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EUROPEAN LANDSCAPE CONVENTION
CONVENTION EUROPÉENNE DU PAYSAGE

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

*15th COUNCIL OF EUROPE MEETING OF THE
WORKSHOPS FOR THE IMPLEMENTATION OF
THE EUROPEAN LANDSCAPE CONVENTION*

1 – 2 October 2014

Ürgüp, Nevşehir, Türkiye (Turkey)

URLA-ÇEŞME-KARABURUN PENINSULA SUSTAINABLE DEVELOPMENT STRATEGY 2014-2023: ASSET-BASED LOCAL DEVELOPMENT *WITH A FOCUS ON 'SUSTAINABLE LANDSCAPE – RURAL LIFE AND ECONOMY' EQUILIBRIUM*

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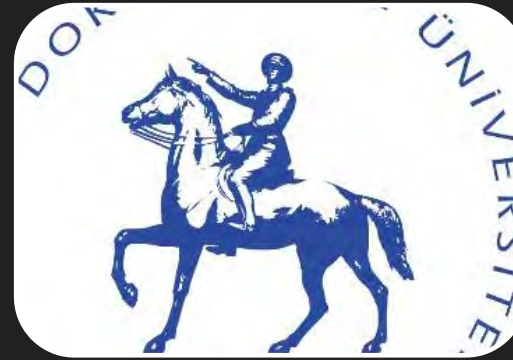
Project Team



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Durmuş Arsan, Ar.Gör. Hamidreza
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Erdoğan



Prof.Dr. Hüsnu Erkan, Ar.Gör.Dr.
Kerim Eser Afşar



Sibel Ersin, Saygın Can Oğuz, Filiz
Morova İneler

Challenge *in conversation*

- Do the preservation and maintenance pursuits of natural and cultural landscapes suffice to the guardianship of them against existing cultural and natural constraints ?

(completely questioning in defensive approach)

- Not exactly in today's circumstances (!)

- OK. How about to conceptualize new paradigm in which sustainable landscapes explicitly interact with development issues and socio-economic welfare of local communities ?

(it sounds good, yet like a highly unsafe territory I'm afraid)

-

- Justification of Asset-based Local Development

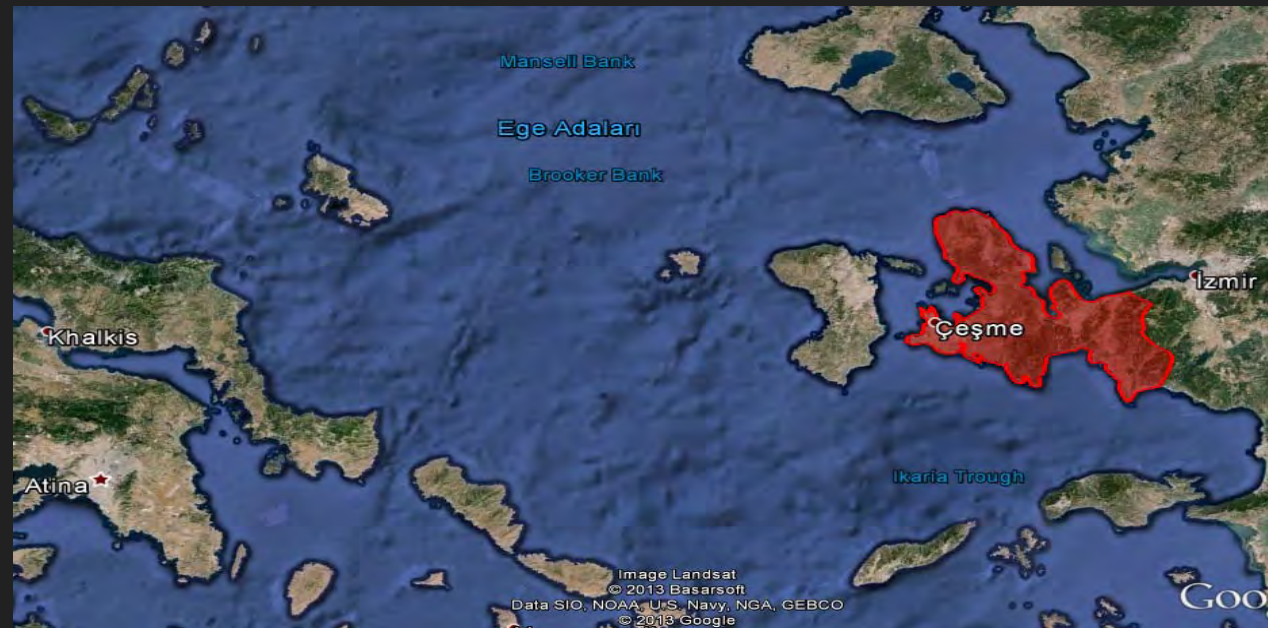
- 'Sustainable landscape' phenomenon incorporating wellbeing of natural and cultural landscapes with socio-economic development to address a consistent 'asset-based local development'
- A vast number of natural and cultural factors particularly challenged the sustainability of Mediterranean coastal landscapes as well as their traditional-rural lifestyle
- Socio-economic instability conditioned the (re)emergence of natural and cultural asset-based local development

A few words on *asset-based local development*

- Its primary objectives, as an indispensable part of the economic development process, are to achieve high added value products and services from all kinds of regional resources and to transform them into local benefits taking into account the protection and management of natural and cultural landscapes and their properties.
- Asset-based economic development is expected to bring high margin of profit to locals, furthermore much less vulnerability to local assets through using these resources in more sustainable, creative and innovative ways (ARC, 2004).
- Rather than short-sighted and problem-specific approaches, it underpins long-term local development managing all necessary resources and instruments in a corporate way.
- Particularly geared to claim landscape-based socio-cultural and economic prosperity, within the scope of 'integrated landscape management'

URLA-ÇEŞME-KARABURUN PENINSULA

- The peninsula sustainable development strategy project is the first official document that provides spatial insights into İzmir regional planning scheme, and associates this scheme with subscale planning charts.
- In compliance with protection and management of natural and cultural landscapes, the project introduces natural and cultural asset-based approach to form local sustainable development framework.





