

Comparison of Urban Conservation Projects in Historical City Centers: Izmir History Project and Raval Urban Regeneration Project

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Abstract: - Cities have different development phases throughout history. Some regions lose their urban importance in the transformation process. In this context, historical city centers tend to social, economic and cultural collapse lack of integration to modern life. Izmir as a multilayered city has begun to lose its identity and historical fabric. It is vital to protect cultural heritage, convert collapsed areas into dynamic areas and provide sustainable urban development. To achieve this, Izmir Metropolitan Municipality has carried out a multidisciplinary "Izmir History Project". Izmir History Project has nineteen sub-regions and each sub-region contains renovation, revitalization and restoration works. This paper aims to discuss future stages of Izmir History Project by comparing with Barcelona Raval District Urban Regeneration Project. It thought that implementations in Raval can be a useful guidance for Izmir because it has started earlier than Izmir History Project and both cities have common characteristics. It is discussed how two similar historical city center change in terms of socio-economic, cultural and territorial development with urban conservation projects.

Key-Words: - Historical city center, urban conservation, renovation–revitalization project, Izmir History Project, Raval

1 Introduction

Izmir has been one of the important coastal settlements of Turkey. It established about 8500 years ago and has ruled by different civilizations throughout history. Every civilization with different cultural and social context has formed city and given it a multi-layered character. However, Izmir gained its importance under the rule of Ottoman Empire between 15th and 19th centuries. Especially after the 17th century, the city became the largest external trade port not only in Ottoman lands but also in the east Mediterranean. As a result of the developing economy, Izmir had a cosmopolitan society consisted of the Muslim Turks, Jews, Armenians, Greeks and Levantines. The traces of trade system, cultural structure, ethnic diversity and urban growth are reflected by historical heritage. There have been important alterations in socio-political and socio-economic conditions after 1950s

in Izmir because of rural-urban migration. During this period, historic city centers faced with urban sprawl and illegal housing because most residents started to move out new developing area of city and the slopes of Kadifekale, traditional residential site of the city, inhabited by the migrants (Fig. 1). In addition, city has begun to lose its identity and historical fabric. For instance, Kemeraltı has been the traditional trade center of Izmir for years, but after 1930s new trade buildings were constructed. Today although Kemeraltı is still the commercial and tourism center of city, many buildings are in a bad condition. There are many vacant buildings and security problem during nights. The other important area is Agora of the ancient city of Smyrna. The archaeological excavations have continued since 1932 but integration of the remains into modern life is still a problem. Also Izmir city center is a historical region that has a lot of religious buildings such as synagogues and mosques that reflect

cosmopolitan society and different religions. Synagogues as a symbol of this variety located in Havra Street and its surroundings are inert and ruined. According to these reasons renovation and revitalization works should be prepared in Havra District. It is important to emphasize the global Jewish identity and faith tourism. At the same time Emir Sultan Tomb that is a unique example of the Turkish-Islamic art in Izmir is substantial for faith tourism, too. These examples are a small part of Izmir's potential in cultural heritage and most of them have same conservation issues. Here are the main reasons why Izmir Historical City Center needs a new conservation and utilization approaches:

- The absence of detailed legislative protection for historic city center
- Lack of infrastructure and construction works in urban areas
- Lack of interdisciplinary study
- Wrong planning decisions
- Lack of financial resources
- Lack of public participation
- The absence of dialogue between the local administrations and associations



Fig. 1 A view of Izmir from Kadifekale

As mentioned above, today there are a lot of issues about urban planning, urban archaeology, conservation and refunctioning in the traditional center of Izmir. Besides, there are different chances and alternatives to provide sustainable urban development. For achieving this, Izmir Metropolitan Municipality has been carried out Izmir History Project with different participants.

2 Izmir History Project, Izmir, Turkey

Izmir was a small port town that located on the outskirts of Kadifekale till 16th century. The city developed as an important harbour city after the 17th century and expanded towards the coastline. In the 19th century, development of the city continued (Fig. 2). Izmir became cosmopolitan city that

consisted of the Muslim Turks, Jews, Armenians, Greeks and Levantines (Fig. 3).

