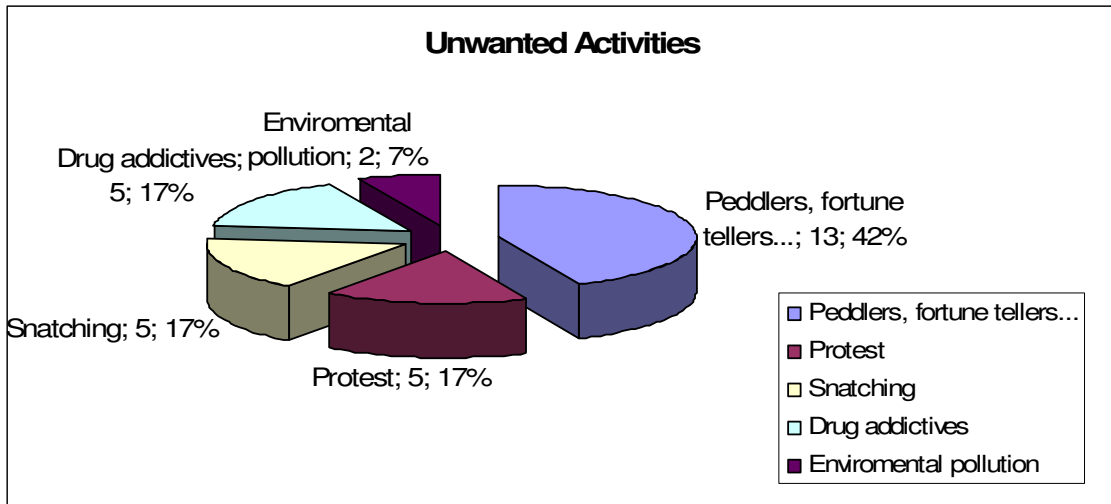
Figure 4.70. Unwanted Activities in the Square

The most unwanted activity in the square is marginal use such as peddlers, fortune tellers, beggars and etc. Snatching, Protest and Drug addictives with the same percentages come second. However, there are certain rules against drugs, alcohols, street vendors in Turkey; these unwanted activities exist in the square.

Figure 4.71. Gypsies 07.03.04

Figure 4.72. Peddlers 07.03.04

Peddlers in the square, people are complaining about insisting street vendors or gypsies.

Figure 4.73. Street Vendors towards Ferry Quay
09.09.05

Figure 4.74. Police in case for Street Vendors
09.09.05
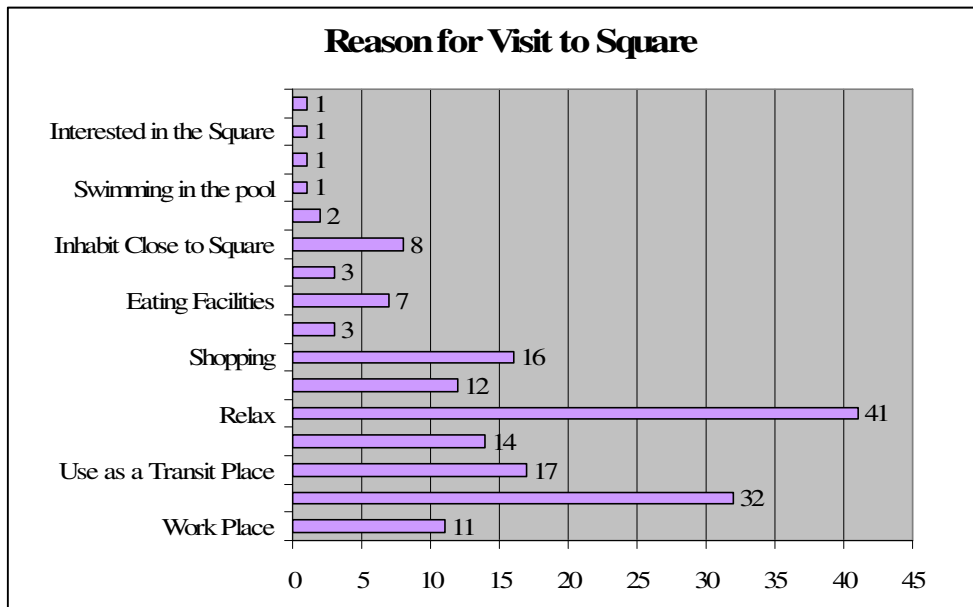
Figure 4.75. Reason for Visit to Square

Results of questionnaires reveal that people's reason for visiting the square is mostly for relaxation. Then visiting, using as a transit place, shopping, meeting point, accessing public services, working place and inhabit close to square take place.

MUNICIPALITY

28.10.05
20:00

MOSQUE

H. TAHSIN
MONUMENT

CLOCK
TOWER

MOTORWAY

POOL

KEMERALTI

X indicate males
O indicate females
circles around them
indicate groups

A. Ilhan
Exhibition

Observation
Point

Figure 4.76. Using Behaviour Mapping Technique

By using Behaviour Mapping Technique, data is collected together with marking on the map and writing the data on the collection form. X indicates males, O indicates females and circles around them indicate groups of people rather than individuals. Users' location on the map with their gender, age and the activity they are doing can easily be gathered through this technique.

			Group #
		Sex	Male
			Female
		Age	0 - 6
			7 - 18
			18 - 34
			35-50
			51-65
			over 65
		ACTIVITIES:	Sit/Relax
			Stand
			Walk/stroll
			Talk/Socialize
			Eat/Drink
			Read
			Take Photo
			Wait/Meet
			NOTES

Figure 4.77. Behaviour Mapping Data Collection Form

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ACTIVITY MAP

protest area
in front of
the municipality

KONAK PIER
ALSANCAK

N

IZSU

KEMERALTI

BUS
STOPS

IZMIR METROPOLITAN
MUNICIPALITY

worship
area every
friday

GOVERNMENTAL
BUILDLNGS

people sitting
around edges of green areas

E

E

gathering
point

H.TAHSIN
MONUMENT

benches

birds
children
peddlers

MOSQUE

MOTORWAY

CLOCK
TOWER

GOVERNMENT
MANSION

children
swimming
in the pool
old sea trace

POOL

ceremony
area

KEMERALT

exhibition
point

benches

gathering
points

E
entrance

E
entrance

FERRY
QUAY

people sitting
along trace of
Yellow Barracks

people gathering
under trees
in summer

METRO
BUS STOPS

Figure 4.78. Activity Map of Konak Square

After putting together all the data from behaviour maps, common results are concluded as in the figure 4.78.

Figure 4.79. Gathering points in front of   Kemeraltı,   Figure 4.80. Males sitting at the entrance
            21.11.06   points of the Square, 06.08.06

Figure 4.81. Children   playing   with   pigeons   Figure 4.82. Females   sitting   around   edges   of
            28.10.05   walls against Municipality 28.10.05

Figure 4.83. People Gathering in front of   Hasan   Figure 4.84. People   in   front   of   information
            Tahsin Monument, 14.05.06   kiosks, 09.05.06

For a place, to be a meeting point is one of the essential qualities, information kiosks or specific elements like Clock Tower have always been the gathering points.

Figure 4.85. People Sitting on benches 27.11.05

Figure 4.86. People Worshipping around the Mosque 28.10.05

Landuse Surrounding the Square: There is variety of jobs in the square from official jobs, merchants, manufacturers to street-vendors. This is because of the Square is positioned close to the Central Business District and traditional bazaar. In addition to this Konak Square has a mixed-use structure with its governmental, cultural buildings as well as hospitals, municipality building and residential areas which are in short walking distance to the Square.

