

St. Kliment Ohridski University Press



URBAN AND URBANIZATION



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ISBN 978 954 07 3772 0



ST. KLIMENT OHRIDSKI
UNIVERSITY PRESS
SOFIA • 2014

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THE LOCAL GOVERNMENT STRATEGIES FOR THE PROTECTION OF ARCHITECTURAL AND CULTURAL HERITAGE: THE CASE OF BURSA METROPOLITAN MUNICIPALITY

Z. Sevgen PERKER

1. INTRODUCTION

Protection and conservation of cultural heritage is one of the most important preconditions for the sustainability of societies. By the 2000's, the protection of cultural heritage has become one of the priority issues of societies and states; and domestic, national and international undertakings in connection with it has been drawing attention. The Anatolian territories that hosted various civilizations throughout the history are very wealthy in terms of cultural heritage. This wealth carries Turkey to top spots among world countries in terms of cultural heritage; in this respect Turkey has an important role in protection of universal cultural heritage.

In Turkey, especially after fifties, industrialization movement gained momentum and rapid urbanization came into question. Change of relations of production, technologic innovations and changes in the network of human relations had a direct impact on environment. It was inevitable for architectural cultural heritage especially in the cities and in the regions near to the urban areas to remain unaffected from this situation. As a result, a great part of abovementioned heritage has faced the risk of extinction due to social, cultural, politic etc.

The city Bursa which embraced a great number of cultural and architectural richness throughout its historical past of 2200 years also experienced the above mentioned processes. The Ottoman Period has a special place in historical past of Bursa. A lot of civil and monumental architectural structures with construction practice and materials of the period were constructed in Bursa which was the first capital city of the Ottoman Empire. Aforesaid structures are important pieces of domestic, national and universal cultural heritage. For this reason, they need to be protected and passed to the next generations. In the city Bursa where such a rich cultural heritage was embraced, examination of the strategies of the local government in respect to protection and conservation of the structural heritage carries great importance.

2. THE BURSA CITY, PROTECTION AND LOCAL GOVERNMENTS

Throughout the history, city and society have been in continuous interaction. The society shaped the city where it lead a life physically in terms of its social, cultural and economic features, thus the characteristic features of the city came out. In the formation physical place of Bursa which has a rich historical background, the civilizations that it hosted have been effective. Although our knowledge of Bursa regarding its history before the Ottoman is vague and poor most of the time, accessible historical sources show traces of settlement in Bursa and around it from the antique age until today. During the time following the antique age, Bursa has been one of the most historical cities of Roman, Byzantine, Ottoman civilizations and since 1923 the Turkish Republic respectively. The period which played a great

role for the city Bursa to reach at its today's identity was the Ottoman Period. Since Bursa was the first capital of the Ottoman Empire, it witnessed the Ottomans' hectic reconstruction activities, sheltered the Ottomans' early period architecture examples hence is a historical city which needs to be approached with a great sensitivity in terms of its protection (Perker, 2013). In figure 1, 2, 3 and 4 can be seen some examples of the structures of the Ottoman Empire in Bursa.



Photo 1. Ulucami / Bursa (Z. S. Perker)



Photo 2. Eski İpek Han / Bursa (Z. S. Perker)