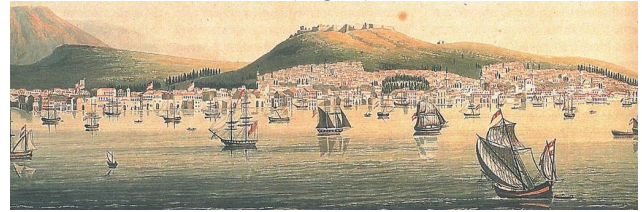


Fig. 2 A panorama of the Izmir in 1818 [1]

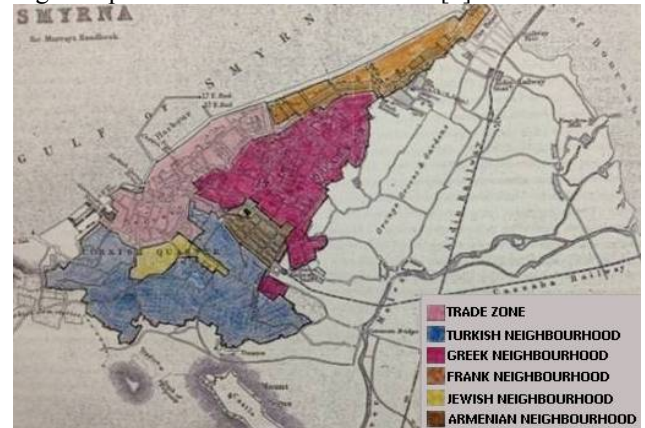


Fig. 3 Locations of neighbourhoods in 19th century in Izmir [2]

Izmir took place a fire in 1922 and it made a widespread damage to urban areas of Izmir. After the 1922 Great Fire, housing demand increased and reconstruction of damaged areas took primacy in planning. In 1950s, urbanization process of Izmir started. Izmir's city identity and culture is affected badly because of the rapid development of city (Fig. 5). These rapid and uncontrolled developments still causes a lot of urban problems such as the decaying areas, lack of infrastructure, vacancies in historic buildings, damages in archaeological areas, transportation and parking problems. Recently Izmir Metropolitan Municipality show positive efforts for sustainable urban development in historic city center.

In 2002, Historical Environment and Culture Assets Directorate was founded by Izmir Metropolitan Municipality. After the establishment of this institution, a lot of conservation projects have been carried out by local governments. In 2007, a large area was declared "Renewal Area" by the 5366 numbered decision as a result of the joint study of Izmir Metropolitan Municipality and Konak Municipality. Izmir Metropolitan Municipality started Izmir History Project for this area in mid-2013. It is a long-term project and including a large area. Izmir History Project is bordered by FevziPaşa Boulevard and Gaziler Street in the north, Konak Square in the west, Ballıkuyu Urban Regeneration Area in the east and Kadifekale Urban Regeneration Area, Ancient Theatre and Cicipark in the south and

is about 248 hectare (Fig. 9). There are about 1500 listed buildings and 8500 offices in this region (Fig. 6). The aim of project is both revitalization of Kadifekale-Agora-Kemeraltı historic axis, and so making dwellers more aware of their cities' history and heritage [4].

Izmir History project needs a strong transportation facility for becoming successful in a long period. Izmir Metropolitan Municipality works for continuous transportation lines from Selçuk to Bergama because Ephesus and Pergamon are in UNESCO world heritage list (Fig. 4). Accessibility to these areas from city center is important for visitors.

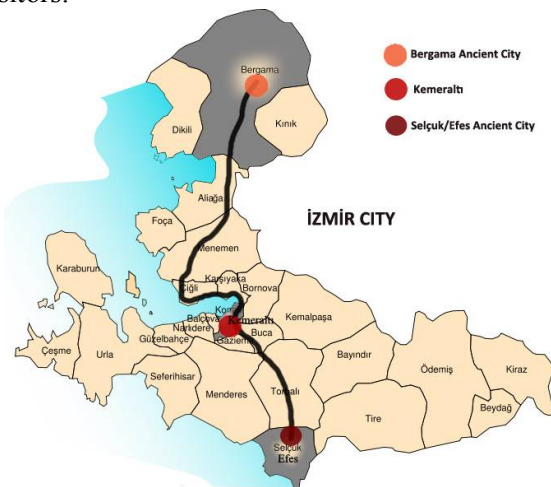


Fig 4. IZBAN-LRT links from Izmir between Pergamon-Kemeraltı-Ephesus

2.1 Analysing the participant role

Main aim in the project is not only the conservation of Izmir historical city center and also revitalization of the original functions, habits, lifestyles. In addition, project aims economic development in the region by tourism and trade. The most important features of this project are multi-disciplinarity and participation. These features differ the project from other conservation approaches that don't have an opportunity to public for contribution in process. However, in this process there are a lot of participants: local administrations and central public institutions in leadership, the private sector and fund provider institutions with their investments, civil public institutions with their supports, the architects, the archaeologists, planners and sociologists with their specialties, as well as the local community. The project couldn't accomplish without any participation from the public of the region. The main actors of the Izmir History Project can be listed as:

- Local administrations (Izmir Metropolitan Municipality and Konak Municipality)
- Central public institutions (Ministry of Culture and Tourism, Ministry of Development, Ministry of Economy)
- Local public institutions (Universities, Izmir Regional Directorate of Foundations, Izmir Culture and Tourism Directorate)
- Civil public institutions (Izmir Chamber of Commerce, Kemeraltı Tradesmen Association, Union of Chamber of Merchants and Craftsmen, Associations and Foundations etc.)
- Private sector (TARKEM-Historic Kemeraltı Construction Investment Trading Joint Stock Company etc.)
- Supporter&Fund provider institutions (National and International Funding, Embassies, Izmir Development Agency.)
- Participants (users, dwellings, children) [4]

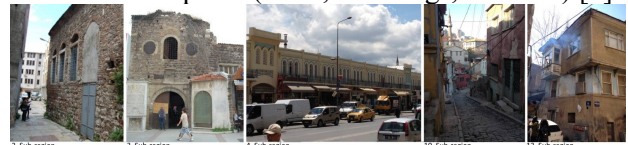


Fig. 5 Views from 2., 3., 4., 10., 13. sub-regions

Local administrations in Turkey have had an important attempt about conservation especially for a decade. Izmir Metropolitan Municipality is one of the most productive administrations and it has been carried out a lot of a conservation projects recently. In addition to planning preparations, institutions that related about historical conservation was founded by both Izmir Metropolitan Municipality and Konak Municipality. And also these institutions provide cooperation between different disciplinarians and economic support. Expropriations are the most vital stage in renovation–revitalization works. Izmir Metropolitan Municipality carried out numerous expropriations in Izmir historical city center to start and develop Izmir History Project. Advertising works have arranged and workshops were organized by local administrations to inform public about project.

Universities also have an important role in the process such as prepare the planning activities, restoration projects and doing researches etc. Studies are done with the students about conservation areas and it is a big chance for brainstorming that is useful producing projects. Izmir Regional Directorate of Foundations and Izmir Culture and Tourism Directorate as a local public institutions take a responsibilities about historical fabrics and monuments. Public and civil public institutions participating in the project also have an important impact. For instance Kemeraltı

Tradesmen Association which was founded voluntarily by tradesmen, Izmir Chamber of Commerce and Union of Chamber of Merchants and Craftsmen etc. Kemeraltı Tradesmen Association was founded several times before. It always aims to be a symbol of a tradesmen's problems and requests, and also it provides a relationship between local administration and tradesmen. The association contributes to advertise of Kemeraltı.

TARKEM as a private sector support is a multi-partner joint stock company that was found by 116 partners to preserve and develop urban assets of Izmir. It started its studies on 19 November 2012 to regulate, preserve and hand down to the future generations. The main aim of the company is production of the necessary rehabilitation-renovation policy, contribution to increase living standards and improving space quality depending on the area of the space character with evaluating the investment and resources effectively. The other purpose is introducing Izmir to "Old Town" concept that European cities such as Prague, Budapest, Lisbon have [12].

It is a pioneer and a unifying institution which intends to improve cooperation and dialogue between public, private sector and civil public institutions. The mission of the TARKEM is very similar to the mission of the traditional community engagement form-lonca system; to provide a collaborative link between users and local administrations. It is an important step because especially in Turkey, conservation and revitalization works cares about how to conserve the physical structure and how to provide financial support. The same importance doesn't given to social structure and users of region. Local community's participation is the most distinguishing feature of the project. That's why Izmir Metropolitan Municipality restored a historical house building near the Hatuniye Square to arrange workshops with the participation of the users of region in 2015. Location of workshop building was chosen for easy transportation of dwellers. A lot of multi-disciplinary workshops have been organized so far and dwellings have chance to express themselves (Fig. 6). In addition especially workshops that arranged to children are very successful for the future of region. Agora My Playground Project is one of the most outstanding project that carried out by Izmir History-Design Workshop, Izmir Konak Municipality and teams of Participation Workshops. Main actors of project are children who play in Agora Playground. Izmir Metropolitan Municipality and Konak Municipality are as local administrations, Participation Workshops have

members from different universities as a local public institutions and children as participants in Agora My Playground Project. Firstly, children played a lot of games related with workshop in the region (Fig. 7). They decided to what kind of playground they want. They proposed different types of playground design with sketches and constructed their project themselves (Fig. 8).