25 questionnaires were conducted with the shopkeepers around the square that arranged in order through Cumhuriyet Boulevard including the shops in the street called Çobanoğlu Zekibey. In addition to this, questionnaires that were conducted with the retail merchants are different from the questionnaires from the users (Appendix B). Retail types differ from pharmacy, optics, food and drink facilities, watchmaker, perfumery, café, beerhouse to textile. Shops were usually between the hours 08:00-09:00 and 20:00-21:00 and after they have closed Konak Square's usage decrease as well as its security.
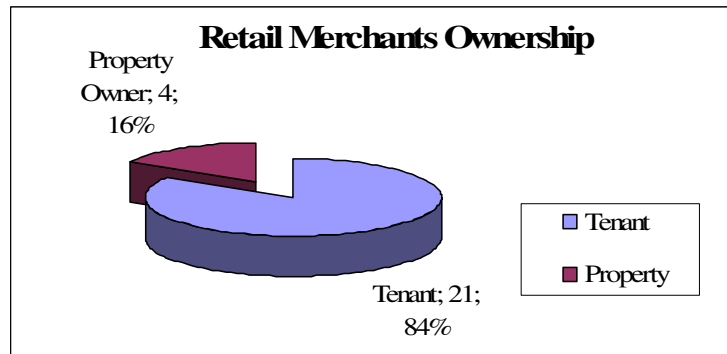
Figure 4.87. Retail Merchants Ownership
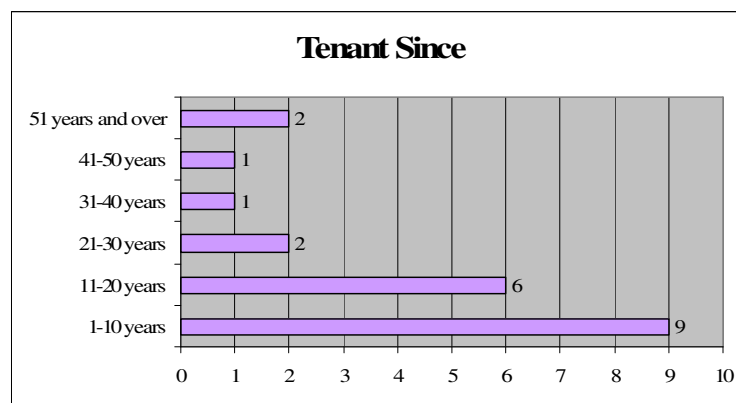
Figure 4.88. Retail Merchants' Tenant State

84% of the retail merchants are tenants while 16% are the owners of the property. Tenants of retail merchants mostly exist in the square between one and ten years.
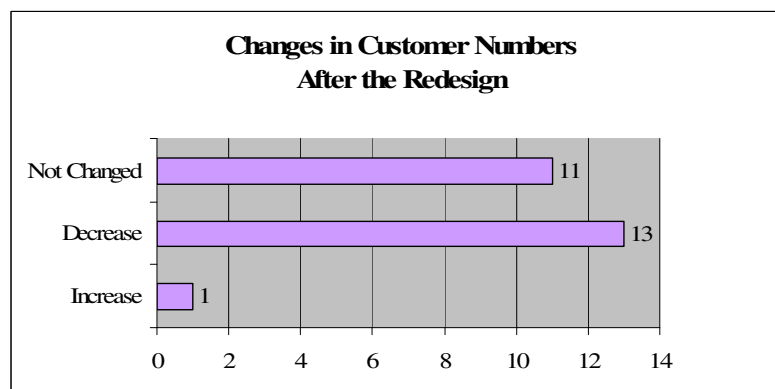
Figure 4.89. Changes in Customer Numbers
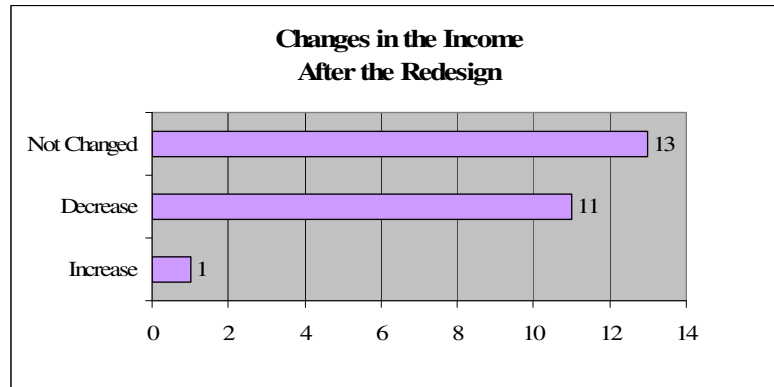
Figure 4.90. Changes in the Income

Retail merchants mention that after the redesign of the square number of customers have mostly decreased. In addition to this income of retail merchants is mostly not changed. Shopkeepers state that decrease in the number of customers is due to lacks of car parking and the transformation of Cumhuriyet Boulevard from motorway to pedestrian route. Management of Income in Konak Municipality emphasize that nothing changed in the estate price after the arrangement.

Evaluation: Konak Square is mostly used for relaxing and visiting. Despite the efficient use at midday and afternoons in the square, there are not so many activities in the evenings. Hence the place may be more attractive for people by organized events. There are more groups than individuals, which is something required from public spaces as a good character. Plus the square is being visited by a various age range but elderly people and children usually use the square at midday or afternoons. Dominant age use in the square is between 19 and 34. While concerts are the most desired activities in the square, marginal use such as peddlers, fortune tellers and etc. are the most unwanted activities.

4.5.2. Comfort and Image

It is important if a place makes a good first impression; if there are more women than men; enough and choice of places to sit; as well as comfortable places that protect from shade; sun and wind. There has to be a maintenance authority, someone has to be in charge of the space. Security is an important issue; place has to be safe for the people. The place must not be dominated by vehicles also by undesirables; it has to be attractive.
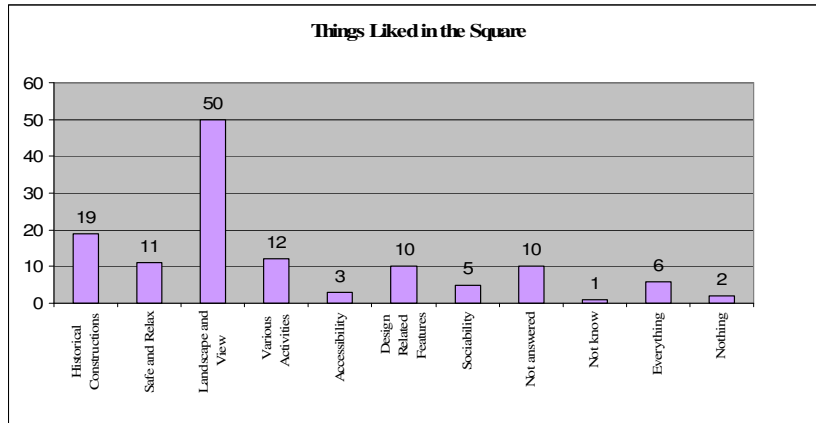
Figure 4.91. Things Liked in the Square

Landscape and view are the most liked things in the square (Pigeons, trees, sea, waterfront, pools, weather and etc.). Secondly, historical constructions (Clock Tower, Mosque…) and thirdly various activities (Exhibitions, Eating, Kemeraltı-Shopping, Taking Photos…) come.
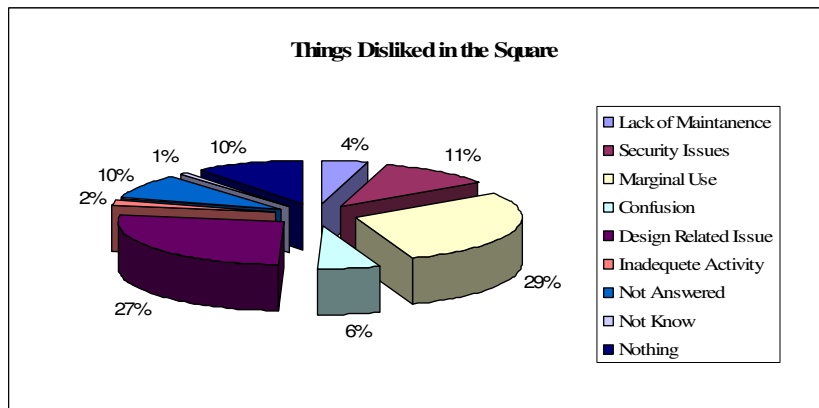
Figure 4.92. Things Disliked in the Square

Marginal use (peddlers, drug addictives, gypsies, fortune tellers…) with a percentage of 29% is the most disliked thing in the square. Design related issues (lack of places to sit, lack of canopies, lack of trees, not to be able to view the sea, empty square…) comes second and security issues (indefinite people, lack of security, snatching…) comes third.