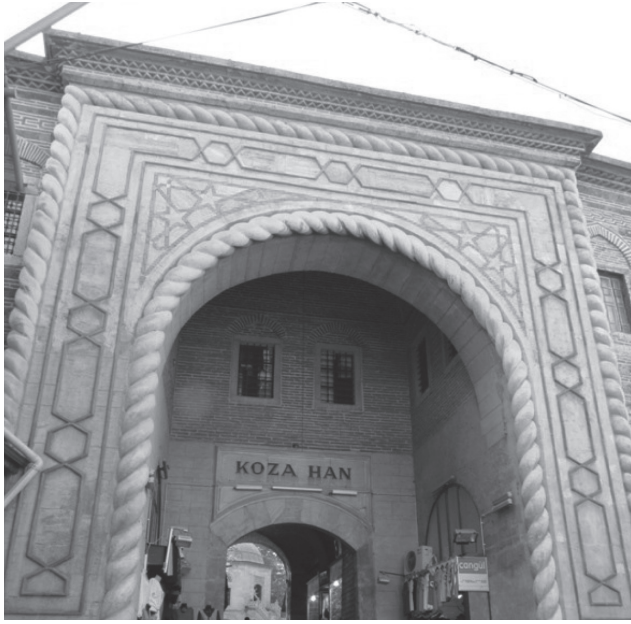


Photo 3. Kozahan / Bursa (Z. S. Perker)



Photo 4. Traditional Cumalıkızık Houses / Bursa (Z. S. Perker)

Since the beginning of the Ottoman Empire until 1960s, the economy of Bursa mainly has been based on agriculture, textiles and small business. Sixties however was a turning point for Bursa in terms of economy. In the content of the “Planning for the East Marmara Region” section of the first Five-Year Development Plan of Turkey, the idea for formation of new areas in Bursa as a target for improvement of industry was adopted. In this direction, the first Organized Industrial Zone of Turkey was founded in Bursa in 1962. In seventies, the city began to host the automobile industry (Tekeli, 2007). Since 20th century, Bursa has become a metropolitan industrial city that spreads over a vast area. As a consequence of the industrialization movement from sixties until today, along with the rapid urbanization and population increase, a lot of administrative issues came about; this situation resulted in various difficulties in terms of protection of cultural and architectural heritage (Perker, 2013).

By dictionary meaning, protection is to take necessary measures for structures of historical or artistic value, natural values or city elements to survive (Hasol, 1993). Protection, in the most general expression, can be defined as “preservation of physical witnesses that comprise the cultural base of an identity and all of the interventions to pass, in no uncertain terms, all the information these witnesses bear/present to the next generations for them to benefit from them” (Asatekin, 2004). In contemporary terms, it is described as “a thought that has the goal for cultural entities that are of document nature to shape the future of the society to be carried to the future by enabling them to find a place to live in today’s fast changing world (Binan 2005). When the subject of protection of architectural cultural heritage is approached in terms of Turkish history; both on the basis of the state and the society, it is possible to talk about the existence of a tradition for protection since the Ottoman Period (Dağıstan Özdemir, 2005).

In today’s world, on the one hand, global tendencies continue and on the other hand localization becomes even more important. In this process, local governments are considered as main part of democratic life and they are indicators of democratic functioning and development. In this respect, the local governments in Turkey take on very important tasks such as construction and restoration of the old city parts in compliance with the development of the city and protection of historical and cultural make-up of the city as well as they are responsible for many duties in the content of planned urbanization (Koçak 2008). Besides, the local governments has a special position among other institutions in the administrative structure for protection of architectural cultural heritage in Turkey as the most important entities that have the authority to intervene natural and built environment (Coşkun 2005). In this respect, on a spectrum going from local to universal to protect and conserve the architectural cultural heritage, the right steps taken by local governments bear a particular significance (Perker, 2013).

3. THE BURSA METROPOLITAN MUNICIPALITY INSTITUTIONAL STRUCTURE AND PROTECTION STRATEGIES

In the context of this research; the role of local governments for the protection of architectural cultural heritage; the institutional structure of the Bursa Metropolitan Municipality are discussed on the bases of the mission, vision, quality policy, authority and responsibilities, companies, national and international relations, administrative structure, neighbor city relations, affiliates and 2010-2014 strategic plan of the institution. One of the most important reasons for such a discussion is that the practices related to protection are

carried out on the basis of institutional structure and determined strategies. The suitability and adequacy of the institutional structure and strategies in terms of the concept of protection is very important although it is not solely enough in terms of suitability and correctness of the practices to be carried out. The discussions that are made depending upon the documents acquired in the context of the research are summarized as follows.