Fig. 6 A view of workshop in Izmir History Project Workshop Building [7]



Fig. 7, 8. Views of Agora My Playground Project [8]

As mentioned above, integration of the project with public is one of the prior decisions. Therefore, selection of administration and workshop building's location is prior, too. Ahmet Ağa Mansion that is restored by Izmir Metropolitan Municipality within the context of Kemeraltı Anafartalar Street Façade Renovation Project was chosen for center of Izmir History Project. It locates in the middle of Kemeraltı and provides great convenience to reach from Kemeraltı and its surroundings.

Izmir History Project area has a special protection status because of multi-layered cultural feature. It has 3rd Degree archaeological site and urban site, 1st and 2nd Degree archaeological site and natural site as well as about 1500 listed buildings that are mostly residential buildings. Also, project area contains the high potential of urban archaeological resources. Therefore, region was divided into nineteen sub-regions each sub-region has an important role for project. Then, prior regions were determined for constructions by way of workshops that can participate everyone. In addition, there has been a lot of restoration, renovation, regeneration and expropriation works for years before Izmir History Project started. Here is the nineteen sub-regions of project and implemented and intended conservation works in Izmir (Tab. 1).

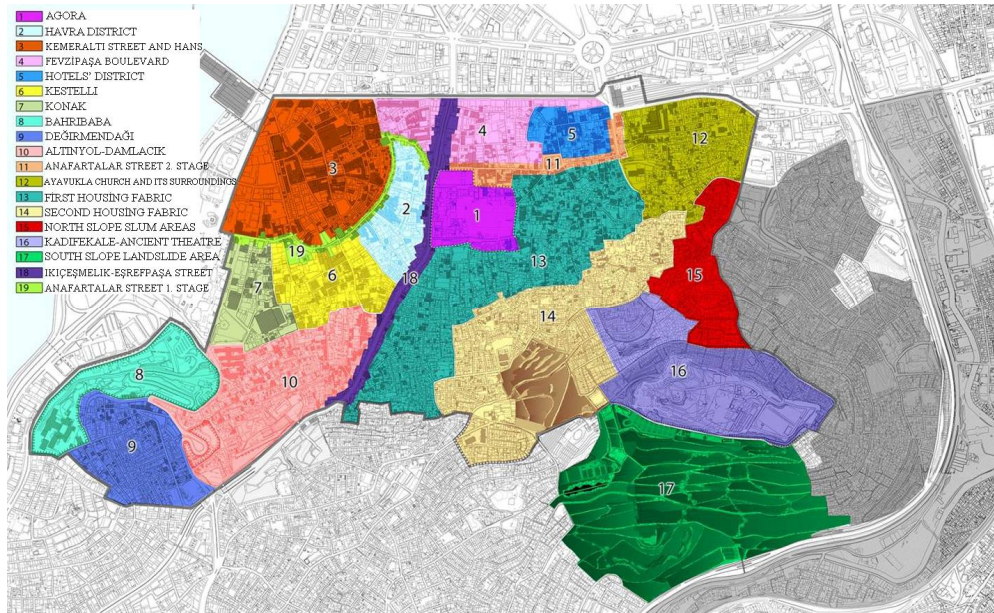


Fig. 9 The nineteen sub-regions of project [4]