Figure 4.93. Konak Square August 2006 Midday   Figure 4.94. Konak Square November 2005 Midday

First picture was taken in midday of August 2006; no one wants to sit on benches in hot weather because of lack canopies. As well as in November 2005 it was a rainy day and people were just passing through not spending time in the square.
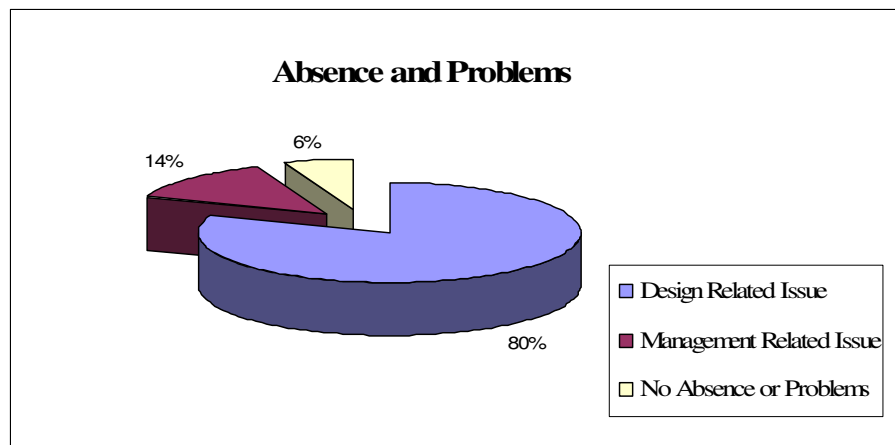
Figure 4.95. Absence and Problems in the Square

80% of the people in questionnaires found design related issues as problems such as; inadequate street furniture, inadequate green area, inadequate canopies, inadequate cafes, irregular spaces, excessive space, 14% of the people found management related issues such as; security problem, peddlers, quite and secluded area. Lastly 6% of the people mention that there is no absence or problems in the square.
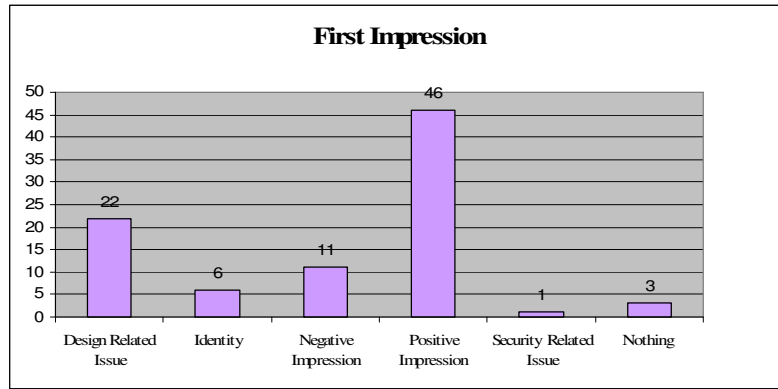
Figure 4.96. First Impression of the Square

Mostly people visiting the square have positive first impressions (peaceful, clean, attractive, modern, safe, beautiful, democratic…). Then design related issues come such as complicated, do not have solid-void balance, meaningless crossings, not unique, stone pavements make difficult walking, empty, hot. Negative impressions can be summed up as; monotonous, crowded, lack of activity, nothing changed, peddlers and gypsies.
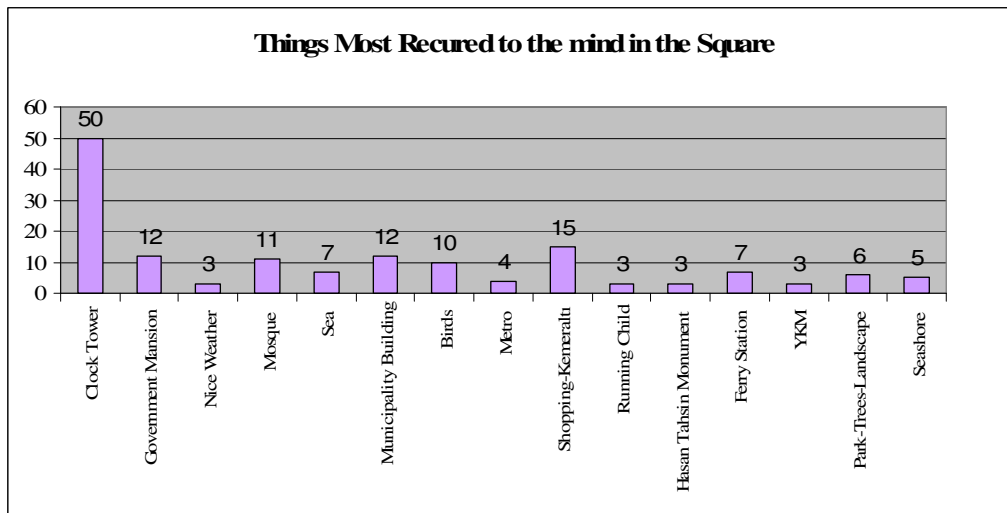
Figure 4.97. Things Most Recurred to the mind in the Square

Most recurred thing to the mind when asked to people is the Clock Tower. After that Shopping and Kemeraltı are mostly remembered things as well as Municipality Building and Government Mansion are given as an answer thirdly. Then the Mosque and the birds come which occurred to the mind in the square.

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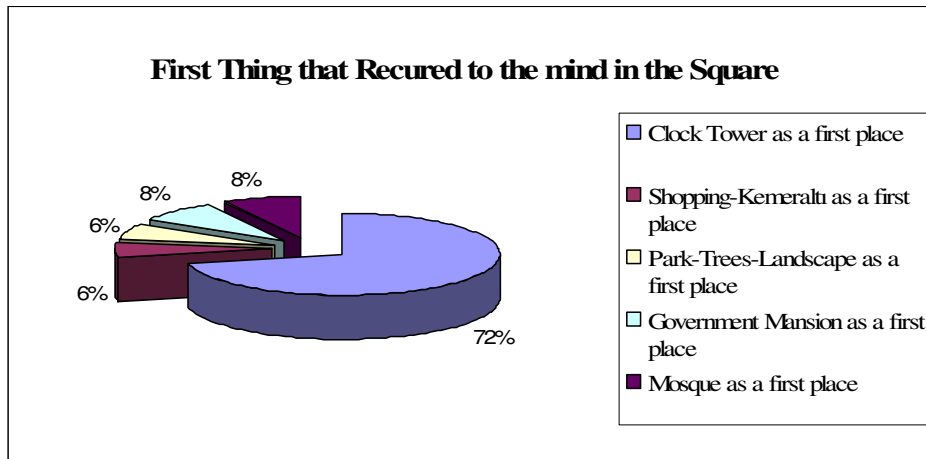
Figure 4.98. First Thing that Recurred to the mind in the Square

Clock Tower was given as an answer in the first place with a high percentage of 72%. Next both with a percentage of 8% Mosque and Government Mansion take place. Followed by with a percentage of 6% Landscape and Shopping- Kemeraltı occur.

PPS mentions that:

Women are bellwethers for a successful place because they are much more discriminating about the types of public spaces they choose to use. Therefore, a good place will generally have a higher proportion of women than men. Women vote with both their feet and with their intuition. For example, their perceptions about safety affect their decision to use a place, as do elements like the height or texture of seating and the types of other people present (PPS, 2000, p. 88).
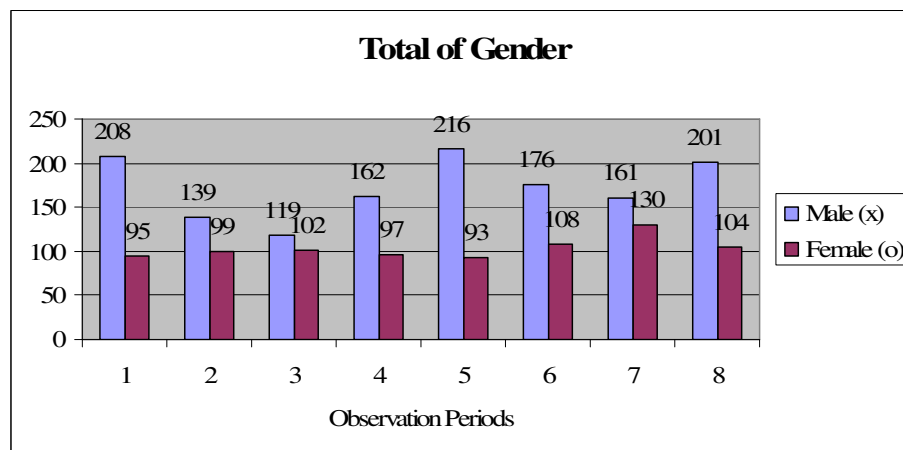
Figure 4.99. Total of Gender - Observations

According to both observations and questionnaires total of females are less than the total of males.

