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ACHIEVING A SUSTAINABLE CITY IMAGE IN TERMS OF TWENTY-FOUR HOUR CITY PRINCIPLES: CASE OF THE KEMERALTI BAZAAR OF IZMIR, TURKEY

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Abstract

Izmir is the 3rd largest and considered as the most livable city of the Turkey. In contrast with this livable city image, the center of Izmir turns into a deserted area after 19:00 pm, while it is crowded until that time. In order to achieve the sustainability of the livable city image of Izmir, it is prior to solve the problem of day and night usage disequilibrium of the city center. Present study focuses on the area of Kemeralti Bazaar, which is the historical center of Izmir. The purpose of the study is assessing the viability of the Twenty Four Hour City principles, that several cities in United Kingdom applied, as a solution for the day and night usage disequilibrium of the Kemeralti Bazaar. On account of this purpose the Twenty Four Hour City principles, which are licensing issues, retail working time, supporting restaurants and cafés, street lighting, mixed use space organization, city activities and public transportation, are introduced and their applicability for the sample area is evaluated. The method of the research

comprises the pedestrian density data, on-site photography and land use diagrams in order to monitor the evaluation of the Twenty Four Hour City principles. The research showed that the area lacks the majority of the principles, which should be adopted to sustain the livable city image of Izmir and proper solutions for the problem are proposed in the conclusion.

Keywords

Twenty Four Hour City, Sustainability, Image, Livable City, Kemeralti Bazaar, Izmir

1. Introduction

How people use the city center is one of the significant research topics that emerged after the 20th century. Especially at what time, by who, in which areas, with what type of activities it is used or needs to be used are the main subject matters. The reason why the city centers are used only as commercial trading and business centers, which are open between 8am and 7pm, they turned into areas that are used in a temporary period of the day and empty places after the closing time of the shops and offices. As the desolation that happens in the night time causes security problems, it also has negative effects on the social life, economy and tourism of the city.

In order to solve the problem of desolation in the city centers, Twenty Four Hour City concept, which aims to enhance the security and livability of the city, was emerged and started to be implemented in the European cities. The main purposes of the concept of Twenty Four Hour City are stimulating the night time economy, attaining a safer city and preventing the deserted city image after dark. It can also be said that this concept was arose as a reaction against the residential areas that developed away from the city centers (Heath, 1997). The night time activity program in the city of Rome, which is one of the successful instances of Twenty Four Hour City concept applications, was defined by Bianchini as the first initiative of its kind. In 1997 Renato Nicolini, the responsible member for cultural policy of Rome City Council, presented the summer cultural program and worked on historical streets and squares, public monuments, public transportation, street lighting, playgrounds for the children and environmental developments in order to encourage the city center to be used by people at the night time (Bianchini, 1995).

Studies of implementation of Twenty Four Hour City concept were started in the cities of Manchester, Leeds, Cardiff, Glasgow, Sheffield and Nottingham after 2000s by United Kingdom. The city of Edinburgh was analyzed and taken as a guide for the implementations of the concept, as it is already one of the natural all day and night alive cities. The original structure of Edinburgh, which is formed by residential buildings together with shops, cafés, restaurants,

theatres, cinemas and entertainment venues, provides a day - night balanced density of people in the city center, as people are able to join the city activities easily in their neighborhood. However, in the example of Manchester, because of the separated functions in the different areas of the city, it is created deserted and dangerous places in the different time periods of the day. It is observed that the areas that contain shopping and business centers are deserted after evening and the areas with night clubs and bars are problematic and dangerous regarding to the alcohol usage, while the residential are located away from the city center and require public transportation for the people to get to the city center. As a solution for this problem of Manchester, cafés and restaurants were supported to work in the evening and night time, theatres, cinemas and other activities were increased, and interventions like function changing and providing extra security were done in the areas that contain night clubs and bars (Heath, 1997).

The city structure of Swansea, which has different density of people in two different time periods of the day, was investigated by a conducted user survey by Bromley. In the study it is revealed that different parts of the city have different user variables, and while some areas are totally deserted in the evening and at night, some areas are often crowded. The area that contain business centers in the city is used densely by people until 5pm, however after the closing time of the offices the area turns into a desolate place and even the restaurants close by that time. The places around the residential areas get more active in the evening, yet usage of the business and shopping places in the city center by people decreases dramatically after 6pm. While the areas that have the functions of bars and night clubs are used by young people and students from the evening until the late hours of the morning, in the day time it turns into empty areas without function. The study denotes that the city center has to be planned not only regarding to the function, also to the relation of time and user variables (Bromley, Tallon & Thomas, 2003).