The mission of the Bursa Metropolitan Municipality is defined in the related documents as “providing pioneer and exemplary municipal services in the light of technologic and scientific methods by implementing cooperative administrative principles with a participatory, transparent, perfectionist point of view”, and its vision is defined in the related documents as “making our Bursa a contemporary tourism city that is worthy of the “European City” title, a planned, healthy and livable place with its historical cultural values”. The importance attached to the architectural cultural heritage is clearly stated in the vision of the institution (Perker, 2013).

The quality policy of the Bursa Metropolitan Municipality is dealt with in the related documents under seven headings; improving efficiency and productivity of the sources continuously, protecting cultural and historical values, being transparent, impartial and accountable with a participatory administration understanding, making use of technologic and scientific methods, continuously improving quality management systems, providing a good-humored, constructive service understanding and acting sensitive to the environment in all activities. As it is stated in the strategy plan, the institution’s approach for the protection of architectural and cultural heritage is reflected on its quality policy as well.

Today, the Bursa Metropolitan Municipality gathers under its roof a total of seven district municipalities that are Gemlik, Gürsu, Kestel, Mudanya, Nilüfer, Osmangazi and Yıldırım and takes on various tasks. The tasks that are directly related to the protection of architectural cultural heritage are to protect cultural and natural properties and protection of places that have importance for city history and their functioning, to provide maintenance and repair for this reason, to reconstruction of those whose protection is not feasible. Apart from that, the Bursa Metropolitan Municipality has also some other responsibilities that are indirectly related to the protection of architectural cultural heritage (http://www.bursa.bel.tr/dosyalar/2010-2014_stplan.pdf 2012). These are:

- Planning, coordination, execution of the transportation main plan, taking all measures that flow regulation requires,
- Construction, maintenance and repair of all squares, boulevards, streets and arteries in the realm of its authority, formation and implementation of urban design projects, fulfilling obligations accordingly and assigning numbers to buildings,
- Establishment of a geographic and city information system within the boundaries of Bursa Metropolitan Municipality,
- Within the Bursa Metropolitan Municipality, protecting environment, cultivated areas and water basins, forestation, gathering the non-sanitary establishments, entertainment sector and other businesses that has adverse effects on public health and environment in a certain place in the city, determining the storage fields and selling spaces of construction materials and junk, the storage fields of excavation soil, debris, sand and gravel, wood and coal selling and storage areas, taking necessary measures to prevent environmental pollution during their transportation

all in accordance with the sustainable development principle,

- Constructing buildings and facilities, if needed, for health, education and cultural services, maintenance and repair of any kind of buildings and facilities related to the services of public institutions and organizations and providing required materials support,
- In compliance with the plans made on province level, doing planning related to natural disasters, providing other disaster areas with equipment and materials support if needed, execution of fire-fighting and immediate aid services, determining production and storage fields of explosive and inflammable matters, inspection of housing, workplace, entertainment facility, factory and industrial enterprises as well as public institutions for the measures needed to be taken against fire and other natural disasters, issuing permits and licenses that are required by regulations,
- Administering and improving health centers, hospitals, mobile health care services and any kind of social and cultural services related to adults, old people, women, youngsters and children, building social facilities for this reason, opening career development courses, administration of them, cooperating with universities, academies, vocational high-schools, public institutions and non-governmental organizations during carrying out these services,
- Evacuating people from buildings that have a risk of disaster and pose danger in terms of security of life and property, demolishing these buildings (Perker, 2013).

The Bursa Metropolitan Municipality has a total of seven companies that are Besaş Inc., Burulaş Inc., Inc., Binted Limited., Bursa Culture Inc., Burbak Inc. and Burkent Inc. Two of the abovementioned companies provide services that are closely related to the protection works of architectural cultural heritage. Binted Limited is one of them and provides engineering, counseling, audit and inspection services in administrative, technical, social and financial fields for municipalities, affiliates, co-operations, unions etc. within the provincial borders of Bursa. Binted provides the municipality with personnel in the field of architecture for the Works the Bursa Metropolitan Municipality carries out with regard of protection of architectural and cultural heritage. The Bursa Cultural and Art Products Trade Inc. was founded in 2005 within the structure of the Bursa Metropolitan Municipality to work for any kind of cultural – art products and services as well as to exercise, make others exercise necessary works for advertising and promotion services, to build, make others build facilities, to operate and make others operate them. The company works for the promotion and publishing activities regarding to the architectural cultural heritage of the Bursa Metropolitan Municipality.

