REVITALIZATION PROJECT
for
OLD MARKET AREA of KADIKÖY
KADIKÖY MUNICIPALITY
The old market area began to emerge around 18th century. And, Armenians started to settled where Turks and Greeks settled before. There were 882 houses and 290 market units at that time.

A big size of fire has destroyed 250 buildings around 1860s. After that, a grid-iron plan has been applied which formed today’s market place.
The old market area was accepted as to be protected area because of its historical importance and value by the Ministry of Cultural Affairs in 1993.
The Old Market Area:

This region is situated at the peninsula of Kadıköy and it was one of the most interesting and attractive marketing area for people. As it is near to two wharfs of Kadıkoy, give the region a very good access and it is still one of the active parts of the City.
There are ancient buildings with cultural heritage value like mosques, churches, fountains and civic designed buildings.
the market area is a way informative, educational and cultural space for interaction of people and exchanging everything from data to money, and mostly is attracted by the middle class people
problems and opportunities

problems
- security
- pollution

opportunities
- cooperation
- participation
- willingness
- New regulations in law
- resolution

- Problems of buildings at present
- Failure in economies of the Market Area
Surveys & analyses
the main goal:

to promote high-quality, distinctively market area to enhance the quality of the built environment aligns with other goals and strategies for the natural and historical environment, stronger communities and vibrant economy.
The Project was developed to improve:

- the sense of place and community;
- the environment
- support a healthy economy
- reduce crime
- strike a balance between the needs of the car and pedestrian
- increase transit viability;
- the valued natural features and character/heritage areas
- sustainability of the environment
Main design objectives:

1. A participatory project model
   - Project partnership
   - Project group
   - Fund for the Market

2. To create new pedestrian links
   - Nail Bey Street
   - Serasker street

3. To create new images for the present streets
   - Street of fishermen
   - Street for antiques
   - Street of booksellers

4. To improve existing building structure
   - Safety of buildings
   - Buildings designated as an historic property
   - Illegal constructions at buildings
1. The participatory project model

- Partnership
- Project group
- Workshop
- Fund for the Market

- Kadıköy Municipality
- ÇEKÜL Foundation

- Project partnership

- Project consultant group

- Association For The Old Market

- Fund for The market area

- Advisory committee

- Project group

- Workshop
2. To create new pedestrian connections

- To increase the utility of the bazaar
- To increase the level of economy
- To create a connection between two main neighborhoods
3. To create new images for the present streets
3. To create new images for the present streets

Street for antique sellers
4. To improve existing building structure

- To reutilize the buildings designated as historic property
The project goals and principles

1. Development of existing building structure

1.A. Historic buildings:

• Restoration & renovation
• Revitalization by different kind of uses
The project goals and principles
The project goals and principles

Historic buildings
2. Newly built buildings
   • Strengthen
   • Facade treatment:
     ▪ heating
     ▪ ventilation
     ▪ air conditioning unit
     ▪ Color
     ▪ repair
The project goals and principles

3. car parking

No motor vehicle parking is required between service hours at the area. Access shall be through a vehicular alley only. All motor vehicle parking shall be located at service-stop stations nearby, and will leave the area within the service hours.
The project goals and principles

4. sidewalk:

Sidewalks were properly redesigned and would be maintained to provide the pedestrian with a pleasant, safe, and convenient place to walk, and mitigate traffic impacts by making the area more walkable.
5. Orientation route for disabled and blind people:

A route which can be followed using white cane or by providing tactile information underfoot was designed at the project area.
The project goals and principles

6. Streets: are designed with features that promote the safety, comfort, and convenience of pedestrians, a...
The project goals and principles

7. Safety:

To reduce opportunities for crime, a clear definition is required between public places and private backs. It is proposed to the settlers and tenants of the Market to make a contract with a private security firm to enable a secure area for 24 hours.
The project goals and principles

8. Lighting:
Street lighting shall be provided and hung up along all streets.

Tellalzade pilot street
The project goals and principles

9. Landscaping:

Landscaping are used both to soften the "hardness" of the urban area for the pedestrian, and make the pedestrian feel more comfortable.
10. Shop fronts: to promote high quality shopfront design throughout the project area to encourage further investment and spending.
11. **signage**:

Signs shall share a common style (color scheme, type, size, material), as approved by the project participants.
12. **Awnings**: They should be designed as an integral part of the shopfront. And, they will be only acceptable provided they:

- Do not cause a cluttered appearance if used for signage,
- Are made of durable materials eg. Rayon, canvas
- Are in harmonious with the new color of the building

13. **Security Shutter**: All should be repaired and maintained for the quality, visibility and use of the building
21. Trash and Loading Docks

Loading docks shall be placed at the side or rear of the building, and shall be screened from the street. All trash will be collected very often during the day time.
The project goals and principles

Providing job opportunities

One of the goals is to provide new job opportunities for unemployed People. A workshop program is going to be scheduled, and, practical and theoretical educational will be given under the title of:

- restoration
- security
- Salesclerk
The project area at present