Proper strategic approaches for the city life of Gaziantep were determined in the scope of Gaziantep Traditional Tissue Revitalization Project for the Eblehan District, Adil Özberk Street, Kale Industrial Area and Derekenarı Street in 2012. The strategies over providing the livability equilibrium for day and night in the project areas consist of city furniture, arcaded streets, public transportation, street lightning and emphasis of historical and memorial objects. The reason why it was presumed in the project that using commercial places in particular areas results desolation at night, locating residential and commercial functions in the same areas was suggested (Çekül Vakfı, 2012).

Karakaya detected that the pedestrianization of the streets causes the risk of desolation in those streets at night in the study of transportation and land use of the city center of Diyarbakır. Because of the prevention of vehicle usage of the streets, the people also keep from the pedestrianized streets. In addition to this, in the study of Diyarbakır, it was suggested to add residential functions to the areas where only commercial spaces are located (Karakaya, 2010).

These studies, that focus on the day and night disequilibrium in the city centers, presented the concerns for the many cities in Europe, and based on these concerns proper policies for the solution were deployed by the municipalities after 1990's. However the problems, which are resulted from the day and night disequilibrium in various city centers of Turkey, have not been studied distinctly, they were only slightly mentioned in some researches. The present paper focuses on the problem of day and night usage disequilibrium of the Kemeralti Bazaar, which is the historical center of Izmir. The purpose of the study is assessing the viability of the Twenty Four Hour City principles, that several cities in United Kingdom applied, as a solution for the day and night usage disequilibrium of the Kemeralti Bazaar, in order to serve the sustainability of the livable city image of Izmir.

2. Methodology

As a developing country, Turkey is experiencing excessive population growth, as in many other significant areas for the city life (Akdogan et al., 2016). Known as the most livable and third most crowded city of Turkey, the city center of Izmir needs to be safe and active after dark, as much as it is already in the day time. Day and night time usage balance of the city center is crucial for sustainability of the livable city image of Izmir. As the methodology of the study, examination of the criteria relating to the topic on maps, observation and detection on site and investigation of the selected area in terms of Twenty Four Hour City Principles are assumed. Firstly the case area and the concerned problem of day and night disequilibrium are identified by the data that are elicited from on-site photography and observation, land use diagrams, İzmir 2D City Guide and İzmir 3D City Guide software of Izmir Metropolitan Municipality. Regarding to these data, building usage diagram of the present area and people density diagrams are created on the satellite view. The situation of the pedestrianized streets and driveways are given in the diagram which is attained from the Transportation Coordination Center (UKOME, 2010).

In order to solve the disequilibrium problem of the area, Twenty Four Hour City principles are assigned as the evaluating criteria, which are licensing issues, retail working time,

supporting restaurants and cafés, street lighting, mixed use space organization, city activities and public transportation. All of the principles are identified and the case area conditions are assessed by these principles respectively.

2.1 The Case Area: Kemeralti Bazaar - Izmir

In the 17th century Izmir started to become a major port city in Anatolia, where the trade way between Europe and Middle East was linked (Zeybek Çetin, 2012). Kemeralti Bazaar had shaped in direct relation with the rising port trade of Izmir until now, functioning as a trade, accommodation and storage area. Regarding to these functions that Kemeralti assumed, its structure is based on an assembly of inns, bedestens and street shops (Kayın, 2002). Today Kemeralti is used as traditional open air shopping area by tourists and local people.

Figure 1: *Konak, the Center of Izmir and Kemeralti Bazaar* (Google Earth, 2016)

Kemeralti Bazaar occupies 2.7 km^2 areas and lies just in the east of the Konak Square. The main entrance of the Bazaar starts with the Anafartalar Street from the northern side of the Konak Square (Figure 1). Anafartalar Street goes rounded until the Fevzi Pasa Boulevard as the south east boundary of the bazaar. Inside this boundary Kemeralti Bazaar contains 14.482 stores with more than 800.000 products and between 150.000 – 750.000 people visitors in a day (History of Izmir Kemeralti Bazaar, n.d.).