Nationally, the Bursa Metropolitan Municipality participates in nine organizations. These are; the Bursa Culture Tourism and Publicity Union, the Turkey Municipalities Union, the Marmara and Straits Municipalities Union, the Bursa Province Municipalities Union, the Turkey Historical Cities Union, the Turkey Healthy Cities Union, the Bursa City Union for Improvement of Agriculture and Livestock, the Bursa City Council, the Union of Municipalities with Geothermal Resource. These national unions have technical, administrative, financial, touristic etc. roles in terms of architectural cultural heritage (Perker, 2013).

Internationally, the Bursa Metropolitan Municipality participates in sixteen organi-

zations. These are; the Organization of Islamic Cities and Capitals, The Union of Cities Winning the European City Award, The Organization of United Cities and Local Governments, the International Council for Local Environmental Initiatives, the United Nations Development Program, the Union of Cities for Recycling, the World Conference of Mayors for Peace Through Inter-City Solidarity, the International Federation of Library Association and Institutions, the European Association of Zoos and Aquaria, the World Health Organization – the Healthy Cities Project, the European Association of Historic Towns and Regions, the Biggest Balkan City Network, the European Museum Forum, the European Cities, the Union of World Historical Cities, the Association for Fortress Cities. These national unions have technical, administrative, financial, touristic etc. roles in terms of architectural cultural heritage (Perker, 2013).

In its administrative structure, the Bursa Metropolitan Municipality's works for protection of the architectural cultural heritage has been heavily carried out by the Historical Cultural Heritage Branch Office that is a subsidiary of the Department of Study and Projects, and depending upon the works carried out the other related units give their support to the abovementioned unit http://www.bursa.bel.tr/dosyalar/2010-2014_stplan.pdf (2012).

There are three organizations that are affiliated with the Bursa Metropolitan Municipality. These are; the Bursa City Council, the Bursa Metropolitan Municipality Sports and Bursa Culture Art and Tourism Foundation. It is seen that while the Bursa City Council provides important opportunities both in terms of its work groups and of creating extensive awareness for the protection of architectural cultural heritage, the Bursa Culture Art and Tourism Foundations does the same in terms of providing promotion of the heritage in question.

The Bursa Metropolitan Municipality has five national sister town relations with Denizli, Van, Büyükşehir, Kınık and Antakya while it has twenty one international sister town relations with Darmstadt / Germany, Sarajevo / Bosnia Herzegovina, Multan/ Pakistan, Oulu / Finland, Tiffin / USA, Kairouan / Tunisia, Nicosia / Turkish Republic of Northern Cyprus, Anshan / People's Republic of China, Bitola- Manastir / Macedonia, Cadr Lunga / Moldavia, Kızılorda / Kazakhstan, Mascara / Algeria, Kulmbach / Germany, Filibe / Bulgaria, Plevne/ Bulgaria, Tiran / Albania, Kosice / Slovakia, Vinnitsa / Ukraine, Rabat / Morocco, Bahçesaray / Crimea, Gyeongsangbuk-Do / South Korea. These sister town relationships should be considered as an important opportunity for formation of a common mind and development of joint projects in regard to protection of architectural cultural heritage.

With the review of Bursa Metropolitan Municipality's 2010-2014 Strategic Plan, the following results were reached in terms of the institutional approach and activities in regard to architectural cultural heritage and its protection (Perker, 2013).