| | |
|--|---|
| 1. Sub-region: Agora | Conservation and Regeneration Project of Agora and Its Surroundings - 2001 Agora Excavation House Restoration - 2012 Entrance Building and Security Wall Project of Agora - 2015 Agora Museum and Exhibition House (2011-under construction) Namazgah Bath (Intended project) |
| 2. Sub-region: Havra District | Beit Hillel Synagogue Restoration -2013 Abacıoğlu Han Restoration-2007 |
| 3. Sub-region: Kemeraltı Street and Han B | Gaffarzade Public Fountain Restoration - 2006 Kızlarağası Han Restoration - 1993 Fishermen Square Project (2012- under construction) Şükran Hotel Fountain Restoration Mirkelamoğlu Han Restoration (Intended project) Çakaloğlu Han Restoration (Intended project) |
| 4. Sub-region: Fevzipaşa Boulevard | Kavaflar Passage Restoration - 2009 Cevahir Han Restoration (Intended project) |
| 5. Sub-region: Hotels' District | Oteller Street Facade Renovation Project - 2005 Basmane Public Center Restoration-2007 Basmane Woman Museum Restoration-2014 Fettah Mosque-2013 |
| 6. Sub-region: Kestelli | |
| 7. Sub-region: Konak | Ahmet Ağa Mansion Restoration - 2013 Tekel Building Restoration (Intended project) Kızılay Building Restoration (Intended project) |
| 8. Sub-region: Bahribaba | Şato Restaurant Restoration-2010 Konak Tunnel Works-2015 |
| 9. Sub-region: Değirmendağı | |
| 10. Sub-region: Altinyol-Damlacık | Ayla Ökmen House Restoration-2008 Saadet Mirci Public Center-2009 Toy Museum-2010 Kılcı Mescidi Restoration-2007 Cicipark Project (Intended project) |
| 11. Sub-region: Anafartalar Street Second S | Kemeraltı Anafartalar Street Façade Renovation Project Second Stage - 2008 Dönertaş Public Fountain Restoration - 2006 Akhisar Hotel Restoration (Intended project) |
| 12. Sub-region: Aya Vukla Church and Its | Aya Vukla Church Restoration - 2009 Altınpark Archaeopark (Intended project) Bıçakçı Han Restoration (Intended project) |
| 13. Sub-region: First Housing Fabric | İzmir History Project Workshop Building Restoration - 2015 Altınordu Sports Club Restoration - 2007 Emir Sultan Tomb Restoration - 2011 |
| 14. Sub-region: Second Housing Fabric | Destruction and Afforestation Works After Expropriation |
| 15. Sub-region: North Slope Slum Areas | |
| 16. Sub-region: Kadifekale-Ancient Theatr | Kadifekale Walls Restoration - 2015 Expropriation and Destruction Works in Ancient Theatre - 2014 Ancient Theatre Excavations (Intended project) Cistern and Mosque Restorations (Intended project) |
| 17. Sub-region: South Slope Landslide Are | Destruction and Afforestation Works After Expropriation |
| 18. Sub-region: İkiçeşmelik-Eşreffaşa Stre | Police Memory House -2005 İkiçeşmelik Street Façade Renovation Project - 2015 |
| 19. Sub-region: Anafartalar Street First Sta | Kemeraltı Anafartalar Street Façade Renovation Project First Stage - 2007 |

Tab. 1 Conservation works in sub-regions

2.2 Evaluation of Projects

2.2.1 Conservation and Regeneration Project of Agora and Its Surroundings

Agora and its surroundings are one of the most important focus points for the Izmir History Project. It is situated in the historical center of the city and has different layers (Fig. 10). The excavations continue under the leadership of Dokuz Eylül University. Traditional houses were restored and converted into the Agora Excavation House in 2012. The Sebataşevi House is under construction for being a museum. The Entrance Building and Security Wall Project of the Agora was constructed in 2015. The main purpose of this sub-region is building "Agora Archaeology and History Park" [4].

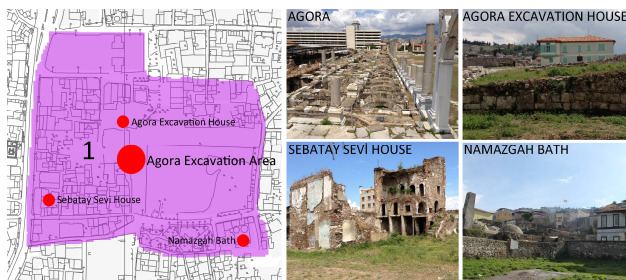


Fig. 10 Location of 1. Sub-region and important buildings

2.2.2 Beit Hillel Synagogue Restoration Project

There are more than ten synagogues in the Havra District and today most of them are not functioning and in ruins (Fig. 11). Beit Hillel Synagogue is an important building in the Havra District because it was both a house of Rabbi Haim Palaci, who is an important religious person, and it is the only example of house-temple typology that has survived today. It was built in the 17th century and converted into a synagogue in 1840. The synagogue lost its original function and it was heavily damaged by fire twice.



Fig. 11 Location of 2. Sub-region and Beit Hillel Synagogue before and after restoration [9]

The Beit Hillel Synagogue Restoration Project was drawn by Dokuz Eylül University Faculty of

Architecture with the financial support of Izmir Special Provincial Directorate of Administration in 2013. According to the restoration project, its new function will be a museum to enhance Izmir's cultural life [13].