2.2 Day and Night Usage of the Case Area

The center of İzmir is divided into four sections according to the land use differences, as Alsancak, Gumruk, Mimar Kemalettin Fashion Center and Konak Square. Alsancak is the only Twenty Four Hour living section of Izmir, because of the cafés, bars, night clubs and street activities among the commercial offices. It is not deserted neither by day, nor night. Gumruk and Mimar Kemalettin District possess commercial function, active until 7 pm and deserted after that time. But Konak Square and Kemeralti Bazaar have a different situation. Kemeralti is also located between Kadifekale District, which has a broad criminal rate, and Konak Square, acting as a buffer space. Konak Square is the administrative center of Izmir and Kemeralti Bazaar is visited densely by people during the day time in the all days of the week. Local visitors, tourists and the people who work in the shops are the three profiles of the people who visit the area (Malkoç, Kılıçaslan, Özeren & Küçükerbaş, 2013).

Sufficient accessibility of the area is another factor for the usage of the area by people, in addition to its central location, being a major shopping center and historical significance. Konak and Çankaya subway stations, which are located in the south and north sides of the area, and the proximity of the bus stations and the ferry pier improves the accessibility of the Kemeralti Bazaar.

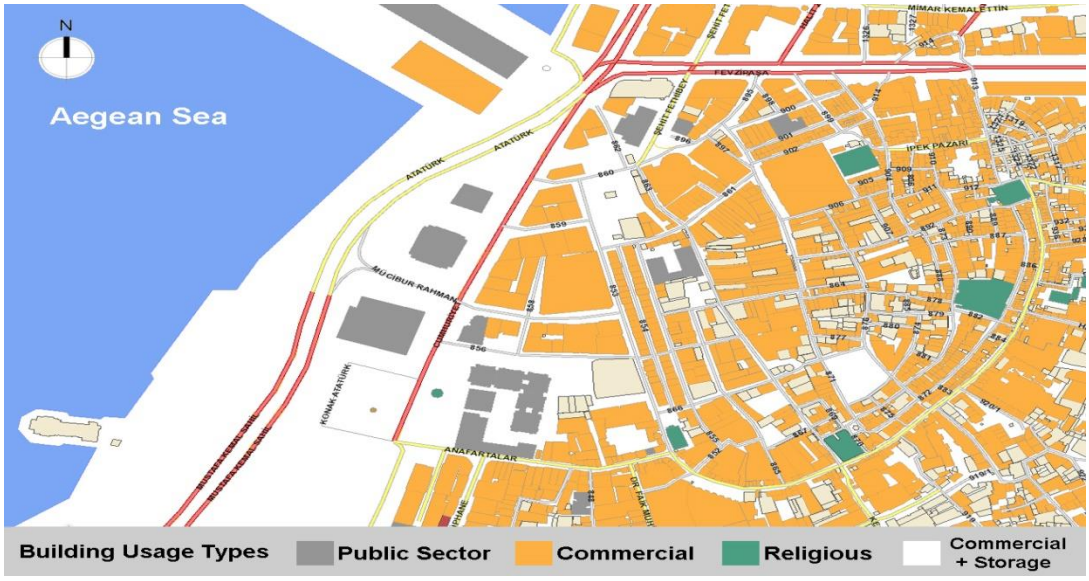

Figure 2: *Building Usage Diagram* (İzmir 2D City Guide, 2016)

Apart from four public sector buildings and five religious buildings, all of the buildings in the case area are used for commercial purposes. In the Figure 2 the buildings marked in orange

color have commercial purposes, while the buildings in beige color are mixed use as commercial and storage purposes. There aren't any residential dwellings in the Bazaar area and in the surroundings. Since it resides right in the center of Izmir and is of great significance as a touristic destination, it is expected from the Kemeralti Bazaar in the night to be as lively as it is in the day time, so as to serve Izmir's livable city image. However Kemeralti Bazaar and its surroundings turn into a desolate area after 7 pm, which is the closing time of the shops, as a consequence of losing its retail shopping function for the visitors.

