

Term Project

Topic: "DIALOGUE"

Theme: Architecture In The Shadow Of Historical Environment, Archaeological Heritage And Tourism

URBAN-CULTURAL FOCUS- MIXED-FUNCTION BUILDING COMPLEX IN THE URBAN PROTECTED AREA OF KUŞADASI
NEW BUILDING DESIGN EXPERIENCE IN URBAN PROTECTED AREA

The preservation of cultural heritage also strengthens the common bonds that keep the inhabitants of that city together. Historical urban textures, the city's living habits, traditions and customs are preserved because they are living sources that transmit the knowledge of the city to future generations.

Protected areas are defined as urban and urban ruins which are the products of various civilisations from prehistoric times to the present day and which reflect the social, economic, architectural and similar characteristics of the periods in which they lived, places where cultural assets are concentrated, places that have been the subject of social life or where important historical events have taken place, and areas that need to be protected with their natural features.

Protected Areas and Their Types:

1. Historical Protected Areas: Historical sites are places where very important historical events took place in terms of human history, national history or military warfare history and therefore need to be protected.
2. Archaeological Sites: These are the settlements and areas where all kinds of cultural assets reflecting the social, economic and cultural characteristics of the social, economic and cultural characteristics of the periods in which they lived and the products of the ancient civilisations that have reached from the existence of humanity to the present day.
3. Natural Protected Areas: Areas that belong to geological periods and have extraordinary features due to their rarity and need to be protected above ground, underground or under water.
4. Urban Protected Areas: These are areas where cultural and natural environmental elements (buildings, gardens, vegetation, settlement textures, walls) which have architectural, local, historical, aesthetic and artistic features and which have more value than their individual value due to their coexistence.

Due to the great changes and deterioration in the cities after industrialisation, the protection of the historical environment in order to prevent its destruction has come to the agenda. The preservation of the original identity of historical environments is determined by the continuity of historical environments. Therefore, the most important and indispensable purpose of historical environment protection is to transfer this environment to the future. It is necessary to protect and ensure the continuity of the historical environment as a whole with its traditional urban texture, cultural values, social and economic structure. For this reason, it is absolutely necessary to protect the historical environment, to ensure its sustainability and to ensure that future generations benefit from this heritage.

Historical environments with unique qualities are an integral part of cities. Keeping these areas alive by integrating them with today's living conditions and transferring them to future generations is necessary for the continuity of urban identity. Determining and documenting the qualities and values of historical cities that have survived from the past to the present by preserving the traditional urban texture, identifying conservation problems and new construction conditions is the first stage in the protection of historical cities (Nalçakan, 1994). Social changes cause differentiation in urban functions and changes in spatial structure (Nalçakan, 1994). Preventing the destruction of urban sites under today's conditions and ensuring the functional integration of sites with the developing city can be achieved by integrating historical urban areas with the requirements of contemporary life (Yılmaz, 2000).

Kuşadası is a district of Aydın, which has a coast on the Aegean Sea and has a history of 5000 years. It developed with the contribution of Venice and Genoese (Tokuçoğlu and Eskin, 2014). Also during the Ottoman period, the castle, caravanserai and harbour were built in the early 17th century, taking into account the geographical location and potentials of the region and its growth rate (Faroqhi, 1993: 146). Kuşadası, which was an agricultural and fishing town until the 1950s, underwent a rapid transformation based on tourism with the expansion of the harbour in 1963 (Güney and Somuncu, 2018). Subsequently, the region was declared a tourism region by the Ministry of Tourism in the 1970s, which led to the rapid development and transformation of the region (Madran & Özgönül, 2005). The unplanned execution of tourism activities has caused economic, cultural and social changes in Kuşadası. The negative environmental effects it brought with it were reflected in the physical structure, and the traditional texture of the district began to be destroyed (Üçer, 2011: 5).

Kuşadası Conservation Zoning Plan was approved by the İzmir Cultural and Natural Heritage Conservation Board No. 2 dated 19.01.1994 and numbered 3779 (Figure 1).

- Declaration of Urban Conservation Area (Conservation Regional Board)
- Determination of Transitional Conservation Principles and Conditions of Use (Conservation Regional Board)
- Conservation Plan Preparation (Municipality/Governorship)

Conservation zoning plans are design traces that include strategies related to socio-economic structure in addition to original, spatial and functional strategies related to the sustainable preservation and development of the spatial infrastructure subject to cultural and historical heritage that provides integrity at the level of street, square, texture or silhouette. Therefore, conservation zoning plans are explained as design studies that include social, spatial and

economic strategies that make urban design studies compulsory in the planning area (Özcan, 2009). In the new designs to be made within the urban protected area, the construction conditions / conditions determined by the Conservation Zoning Plan constitute the primary priority.



Figure 1. Boundaries of Kuşadası Urban Protected Area

The main goal is to open the Design Area (Figure 2) to public use, to participate in the daily/social life of the city, to create a cultural and social focal area, and to ensure public mobility and continuity.

In the project to be built in Kuşadası Urban Conservation Area:

Main Function 1: Shopping Centre (Arch 301-401)

Main Function 2: Next to the Shopping Centre;

- Residential (Arch 301- 401)

- Art/Culture building (education, show/performance hall, cinema/theatre, exhibition areas, city museum etc. (Arch 401)

Arch 301 Shopping Centre (3500 m2)

Arch 401 Shopping Centre (4500 m2)

25 units for housing (301) (10 units for 1-2 persons; 15 units for 3-4 persons)

50 units for housing (401) (10 units for 1-2 persons, 30 units for 3-4 persons, 10 units for 5-6 persons)



Figure 2. Design Area and its surroundings

* A field trip will be made to the project area between **28th-29th of September**.