According to the strategic plan, the Bursa Metropolitan Municipality collaborates with some partners including central government institutions, local government institutions, non-governmental organizations, trade associations and such. It is seen that in the strategic plan the list of the Bursa Metropolitan Municipality's partners to collaborate with is comprehensive. Considering the fact that architectural cultural heritage can be protected with collective responsibility, this situation is very significant. Examining all the details in regard to all partnerships is undoubtedly not the subject of this research. However if the fact is considered that the research project entitled as "The Local Government Strategies for the Protection of Architectural Cultural Heritage: The Case of Bursa Metropolitan Municipal-

ity” which this article is based on is realized within the frame of the partnership protocol signed between the Bursa Metropolitan Municipality and the Uludağ University, it can be said that abovementioned partnerships are functional hence partnership works of the Bursa Metropolitan Municipality in regard to protection of architectural cultural heritage is positive (Perker, 2013).

In the SWOT analysis chapter of the strategic plan; under the Code of Protection of Cultural and Natural Properties, the existence of a project that can be evaluated on urban scale is discussed within the scope of strengths, and abundance of its cultural and natural wealth is discussed within the scope of opportunities (http://www.bursa.bel.tr/dosyalar/2010-2014_stplan.pdf 2012).

“Protection of Historical and Cultural Heritage” is determined as the third focus area in the focus areas chapter of the strategic plan. It is stated that Bursa is a unique city that has been a center of interest in every period of history either due to its geographical position or its effectiveness in the country economy. Indicating that it holds Britannia, Roman, Byzantium and the Ottoman heritage in its lands, it is stated that especially because it was the capital city of the Ottoman Empire and that an Empire which prevailed for 700 years was born in the lands of Bursa resulted in the fact that the city came forward with its Ottoman identity. Based on this, it is underlined that the Bursa Metropolitan Municipality has been producing new projects to protect and conserve the historical and cultural heritage that the city Bursa owns. Within this context, the main strategic goal was determined as “improving the perceptibility of the historical identity of Bursa as a historic city, and by bringing historical and cultural heritage of the city together with the contemporary life ensuring that they are passed on to the next generations”. In this context the strategic sub-goal are listed as taking inventories of historical artifacts and natural values, set up of a historical heritage information system, making projects for the purpose of conservation of historical artifacts, determining and arranging of historical grave yards, making environmental planning of historical artifacts (Molla Fenari Mosque, Üç Kuzular Mosque, Şahadet Mosque, Ulucami, Yıldırım Külliyesi, Yeşil, Muradiye, 1. Murat). In the direction of main goal and sub-goals, the activities are restoration of Tophane ramparts, restoration of Fabrika-i Humayun buildings, restoration of historical inns and bathhouses (Kütahya Inn, Eskişehir Inn; Muallimzade, İncirli, Davutpaşa, Mudanya Hasanbey, Mudanya Tahirağa, Hamamlıkızık Bathhouses), Gölyazı Protection and Conservation Project, restoration of historical artifacts (Gürsu Water Mill, Fidyekızık and Gemlik Paşa Villas, old bathhouse buildings and the mint, Beyazıt Barutpaşa Muslim Seminary), restoration of Tofaş Museum Location old factory area (Umurbey), restoration of historical streets (Maksem, Eşrefiler, Kavaklı, Mudanya Halitpaşa streets, Fevziçakmak, 1. Murat Night Quarter), Emirsultan urban transformation and square arrangement work (Perker, 2013).

“National and International Relations” is discussed as the fifth focus area in the focus area chapter of the strategic plan. Making the city Bursa a credited and prestigious city in national and international area, improving and strengthening international relations, developing cooperation and common mind with other countries and cities as well as benefiting from the funds of the European Union for Bursa are expressed as the reasons for the focus area in question. In this context, the basic strategic goals are listed as “improving relationships with related institutions and organization at national and international level, promotion of our city, developing joint projects, benefiting from national and international funds at the highest level”, “actualizing relationships with sister towns”, “actualizing promotion

of Bursa”, “actualizing culture art organizations” (http://www.bursa.bel.tr/dosyalar/2010-2014_stplan.pdf 2012).