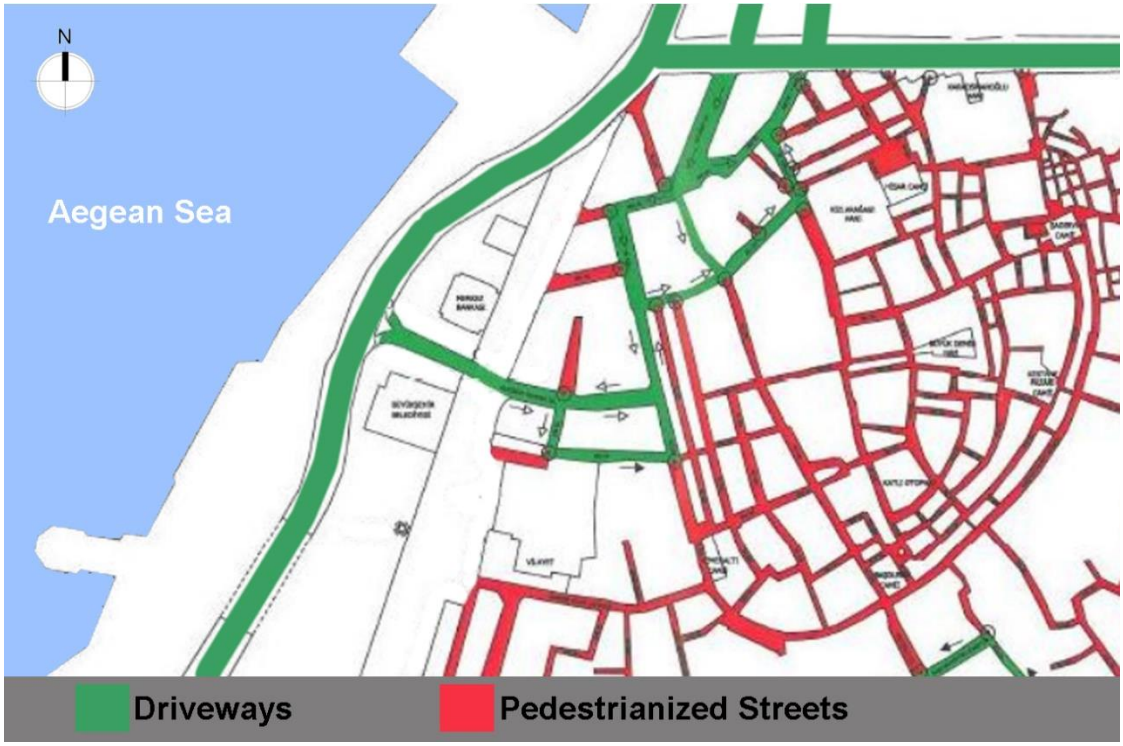

Figure 3: *Pedestrianized Streets and Driveways* (UKOME, 2010)

In the Figure 3 lines painted in red color denote the pedestrianized streets, while green lines express the driveways. As it is shown in the Figure 3 most of the streets in the Kemeralti Bazaar are pedestrianized and as a consequence of this, there are no street lightings except Anafartalar Street. Since the area is not used by vehicles, at night it turns into more and more deserted and this situation reduces the sense of safety for the people walking in the area.