Karaburun

İZMİR

İZMİR BAY

Chios

Çeşme

Urla

Güzelbahçe

Seferihisar

The peninsula is consisted of a wide variety of natural / urban /rural landscapes



Urla urban fabric



Urla county



Klazomenai antique settlement, Urla



Erythrai antique settlement, Çeşme



Karareis, Karaburun



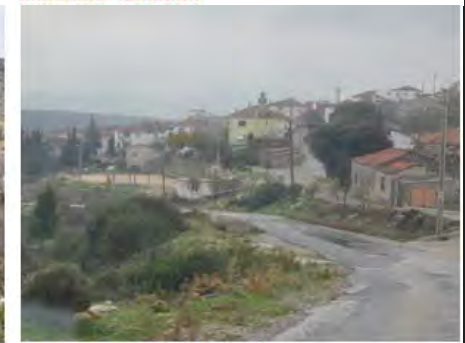
Alaçatı, Çeşme



Çeşme Castle and environs



Orhaneli Village, Seferihisar



Kadıovacık Village, Urla

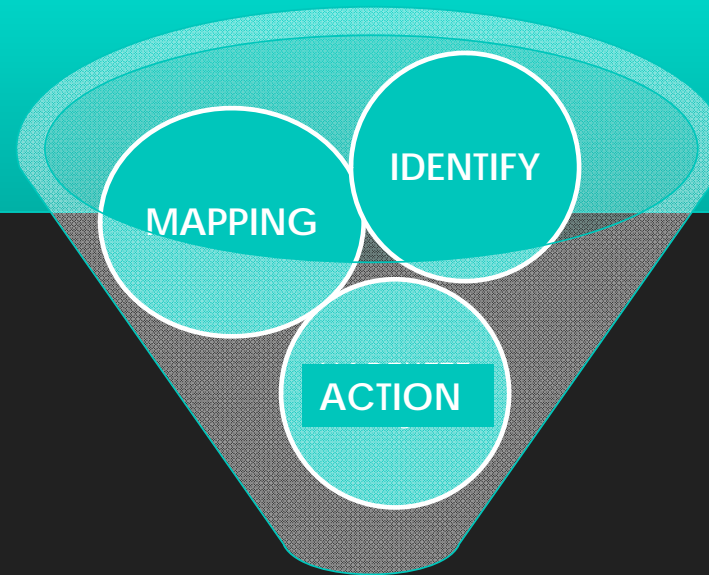
BEYLER, SEFERİHİSAR KADIOVACIK, URLA



Objectives of the Project

- Embedded into the sustainability of natural and cultural landscapes and their peculiarities;
 - Identification of thematic strategic goals for local socio-economic improvement,
 - Setting up spatial development scenarios,
 - Delivering strategic road map and action plans,
 - Model proposal for governance strategies and monitoring system

Project Rationale



Governance

Innovation and Entrepreneurship

Environment and Energy

Tourism

Urban and Rural Communities

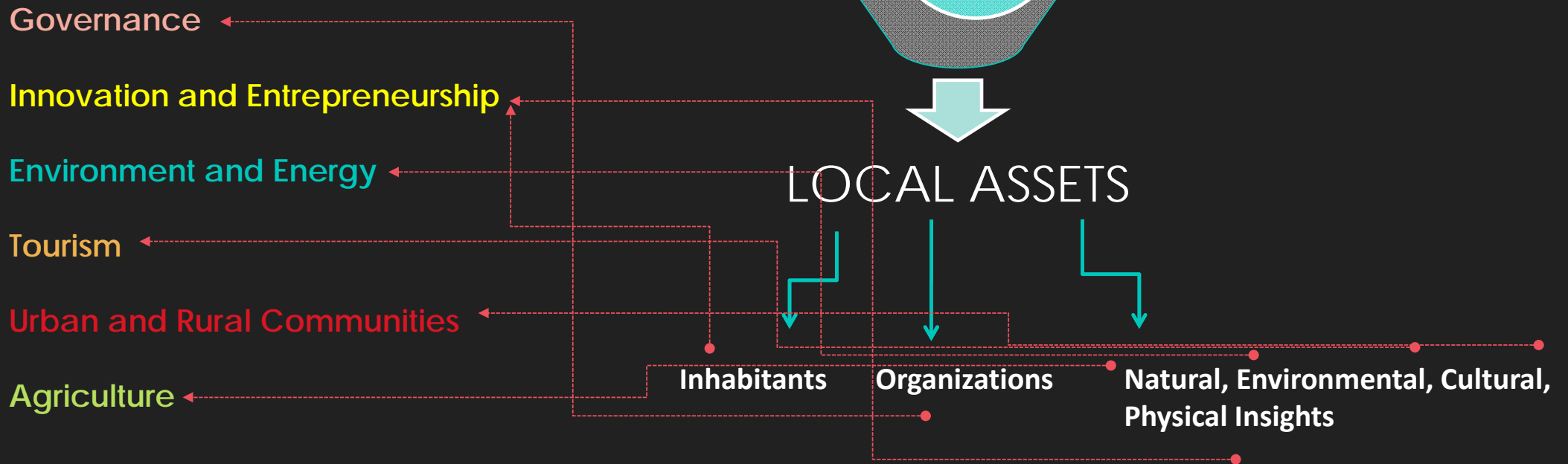
Agriculture

LOCAL ASSETS

Inhabitants

Organizations

Natural, Environmental, Cultural,
Physical Insights



Strategic development axes

- Organic Peninsula
- Clean and intact coastal landscape
- Healthy, safe and characteristic settlements
- The peninsula featuring cultural and historical assets
- Planned, organized and well educated tourism
- Diverse in natural and cultural assets
- Renewable energy resources
- Inclusive and shared local economic development
- Local asset-based entrepreneurship
- Unearthing tacit (local) knowledge



The project divided into 3 consecutive phases

- 1st stage: existing data analysis; thematic and natural-cultural asset inventory, geographical data
- 2nd stage: description and mapping of natural-cultural assets, interactive community meetings, strategy formulation, weighting and prioritization of each project, spatial synthesis of strategies

In expert panels, 130 asset-based development ideas were revised under 5 major themes and 10 strategic development axes.