2.2.3 Fishermen Square Project

The Taşçılar Parking and Fish Market that were built in the 1980s were demolished in order to increase the intensity of utilization and improve the social and economic life in the region. It is decided to create an urban sub-center with the harmony of trade activities of the area. The tender for the construction drawings was made in August 2012. A new project called Fishermen Square Project has a recreation and gastronomic areas especially serve seafood. A new building with a courtyard was designed in a contemporary style (Fig. 12). The main aim is creating a public space with a square and courtyard. After the Fishermen Square Project, the urban and architectural character of the area will increase; street renovation will also be held [13].



Fig. 12 Location of 3. Sub-region and Fishermen Square [10]

2.2.4 Aya Vukla Church Restoration Project

Aya Vukla Church, situated in Basmane, was built at the end of the 19th century and was for the followers of the Greek Orthodox faith. It is the only Greek church that did not get damaged by the 1922 Great Fire. The building, which has served a variety of alternative uses since 1922, is in a serious state of disrepair. It served as a museum for a period with Mustafa Kemal Atatürk's request. Then the building was allocated to Izmir Metropolitan Municipality. In 2009, restoration work began and was completed in 2012. The restoration project was prepared by Izmir Institute of Technology Faculty of Architecture and construction work was done by Umart Architecture (Fig. 13). Today, Aya Vukla Church serves as a cultural and education center and hosts a lot of activities [13].

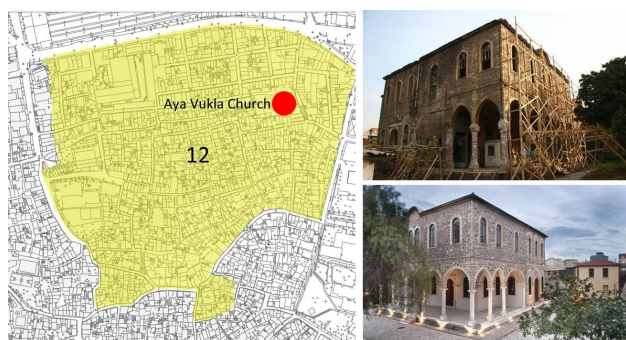


Fig. 13 Location of 12. Sub-region and Aya Vukla Church [11]

2.2.5 Izmir History Project Workshop Building Restoration Project

Izmir History Project Workshop Building is located in Pazaryeri Neighbourhood near the Altnordu Sport Club. It was built in 1850s and was donated to Izmir Metropolitan Municipality by owner of the house who grew up in this house. Three brothers donated their house providing that the building will use for education. Restoration project was prepared by Kordon Architecture with the contribution of Izmir Metropolitan Municipality and completed in February 2015. Today, it is the center of workshops that arranged for Izmir History Project (Fig. 14). Because inhabitants are one of the main actors in the process, its conservation and sustainability; and they know the requirements of the place better than the people outside [12].



Fig. 14 Location of 13. Sub-region and Izmir History Project Workshop Building

2.2.6 Kadifekale Walls Restoration Project and Ancient Theatre

Kadifekale was the acropol of Smyrna in Hellenistic and Rome Period. It was built by Great Alexander's order. Smyrna was an important port town with ancient theatre, stadium, bouleterion, temples, aqueducts and city walls. Today, the city walls mostly belong to the medieval and restoration work has continued within the scope of Conservation and Development Project of Kadifekale and Ancient Theatre since 2011. Cistern and small mosque in the castle also will be restored. In addition, Kadifekale's surrounding area was determined as a dangerous area

because of landslide. 2000 buildings that was built in late period was expropriated and pulled down in south slope landslide area. Dwellings were moved to Uzundere TOKİ houses by Izmir Metropolitan Municipality in 2013. After the expropriation, afforestation work began to create recreation areas in Yeşildere.

It is known that Smyrna had an ancient Rome theatre whose capacity is 16000 people. However, theatre was under the slum in Kadifekale. Location of the theater was found as a result of archaeological surface surveys. Then Kadifekale 1rd Degree archaeological site was extended and now involves in ancient theatre and its surrounding. Izmir Metropolitan Municipality expropriates a huge area and became destruction of the slums in this area [4]. Today, the remains of theatre can observe and in the future, theatre will be restored to use cultural activities (Fig. 15).