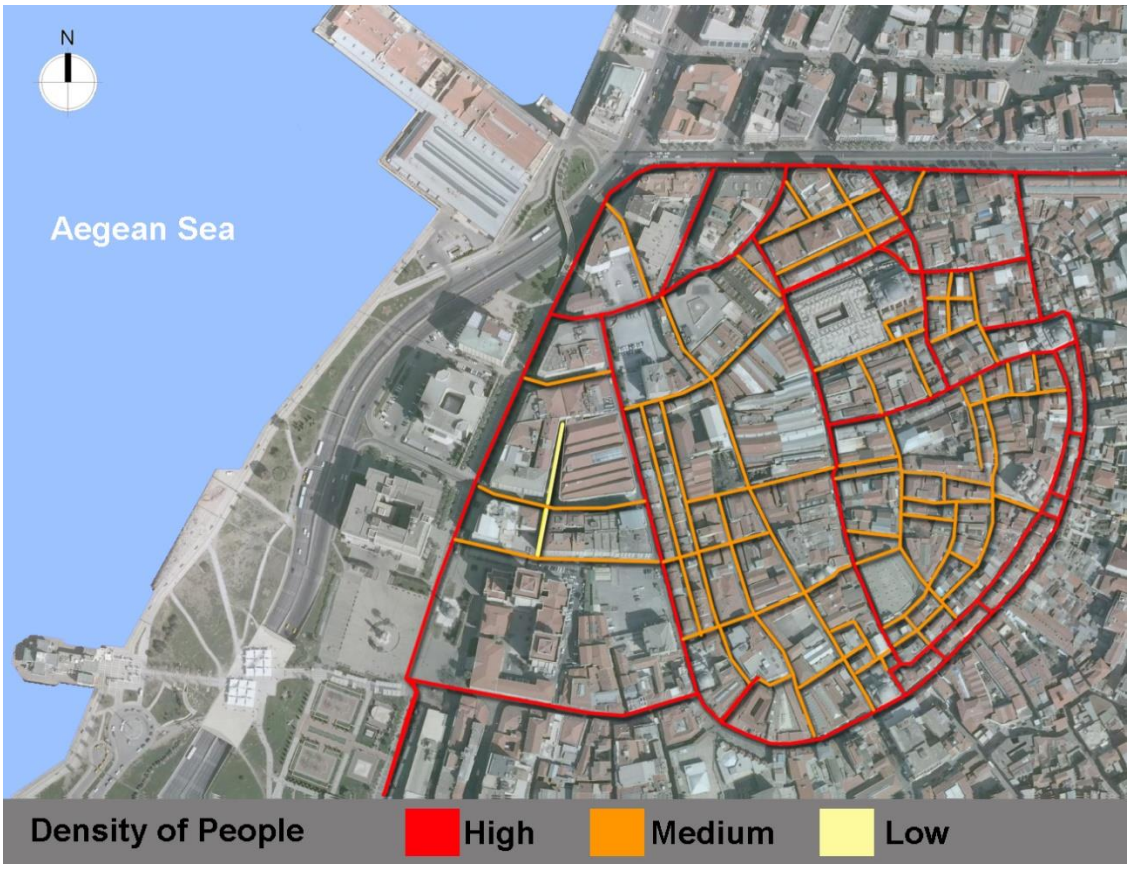

Figure 4: *People Density of the Streets between 8am – 7pm* (İzmir 3D City Guide, 2016)

Figure 4 shows the pedestrian density of the streets of the case area between 8am and 7pm. Red color corresponds to high density of people (more than 200 people per hour), while orange color does medium (50-200 people per hour) and yellow color does low (less than 50 people per hour). It is observed that the Kemeralti Bazaar is visited by a large crowd of people between 8 am and 7 pm.

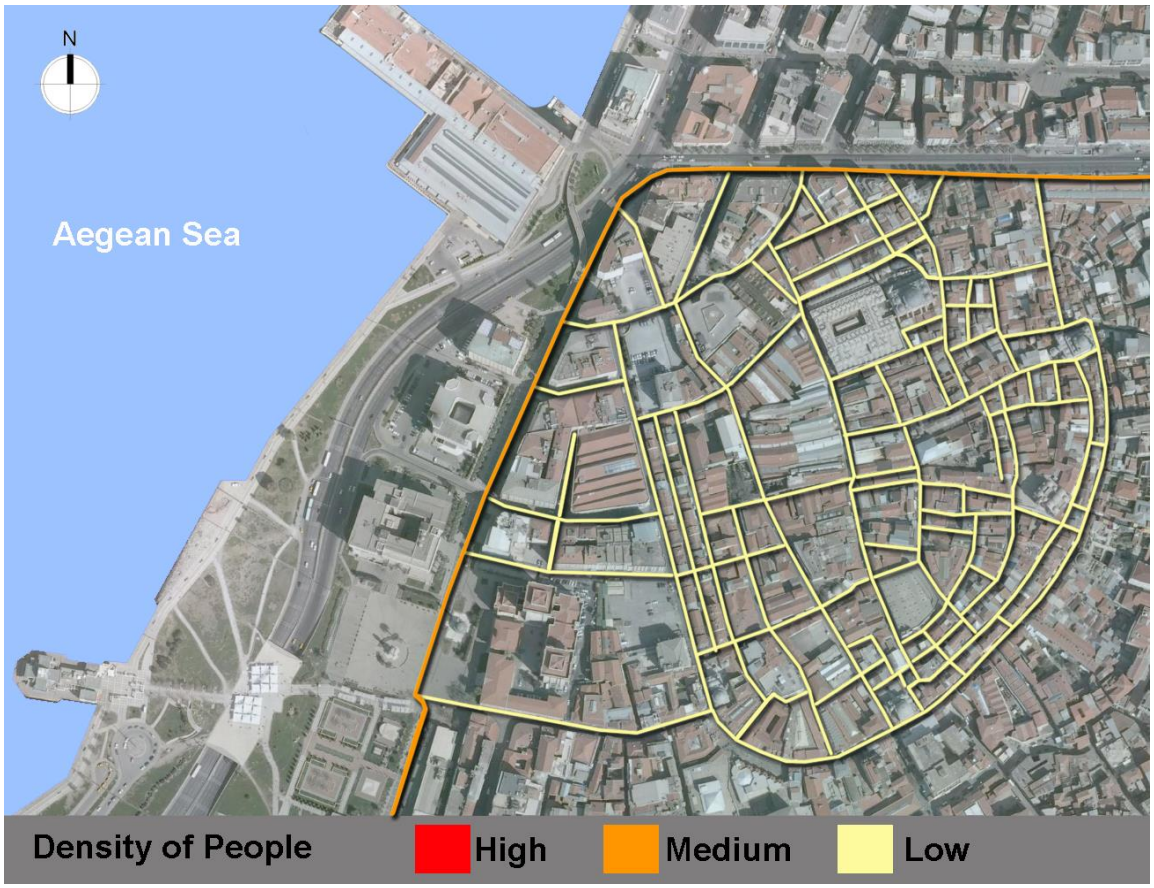

Figure 5: *People Density of the Streets between 7pm – 8am* (İzmir 3D City Guide, 2016)