- 3rd stage: revision of strategies, road map, governance plan, monitoring system; *Future scenario of the region and the resultant action plan has been extracted from GIS spatial data system, monitoring model, road map and SEPET (social, economic, politic, ecological and technological) analysis*

Basic outputs of the project

- describing sustainable development strategy of the region within 5 major themes that should account the sustainability of natural and cultural landscapes,
- supporting clean, environment-responsive and high value added education, health, tourism and information technology sectors,
- placing 'asset-based local entrepreneurship' ecosystem

Community Workshops
*(Seferihisar County,
mapping of local assets)*

Horizon Workshop

Experts Panel



Delphi Questionnaire

(Source: Velibeyoğlu et al., 2014)

Mapping natural-cultural assets



(Source: Velibeyoğlu et al., 2014)

asset-driven data base

ArcGIS 2.2-BR-VARLIK

HARİTAYI DEĞİŞTİR

Oturum Aç

Ayrıntılar

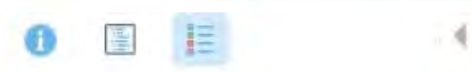
Altlık Harita

Paylaş

Yazdır

Ölç

Adres veya yer bul



Gösterim

DOĞALVARLIK

Festival

KÜLTURELVARLIK

TarihiEser



Ayrıntılar

Altlık Harita

Paylaş Yazdır Ölç

Adres veya yer bul

Gösterim

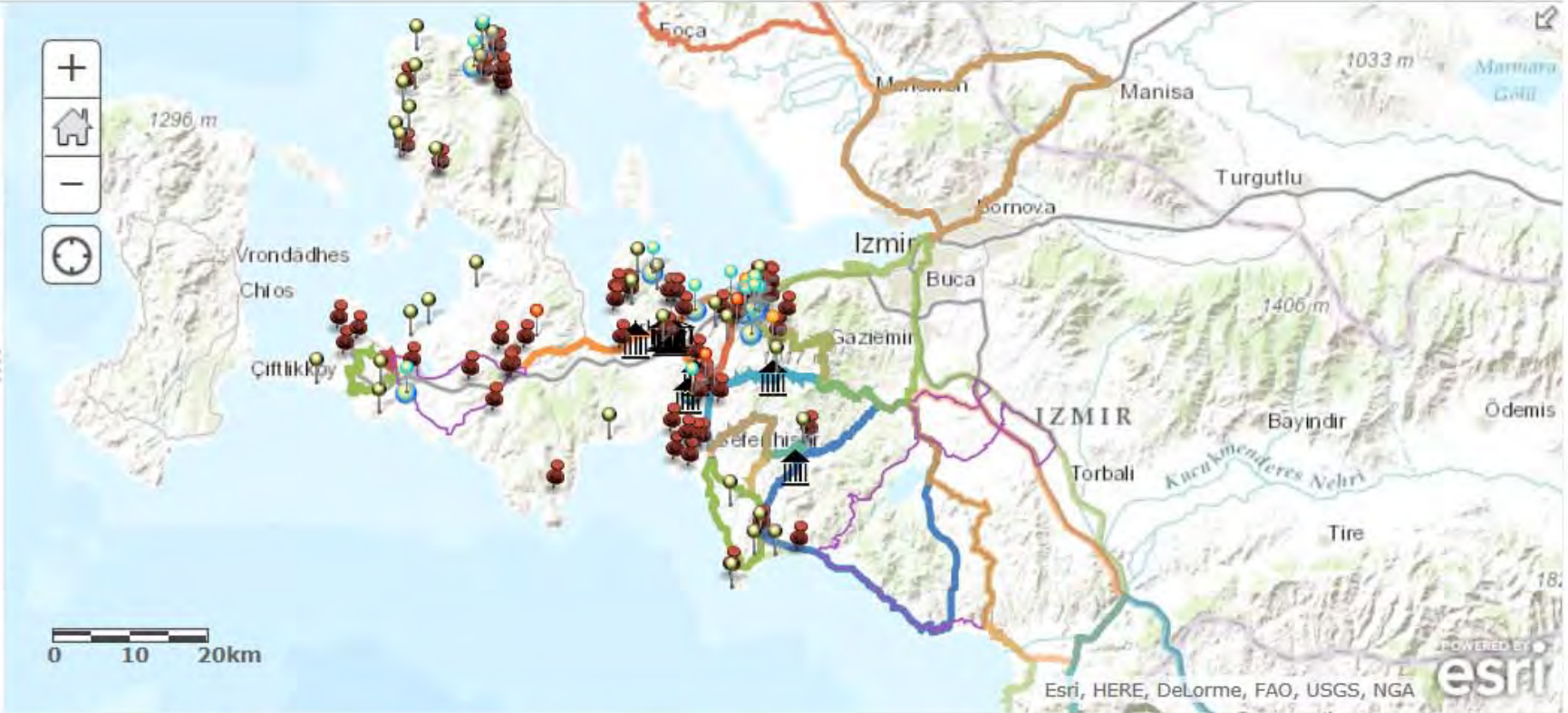
Doğal Sporlar

DOĞALVARLIK

Festival

KÜLTÜRELVARLIK

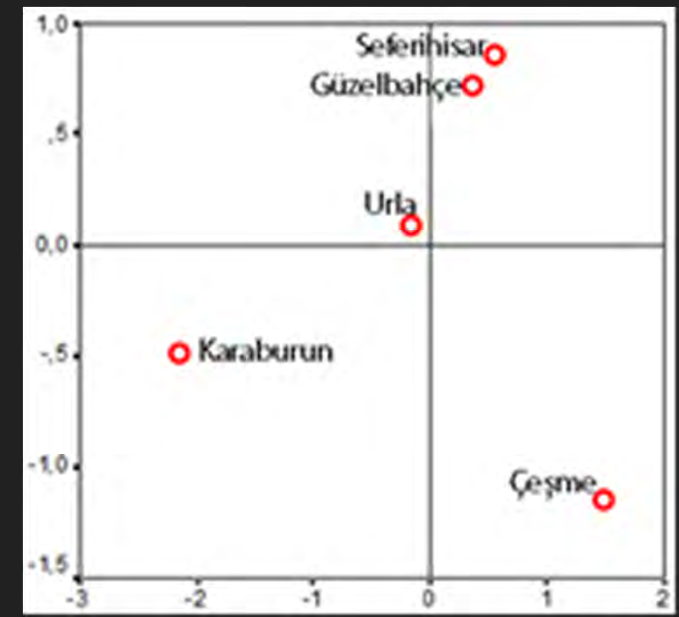
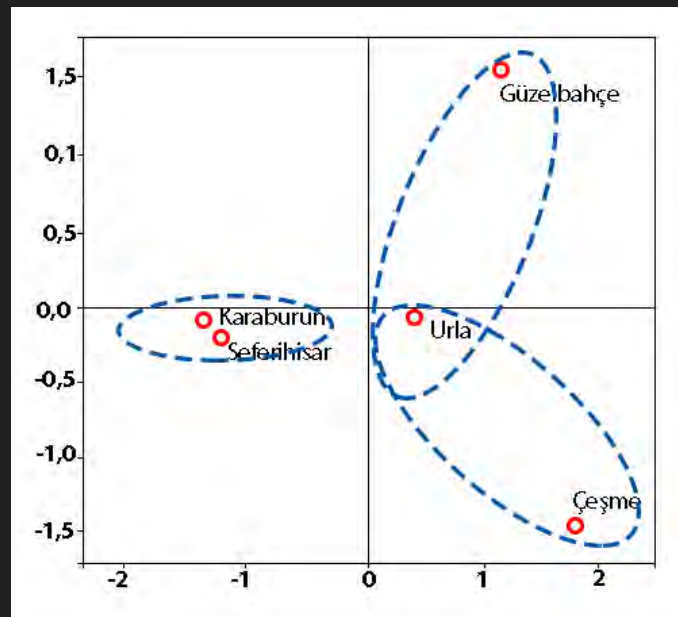
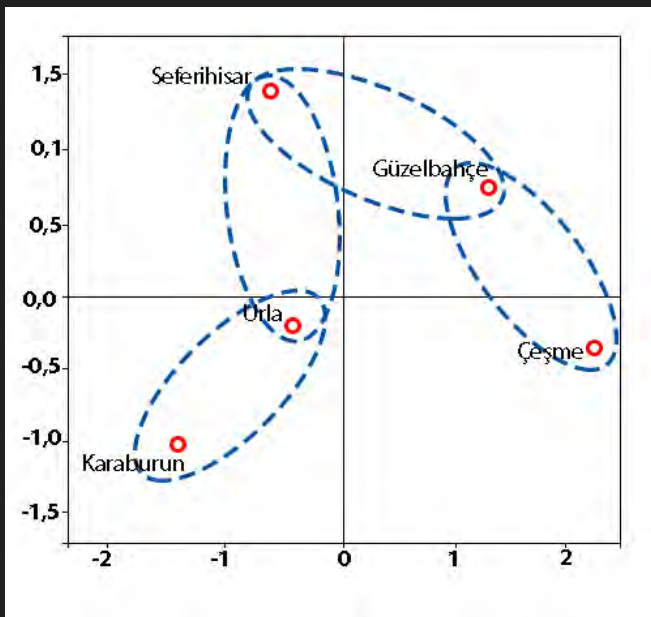
Esri.com Yardım Kullanım Koşulları
Gizlilik Esri'ye Başvurun Kötüye Kullanımı
Bildirin