171
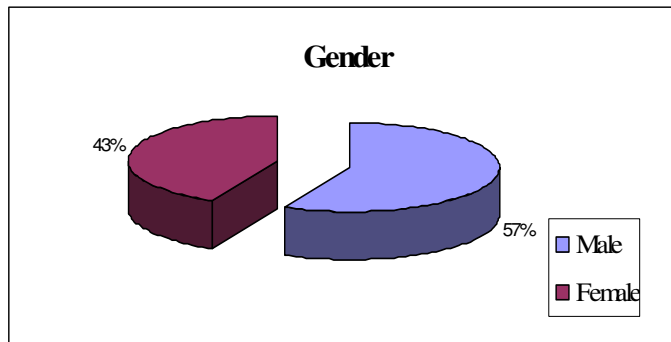
Figure 4.100. Gender of Questionnaires
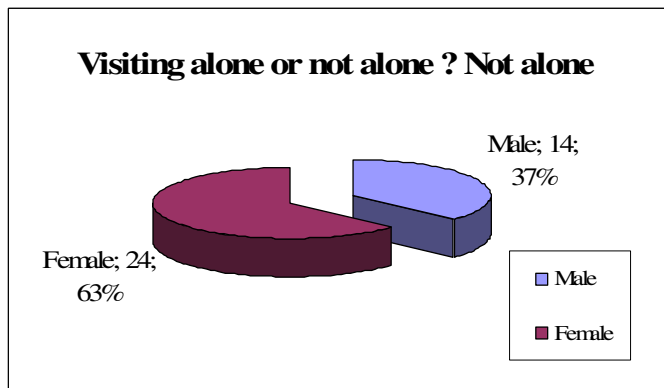
Figure 4.101. Visiting the Square not Alone
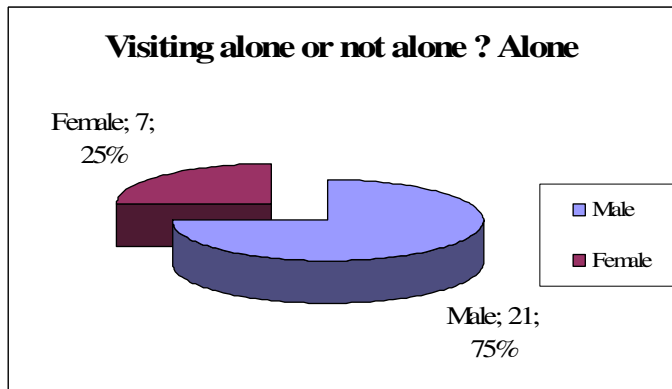
Figure 4.102. Visiting the Square Alone

When females do not prefer visiting the square alone, males could visit the square alone. According to the questionnaires and observations, it is appeared that male usage in the square is more than the female usage.

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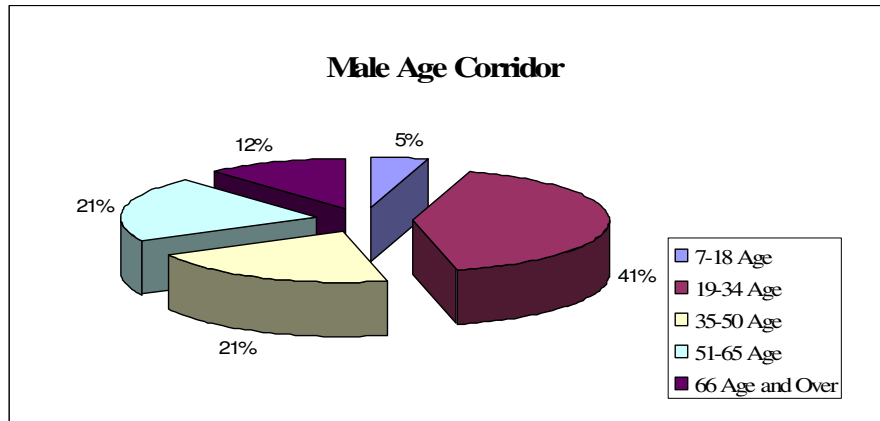
Figure 4.103. Male Age Corridor
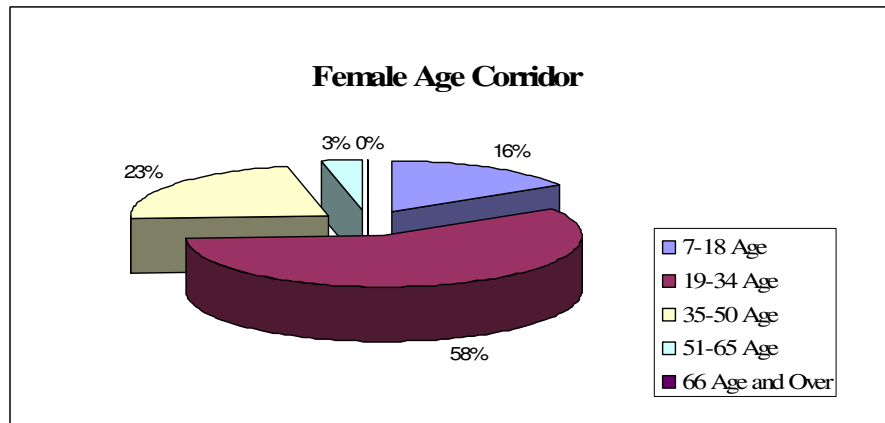
Figure 4.104. Female Age Corridor

Above the graphics, male and female age corridor can be seen due to questionnaires. In the first chart, majority of male age corridor differs between 19-34 age and next age range is between 35-50 and 51-66 ages with a percentage 21%. Same as male age corridor in female age corridor majority is between 19-34 ages with a percentage of 58%.

In figure 4.105 below, female usage due to times of the day can easily be seen. For example, at every period female usage is less than male usage but especially at evening female usage decrease become more evident. On the other hand, in some periods of midday and afternoons male and female usage becomes closer. Interestingly, in one of the midday which denotes to Weekday of April female usage is more than male usage.

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Gender Usage According to Times of the Day

Midday (1,4,7,10,13,16,19,22)
Afternoon (2,5,8,11,14,17,20,23)
Evening (3,6,9,12,15,18,21,24)
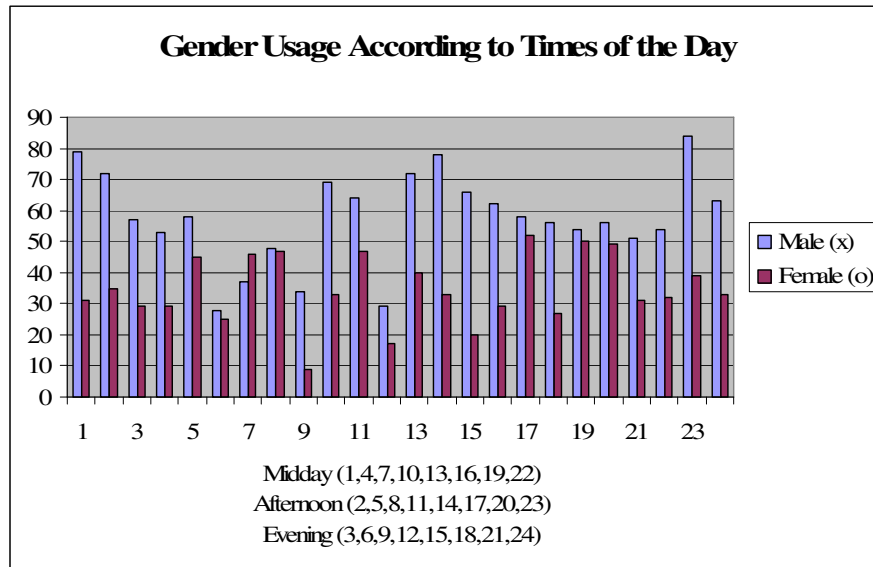
Figure 4.105. Gender Usage According to Times of the Day

Figure 4.106. Entrance Point of Konak Square 23.10.05   Figure 4.107. Surrounding of Clock Tower 09.05.06

While males prefer to sit at the entrances of the square, females usually prefer to sit around the Clock Tower where they can feel themselves safe as well as close to their children playing with pigeons.

Evaluation: Females usually prefer midday and afternoons to evenings for coming to the square. Plus women using the square are less than men using it. In rainy and sunny days square is not conveniently used by the people due to the absent canopies that protect from wind, rain and sun. Also there are not enough trees. Although there are many complaints about marginal use such as peddlers, fortune tellers and some design

related issues, Konak Square mostly is having a positive first impression in people's mind.

4.5.3. Access and Linkage

According to PPS the space has to be physically and visually connected to its surroundings. It has to be seen from a distance plus its interior place has to be seen from the outside. People should not have troubles getting into the place such as being prevented due to traffic or if bus stop far from the place and pedestrians should cross the street without encountering any barrier. Plus paths or pedestrian routes should be opened into the place conveniently. People from adjacent areas have to come easily into the space and use it. Also people with disability should conveniently use the space.

Various transportation opportunities should be provided in order to access into the place. Except the sidewalks if there are some paths constituted by the use of people there, it would be a sign of a problem that the sidewalks are not convenient. Also PPS emphasizes that if pedestrian oriented uses like storefronts are discontinuous this would create an unpleasant walking environment. In addition to this there has to be enough parking for cars and bicycles.