The visitor usage condition of the streets after 7 pm is shown in the Figure 5. The average visitor density decreases to fewer than 10 people per hour. As a consequence of this day and night disequilibrium, Kemeralti Bazaar turns into a deserted area in the city center.

2.3 Assessment of the Viability of Twenty Four Hour City Principles

Twenty Four Hour City concept was brought about in Britain for the first time by Manchester City Council's initiatives to increase night time economy, to create a prestigious city and to have a safer city. By the Twenty Four Hour City: The First National Conference on the Night-time Economy in September 1993, where the concept was officially reviewed, the Twenty Four Hour City principles were started to be adopted by many metropolitan cities of Britain (Heath,1997). These principles, which are licensing issues, retail working time, supporting restaurants and cafés, street lighting, mixed use space organization, city activities and public transportation, are designated as the assessment criteria against the day and night disequilibrium of Kemeralti Bazaar in the present study.

2.3.1 Licensing Issues

According to the pedestrian usage density analysis in the previous section, the number of the visitors dramatically decreases after 7 pm, which corresponds to the closing times of the shops. Since shopping is the major activity of the Kemeralti Bazaar, as the shops are closed after 7 pm, the area loses its major function so as its attraction to the people. In order to keep the shopping available after evening, the shop licenses in the area needs to be reorganized to encourage the owners for working after 7 pm. This encouragement can be done by tax reduction for the hours after 7 pm and recruitment support for the staff to employ after 7 pm.

2.3.2 Retail Working Time Arrangement

Retail working time corresponds to arrangement of the starting and finishing hours of activities related to each other, in order to make people attend to activities affectively. As the case area resides in the very center of Izmir, there are various types of potential visitors, such as officers in the state buildings, employees in the private sector, students in the colleges, and many others who use the city center as a transfer point for transportation. The finishing time of the activities of all these potential visitors of the bazaar should be determined and relating to that, the start of the entertainment activities and working time of the shops, restaurants and cafés in the area should be organized. For instance if the closing time of the private sector offices is at 7 pm, the cinemas, theaters, restaurants, cafes and shops should be scheduled by this time.

2.3.3 Supporting Restaurants and Cafés

Restaurants and cafés are among the major attractions for people to spend more time, not only in the day time, also after working hours. These types of enterprises are the reason why other twenty four hour active places in İzmir have formed, such as Kıbrıs Sehitleri Street in Alsancak, Cemal Gursel Street in Bostanlı and Kucuk Park Region in Bornova. It is required to support restaurant and café investors to open workplaces in Kemeralti Bazaar, with an obligation of working in the late hours of the day, together with the shops. The present working cafés in and around Kızlaragası Han of Kemeralti Bazaar are also required to be supported to be open after 7 pm, along with the new initiatives.

Figure 6: *Anafartalar Street – Day Time (Avcı, 2016)*

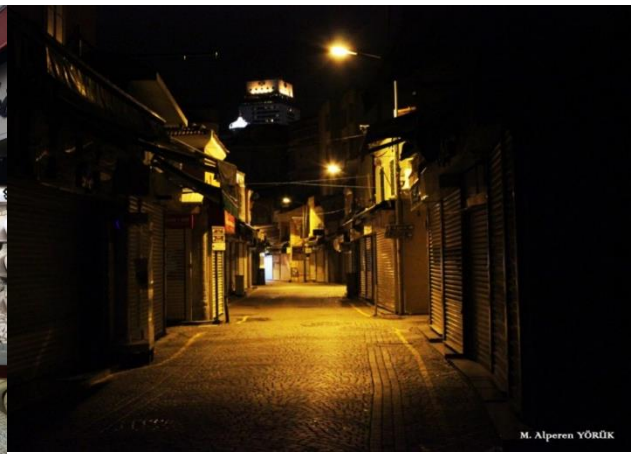

Figure 7: *Anafartalar Street – Night Time (Yörük, 2016)*

2.3.4 Street Lighting

It is a prior issue to keep streets lighted during the night time, in order to obtain an inviting, safe and livable area. People tend to use lighted streets in the night time and avoid using dark areas. In the Kemeralti Bazaar there is not any street lighting except Anafartalar Street, as the shops and all the other facilities are closed at 7pm (Figure 6 and 7). In the evening the bazaar turns into a dark area, where people avoid and afraid even passing through. After evening this dark and desolate area is a potential home for criminal and dangerous activities. Street lightning is an indispensible principle to achieve an alive and safe city center.