Agricultural Projects

Entrepreneurship

Relevance of asset-based project subjects



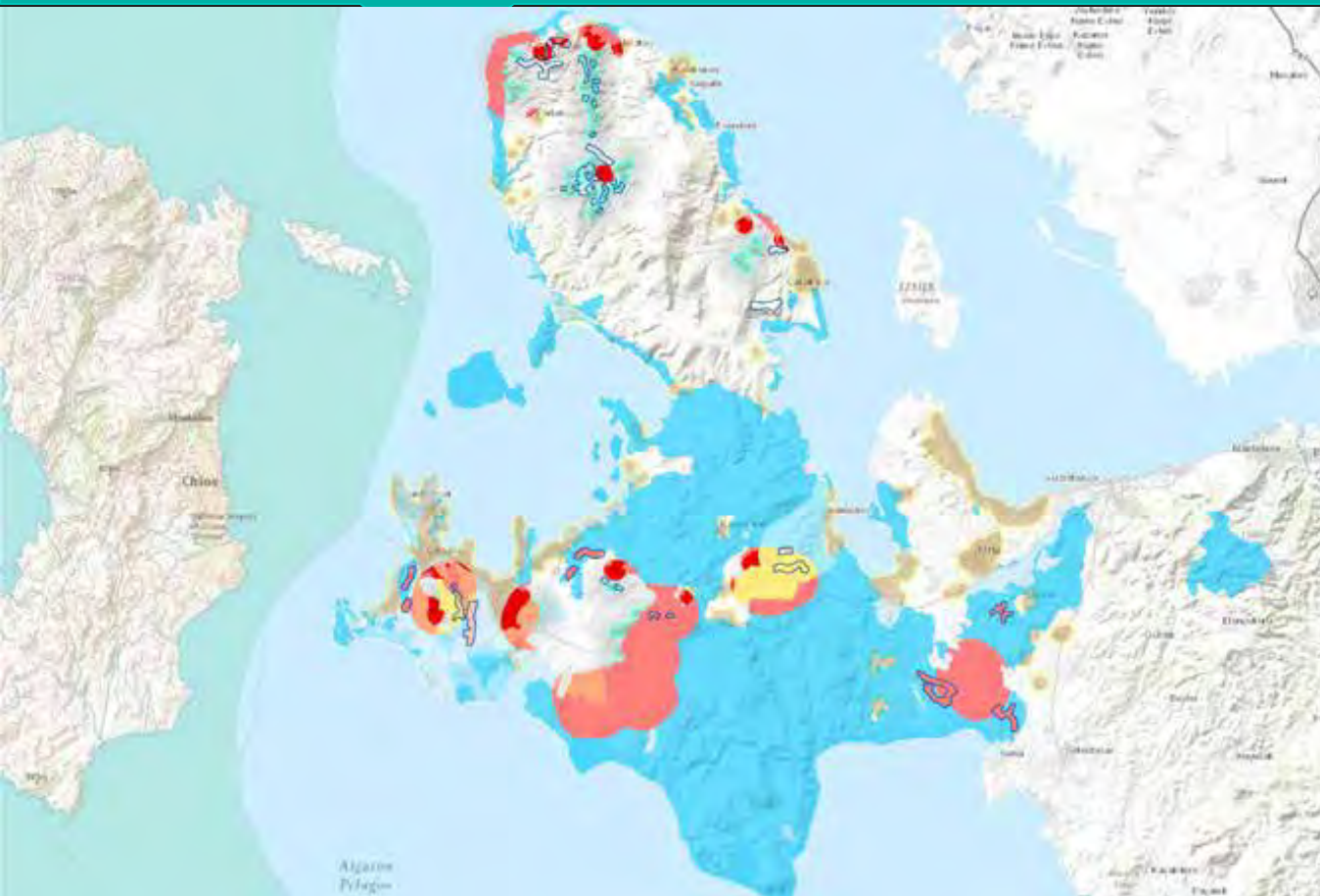
'Kruskal Wallis' statistical kit

(Source: Velibeyoğlu et al., 2014)

Leading edge economic skills

- organic and environment-friendly agriculture throughout the peninsula,
- thermal waters, congress tourism, mastic production in Çeşme,
- water springs, pathways and cycle tracks in Güzelbahçe,
- animal husbandry, local brands, boutique processing of local agricultural products in Karaburun,
- olive, geothermal energy in nursery, heating and health in Seferihisar,
- viticulture and wine production in Urla,
- geothermal, wind and wave energies in Seferihisar, Çeşme and Urla

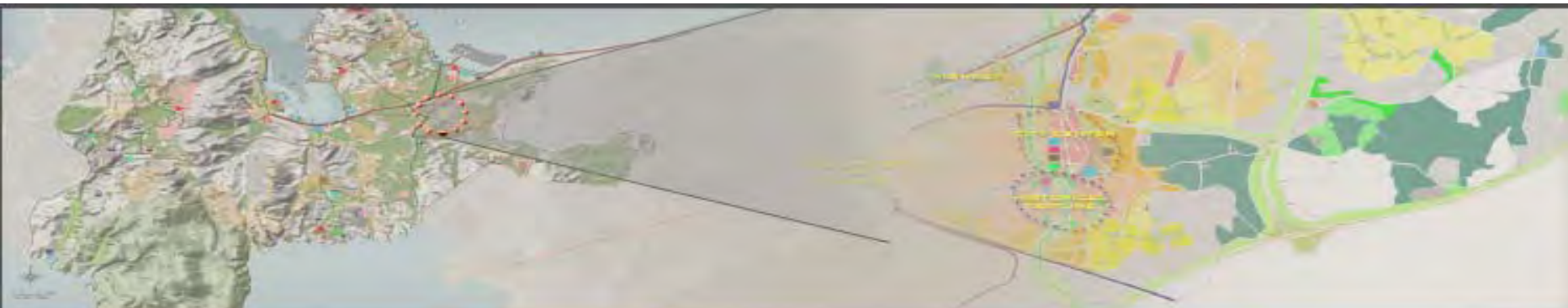
Spatial interaction analysis scrutinized some key, but conflicting relations between 'wind energy plants-urban/rural communities', 'fish farms-coastal landscapes'



Synthesis:
Competing areas
(High in red;
Least in yellow)
Protected areas in
blue

In conclusion

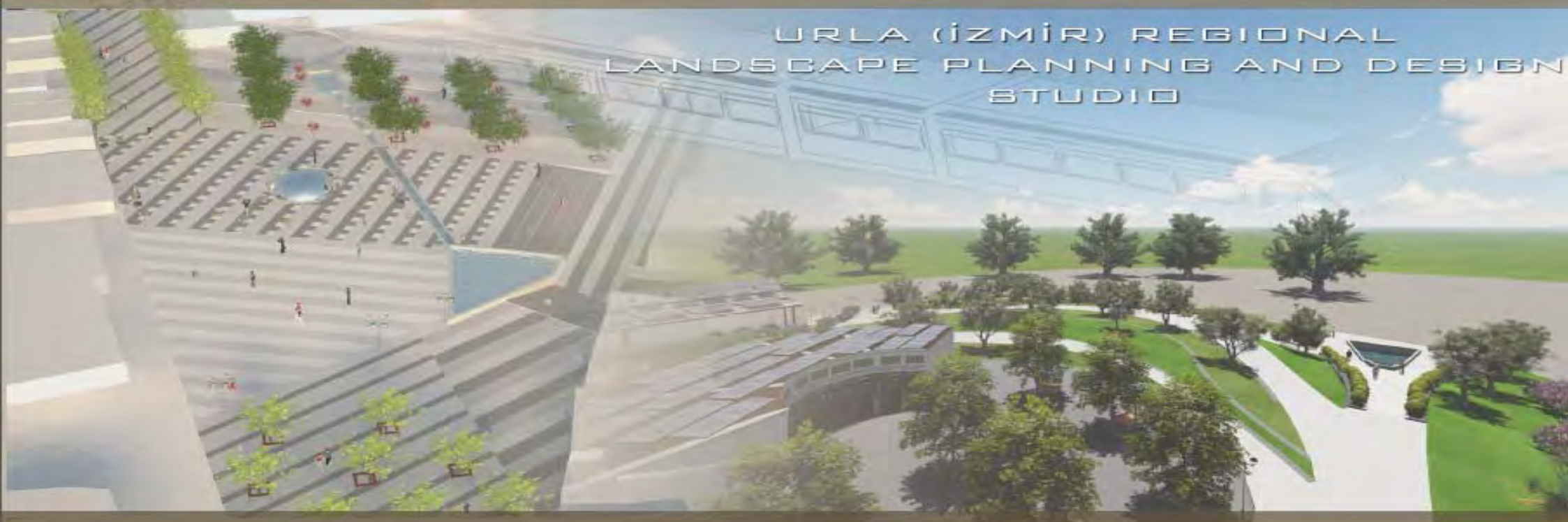
- Asset-based local development is imperative to maintain 'sustainable (rural) landscape-traditional lifestyle-economic stability' relation.
- The project evidences that socio-economic development relying on sustainability of natural and cultural landscapes and their resources will be ensured by well-organized road map and implication of its projects thoroughly.
- As the project describes particularly in section 'strategic road map/future scenario', the whole process surely calls for an effective mechanism of close collaboration, exchange of knowledge and governance among related (inter)national institutions, stake holders, statutory bodies, municipalities and the state at the regional scale and beyond.