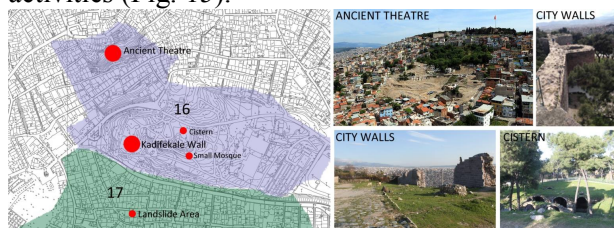


Fig. 15 Location of 16. and 17. Sub-region and important building

3 Raval Urban Regeneration Project, Barcelona, Spain

Ciutat Vella (Old city) is a district of Barcelona, Catalonia, Spain. It has four administrative neighborhoods: La Barceloneta, El Gòtic, El Raval and Sant Pere Santa Caterina i la Ribera. Raval and its surroundings have a long historical background (Fig. 16). There are monuments, historical residential buildings, public administration buildings, and squares in an organic pattern. One of the important buildings in the region is Gaudi's Güell Palace that is part of the UNESCO World Heritage Site "Works of Antoni Gaudí". In addition, it is historically infamous for its nightlife, cabarets and crime (Fig. 17). The neighborhood, especially the part closest to the port, is also informally known as "Barri xinès" or "Barrio chino" with particular reference to the ancient meaning of marginalized, poor and depressed area populated by lower classes. There are many entertainment places for people with low incomes who come city out of Barcelona. Raval has narrow and insecure streets. Local people didn't prefer spending time in Raval before urban regeneration project [5].



Fig. 16 Raval district in Barcelona [5]



Fig. 17 Raval district in 1990-1992 [5]

Raval has lost its importance in social and economic way in the middle of the 19th century. It is located in the center of Barcelona but has a lot of urban problems such as the decaying areas, lack of infrastructure, vacancies in historic buildings etc. Barcelona Council, Spain Government, Catalonia Government, Barcelona Chamber of Commerce and local institutions of neighborhoods have been carried out Urban Regeneration Project in Raval since 1976. The main purposes of the process are re-organization the area, protection its residential feature, increasing the public spaces, improving transport networks, strengthening connections between this area and city, bringing social housing and cultural facilities. In 1986, area was declared a protected area. In 1988, Promoció de Ciutat Vella Inc. was found as a multi-partner joint stock company to provide financial support. Regeneration works increased with the founding of Promoció de Ciutat Vella. Promoció de Ciutat Vella Inc. was found with the name of Ciutat Vella Development Company in 2001. Ciutat Vella Information Office has found to raise awareness of the public. It is also witnessing an interesting change in terms of population. Many immigrants have chosen Raval to

live recently and make Raval a multicultural neighborhood. Today, Raval has changed significantly and has turned into a brand space of Barcelona. It became an area of attraction in the city because of having markets, community centers, nursing homes, libraries, activity centers, nurseries, contemporary art museums and universities (Fig. 18-20).



Fig. 18 Sant Josep Boqueria Market in Raval [5]



Fig. 19 MACBA Museum and CCCB Culture Center [5]



Fig. 20 Raval Hotel and library building [5]

The Raval brand image as a creative territory does not only emerge from external cultural productions but also shows itself on the district's streets. Another element that contributes to a creative brand image is street art. In addition, the Raval has attracted filmmakers and so Raval attracts attention locally and internationally. In short, 'the Raval' became the brand image of the urban and social change [5].

4 Evaluation of two projects

Izmir History Project and Raval Urban Regeneration Project have carried out in Mediterranean port towns: Barcelona and Izmir. Project areas are about same scale. Both project regions are located in historical city center. Raval and Izmir History project area are related with seaside and historical port region. Both districts usually are used by lower classes. They have long historical and multicultural background. Izmir had a cosmopolitan society consisted of the Muslim Turks, Jews, Armenians, Greeks and Levantines. Raval also has been chosen by immigrants. Having small lots in organic street pattern is characteristic feature of the regions. Lack of infrastructure system is the most important

problems in the region. They are enclave, chaotic and dangerous. Local people don't think that they are insecure especially at nights. Both regions lost their value in the middle of the 19th century because of social and economic reasons.