“Cultural and Artistic Activities” is discussed as the sixth focus area in the focus areas chapter of the strategic plan. The main strategic goal of the focus area that is based on the reason for realization of activities in culture, art and tourism areas where the city-dwellers can perform their cultural accumulations for the city Bursa to have a livable environment at world standards are determined as “contributing to the improvement of the city Bursa in the fields of culture, art and tourism and making the city an attraction center”. One of the goals of the focus area in question is improving the concept of city culture and city awareness (Perker, 2013).

The focus area numbered eight in the strategic plan, was set as ‘disaster recovery services’. In this context, the main strategic goals are; “making people take necessary precautions against fire and other disasters in our city, making arrangements to minimize the risk, responding to the disaster as soon as possible, rescuing the victims, treating, rehabilitating, accommodating, feeding injured people and meeting their social requirements and other needs, preparing post-disaster reports to form sources for future works, and making preparations and implementing them again”, “making planning for natural disasters at metropolitan scale, protecting all service buildings of the Metropolitan Municipality against fire, sabotage and any hazard”. In this context, some of the sub-goals in the report are making people take precautions in all official and private buildings in the city against fire and explosion and minimizing the fire outbreak numbers.

“Transportation and Traffic Services” is determined as the ninth focus area in the focus area chapter of the strategic plan. In this context, the strategic goals that are expressed are as the most important issue of the city is transportation and traffic, ensuring coordination between the access shafts, making up for the loss of time for the people, providing modern, fast and inexpensive transportation service that is integrated with the rail system, producing permanent solutions for the internal city problem with economic investments, ensuring traffic and road security, contributing to national economy by averting accidents, cooperating with related institutions and organizations in regard to transportation and traffic arrangements.

“Green Field and Recreation” is determined as the tenth focus area in the focus area chapter of the strategic plan. In the context of the focus area in question, the main strategic goal in the report is “improving life quality by ensuring that the city-dwellers to enjoy their environment and put their free time to good use”. In this context, one of the strategic goals is determined as “rehabilitation of existing parks and improvement of street sides” (Perker, 2013).

“Settlement and Planning” is determined as the eleventh focus area in the focus area chapter of the strategic plan. In the context of the focus area in question, one of the strategic goals in the report is “founding a city that is in compliance with sustainable environmental conditions, in compliance with historical and natural environment, a healthy and secure city”.

“Information Society” is determined as the thirteenth focus area in the focus area chapter of the strategic plan. In the context of the focus area, strategic goal, target and activities are listed (http://www.bursa.bel.tr/dosyalar/2010-2014_stplan.pdf 2012).

4. CONCLUSIONS AND RECOMMENDATIONS

Protection and conservation of the distinctive architectural identity, and passing them on to the next generations, that the city Bursa and similar towns with their extremely rich structure in historical, cultural and architectural sense with their thousands of years of past has great importance on a spectrum going from local to universal. Realization of this depends on the formation of a society that is aware of the fact that our future can be built upon our past, and in this respect making exemplary projects and applications for the protection and conservation of the architectural cultural heritage and encouraging them constitute an important step. In respect thereof, important responsibilities fall to local government, especially municipalities comprising the main element of the effective city administration. In this regard within the scope of the project, the institutional structure and 2010-2014 strategic plan of the Bursa Metropolitan Municipality, the most important local administrative element of Bursa, were examined. The examinations conducted within the scope of the research shows that the strategic plan in question includes very positive expressions in terms of protection of the architectural and cultural heritage of Bursa and contains exemplary qualities for other historical city municipalities. On the other hand, it is possible and necessary to improve the strategies in question in certain areas due to the sensitivity required. In this context, a critical evaluation of the 2010-2014 Strategies of the Bursa Metropolitan Municipality for the future strategic plans and the practices executed depending upon these strategic plans is presented below.