8
**Biennial
Internacional
de Paisatge**

*International Biennial
of Landscape Architecture*

September 2014
Barcelona
25, 26 & 27 september



**URLA (İZMİR) REGIONAL
LANDSCAPE PLANNING AND DESIGN
STUDIO**

Country: İzmir / TURKEY
University / School: EGE UNIVERSITY
Academic year: 2013 / 2014
Title of the project: URLA (İZMİR) REGIONAL LANDSCAPE PLANNING AND DESIGN STUDIO
Authors : Ayşe Yıldız, Busra Başsultu, Eray Caliskan, Hande Gundel

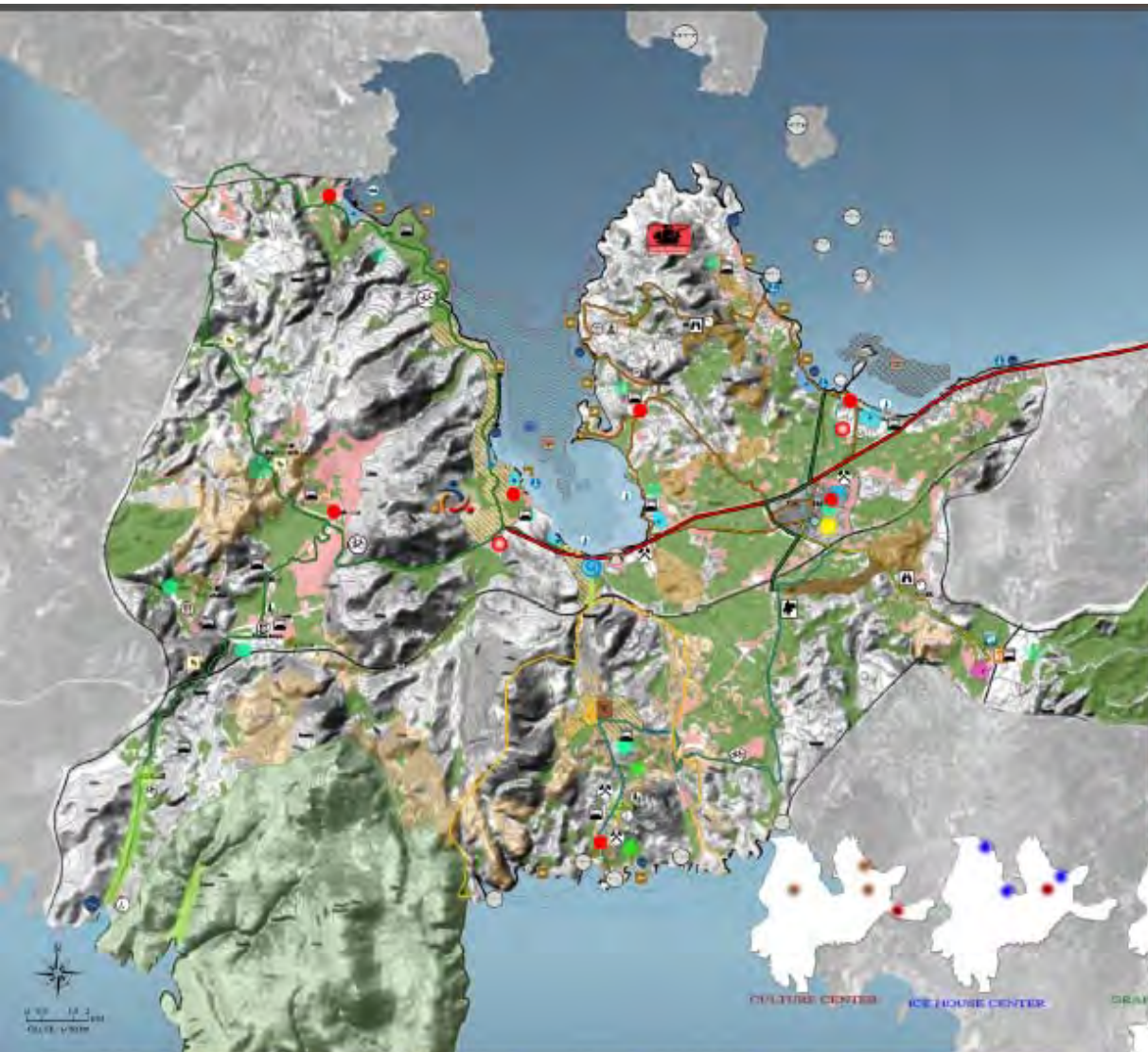
8
Biennial
Internacional
de Paisatge

International Biennial of Landscape Architecture

September 2014
 Barcelona
 25, 26 & 27 september

LEGEND

- | | |
|----------------------------|--------------------------------------|
| BIRD OBSERVATION POINTS | HORSE FARM |
| BLUE CRUISE | NATURAL BEAUTIES |
| PORTS | BATHHOUSE THEATRE |
| PICNIC AREAS & RESTAURANTS | CULTURE AND ART MUSEUM |
| AREA OF SURFING | SCUBA DIVING PLACES |
| THE FISHING LOCATIONS | TRAMLINE |
| THERMAL SITE | IYTE (UNIVERSITY) |
| PAPER TUBES | OLIVE CENTER |
| BOAT TRIP | AGRICULTURE & VITICULTURE CENTER |
| WINE HOUSE | CULTURE CENTER |
| NATURE WALKING | BOUTIQUE HOTELS |
| KAMPING AREA | KLASTHONAI |
| OIL HOUSE | BIKE HIRE POINTS |
| URBAN AREA TO BE OPENED | CAFE & RESTAURANTS |
| BEACHES | WATER TREATMENT PLACE |
| OPEN AIR MUSEUM | KARAKULAK VE FOMUK CONSERVATION AREA |
| CYCLE PATH | OLD INDUSTRIAL SITE |
| UNDERGROUNDES MUSEUM | REOPENED INDUSTRIAL SITE |