Areas have drawn the attention of the local government to participate in city life again for a long time. Protection decisions were taken in 1980s for the first time for both projects. But Raval started renovation, revitalization and restoration works earlier than Izmir. Promoció de Ciutat Vella Inc. was found in 1988 for financial support to Raval Regeneration project. Similarly, TARKEM was found as a private sector support in 2012 in Izmir. The main actors (MACBA, CCCB, UB, District Ciudad Vella, Barcelona Council, FONCIVESA, TOT-RAVAL, associations of artists and social groups) play a significant role in terms of finance, participation, organization, management, networking activities. Local administrations, central public institutions, local public institutions, civil public institutions, private sector, supporter, fund provider institutions and users, dwellings, children are the main actor of the Izmir History project. Participation is the main character of two projects. Raval hosted Olympic Games in 1992 and this event accelerated the regeneration works. Similarly, Izmir also hosted Universiade in 2005 and was candidate for EXPO 2015. These kinds of organizations are motivator for public and administrations.

Urban, cultural and economic developing master plans are extremely interconnected for both projects. The main goals are similar; especially both projects care protection of residential feature. This is important because if a process do not controlled, it could lead to the expulsion of inhabitants and residents in favor of new social categories, causing negative effects on the cost of housing and use of public land for private interests. In both projects, renovation, revitalization and restoration works focus on the same functions: traditional bazaar, shops, accommodation buildings, museums, libraries, workshops etc. Raval has a dormitory for university students and Izmir History project also aims to have at least one dormitory in the future. It is important taking young population to the region.

In this context, all these aspects promote the development of the city or urban regeneration. City branding has become a major tool for cities and countries. Barcelona has developed a powerful branding process especially specific to Raval. Therefore, Raval is a proper example for Izmir that wants to a new brand city in the Mediterranean.

4 Conclusion

Izmir and Barcelona are two cases of historical city centers that have been revitalized in order to create a new brand city. This comparative study determined common characteristics of cities in terms of physical, socio-economic and cultural structure. Both cities are playing an guiding role in their country about urban regeneration project based on participation. The relationship between local governments and public is the main factor that makes project different from other projects. Participants are related actively in all stages of projects. In this context, Raval urban regeneration project is the best example for Izmir and cities that have same characteristics. Although urban regeneration project management should be modelled uniquely for each different city, this study analyzed how can Izmir History project handle in process. Barcelona has carried out this project since 1976 and results show that main purposes of project were reached successfully. Studying the benefits of the samples can be a reference to improve the new global urban transformation projects of the next generations. If it must be suggested some recommendations for urban conservation and regeneration projects according to the Raval example, these are the main elements:

- A physical structure should be determined and documented,
- A historical background should be investigated,
- Socio-economic characteristic should be determined,
- A long-termed management process should be planned,
- Private sector should be encouraged to invest to the region,
- Region should be supported with cultural activities,
- Transportation of the city should be improved,
- Infrastructure problems should be solved,
- Cultural heritage should be preserved,
- The relationship between sea and region should be improved,
- Multicultural structure of the city should be protected,
- Participation of local communities should be encouraged,
- Local partnerships should be reinforced,
- Local people and workers should not be removed from the region and should be improved the quality of their life,
- New functions should be chosen carefully and current functions should be continued,

- Residential feature of region should be continued,
- Local and international organizations should be arranged in the region,
- Artisanship activities should be determined and supported not to extinct,
- Local gastronomical activities should be determined and supported not to extinct,
- Street performers, street art (graffiti, tags, stencils, stickers, and painted posters) should be supported,
- Documents and film-makers should be supported to make movies about regeneration of the region,
- Social media should be used actively etc.

Izmir Metropolitan Municipality started Izmir History Project in mid-2013. TARKEM as a private sector support is a multi-partner joint stock company that was found in 2012 to preserve and develop urban assets of Izmir. Here is the management plan of Raval urban regeneration project:

1976-1979 Enterprise Period
 1979-1983 Basic Design Period
 1984-1986 Advanced Design Period
 1987-1988 Rearrangement Period
 1988-1995 Implementation Period
 1995-2002 Advanced Implementation Period
 2002- Result Management and New opportunities/problems [6].

This timetable shows us Raval has a long-termed project process. Izmir is at the beginning now and has about twenty years to achieve some fundamental purposes. In addition, Izmir has been eager to register their cultural heritage zones to UNESCO World Heritage List because it brings recognition and prestige. This is also a big step for becoming a brand city. It makes city an international touristic attraction and provides financial benefit to sustain conservation works. Being selected as a WHS also encourages residents to participate cultural heritage projects. In this context, Ephesus and Pergamon as a UNESCO world heritage site are vital for the city. Izmir Metropolitan Municipality aims continuous transportation potentiality from Selçuk to Bergama. Today, most of this route completed. This is also a big chance for visitor and local people. As a result of these processes Izmir can become local and international brand especially in terms of preservation of cultural heritage.

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