In the SWOT analysis chapter of the strategic plan; under the Code of Protection of Cultural and Natural Properties, the existence of a project that can be evaluated on urban scale is discussed within the scope of strengths, and abundance of its cultural and natural wealth is discussed within the scope of opportunities. Here, the way the institution considers cultural wealth as an opportunity is important in terms of awareness in regard to the protection of the architectural cultural heritage. However in what respect the existing architectural cultural heritage is considered as an opportunity is not clearly stated. At this point ensuring the protection – usage balance is especially important hence it is seen that it is important that the matter needs to be evaluated on individual structure base and receiving scientific consultancy for each individual structure to be able to produce projects for ensuring protection-usage balance. On the other hand, in the strengths chapter of the SWOT analysis, it is mentioned there is preparation of a project that is based on protection of architectural cultural heritage in the context approach. This is valuable as there is preparation of a project of the institution for the protection of the cultural heritage, especially in the context. Yet in this matter too, the functionality of scientific consultancy in regard to the projects to ensure the protection- usage-transformation balance gains importance (Perker, 2013).

The fact that the third point in the ‘focus areas’ part of the strategic plan is aptly named ‘Preservation of Historical and Cultural Heritage’, is very positive for the administration of Bursa, which is a city very rich in terms of structural cultural heritage. It is said that some structures selected as a part of the said focus area, will go through necessary simple maintenance, repair, comprehensive restoration or landscaping processes between 2010 and 2014. This is especially important to ensure that structural cultural heritage is preserved and sustained. However, the studies on the works of Bursa Greater Municipality showed that there were no written document—neither in the strategic plan nor in other documents—that laid out the prioritization strategy for the dealing with the structures. Therefore, it is of urgent importance to build cultural heritage inventory and information systems for the structural

cultural heritage mentioned in the strategic sub-goals in the focus areas. While preparing such inventory, it is crucial to clearly lay out the criteria used to prioritize the historical remains that make up the structural cultural heritage, as well as classifying the same in terms of level of importance, listing them, and ensuring that they are dealt with in line with the strategic plans, and the list that is built. Furthermore, quantifying the inventory building works and especially making them available to researchers, will scientifically contribute to the efforts of Bursa Municipality. It is important to check if there are previous studies by other organizations or researches while building the inventory, and if there are, it must be ensured that the previous works are also incorporated in the archive and all the works are accessible through a single inventory.

“National and International Relations” is discussed as the fifth focus area in the focus area chapter of the strategic plan. The strategic goals list ‘reinforcing relations with relevant institutions and organizations on a national and international level, promoting and representing our city, building mutual projects, benefiting from the funds on a national and international level’, ‘making the relations with sister cities more active’, ‘boosting the promotion of Bursa’, ‘boosting the cultural and art organization works’. The said focus area and the respective strategic goals have great technical, administrative, financial and tourism-related importance in terms of preserving the structural cultural heritage. Particularly, it is known that technical, administrative, financial supports are usually provided by international organizations to preserve structural cultural heritage. Therefore it is vital to investigate the said fund opportunities in detail through these relations as it will provide technical and administrative support for the preservation efforts in addition to the fact that existing preservation practices will help increase the funds. On the other hand, the said focus area can be an important step to promote the structural cultural heritage to the world and help make the said assets a part of the tourist attractions in the country. Once again it will be expedient to get scientific advice; especially there will be change of functions in the structures and also to ensure the right balance between preservation and usage (Perker, 2013).

“Cultural and Artistic Activities” is discussed as the sixth focus area in the focus areas chapter of the strategic plan. One of the goals of the focus area in question is improving the concept of city culture and city awareness. Even though it was not clearly specified in the target content, the urban culture and urban dweller awareness include topics such as building awareness of preservation of structural cultural heritage and/or spreading the existing awareness. However, in addition to holding events such as festival to build such culture, it is important to pursue a participatory approach through public consultation in decisions on change of functions of the cultural heritage assets in addition to public seminars disseminating information about the structural cultural heritage, its importance, reasons for preservation backed with promotional brochures, maps, billboards etc. Participatory approach is already a part of the mission and vision of the institution and the City Council, which is one of the reporting institutions, creates an important opportunity.