Methods of Learning

As a part of architectural design studio, critics (collective and individual), project progress, juries and self-elaboration are crucial methods of learning. To benefit from the vertical studio students are encouraged to get themselves associated to other semester processes and works. While site trips, academic reading and research, exercises in visual expressions, physical and digital conceptualization and means of technical drawing are the initial learning methods of this studio, students are open to perform in methods, e.g., having advanced computer aided design technologies, doing visits/tours to local areas, cities, significant heritage sites, having collaborative and cross-sectional presentations and discussions. Additional suggestions and their realizations can be laid open for discussion.

Outcomes

The following outcomes are common to arch202, arch301, arch302, arch401 students. By the end of the semester, the students will be able to:

- become self aware about the Urban-Cultural Focus- Mixed-Function cities and sustainability in urban content.
- acquire awareness of the requirements of environmental, cultural, and economic sustainability in local scales.
- synthesize analysis, research, and ideas of the buildings and (complex) urban settings.
- Analyze and establish conceptualization of design approach accordingly to environmental needs, e.g., climate and climatic change.
- identify functional needs and uses, identify user profiles, and develop design strategies for sites neighboring buildings of heritage,
- expand their knowledge on social and cultural scenarios concerning the overall studio theme.
- effectively use the traditional and digital communication technologies and visual expression tools.
- develop maturity in teamwork, and individual responsibility to collective achievement.
- get ability to achieve solutions for self-created scenarios and problems in given context and scale

Criteria of evaluation

The following criteria are evaluated throughout the semester by considering projected outcomes with evaluation phases;

- Consciousness and sensitivity in design within the historical protected area
- Capability to deal with the facts of city and nature, and develop bases for their connections to their projects
- Research in proper way, transferring findings in project environment and reflect the outcomes in design
- Conceptual background and functional approach to design problem and context
- Ability to initiate project design and its cyclic progress from start to end considering critics, research, and actualization.
- Visuality techniques and presentation skills to state and defense ideas and designs
- Architectural drawing quality to show the project ideas and development
- Prepare the submission due to instructions and presentation of the project
- Attendance in the accordance of the university regulations, and active participation in the sessions, activities, discussions, and critics during the classes

Evaluation Phases:

- Attendance: 10%
- Assignments: 10% (assignments and project process throughout the semester)

- Mid-term Jury: 30%
- Final Jury: 50%

Reading List

- Nasser, N. (2003). Planning for urban heritage places: reconciling conservation, tourism, and sustainable development. *Journal of planning literature*, 17(4), 467-479.
- ERBAS, A. E. (2018). Cultural heritage conservation and culture-led tourism conflict within the historic site in Beyoğlu, Istanbul. *WIT Transactions on Ecology and the Environment*, 217, 647-659.
- Mubaideen, S., & Al Kurdi, N. (2017). Heritage conservation and urban development: A supporting management model for the effective incorporation of archaeological sites in the planning process. *Journal of Cultural Heritage*, 28, 117-128.

References:

- Faroqhi, S. (1993). *Osmanlı'da Kentler ve Kentliler: Kent Mekânında Ticaret, Zanaat ve Gıda Üretimi, 1550-1650*. İstanbul: Tarih Vakfı Yurt Yayınları.
-
- Güney, İ. ve Somuncu, M. (2018). Kuşadası'nda turizmin Yaşam Döngüsü: Mekânsal ve Toplumsal Öğeler üzerinden bir değerlendirme. *Türk Coğrafya Dergisi*, 71: 101–116.
-
- Madran, E. ve Özgönül, N. (2005). Kültürel ve Doğal Değerlerin Korunması. *Tmmob Mimarlar Odası*, 22(3): 1361–1369.
-
- Nalçakan, M. 1994. Toplumsal Değişme Bağlamında Eskişehir Kentinin Fiziksel Gelişiminin Değerlendirilmesi, *Yapı Dergisi* 149, pp. 37-43, İstanbul.
-
- Özcan, K. (2009). Sürdürülebilir kentsel korumanın olabilirliği üzerine bir yaklaşım önerisi: konya tarihi kent merkezi örneği. *METU JFA*, 26,2, 1-18.
-
- Tokuçoğlu, M., B. ve Eskin, E. (2014.) *Kuşadası Rant Politikaları ve Liman*. İstanbul: Kalkedon Yayınevi.
-
- Üçer, N. (2011). *Tarihi Dokuların Sürdürülebilirliğinde Turizm Kaynaklı Değişimlerin Etkileri Kuşadası Camii Kebir ve Dağ Mahallerleri Örneği*. (Yüksek Lisans Tezi) İzmir; Dokuz Eylül Üniversitesi Fen Bilimleri Enstitüsü.
-
- Yılmaz, A. 2000. *Kentsel Koruma Alanlarında Planlama ve Kentsel Tasarım İlişkileri Ankara, Afyon, Konya, Avanos, Divrigi Örnekleri*. Gazi Üniversitesi, Fen Bilimleri Enstitüsü, Yüksek Lisans Tezi, pp. 137, Ankara.