Konak Square is not completely well connected both visually and physically to its surroundings. For example, south part of the square is separated by motorway and viaduct and pedestrians having problems while crossing the road. In addition to this overpass which is 1 meter higher than the level of square may connect the sea, ferry quay and the square physically, but they can not be joined visually. The same problem also exists in the north part, overpass that connects Konak Pier and Cumhuriyet Boulevard covers the façade of Konak Pier visually with its bulky structure. Consequently, the square is tried to be connected with the sea but the square can not be entirely meet with the seashore.

Figure 4.108. Disabled People Using the Square

Figure 4.109. Disabled Street Peddlers

Pedestrian Path: During the observations people's paths are observed such as where they usually come from and go through, main axis and other axis they usually use. North-south axis between Konak Pier and metro-bus stops, west-east axis between Kemeraltı traditional bazaar and Ferry Quay are the main tracks of people. At evenings, people density decrease between Kemeraltı and Ferry Quay axis.
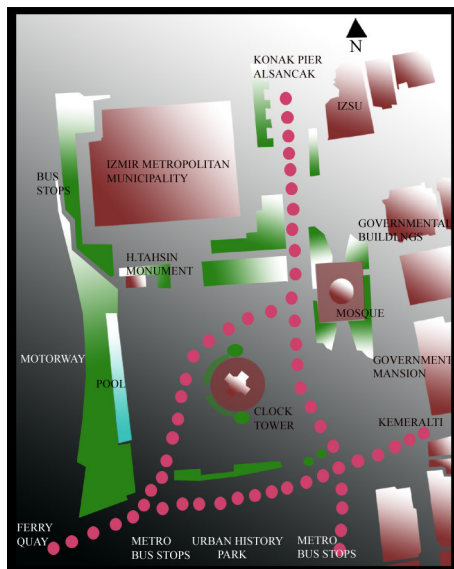
Figure 4.110. Main Axis Using by People
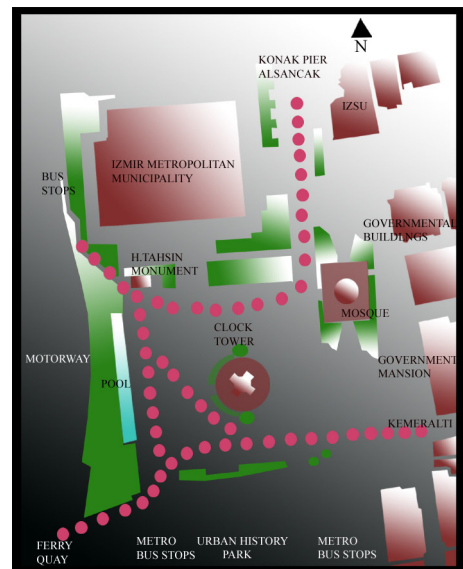
Figure 4.111. Secondary Axis Using by People
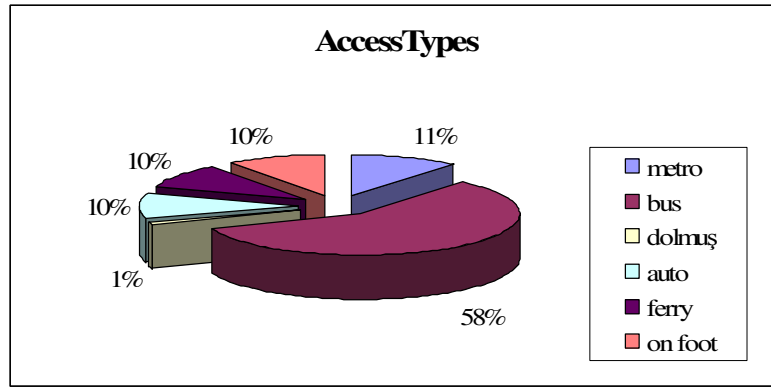
Figure 4.112. Access Types

People mostly use bus as a transportation type in order to access the place. Afterwards metro, car, ferry and on foot take place. Hence what is interesting is that the bus use is much more than the other transportation vehicles. However, various access types are convenient from ferry, dolmuş, metro, on foot to auto and bus. In figure 4.113 bus takes the first place as an answer with a percentage of 58%, next metro with a percentage of 11% comes and in the third place on foot, ferry and auto are ordered with a percentage of 10%. In addition to this people mostly spend 30 minutes for transportation en route for coming to the square.
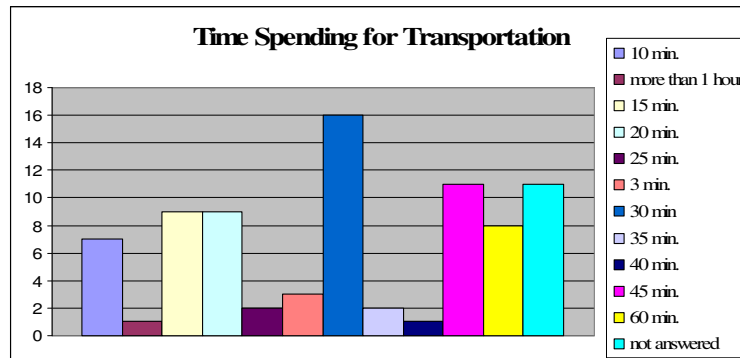
Figure 4.113. Time Spending for Transportation

It can be easily seen from the figure 4.114 below that people are usually coming firstly from Buca, then Karşıyaka and Şirinyer, thirdly from Bornova and Bayraklı. Lastly Yeşilyurt, Hatay and Gültepe come. Not every district has the equal transportation opportunity to reach into the place.
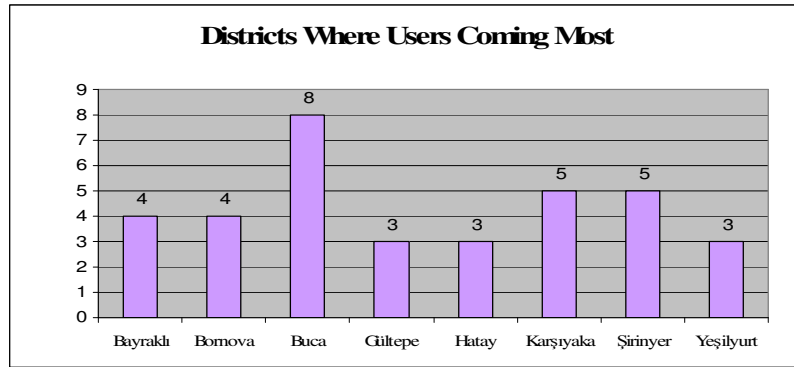
Figure 4.114. Districts Where Users Coming Most

Figure 4.115. Picture taken from Varyant in14.05.06 Sunday

Evaluation: Konak Square provides various transportation types but do not ensure equal opportunity. Bus is the most used vehicle for coming to square. Physically and visually the square is not completely well connected with its environment, but it can be easily seen from the outside. However, from the bus stops on the south backward, it is not easy to enter into the square especially from the side of AKM. People usually use north-south axis through Cumhuriyet Boulevard. Along this axis, there are continuous storefronts on the other hand across these fronts peddlers take place which constitute unpleasant view.

Figure 4.116. People crossing from the south part of the Square, 21.11.06

Figure 4.117. Viaduct at the south part of the Square, 21.11.06

Viaduct is finished and opened for the use but it is still a controversial subject whether it is necessary or not. It has entirely formed a barrier between the square and the south part of the area. There is a car parking problem in the area as well, people using the square did not complain about this problem but results of questionnaires conducted with retail merchants reveal that car parking is a big case for both shopkeepers and customers. In the chart below, 68% of the retail merchants mention that they have both problems of car parking and goods arrive-depart.
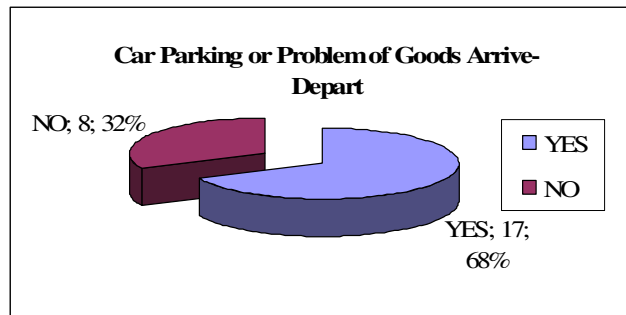
Figure 4.118. Car Parking or Problem of Goods Arrive-Depart
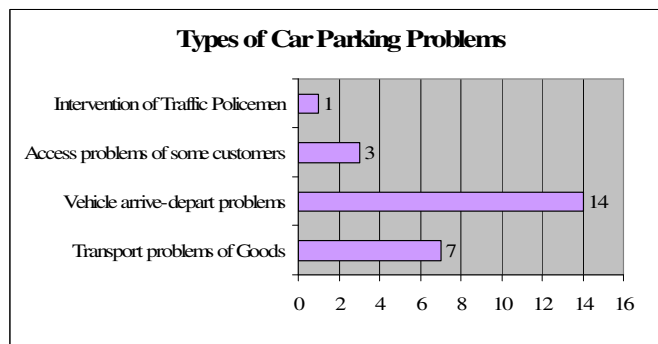
Figure 4.119. Types of Car Parking or Problems

4.5.4. Sociability

For a place to be social, PPS emphasizes that people have to choose that place as a meeting point with their friends and relatives. People have to come in groups into that place or talk with each other or with the strangers. Face to face interaction is very important. If people come with friends or relatives into the place and point one of the specific elements with pride in the place, this may be an indicator for the sociability of the place. There has to be various age ranges that use the place. The place has to be used by density. People's sensitivity on their environment is also important. For example, they can look after their environment's cleanness by taking care and looking for litters to pick up or not throwing thrash around.