The focus area numbered eight in the strategic plan was set as ‘disaster recovery services’. In this context, the strategic goals are specified in the report as; “making people take necessary precautions against fire and other disasters in our city, making arrangements to minimize the risk, responding to the disaster as soon as possible, rescuing the victims, treating, rehabilitating, accommodating, feeding injured people and meeting their social requirements and other needs, preparing post-disaster reports to form sources for future works, and making preparation and implementing them again”, “making planning for natural disas-

ters at metropolitan scale, protecting all service buildings of the Metropolitan Municipality against fire, sabotage and any hazard". Amongst the goals mentioned in the report, taking necessary precautions against fire and explosion dangers in all public and private buildings in Bursa and reducing the number of fires that break out can be listed (http://www.bursa.bel.tr/dosyalar/2010-2014_stplan.pdf 012). All the 'buildings' in the said report are important as they somehow represent the cultural heritage, which makes it important to carry out disaster risk analysis for all the buildings that make up the cultural heritage, to prepare disaster recovery plans and take necessary measures. Indeed, Turkey has to take precautions as a requirement under the contract it signed in 1965 entitled 'Treaty to Protect Cultural Heritage in Event of Armed Conflict' (Madran and Tağmat 2007), in terms of architectural culture heritage. The said treaty stipulates that the said buildings that represent the cultural heritage should be registered with the 'international registry of cultural assets under special protection' and that the buildings need to be marked accordingly (Perker, 2013).

"Transportation and Traffic Services" is determined as the ninth focus area in the focus area chapter of the strategic plan. However the said part does not make any direct references to the structural cultural heritage in the strategic goals and objectives. However the entire tone of the report makes it clear that Bursa Municipality wishes to make the city a tourist attraction (especially with regards to landscaping practices for the cultural heritage assets). It is possible that the said tourism is referred to as the 'culture tourism' to help preserve the structural cultural assets and it is considered that the transportation strategy that will ensure fastest and most efficient access to the city should be planned in a holistic manner (in such a way as to connect the district studies with each other).

"Green Field and Recreation" is determined as the tenth focus area in the focus area chapter of the strategic plan. In the context of the focus area in question, the main strategic goal in the report is "improving life quality by ensuring that the city-dwellers to enjoy their environment and put their free time to good use". In this context, one of the strategic goals is determined as "rehabilitation of existing parks and improvement of street sides". The strategic target of the said focus area is important in that it intends to improve the appearance of the streets, which are important parts of a city's identity. Needless to say, the skyline does not comprise of only building facades. However the appearance of a street is important to maintain the historical city identity as a whole. That's why it is important to improve the streets of the city, which are the most important interfaces of the city; however, the mentioned implementations should be made the light of science.

"Settlement and Planning" is determined as the eleventh focus area in the focus area chapter of the strategic plan. In the context of the focus area in question, one of the strategic goals in the report is "founding a city that is in compliance with sustainable environmental conditions, in compliance with historical and natural environment, a healthy and secure city". Carrying out construction and urban planning in line with the environment is a positive development in terms of preservation of structural cultural heritage. However, clear principles should be set out clarifying how the said compliance will be ensured.

"Information Society" is determined as the thirteenth focus area in the focus area chapter of the strategic plan, and the strategic goals, objectives and activities were listed within this scope. It is believed that the descriptions in the said part of the report cover the topics of building a numerical structural cultural heritage inventory and making it available for common usage. However, it will be more expedient if such intentions are clearly expressed together with a schedule for future planning (Perker, 2013).

5. ACKNOWLEDGMENT

This study was prepared from 2011 to 2013 as a part of the ‘Protocol of Cooperation to Implement and Support Academic Researches of Uludag University, Covered by Bursa Municipality’s Jurisdiction’, under the lead of Z. Sevgen PERKER, based on the research project entitled ‘the Role of Local Administrations in the Preservation and Sustenance of Structural Cultural Heritage: the Case of Bursa Municipality’. I would like to thank the Chancellor’s Office of Uludag Univeristy, the project consultant Prof. Dr. Nilüfer AKIN-CITÜRK and Bursa Municipality, who supported the project financially.

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