Country: Izmir / TURKEY
 University / School: EGE UNIVERSITY
 Academic year: 2013 / 2014
 Title of the project: **Urta**, Izmir Province Planning and Design project
 AUTHORS: AYSE YILDIZ, BUSRA BASSULLU, ELIF KURT, ERAY CALISKAN, HANDE GUNDEL, NURGUL ISIKEL, SEZIN OZCELIK, SULE AKMAN, TUĞÇE TÜRE

PROF. DR. AYŞE YILDIZ
 BUSRA BASSULLU
 ELIF KURT
 ERAY CALISKAN
 HANDE GUNDEL
 NURGUL ISIKEL
 SEZIN OZCELIK
 SULE AKMAN
 TUĞÇE TÜRE

URLA (İZMİR) REGIONAL LANDSCAPE PLANNING AND DESIGN STUDIO INVENTORY AND ANALYSIS



CURRENT STATUS URLA TOWN



CIRCULATION



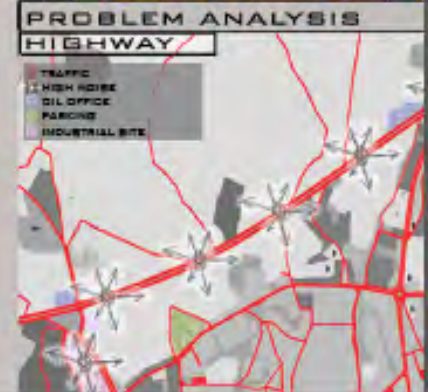
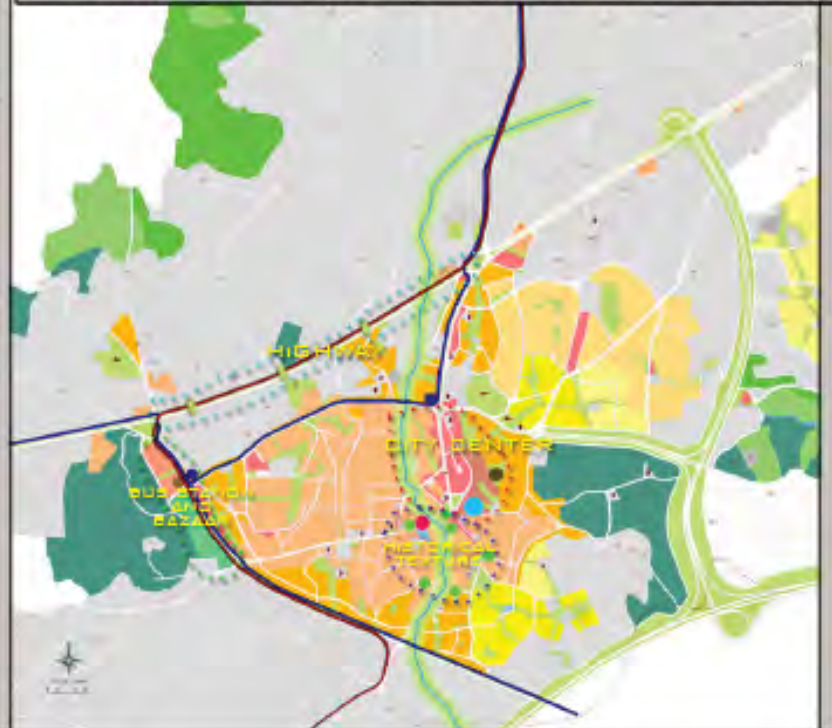
DEVELOPMENT STATUS



URBAN AND RURAL DISION



URLA URBAN REALM (1/5000)