Figure 4.120.   People sitting at the west part of   Figure 4.121.   People sitting around the monument
the Square 23.10.05   of Hasan Tahsin 27.11.05

As it was mentioned before in the use and activities section, people usually constitute groups in the square. Especially while sitting on the benches they talk and socialize with each other. Also pigeons are one of the important elements of the square that draw children for playing and feeding.

Figure 4.122.   Clock Tower and Government   Figure 4.123.   Tourists in front of Clock Tower
House 28.10.05   23.10.05

Clock Tower as a symbol of Konak Square and İzmir has been a pride for the people coming with their friends and relatives in order to show this structure and the place. In figure 4.123 above, tourists gathered in the background and their guide is explaining the history of the Tower. So as a both tourist draw point and historical place Konak Square always been an important place for sociability. Celebrations strengthen the community relations and sociability in a place. People cluster in groups in these

days for the ceremony with other people shoulder to shoulder. Hence celebrations are important tools for sociability.

In Conclusion: Questionnaires reveal that previous state of the square is pointed out as in bad condition with the words like; previous state was worse, there was an under passing for pedestrians which was dark and bad, there was confusion because of crowded people, it was an undetermined empty space, there was a huge pit of Galleria Shopping Centre, insufficient place, traffic junction and noise. 11% of people did not remember the previous state of the square as a result of living in İzmir less than one year.
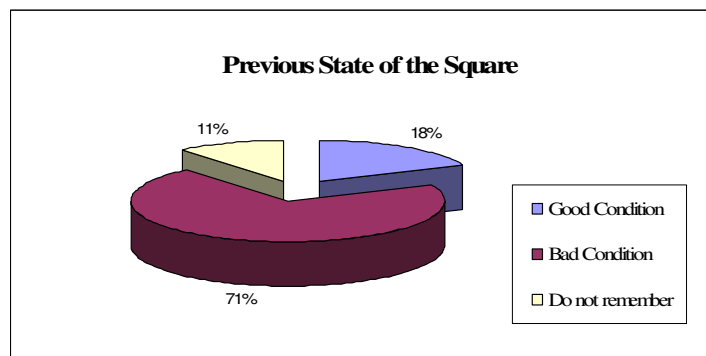
Figure 4.124. Previous State of the Square According to Questionnaires
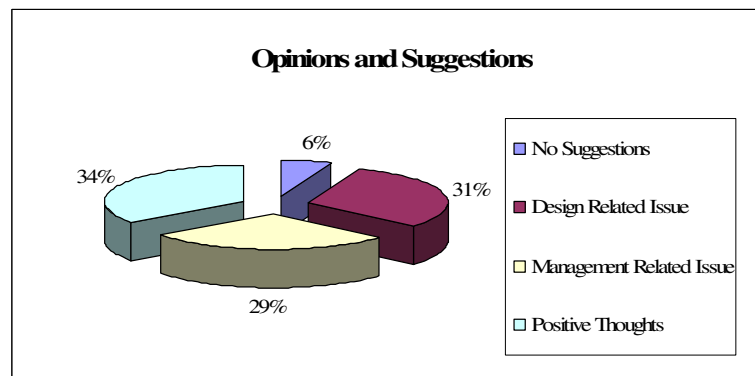
Figure 4.125. Opinions and Suggestions of Users

34% of people have positive thoughts about Konak Square such as; beautiful, prospering step by step, accessible place, landscape design is good, everything is in harmony, effort is affirmative for its transformation, important image for İzmir and etc.

31% of people determine design related issues of the square as follows; pavements prevent easy walking, lack of trees, lack of canopies, far from the sea, has to be more enclosed, mosque is in the middle of the pedestrian axis, irregular arrangement of the area, boring place not alluring and complicated. 29% of people highlight the management related issues like; lighting is inadequate at nights, there has to be activities at nights, security has to be increased, more activities have to be organized, removal of peddlers…
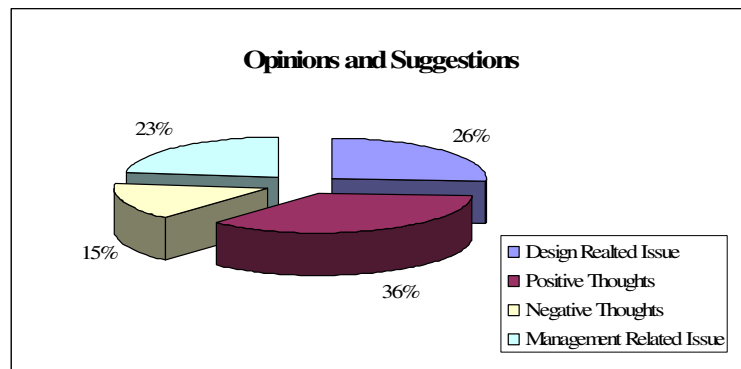
Figure 4.126. Opinions and Suggestions of Retail Merchants

Opinions and suggestions of retail merchants can be seen from the chart above, 36% of merchants have positive thoughts about the square as in the questionnaires of users. Their positive thoughts are; beautiful, more crowded and more customers, more clean and regular, more attractive. Design related issues with a percentage of 26% are; nothing changed, mosque and clock tower remained downward level, pavement prevent easy walking, lack of trees, Çobanoğlu Zekibey Street is not well maintained, viaduct prevent pedestrian crossing, bus stops are far. Management related issues with a percentage of 23% mentioned by the merchants are as follows; lack of activities, there has to be more cafés than banks, there is a security problem, maintenance problems, drug addictives increased, lack of bus journeys.

In summary previous state of the square is mostly defined as in bad condition by people. In addition to this both people and retail merchants have generally positive thoughts about the square. Mostly people use Konak Square in every season, weekdays, in middays and afternoons, usually more than four hours. Square is dominantly used by the age range between 19 and 34. Although the square is used by a various age range, this diversity decreases at evening times. As a result of this, evening usage of the

square is less than mornings owing to nonexistent activities and lack of security. For example, women, elderly people and children prefer midday and afternoons. Nevertheless, women's usage of the square is less than the men. This can be an indicator of a security problem in the square.

People usually constitute groups instead of individuals and the square is being used mostly for relaxing and visiting. Protests are the most seen activities in the square. Concerts are the most desired activities on the contrary marginal use such as peddlers, fortune tellers and etc. are the most unwanted activities. There are mostly design related issues in the square which are seen absent such as the lack of canopies protecting from wind, sun and rain.

Konak Square is an intersection point for various transportations but bus is the preliminary vehicle which, people using most. Despite the square's accessibility, there are no equal transportation opportunities. Plus people from far districts have to pay more for coming to the square as bus is an expensive transportation type than the others. People using the square usually prefer public transportation or on-foot if they are living close to the square so they do not have car parking problems. On the contrary retail merchants usually complain about car parking problem which is inadequate especially for their customers and they also criticize arrive-depart problem of goods. The square is not entirely well connected with its surroundings physically and visually. Plus recently built viaduct strengthens this problem and makes it difficult for pedestrians coming from the south. On the other hand, it can easily be seen from the outside of the area. Moreover the passage, which is done for the connection of the sea, the square and Kemeraltı, it prevents the visual relation of the square and the sea owing to the level difference of the passage and ground level of the square. North-south axis along Cumhuriyet Boulevard and west-east axis that unites Kemeraltı and the quay are the busiest pedestrian axis. On the other hand there are some paths that are not being properly used, such as the path between the two metro entrances which pass through cactus gardens.