2.3.5 Mixed Use Space Organization

One of the main problems that cause desolation of an area is lacking residential usage. When an area contains only one or similar types of activities, the area is used by people only in that activity time period. In the present case Kemeralti Bazaar contains only shops, working places, restaurants and cafés, which are open until 7pm only. Regarding to that, people use the area only until 7pm. In the cities which are lively for twenty four hours are formed as mixed used areas that contain residential and commercial functions. For instance city center of Edinburgh, which inspired Twenty Four Hour City concept that the British cities assumed, is naturally formed by shops under apartment buildings. Yet the Kemeralti Bazaar is under preservation as Konak - Kemeralti Conservation Area by the Izmir Metropolitan Municipality. That’s why mixed use space organization principle is not an option to achieve night and day time usage balance in the case area.

In order to revitalize the area with more users at night, locating student hostels is a proper solution. As the travellers and students prefer staying in hostels in the city centers, Kemeralti is a strategic area both for the users and the city.

2.3.6 City Activities

Thematic city activities for all residents of the city, such as concerts, festivals, carnivals, celebrations of important days and any other open-air mass activities, are required to be arranged in a regular time based periods in the Kemeralti Bazaar area. This kind of city activities help integration of the people and the space, advertisement of the city name and keep the area alive at nights of the specific days.

2.3.7 Public Transportation

Because of the central location of the case area, the public transportation is very convenient from all over the city of Izmir to the area in the day time. The bus stops around the area work between 6:20 – 00:00 (Transportation Hours, n.d.), the ferry from the ferry bus pier of Konak works between 7:15 – 23:30 (Departure Hours, n.d.) and subway stations of Konak and Çankaya, which are the most used type of transportation to the bazaar, work between 06:00 – 00:20 (Voyage Plan, n.d.). In addition to that only in the summer months, there are busses, which work every hour after 00:00 until 6:00 from Konak to five intensively used sub-centers of Izmir. Given that the problem of the study is day and night usage disequilibrium of the Kemeralti Bazaar, night time accessibility is required to be achieved as much as the day time. In the current condition there is not any public transportation that works after midnight, except the summer season night busses, which are limited with five sub-centers and only in the frequency of every hour. In order to make the bazaar alive twenty four hours long, the area is required to be accessible in the night time. The transportation schedules needs to be frequently available in all seasons of the year and to all other places in Izmir, not only five sub-centers.

3. Results

The summary of the map diagrams that detect the day and night usage of the case area are given in the Table 1, and the assessment of the case area in terms of Twenty Four Hour City principles that many UK cities adopted, and the suggested interventions to achieve day and night livability of the area are given in the Table 2 below.

Table 1: *Results of the Map Diagrams that Show the Day and Night Usage of the Area*

Diagram	Result
Building Usage	All the buildings in the area have commercial usage, except four public sector and five religious buildings. There are no residential buildings.
Pedestrianized Streets and Driveways	Most of the streets of the Bazaar are pedestrianized. Regarding to that there are no street lights, except in Anafartalar Street.
People Density of The Streets between 8am - 7pm	Kemeralti Bazaar is visited by a large crowd of people between 8am – 7pm, as the shops and working places are open.
People Density of The Streets between 7pm - 8am	The average of people using the streets of the Bazaar decreases to fewer than 10 people per hour.

Table 2: *Results of the Assessment of the Case Area in terms of Twenty Four Hour City Principles*

Twenty Four Hour City Principle	Current Condition	Suggested Intervention
Licensing Issues	There is no regulation for the working hours in licensing of the shops.	Regulating licensing issues to support shops to be open after 7 pm.
Retail Working Time Arrangement	There is no initiative for bridging activities.	Scheduling the shops and other facilities in the area according to the users' works finishing time.
Supporting Restaurants and Cafés	There are restaurants and cafés that work only until 7 pm.	Obligation for the restaurants and cafés for late working times. Encouragement of new restaurant and café investments.