İZMİR-ÇEŞME HIGHWAY



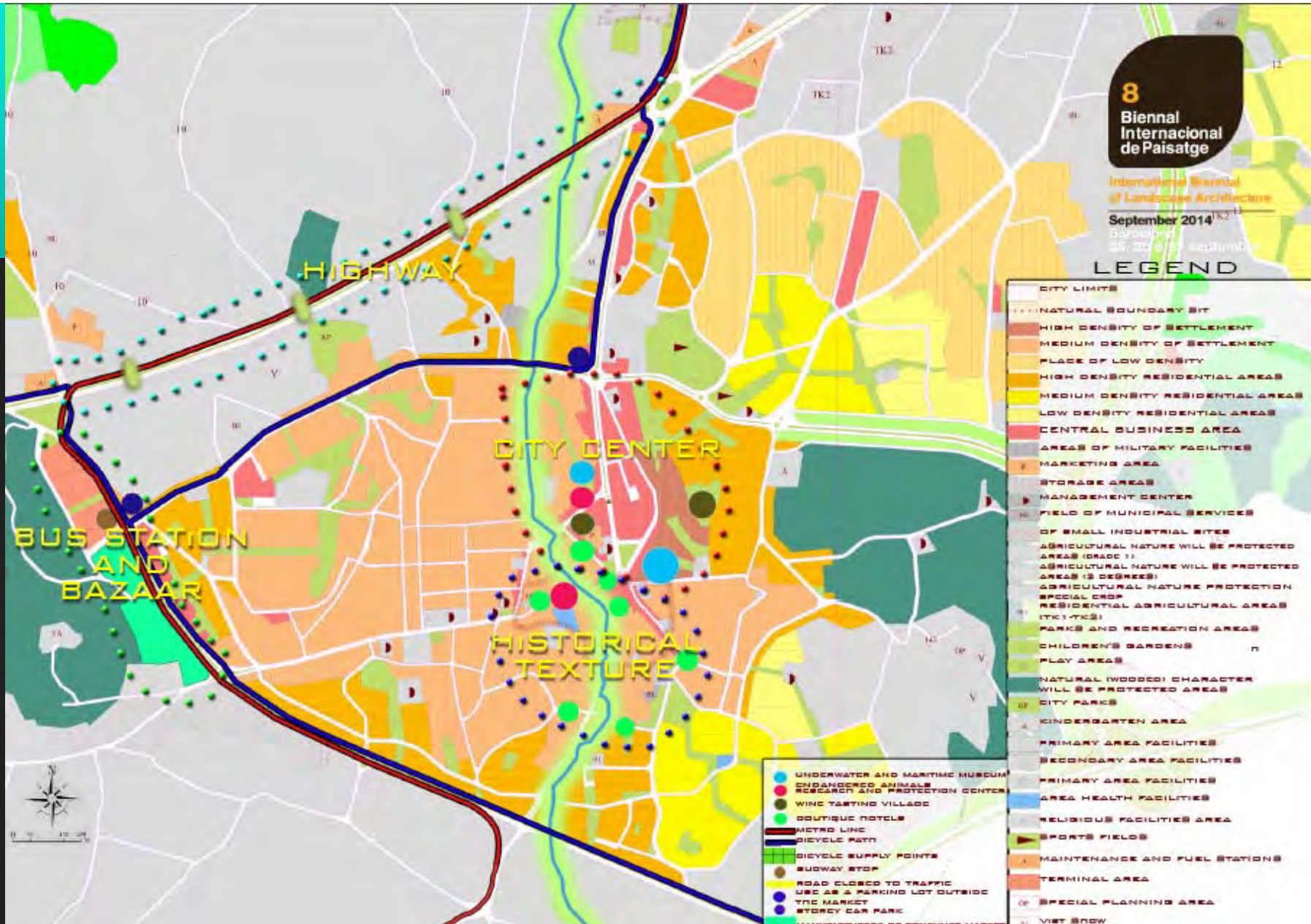
TRANSPORTATION ANALYSIS



SOCIAL AND CULTURAL ANALYSIS



LEGEND



**BUS STATION
AND
BAZAAR**

HIGHWAY

CITY CENTER

**HISTORICAL
TEXTURE**

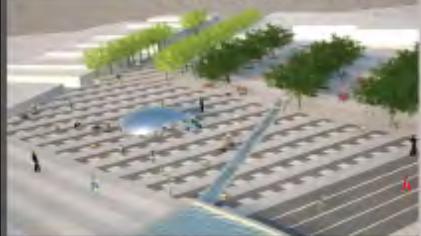
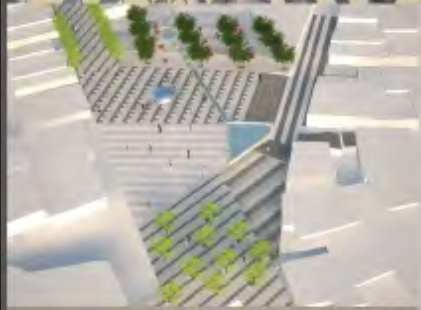
- UNDERWATER AND MARITIME MUSEUM
- ENDANGERED ANIMALS RESEARCH AND PROTECTION CENTER
- WINE TASTING VILLAGE
- BOUTIQUE HOTELS
- METRO LINE
- BICYCLE PATH
- BICYCLE SUPPLY POINTS
- SUBWAY STOP
- ROAD CLOSED TO TRAFFIC
- USE AS A PARKING LOT OUTSIDE
- THE MARKET
- MOTORCYCLE PARK

- CITY LIMITS
- NATURAL BOUNDARY BIT
- HIGH DENSITY OF SETTLEMENT
- MEDIUM DENSITY OF SETTLEMENT
- PLACE OF LOW DENSITY
- HIGH DENSITY RESIDENTIAL AREAS
- MEDIUM DENSITY RESIDENTIAL AREAS
- LOW DENSITY RESIDENTIAL AREAS
- CENTRAL BUSINESS AREA
- AREAS OF MILITARY FACILITIES
- MARKETING AREA
- STORAGE AREAS
- MANAGEMENT CENTER
- FIELD OF MUNICIPAL SERVICES
- OF SMALL INDUSTRIAL SITES
- AGRICULTURAL NATURE WILL BE PROTECTED AREA (GRADE 1)
- AGRICULTURAL NATURE WILL BE PROTECTED AREA (2 DEGREE)
- AGRICULTURAL NATURE PROTECTION SPECIAL CROP
- RESIDENTIAL AGRICULTURAL AREAS (TK1-TK2)
- PARKS AND RECREATION AREAS
- CHILDREN'S GARDENS
- PLAY AREAS
- NATURAL (WOODS) CHARACTER WILL BE PROTECTED AREAS
- CITY PARKS
- KINDERGARTEN AREA
- PRIMARY AREA FACILITIES
- SECONDARY AREA FACILITIES
- PRIMARY AREA FACILITIES
- AREA HEALTH FACILITIES
- RELIGIOUS FACILITIES AREA
- SPORTS FIELDS
- MAINTENANCE AND FUEL STATIONS
- TERMINAL AREA
- SPECIAL PLANNING AREA
- VIST BROW



URLA URBAN CENTER: SQUARE AND FOOD TASTE POINT

RENDERS (SQUARE)



AA SECTION



RENDERS (FOOD TASTE POINT)

BB SECTION



Velibeyođlu, K., S. Özdemir, A. Baba, Z.D. Arsan, H. Yazdani, D. Hazar, A. Kaplan, M. Boyacı, Y. Kurucu, N. Erdođan, Ö. Yıldız, H. Erkan, E. Afşar, S. Ersin, S.C. Ođuz, F.M. İneler, H. Ulusoy, 2014. 'Urla-Çeşme-Karaburun' Peninsula Sustainable Development Strategy 2014-2023. İZKA (İzmir Development Agency) Publication, İzmir, 283 pp.

http://www.izmiriplanliyorum.org/static/upload/file/yarimada_kalkinma_stratejisi.pdf

Teşekkür ederim