Clock Tower, Hasan Tahsin Monument and the Mosque serve as important gathering points in the square. Plus Konak Square has always been a focal point for the people coming with their guests and tourists entering into the city. Despite the problems, absence and design related issues; Konak Square mostly is having a positive first impression in people's mind and people have positive thoughts about the square.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

Squares as heart of cities and crucial elements of public spaces, lost their significance within the industrial era. Nevertheless, by the last period of 20th century as a result of economic development and globalization, competition has increased between cities in order to become a "World City". This struggle has been excited via private sectors, urban elites and local authorities and regeneration projects of public spaces. Regeneration projects have been used to reinvent the city image whether with the partnership of private and public or not. However, problem occurs when authorities using their power on space positively or negatively in the name of public good. Merely market-led anxiety may result in the transformation of real public spaces into quasi public spaces. Therefore, balance should be established between these role players and the public.

Changes in the pattern of consumption, in the spatial pattern of city and culture have increased in this period. State activity has decreased on the other hand local activity has increased. Hence in this globalization process, local authorities use their cities' local values to be distinctive in this competition. However, their tendency to create landmarks, cityscapes (Zukin defines as office towers, highways, airports, houses and etc.) and symbolic buildings which are determined as the facades of globalization in the literature result in using copy-paste models and homogenising of spaces. As well as famous architects, designers and planners who are the creators of these globalized facades, take privilege for the regeneration projects of local authorities. Moreover, global spectacles which Harvey terms as cultural festivals, various events and museums are becoming tools for local authorities to attract tourists and investors. Subsequently every city looks the same.

As an important outcome of this period, transformation of public spaces becomes evident on the spatial pattern of cities. Economic development of cities has increased the process of privatization of public spaces. Therefore through blurring boundaries of private and public, characteristics of public spaces have changed. Increasing social exclusion and the need for extreme surveillance result in the emerging of shopping malls which are not real public spaces. By means of social segregation and

the polarization of labour structure, gap between different income groups have been increased and this difference has been reflected into the space. Physical and social aspect of the space is a whole that can not be separated. If a space is designed or recreated independently from its social dimensions, disintegrated and fragmented urban pieces can float without any relation with the city. Those enclosed spaces where user profile is identified, decrease the sense of the community and strengthens the social exclusion. For this reason, image-led regeneration projects should be place-driven rather than project-driven. As Project for Public Spaces (PPS) emphasizes there are two approaches for planning public spaces; project-driven and discipline-based is the current approach. On the contrary it should be place-driven and community-based. Both in the world literature and in Turkey on the way to create a public space, project-driven approach is being used. Hence, more community participation should be involved. In abroad different from Turkey, public space projects are usually accomplished by the partnership of local authorities and private sectors. Usually the developer of the site is the municipality but private sector supports whether with finance or in other issues. In Turkey, more participated projects should be initiated.

After capturing the background of the subject, it is important to mention the aim of this study as to find out impacts of local authorities' power for refurbishing public spaces of cities. As well as to explore how these regenerated spaces corresponds with the community needs. Through understanding the meaning of public space and looking forward its recent transformation both in abroad and in Turkey, Konak Square has been studied as a case. The study has been evaluated in three dimensions; one from the point of users, second from the point of observations, plus local actors' role has been taken into account en route for how they reshape their public spaces. Konak Square, one of the important regeneration projects of İzmir Metropolitan Municipality (IMM), has been considered as one of the elements in the waterfront corridor and in *Agora and Its Surroundings Conservation Development and Revitalization Project*. Hence Konak Square as a main centre of this chain and as an entrance point of Kemeraltı Urban Conservation Area has always protected its emphasis. By means of its location for being in front of governmental buildings also its role for carrying more than a hundred year symbol Clock Tower, Konak Square has always been an important historical urban square both for İzmir and Turkey. Preceding Mayor Piriştina and IMM play an important role in the redesign of the square in order to expose the existent values of Konak Square for the image and vision of İzmir. The project has been completed by the

financial sources of IMM. Private sector has not participated in this process; they have just supported the project spiritually. Before the implementation process, the project has been debated within the public sectors, chambers of commerce, engineers but community participation does not exist.

When compared with some of the public space projects from abroad, Konak Square is firstly differentiated within the definition of "square" and "meydan". *Meydan* was an unorganized open space in Ottoman and Turkish cities till the acceptance of Republic. Squares of Turkish cities were the intersection points of roads that appear accidentally and courtyards of mosques and courtyards of other Ottoman structures like *külliye, khans and madrasahs*. It can be claimed that *meydan* had begun to be used in the same way as in the West by the transformation in the administration system. In this period, *meydanlar* have been constituted by enclosing administrative buildings as squares. Konak Square has emerged as a square through the construction of governmental buildings such as Yellow Barracks (1827-29) and Government Mansion (1869-72) and Clock Tower (1901). It was a rectangular and enclosed square as in the western examples. After the demolishment of Yellow Barracks it has lost its enclosure and physical definition as a public space. Secondly, Konak Square differentiated from other western examples by the effects of economical developments on the public space. For example, in Potsdamer Platz (Berlin) privatization of the space is evident because the space is under the control of various private firms. However, in Konak Square, there are not any private investors and the space is completely public. What is more the quality of being a registered historic site prevents Konak Square from the construction of buildings on the site. Once Galleria Shopping Centre proposal was submitted in the last period of 1980s but it was not implemented. If there are no restrictions on the site for construction, the place may attract national or international investors and stakeholders as in other examples. Plus there is no social exclusion in Konak Square in terms of design and management as in the example of Grey Monument Area (GMA), Newcastle. For instance, in GMA less comfortable benches were located to prevent homeless people sleeping on this street furniture. On the other hand, in addition to the observations of the design team and the exhibition of the project in IMM, there should be surveys before the implementation of the project. For the reason that, not only designers, experts, private sectors using the square but also citizens are using the public space. Hence questionnaires and community meetings should be conducted with the

public in an extensive scope. For instance, Space Syntax Group has done various pedestrian surveys for the regeneration project of Trafalgar Square (London).

Additionally results of the questionnaires and observations have revealed that Konak Square is accessible by all and social exclusion is not an issue because there are not any design or management regulations for any segregation. On the other hand, the square is usually used by students, retired people and housewives, so it would not be wrong to say that high income groups do not use the square properly. Plus they usually prefer going to Konak Pier Shopping Centre nearby. Furthermore, marginal use such as street vendors, peddlers, tramps, drug addictives and etc. does not constitute a dominant group in the place but sometimes bother the people using the square. In Turkey, although there are certain rules against using alcohol, drugs, graffiti and etc. in public spaces, these marginal groups are confronted in the square. Marginal use should not be excluded by design or management regulations but those unwanted people or wrong people can be regained to the society by educational programs. Municipality can organize activities for these people in order to bring the community together. The square is mostly used by groups than individuals. In addition to this male usage is more than female usage which brings to light that females are not comfortable or feel safe. There are some security problems in the square especially in the evenings because the number of people decreases after shops are closed and there are not many residential areas very close to the Square so at nights square does not live. Activities in the evenings should be increased because there are not many opportunities to draw people into square at nights. Though, finding the answer for what kind of activities should be supported during evenings and how Kemeraltı can survive at nights may be a solution for this problem.

Owing to its physical location and historical value, Konak Square has various advantages. However, these advantages can not be used effectively. The square has to be integrated into its vicinity more properly. Traditional Kemeraltı bazaar has been experiencing some transformations. Konak Municipality has regenerated and continuing to regenerate some historical structures and parts of Kemeraltı as khans and Oteller Sokağı. Together with the regeneration of SSK Blocks and injecting convenient functions into the historical area such as; museums, arts and crafts, schools for arts and crafts as it was in the square in 1900s, strengthening the institution of tradesmen of Kemeraltı, organizing exhibitions reflecting the old period of Konak Square and Kemeraltı, renovation of residential areas especially in İkiçeşmelik, east part of the area.

This is that to say, through supporting the residential, touristic, historical, and commercial consequently mix-use character, Konak Square may become a more liveable place together with its environment. Recently Chamber of Commerce has developed a project about historical conservation area (Agora, Theatre, Stadium, Konak Square and etc.) of the İzmir city centre for UNESCO. These kinds of efforts from the private sector are fundamental for the development of cities and private sectors' participation should be ensured. However, in İzmir private and public sectors are usually not in consensus because of dealing with the problems of the city individually.

Public space and its significance and role for cities and for the community arise as it ensures a collective memory and a sense of belonging. Publicness of public spaces can be evaluated through its characters such as; being open to all and accessible by all and being used for different purposes and activities. Hence, Konak Square provides a common history through its urban structures like Clock Tower, Mosque and Government House. Although Yellow Barracks' old trace has been imitated in the design through a parapet wall. People can not recognize it, if they do not read the information tablets. As a result, to revitalize the collective memories of people, more events and activities about the history of Konak Square can be managed. Public spaces are important for the economic development of cities so they attract investment which has to be used for the public welfare. They are the places that assemble everyone together. Through these events Konak Square can draw more tourists and investors for the regeneration of Kemeraltı and contribute to the economic development of the city.