Street Lighting	Except Anafartalar Street, there are no street lightings in the all streets of Kemeralti.	Provision of street lighting in all over the bazaar.
Mixed Use Space Organization	There are no residential buildings in the area.	As the bazaar is under conservation, mixed use space organization with residents is not applicable. Yet student hostels are proper functions for revitalizing the area.
City Activities	There is not any kind of city activity that has been arranged in the area.	Arrangement of concerts, festivals, carnivals, celebrations of important days and any other open-air mass activities.
Public Transportation	Bus Stops: 6:20 – 00:00 (In summer hourly 00:00 – 06:00) Ferry: 7:15 – 23:30 Subway: 06:00 – 00:20	Scheduling the night time transportation more frequently and during whole year.

The Twenty Four Hour City principles as the evaluation criteria of the study are introduced as licensing issues, retail working time, supporting restaurants and cafés, street lighting, mixed use space organization, city activities and public transportation. The study showed that Kemeralti Bazaar does not contain any of these principles in the extent of day and night. Among these principles, mixed used space organization together with residential units is inapplicable, because of the conservation code of the area by the İzmir Metropolitan Municipality. Yet student hostels are found proper functions for revitalizing the area in the study.

Kemeralti Bazaar is mostly made of shops, restaurant and cafés that stop working at 7pm; consequently the area is not used after this hour. The licensing of these units is suggested to be regulated to support them to keep open after 7pm. To obtain the retail working time of the shops and other activities needs to be scheduled according to the finishing time of the users' works. Supporting the existing restaurants and cafés to work longer time after 7pm and promoting new

restaurant and café investments are very influential, as the people of Izmir demands this kind of facilities. In addition to these suggestions, scheduling the night time transportation more frequently and during whole year is required, in order to make the area accessible and livable all day long.

Concerts, festivals, carnivals, celebrations of important days and any other regular open-air mass activities play the essential role to achieve integration of the people and the space, advertisement of the city name and keep the area alive at nights of the specific days.

In these principles street lighting is determined as the most crucial for the night time usage of the area. Since the bazaar doesn't have any street lighting, except Anafartalar Street, it turns into a dark and dangerous place. Regarding to that, people omit passing through the area. Street lightning is an indispensible principle to achieve an alive and safe city center.

4. Conclusion

Izmir, the 3rd largest city of Turkey, has always been addressed as the most livable city of Turkey. While many districts in Izmir, like Alsancak, Bornova and Bostanlı, represents this livable city image, unfortunately Kemeralti Bazaar and the surroundings lack the features of a livable city image, even though it resides in the very center of Izmir. In the day time until 7pm Kemeralti is used densely by the people for shopping and touristic purposes, yet after 7 pm the bazaar turns into a desolated and dark area in the city center, in contrast with the livable image of the city. In order to achieve the sustainability of the livable city image of İzmir, it is necessary to solve the problem of day and night usage disequilibrium of the Kemeralti Bazaar. As a solution for solving this problem, the Twenty Four Hour City concept, which several cities in United Kingdom initiated in the 1990s, is determined as the evaluation criteria for the Kemeralti.

In the study, the Kemeralti Bazaar, which happens to be a significant urban district of the city of Izmir, is assessed by the Twenty Four Hour City principles and recommendations are made over making the area the attraction center and attaining the properties that enhances the livable image of the city.

A large scale area that is not livable in the core of the city and isn't used affectively harms the image and sustainability of the city. Besides, this kind of areas contain the risk of turning into physical depression areas, creating public security problems and social distresses. That's why evaluations are made for the regions where similar problems were experienced in the

city of İzmir, in the guidance of the examples from European cities. Detections are made in the Kemeralti Bazaar, where these problems are experienced the most, by the evaluation criteria. The results of the study can be shared with the local administrations and detailed and comprehensive applications (licensing issues, supporting restaurants and cafés, mixed use space organization and city activities) can be initiated in the guidance of the solution proposals that are developed. Before the comprehensive implementations, interventions that create basis for these decisions (retail working time arrangement, street lighting and public transportation) can be also be made.

The detection study that is done for the Kemeralti Bazaar can be a sample for the other areas of the city of Izmir. At the same time, it is known that many cities of Turkey suffer from the same problems. The evaluations and solution proposals on the sample of İzmir Kemeralti Bazaar can be a guide for the other cities, by including their local potentials and urban dynamics.

Sustainability and livability of the cities are significant for the citizens' feeling safe and part of the city, the demanded quality of the city image, and sociological and cultural continuity of the city. The results of the study provide the necessities for a city to have a viable quality and a sustainable image and guide the future studies.

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