Public space is a democratic and political stage where people can express themselves, where politics take place in. Various protests are being arranged in Konak Square by the permission of municipality. Public Space should prevent social exclusion hence every person should be able to contact with each other. It reflects city culture, identity and vision through its form, image, materials and meaning. Its flexibility is important to be used differently over time and for outlasting one generation. A flexible public space can be used for various purposes, activities. As a rich environment it has to attract the public interest by a wide range of various groups and as a result of being in a group. People's tolerance increases in public spaces. It is the place where people can access to information, where people learn the news from others. Public spaces are also important because they have significant symbolic meanings for cities as they enhance their environment and their value. Public life and public realm are very vital for the development of cities and citizens. Various authors describe public realm as the world

of strangers where one can encounter with the unknown other, space of discovery, excitement and learning. Consequently, public spaces are the most important entities in cities. Hence Konak Square both with its public space and city centre character has to develop the city image, encourage activities, diversity of use, compactness, interest, quality, accessibility, comfort and convenience. It has to ensure visual and functional continuity, it has to connect well with its boundaries, foster its distinctive identity and it has to create an organized structures. Publicness criteria of Konak Square has not entirely accomplished through the recent design and management, for the reason that it is still not used properly especially at nights, it still lacks night time activities, it is open to all but generally all income groups are not using the square. There are still security problems especially at nights because of inadequate street lighting and the space is too big for control plus there are some dysfunctional areas in the square. After Kemeraltı and the governmental buildings are closed, life in the square dies. As a result of this the huge space only becomes a transit area at nights.

Consequently, squares have regained their significance in order to recreate the image of the city through regeneration projects in this era but they have lost their publicness in terms of various management and design regulations. That's why the axis of this transformation has to be channelled towards public good. In addition urban design plays an important role to realize the balance between private sectors and public. Anyway public spaces exist as they are public and used by all. As much as they become public their positive image and citizen's sense of belonging increase. Nevertheless each transformation result in reduce of collective memory and reduce in the affection with the place, by this way alienation in society may increase. As Sennett says there must be balance between public and private. So in order to express ourselves we need real-public spaces.

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APPENDIX A

USER QUESTIONNAIRE

Place:
Date/Time:

A) <u>User profile</u>

1- Profession: ....;   **Age:** ....
2- Gender: ( ) Male   ( ) Female
3- State of Education:

( ) Never go to school   ( ) Primary school   ( ) Middle school ( ) High school
( ) Institution of higher school   ( ) Graduate   ( ) Post Graduate
I am a   ( ) Student   ( ) Graduate

4- Where are you from?
( ) from İzmir   ( ) out of İzmir. Where? ....
 How long have you been in İzmir? ....

B) <u>Transportation</u>

1- Which district are you coming from?
 ....
2-
   a) How do you get Konak Square?
    ( ) by walking ( ) by bus   ( ) by dolmuş   ( ) on foot
    ( ) by taxi   ( ) by ferry boat ( ) by car   ( ) by metro
   b) How long does it take you to get Konak Square? ....hour...........minute.
   c) Do you have a parking problem? (If coming by car) ( ) Yes ( ) No

C) <u>Visiting the Square</u>

1- What is the reason of your visit to Konak Square?
( ) I am working near Konak Square
( ) I am living in this area.
( ) I am sightseeing at Konak Square.
( ) I am using the Square to go somewhere else. Where? ....
( ) I am waiting to meet with someone.
( ) I am having lunch/dinner at Konak Square
( ) I am taking a rest at Konak Square
( ) I am riding bicycle at Konak Square
( ) I am jogging at Konak Square
( ) I am selling ....at Konak Square
( ) I am taking photos at Konak Square
( ) Others...

2- What is the frequency of your visit to Konak Square?
( ) First time ( ) Everyday ( ) Once a week ( ) Once a month ( ) More than one in a month   ( ) Other..............................
Why?
....

3- When do you usually visit Konak Square?
Weekday   ( ) Morning ( ) Midday ( ) Afternoon ( ) Evening   ( ) Late night
Weekend   ( ) Morning ( ) Midday ( ) Afternoon ( ) Evening   ( ) Late night
Why?
....

4- How much time you spend in Konak Square?
( ) Less than an hour ( ) 1-2 hours ( ) 2-4 hours ( ) More than 4 hours
Why?
....

5- Which season do you usually visit Konak Square?
( ) Spring ( ) Fall ( ) Winter ( ) Summer ( ) Any season
Why?
....

6- Do you come to Konak Square alone or with someone?
....
Why?
....

D) Opinions about Konak Square

1- What kind of absence or problems you see in Konak Square?
( ) Urban furniture (Trash, bank, lamp, signs etc....................)
( ) Green parks, park, kids play garden...
( ) Parking lot
( ) Different activities, for example: ....
( ) Others: ....

2-First three things recurred to mind as Konak Square called? (Building, place...)
....

3- What is the first impression of new designed Konak Square?
....
....

4- What do you remember about Konak Square before it has changed?
....
....

5- Can you feel comfort when you have your time here alone?
( ) Yes   ( ) No
Why?
....

6- What do you like and dislike in Konak Square?
Like...
Dislike..

7-Did you see or attend to an activity or an organisation at Konak Square?
( ) Yes   ( ) No
Why? ....

8- What are the activities you want to see or don't want to see?
Want...
Don't want…...

9- Have you visited the differently arranged parts in Konak Square? If yes, which ones?
....
....
....
....

10- Your opinions and suggestions about the past and recent condition of Konak Square;
....
....
....
....
....
....
....
....
....
....
....

APPENDIX B

RETAIL MERCHANTS QUESTINNAIRE

1. Are you a tenant or an owner of this shop?
 ( ) Tenant ( ) Owner

2. Did any change occur in the rent price after the design of Konak Square?
 ( ) No   ( ) Yes, increase   ( ) Yes, decrease

3. Your enterprise working hours between ....-.........

4. Do you have any problems while transporting goods arrive-depart of goods or parking?
 ( ) Yes   ( ) No

If Yes, What kind of problems?
....
....
....
....

5. Did any change occur in the income after the design of Konak Square?
( ) No   ( ) Yes, increase   ( ) Yes, decrease

6. Did any change occur in the number of customers after the design of Konak Square?
( ) No   ( ) Yes, increase   ( ) Yes, decrease

7. Your opinions and suggestions about the past and recent condition of Konak Square;
....
....
....
....
....
....
....
....
....
....

APPENDIX C

TABLE OF OBSERVATIONS

Months / Time of Day	1. August (Weekend)				2. May (Weekday)				3. April (Weekday)				4. April (Weekend)				5. November (Weekday)				6. November (Weekend)				7. October (Weekday)				8. October (Weekend)				General Totals
	Midday (1)	Afternoon (2)	Evening (3)	Total	Midday (4)	Afternoon (5)	Evening (6)	Total	Midday (7)	Afternoon (8)	Evening (9)	Total	Midday (10)	Afternoon (11)	Evening (12)	Total	Midday (13)	Afternoon (14)	Evening (15)	Total	Midday (16)	Afternoon (17)	Evening (18)	Total	Midday (19)	Afternoon (20)	Evening (21)	Total	Midday (22)	Afternoon (23)	Evening (24)	Total	
Group																																	
Individuals																																	
Groups																																	
Gender																																	
Male (m)																																	
Female (o)																																	
Total of Gender																																	
Age																																	
0-6 age																																	
7-18 age																																	
19-34 age																																	
35-50 age																																	
51-65 age																																	
66 age and over																																	
Activities																																	
Sit and Rest																																	
Stand																																	
Walk and Stroll																																	
Talk and Socialize																																	
Eat and Drink																																	
Read																																	
Meet and Wait																																	
Phone call																																	
Take a Photo																																	
Play																																	
Bike																																	
Swim																																	

APPENDIX D

BEHAVIOR MAPPING
DATA COLLECTION FORM

BEHAVIOR MAPPING - DATA COLLECTION FORM
Location: _____ Observer: _____

Date: _____
Time: _____

ACTIVITIES:

| Group # | Sex | | Age | | | | | | ACTIVITIES | NOTES |
	Male	Female	0 - 6	7 - 18	18 - 34	35-50	51-65	over 65		
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										
13										
14										
15										
16										
17										
18										
19										
20										
21										
22										
23										
Total										